



FOCUS ON APRIL

THE MONTHLY NEWS ROUND-UP FROM **GAME ON**



APRIL 2022 PRESS RELEASE HIGHLIGHTS



DGC / GOLDEN NUGGET

Digital Gaming Corporation and Golden Nugget Online Gaming unite in New Jersey

Developer's proven content launched to operator's players in the Garden State

Digital Gaming Corporation (DGC) has partnered with Golden Nugget Online Gaming (GNOG) to launch in New Jersey and debut the entertainment company's fan favourite games on GoldenNuggetCasino.com.

The newly launched games will include 9 Masks of Fire™ and HyperStrike™, which are proven player favorites in New Jersey, along with the popular Assassin Moon™, HyperGold™ and Adventures of Doubloon Island™.

"We are excited to partner with DGC to bring its impressive content portfolio of diverse and premium games to our players," said Warren Steven, VP Product and Operations at GoldenNuggetCasino.com.

"DGC is setting the standard when it comes to online casino content in the US market and we are pleased to be able to launch games that will give our players more variety and maintain our quality as we continue to expand our gaming..."

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PANDAScore

PandaScore publishes "North Star" esports betting whitepaper

"How to build a successful esports betting product" tells operators everything they need to know about the esports betting opportunity and how to capture the sector's biggest emerging market

PandaScore, the leading esports data and odds provider, has published a comprehensive whitepaper that provides operators with everything they need to know about capturing betting's greatest emerging market.

Titled "How to build a successful esports betting product", the whitepaper walks operators through the critical components of esports betting, starting with the opportunity the vertical presents before going into integrations, risk management, data, player engagement, safe gaming and compliance.

The whitepaper includes input from the PandaScore team as well as specialist contributors including:

- Brett Abarbanel, Director of Research at the International Gaming Institute
- Julien Boinet, Business Development Director at Sporting Solutions
- Eirik Kristiansen, CEO of Pixel.bet
- Steven Salz, CEO and Co-founder of Rivalry

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INTELITICS / BETTER COLLECTIVE

Intelitics signs Better Collective as new affiliate business partner

Performance marketing and analytics platform provider, Intelitics, has added Better Collective to its list of affiliate business partners.

This partnership was agreed upon by the sports media company to help further drive growth across global markets. And more specifically, Intelitics was chosen to provide its data-driven product suite and platform for Better Collective to use and develop as a company across multiple channels.

In addition, the company believes Intelitics' use of real-time data and granular campaign reporting will help Better Collective optimise its spending in collaboration with company growth.

Allan Petrilli, Intelitics VP of Sales & Growth, said: "To bring one of the biggest digital sports media company's in the game to our platform is a big moment for us and is further validation of the prowess of our technology, and the selection of tools that Better Collective can now leverage.

"Data is the most valuable resource to both operators and affiliates, and we..."

[READ THE FULL STORY](#)

LIVESPINS / YGGDRASIL

Livespins adds Yggdrasil Gaming to its platform

Livespins has added online slot developer Yggdrasil Gaming to its platform.

Livespins noted that it is "socially charging the online casino space by delivering new ways for players to experience the thrill and excitement of slots play via its cutting-edge streaming platform by allowing them to bet behind the streamer and the action taking place across the reels."

It creates a group bet and a shared experience on the same spin, but players are able to set their own bet value and the number of spins.

"Yggdrasil Gaming is a slot developer powerhouse and integrating its suite of games into the Livespins platform is undoubtedly a milestone moment for us," said Livespins CCO Michael Pedersen.

"We want our streamers to be able to access the slots that get them and their audiences on the edge of their seats with each spin, and in Yggdrasil we have a studio that knows exactly how to get player pulses racing.

"That we are able to attract prestigious studios such as Yggdrasil Gaming to the Livespins platform is testament to the unique experience that we are able to deliver to players but also the opportunities we offer studios looking to..."

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APRIL 2022 PRESS RELEASE HIGHLIGHTS



BLUE GURU GAMES / REELTRAX

Blue Guru unites with ReelTrax

Game studio to work with sound and audio design specialist to produce high-quality soundtracks to bring its narrative-driven slots to life

Blue Guru Games, the developer of history and mythology-themed casino games, has embraced sound and audio design specialist, ReelTrax, in a partnership that will turn up the volume on the studio's latest slot releases.

ReelTrax creates original broadcast-quality audio and sound design, tailor-made for slot game narratives, and will work closely with the Blue Guru team to produce music and sound effects that compliment game mechanics and bring themes to life.

This will ensure that Blue Guru slots deliver the highest levels of sound quality which in turn will ensure they provide an engaging and authentic experience...

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RAW iGAMING / LEANDER GAMES

Raw iGaming Acquires Games & Aggregation Platform Leander Games

RAW iGaming, creators of the SuperSlice engine, has purchased Leander Games which will power the rapid expansion of its SuperSlice games across regulated markets as well as introduce a new business area in aggregation.

RAW's new innovations will deliver exciting, differentiated content and features to Leander's integrated customer base across Europe and South America.

Tom Wood, CEO of RAW says "This is an amazing opportunity to bring together our SuperSlice innovation with one of the best distribution platforms in the industry along with access to the studio that is known for great titles like Ave Caesar and Alibaba and the Forty Thieves."

Tom continues "After meeting with Leander management, we felt the immediate cultural connection, identified their deep skillset in platform and distribution, as well as the clear synergies we both bring in game development making RAW a new force to reckon within content and game distribution."

RAW focuses on developing innovative entertainment technologies and the Leander Games platform, live in 13 regulated markets, will play a big part in distributing and expanding RAW's disruptive product offering, delivering its content to more markets at speed.

[READ THE FULL STORY](#)

PLAYSTAR

Jon Bowden appointed PlayStar CMO

PlayStar has appointed Jon Bowden as its new Chief Marketing Officer, ahead of the group's launch in the New Jersey market.

Bowden joins the online casino brand having held senior branding, marketing and advertising roles at major industry players over the past 10 years, including Entain, Rank Group, Gala Coral and Ladbrokes Gala Coral.

At PlayStar, he will be tasked with delivering the group's brand proposition to the US market, with a focus on player experience and exceeding player expectations. He will also build and lead the marketing team covering brand, CRM and acquisition.

"Jon is one of the most experienced marketers in the industry and his appointment as PlayStar CMO will undoubtedly prove vital in our mission to disrupt the US market," said PlayStar CEO Per Hellberg.

"The US market is ferociously competitive, so as a brand we need to be heard above the noise and ensure that we engage with players from day one. Jon certainly has what it takes to help us achieve this, and I look forward to working with him as we ready for launch in New Jersey and other regulated states."

Bowden joins the group from Entain, where he served as Brand Director for...

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CONTINENT 8

Toronto launch forms part of wider North American plans

Continent 8 Technologies has debuted its public cloud solution in Toronto in response to what it calls a "response to customer demand for cutting-edge cloud solutions" across Ontario.

The platform offers customers a multi-tenanted, scalable and resilient IaaS platform that allows them to host infrastructure such as virtual machines.

Key features of the platform, says Continent 8, include a self-service portal with template-based provisioning, feature-rich devices, the ability to integrate with co-location, MPLS network and cloud connect services, as well as DDoS protection and additional cybersecurity services.

A significant benefit for customers utilising the cloud is that it eliminates the need for ongoing hardware investment, which in turn provides the flexibility to...

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INTELITICS / LOTTERY.COM

Intelitics Hits the Jackpot with Lottery.com Agreement

Intelitics, a performance marketing and analytics platform provider, has been chosen by Lottery.com Inc. to power its affiliate program, LotteryLink, as Lottery.com looks to drive growth across the U.S. market and beyond.

Intelitics will deliver its cutting-edge platform and data-driven premium product suite that Lottery.com will use to manage affiliate and paid media activity, including real-time media campaign monitoring and reporting.

The platform and product suite will also benefit Lottery.com affiliates that sign up to its LotteryLink affiliate marketing program by giving them access to real-time data and analytics as well as flexible pixel tracking. These tools will enable the affiliates to effectively self-manage their campaigns and monitor their effectiveness.

Lottery.com is a technology company that is transforming how, where and when lottery is played by allowing players to purchase state-sanctioned lottery games via mobile devices and web applications. The Company currently operates in 12 U.S. jurisdictions, as well as internationally, with intentions to expand into new markets in 2022.

The Company plans to leverage its growing network of affiliate partners to...

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ROUTY

Innovative platform that helps affiliates increase revenues by providing access to data on a user level is seeking well-connected investors

Routy, the innovative platform that helps affiliates boost revenues by tracking data at the user level, has launched its first major funding round with the aim of raising €400,000 as it continues to scale at pace.

The raised capital will be used to ramp up marketing activity and to drive more awareness of Routy and how its platform can benefit both affiliates and operators. The cash will also be used to build and scale Routy's sales team, and to improve the UX and onboarding.

Routy is seeking well-connected investors from within the gaming industry that can help boost the profile of the business and its product offering, and also facilitate talks with affiliates and operators that could benefit from its platform. Investors from outside of the industry are also welcome.

Routy helps affiliates to better monetise by allowing them to track traffic on a user level so that they can see how each user journeys through their site and ultimately on to the partner operator. All traffic stats (clicks, sign-ups, FTDs, revenues) from all partners are then displayed in a single portal.

Haim Bell, Founder of Routy, said: "Affiliates need to be able to access data at..."

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FIRST LOOK GAMES / YOLTED

Developer becomes the latest to join innovative platform that provides direct access to some of the biggest casino affiliates in the business

Yolted, the online casino game studio dedicated to creating electrifying, market-specific titles, has become the latest provider to sign up to First Look Games to significantly increase the exposure of its slots among affiliates and ultimately players.

By becoming a First Look Games studio partner, Yolted gains direct access to over 700 online casino affiliates and can share with them information and assets for its existing portfolio of slots as well as all future releases.

This includes game information sheets and marketing assets like logos, images and videos of games being played. These are uploaded to the First Look Games Library where they can be downloaded individually or in bulk.

In addition, assets can be uploaded two weeks prior to game launch so that a select number of affiliates can have a "first look" at the information in order to create content ahead of go-live which is then published in prime positions across their sites once the game hits operator lobbies.

Yolted will also be able to access a range of new studio features following the launch of First Look Games 2.0 in February. This includes more options to manage their games and assets via a brand-new Studio Management Centre.

Key features include being able to announce any exclusivity arrangements they...

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SYNALOGIK

Synalogik Wins Queen's Award for Innovation 2022

SYNALOGIK, a provider of data aggregation, automation and risk identification software solutions for compliance and fraud investigations, has been awarded a Queen's Award for Innovation – the highest official UK award for British companies.

The innovation award was given due to their data aggregation platform, Scout® and its contribution to fighting financial crime and helping organisations with regulatory compliance across both the public and private sector. Since its creation in 2019, Scout® has quickly gained clients across the gambling, insurance, banking, legal and public sector; including large multi nationals such as Entain Plc, Betway, NatWest Group and several large Government agencies.

Gareth Mussell, CEO at Synalogik, said: "As former end users, we recognise the problems facing organisations today. As data becomes more readily available organisations need to harness the opportunity it provides to make intelligent decisions. Organisations need assistance to access, aggregate and analyse this data at scale.

"Scout® has been developed to overcome these challenges and we are really proud to see the hard work of our team and vision for the product independently validated with this award. The Queen's Award for Innovation follows our recent Series A investment which is allowing us to scale up more swiftly and bring new products to market in the coming months."

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REAL DEALER / PASINO

Real Dealer joins forces with Swiss operator Pasino

Real Dealer Studios, who are headquartered on the island of Malta and a renowned developer of unique online casino titles that combine Hollywood-style production with thrilling gameplay, has strengthened its position in Switzerland after joining forces with fast-growing operator Pasino.ch.

Since its founding in 2019, Real Dealer Studios has been establishing successful partnerships with iGaming's premier casino operators and platform providers and continues to work aggressively to expand its games portfolio.

Under the terms of their latest deal, Real Dealer will provide a selection of its cinematic RNG games to the operator's players for the very first time. The list includes the studio's flagship Real Roulette series, starring dealers such as Sarati,

Caroline, Dave and Holly, as well as Real Auto Roulette and Multifire Auto Roulette.

Pasino.ch will also add the developer's hugely popular money-wheel series, Fortune Finder, to its lobby.

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CONTINENT 8

Continent 8 Gaming Cloud given green light in Pennsylvania

Continent 8 has launched its regulated Gaming Cloud in Pennsylvania following approval from the state's Gaming Control Board (PGCB).

The managed hosting, connectivity, cloud and security provider's public gaming cloud will be available to all operators and suppliers active in Pennsylvania.

Continent 8's move follows a recent expansion into Canada's gaming market, where it went live in Ontario. The provider's cloud is already available in 24 regulated US states, including New Jersey.

The PGCB has deemed that Continent 8's cloud software meets regulation standards, with the provider's hardware being located at both primary and backup locations in Pennsylvania. These locations join the three existing data centres Continent 8 already has in the state.

The provider claims to work closely with all regulators across the North American market, to achieve full compliance and gain a first-mover advantage in each state that it moves into.

Continent 8's Managing Director, Nick Nally, has spoken on the provider's Pennsylvania expansion.

He said: "Receiving approval from the Pennsylvania Gaming Control Board for our Gaming Cloud forms part of our aggressive strategy to deliver our regulated cloud to multiple new states in the US, as demand for our cloud solutions..."

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BLUE GURU GAMES

The Nemean Lion by Blue Guru Games

Blue Guru Games is giving players the chance to join Hercules in 'his quest for atonement and immortality' in The Nemean Lion.

The Nemean Lion is a 5x5 video slot that incorporates an array of symbols and a range of features based on the tale of Hercules.

The title incorporates a free spins bonus, multipliers and a scatter symbols collector.

Starting with the free spins bonus, this is activated by landing three scatters, awarding players 12 spins, three multiplier positions and additional multiplier positions for each additional scatter landing in the bonus game.

During the free games, any scatters that land will either add to the multiplier on that spot or create a new multiplier position beginning with the multiplier above the reel. If the position already has a multiplier the count will increase by one.

If a winning combination passes through a multiplier position, the win includes the sum of the multipliers it touches. If a win covers an x2 and an x3 multiplier, for example, then the result is multiplied by six.

Moving onto the scatter symbol collectors, these appear above reels two, three and four. Each time one to two scatters land during a spin, they are collected and added to the metre. For every 50 scatters collected, the metre gains an x1 multiplier.

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STAKELOGIC

Stakelogic Live suite of games go Live

Provider of premium live casino content has made its games available to operators

Stakelogic Live, the live dealer division of tier-one online casino game provider, Stakelogic, has now gone live and available to operators.

Stakelogic Live has established itself as a leading provider of premium live dealer games with its growing portfolio of content covering American Blackjack, European Roulette, Auto Roulette & Auto-Roulette Classic tables.

Stakelogic Live games are broadcast from state-of-the-art studios in Malta and the Netherlands using the latest cameras, microphones and broadcast technology. Each studio boasts stunning backdrops that perfectly capture the unique and special atmosphere of a land-based casino gaming floor.

Not only that, but dealers are trained to the highest possible standards which means that players receive a VIP experience at all times.

Operators can partner with Stakelogic Live to gain access to its portfolio...

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APRIL 2022 PRESS RELEASE HIGHLIGHTS

STAKELOGIC / ORYX

Oryx powered operators to utilise Stakelogic Live

Stakelogic has maintained the momentum of its live casino division after lauding a "major distribution deal" alongside the Bragg Gaming Group's Oryx Gaming.

The partnership will see the former take its entire portfolio of games live with operators powered by Oryx Gaming, which follows Stakelogic Live making its Dutch entry earlier in the week alongside BetCity.

"The Fusion platform accelerates the integration process significantly and allows us to deliver our products faster."

Ivica Jovanovski, Head of Aggregation at Oryx Gaming, commented: "The popularity of live casino continues to grow at pace and as a platform provider and content aggregator, it is our job to ensure that our live portfolio includes games from leading studios."

[READ THE FULL STORY](#)

REAL DEALER

Real Dealer Studios debuts 'industry-first' RNG game

Real Dealer Studios has released the first RNG casino game in the iGaming industry where dealers switch at regular intervals as they would in a land-based casino with Dealers Club Roulette.

During gameplay, players can expect to see a cast of eight hosts (Sarati, Bailey, Holly, Caroline, Matthew, George, Dave and Rishi) – who also star in individual titles in the studio's Real Roulette series – change after a set number of game rounds.

Shane Cotter, Chief Product Officer at Real Dealer Studios, remarked: "Why enjoy the experience offered by one dealer when you can choose between eight? That's the unique proposition of Dealers Club Roulette, with dealers switching automatically or whenever the player fancies a change."

"To our knowledge, there's no other RNG online casino game on the market that offers this functionality, so we are thrilled to be the first to introduce this option to players."

"It's innovation such as this, combined with our different approach to game development, that has allowed Real Dealer Studios to emerge as a provider of premium online casino content that delivers never-seen-before player..."

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STAKELOGIC

Stakelogic Live launches suite of VIP network tables

Developer continues to establish itself as a leading provider of live content with the rollout of six high stakes tables in English and Dutch

Stakelogic Live, the live dealer division of tier-one casino content developer, Stakelogic, has launched a suite of network VIP tables as it continues to establish itself as a leading provider of live casino content to operators in markets around the world.

Its suite of five VIP Blackjack tables and one VIP Roulette table will be streamed out of its cutting-edge studio in Birkirkara, Malta, and will leverage state of the art camera, microphone and broadcast technologies to deliver a superior player experience at all times.

The network VIP tables also benefit from opulent backdrops that replicate the look and feel of the high stakes tables and rooms that are found in prestigious land-based casinos from Las Vegas to Macau.

Stakelogic Live network VIP tables will offer higher limits than its standard live tables and will be hosted by dealers that have been given special training to ensure players receive the red-carpet treatment from the first game round to the last.

[READ THE FULL STORY](#)

FLOWS / GROUP PARTOUCHE

Groupe Partouche and Flows link-up to 'empower' Pasino accessibility

iGaming innovation platform Flows has inked a deal with Groupe Partouche to sign its regulated Swiss operator, Pasino.ch.

This alliance is said to "empower" the Pasino team to have the accessibility to build new features and workflows without coding. Adding to its 43 land-based casinos located throughout Europe, Partouche now offers its products online to players in Switzerland

Moreover, the alliance is also said to aid teams to accelerate tech delivery, integrations and change across the company.

Rupert Ecker, Managing Director at Pasino, explained: "Flows innovation platform has been on our radar since their launch and I'm very happy to have now signed and be able to start working with James and his team to help accelerate..."

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RAW iGAMING / BALLY'S

Bally's goes live with RAW iGaming

RAW iGaming has entered into an agreement with Bally's Gamesys to provide the tier-one operator with games powered by its cutting-edge SuperSlice and new SuperTracks engines.

Under the deal Bally's will launch RAW's innovative games as well as bespoke executions of the engines across its B2C brands including Virgin Games, Jackpotjoy, Bally Bet, Rainbow Riches Casino and Vera & John.

The breakthrough partnership sees Bally's become the first operator in the world to launch SuperSlice and SuperTracks games to players.

Tom Wood, CEO of RAW iGaming, said: "This is an amazing opportunity for RAW to distribute its innovative Super-branded games to one of the premier operators in iGaming."

"Gamesys has an incredible track record with deep experience and working closely with its teams will help us learn and perfect our new gaming products."

[READ THE FULL STORY](#)

HONORÉ GAMING

Honoré Gaming Names Audrey Bouctot New Chief Financial Officer

Honoré Gaming, the innovative online sportsbook platform and technology provider, has strengthened its senior management team with the appointment of Audrey Bouctot as its new Chief Financial Officer.

Bouctot has more than 15 years experience in corporate finance having worked as a financial controller for organisations across a range of industries including the automotive and energy sectors. She has also worked with several investment funds.

She joins Honoré Gaming from Poulehouse, a non-tech food industry start-up where she held the role of Chief Financial Officer.

As Chief Financial Officer at Honoré Gaming, Bouctot has been tasked with developing and growing the technology provider's financial department. This includes streamlining processes, undertaking monthly closing (fast close), monitoring costs and setting KPIs.

Honoré Gaming has emerged as a leading provider of turnkey sportsbook solutions to operators targeting French-speaking countries across the fast-growing African market.

Christophe Casanova, Chief Operating Officer at Honoré Gaming, said: "We..."

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PANDASCORE

How to build a successful esports betting product

Capturing betting's greatest emerging market-esports experts, Pandascore have released a detailed White Paper illustrating the key operational aspects to capitalising upon the potential of the esports sector within gaming.

Esports 101 and what it means for betting operators

Whitepaper Lead, Thomas Lace, offers up a concise overview of what esports is, how it looks and operates and space's relationship with betting. The piece offers readers a breakdown of what games are most popular for esports fans and bettors respectively, while also diving into why esports is one of the new frontiers of modern entertainment, sitting at the intersection of gaming, sports, fandom, music, art, pop culture, and more.

Such a competitive, cultural and commercial force presents threats and opportunities for bookmakers and betting operators, ranging from shifts in customer demographics, cost of entry and player acquisition through to harnessing the growth that the broader esports industry is experiencing.

"As more esports fans enter the 18-35 age bracket who have grown up with it, live and breathe it the same way that older generations do traditional sports, operators will quickly find that esports is a tremendous opportunity.

Operators who are building a strong esports offering right now benefit from stronger brand awareness and affinity, better customer retention and greater...

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SPRIBE

Stories from Ukraine

Ukraine is home to a wide range of gambling operators and suppliers. With the country at war, there has been a huge effort to move staff to safer locations. But the problems don't end there. These companies are faced with the enormous challenge of maintaining operations to ensure their employees have a salary – and a job once the conflict ends.

"That we are in such a situation in this day and age is utter madness," says David Natroshvili, managing partner of casino games developer Spribe.

Natroshvili, from Georgia, considers Ukraine his second home, having lived and worked in the capital Kyiv for a number of years. "A city I love, and the remarkable people in it, is now under constant attack and with people's lives very much in danger," he says. "This includes the lives of many friends and of course the Spribe team."

Spribe is just one of the companies affected by the conflict. Natroshvili says it set up its office in Ukraine to tap into the country's "incredible talent".

Companies across the gaming industry have established offices in the country, for one simple reason according to Evoplay chief commercial officer Vladimir Malakchi: "Ukrainians are considered to be among the most skilled developers in the world."

The country's IT sector was booming before the war. In 2020, IT exports grew by 20.4% year-on-year according to the National Bank of Ukraine, pushing its...

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GAMINGTEC

The company has started working in the alleged "national landing". What are your expectations in Latin America? What brand position do you expect to reach during this year?

There can't be any contradiction about the iGaming industry's massive growth over the last years worldwide. Faster connections, widely improved graphic design, and increased popularity among sports fans and punters alike, created the environment for this industry to merge into top 5 – and it's particularly in regions like Latin America, which is seen along the US to be one of the fastest growing space for online gambling.

Today, Gamingtec is one of the fastest growing companies in the iGaming industry. We have gone to great lengths to design, develop and build state of the art, turnkey platforms for both online sportsbook and online casino operators. This gives operators absolutely everything they need to launch an online gaming business.

It was an easy and logical decision to mark our presence into Latin America as we aim to deliver our knowledge and great experience to an emerging market...

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GIFT & GO / SIGMA

A new approach to acquisition and retention

Joe Hall, Founder, and CEO of Gift & Go, says the key to engaging players is in offering personalised incentives and rewards that go beyond bonuses.

Acquisition and retention are two areas where operators – both land-based and online – compete fiercely with their rivals. The key, of course, is standing out by offering something that is different but also provides genuine value to the player.

This can be difficult when most operators look to bonusing as a way of engaging new customers and also rewarding those that keep coming back for more. But the long-term impact of bonuses on engagement can be limited, especially as regulations around bonuses continue to tighten.

This means operators need to look for new ways to incentivise players to sign up for their brands or walk through their casino doors and then keep them. This means looking at acquisition and retention in a totally different way.

Gift & Go gives casinos a way to stand out. Instead of the same old rewards players can get anywhere else, we ditch traditional incentives and give them the freedom to choose their own rewards with real, infinite choice.

We are able to offer this by integrating seamlessly with Amazon Business to harness the power of Amazon Prime to let casinos, and their players, select from millions of different reward options.

[READ THE FULL INTERVIEW](#)

EMINENCE HOLDINGS

Frictionless experience, unrivalled speed, low cost – [tapping into] the power of blockchain

Mark Robson, CEO at Eminence Holdings, details the benefits for operators and players that utilise blockchain technology.

Online gambling spans the technology and entertainment sectors so both need to evolve to remain compatible with emerging technologies, regulatory requirements, and market trends.

Despite still being in an early phase of adoption, it is inevitable blockchain will be increasingly integrated into the operations of every business that has technology elements. Take Forex hedging as an example. It is already commonplace within international businesses and crypto exchanges are also being used in an increasingly extensive way.

The safety and traceability of transactions are significantly enhanced by the very nature of them being on the blockchain. The exceptional security surrounding player accounts, when combined with an operator's internal procedures, can eliminate fraudulent accounts.

Traditionally, casino games have been relatively secretive about game performance and pay-outs, sharing this data only with regulators, their internal teams, and an individual's own game history. The transparency that blockchain brings to the industry will help reinforce the trustworthiness of sites, games, and studios.

[READ THE FULL STORY](#)

CHAMPION SPORTS

We are the champions

Intergamingi spoke to Simon Noble, CEO of Champion Sports, about the company's rise and its exciting plans for the future.

Could you give us a bit of background on Champion Sports and how it started?

Champion Sports is a sports betting technology company that was founded five years ago. We have developed our cutting-edge technology in-house and provide operators with everything they need to launch a fast, responsive and competitive sportsbook that not only meets bettor needs but exceeds them.

Having now found our feet, we are entering a rapid growth phase driven by the financial backing of our group of parent companies that will see us further develop our technologies, products and services, allowing us to become a leading B2B sportsbook platform provider in the world.

In which market does the company currently operate?

We are currently focused on markets in Asia and Latin America and offer...

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FANTASMA GAMES

CB100 pathways through gaming and beyond, with Fredrik Johansson

The necessity of building and maintaining a strong network is a familiar construct among numerous industries, and is certainly one that is not lost in the gaming community.

However, among the multitude of strategies and expert tutorials on how best to achieve such a goal, is the question of: how much do you know about your network? With this in mind, CasinoBeats is aiming to take a look under the hood, if you will, and has tasked the 100 Club to help out.

Fredrik Johansson, CCO and Founder at Fantasma Games, is the latest to take to the hot seat, where he elaborates on turning his back on a "more traditional" career path, encouragement from Big Time Gaming CEO Nik Robinson, the downside to enhanced competition, and much more.

CasinoBeats: Could you begin by talking us through any past experiences that have been gained outside of the gambling industry?

Fredrik Johansson: After school, I studied for a finance degree at a university in Stockholm. Part of the way through the course, I decided to move to Australia to complete my studies.

At the time, most of my friends were looking at career paths in the banking sector which is something I also considered. But then I had an idea for creating my own company so decided to pursue that instead. At the time – this was in 2005 – online classified ads were huge in Sweden, so I decided to build and launch a website for the Australian market.

Due to the speed at which the business took off, I considered dropping out of my degree but managed to complete it while still growing my business. I then stayed in Australia for the next six years before selling my company.

[READ THE FULL INTERVIEW](#)

PRESSENTER

David Plumi (PressEnter): "We are working on a launch strategy in Spain"

Please tell us a little bit more about your role at PressEnter Group?

I am the Regional Managing Director for Latin America and Spain. I joined PressEnter Group back in January and have been given responsibility for the company's ambitious plans for both regions. This includes building out dedicated teams for each market and preparing our roster of premium online casino brands for launch across both and in particular in Latin America where we believe we can become a key player.

What are your primary objectives in your new role?

My primary objectives are to get each brand ready for launch in Latin America and Spain, and then to oversee that launch to ensure that we gain traction from day one. This starts with the launch of UltraCasino in Chile and Peru where we have gone live with a major marketing campaign that has seen us work with famous faces from each country to promote UltraCasino to their followers.

To support our moves into LatAm and Spain, I will also be building dedicated teams for each market so that we can leverage the brightest minds and creative talents to ensure that we can successfully deploy or plans for both regions and also deliver the best possible experience to players.

You have recently launched a new LatAm facing casino – Ultra Casino, which countries will you focus on most strongly and why?

We have just gone live with UltraCasino in Peru and Chile with more markets set to follow as we secure the necessary approvals to go live. The ultimate aim is to make all of our brands available to players across Latin America and we are currently in the process of applying for licenses in the markets we have identified as having the most potential.

What is unique about Ultra Casino?

Ultra Casino has been designed to deliver a player experience like no other.

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GAMINGTEC

"Flexibility is something that sets us apart"

Founded in London in 2013, Gamingtec (GT) is an independent software platform developer and supplier of turnkey solutions to B2B partners in the iGaming industry. More than 3,000 games produced by different developers are integrated into the Gamingtec software platform, and the company currently has more than 100 employees. As the company seeks to increase the brand awareness, it is currently showcasing its full-suite product portfolio at ICE London's stand N8-210, and just a few days ago, Yogonet had the chance to speak with their Commercial Director, Andrei Beu, at their SAGSE Latam 2022 booth in Buenos Aires City.

It was the second time for the company at SAGSE, after the 2019 edition before the pandemic. Now Gamingtec seeks to set foot in Latin America, with a new team coming up, fully dedicated to B2B. "We are flexible and ready to abide by LatAm regulations in multiple markets, it's not just Buenos Aires, not just Argentina. We are also targeting the rest of the continent," Beu told Yogonet during SAGSE's second and last day in late March. "The first day was quite full. We had some good interactions with the people here. We are happy, and we look forward to a lot more, maybe more events in here, maybe just more promotion as a company, increasing the brand awareness, because I think this is what everyone here is doing. Put names to the faces."

Gamingtec team was focused on advertising its full platform, which combined with all the modules together, provides a full experience to the operators, "who are, in the end, the most important factor for us. Partnering up with those that want to have great success and want to be a bit different from what the market can present right now."

The company has a list of proprietary products, which includes a PAM, the GT...

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PRESSENTER

"Latin America will ultimately become one of the largest regulated online gambling jurisdictions in the world"

When online iGaming operator PressEnter Group rebranded last year from its former name Betpoint Group, it explained it was the start of a new chapter for the company in its ongoing expansion strategy which led it to operate six online casino assets back then. Shortly after that, last October, the company also decided to move into a new office located in Malta, with several floors of the newly built Ferries Business Centre located in Silema.

Regarding that expansion strategy, which has Latin America and Colombia in particular on the horizon, Yogonet spoke with PressEnter Group's Regional Managing Director for Spain and LatAm, David Plumi, who took over the position in January after two years as Managing Director Spain for Betsson Group.

You have just launched UltraCasino in Chile and Peru. What are your expectations for your operation in those countries?

We see Peru and Chile as being key markets for PressEnter Group and our wider ambitions for the LatAm region. These launches mark our debut in LatAm, and we believe that UltraCasino will become one of the most popular online casino brands in both Peru and Chile due to the superior player experience that it delivers. We know that we still have a lot to learn especially when it comes to providing even greater localisation and personalisation and that there will be plenty of lessons learned. But we will use this experience to ensure we successfully enter additional LatAm markets in the coming months.

Latin American regulations are growing at great speed and you have already announced that in the next twelve months you plan to extend your brand to other regional online gaming markets, which ones would they be? Do you have any negotiations already advanced?

We believe that Latin America will ultimately become one of the largest regulated online gambling jurisdictions in the world, and we absolutely want...

[READ THE FULL INTERVIEW](#)

GIFT & GO

Exclusive Q&A with Joe Hall Co-founder and CEO at Gift & Go

Thanks for taking the time to chat, Joe. Can you tell us more about the concept of Gift & Go?

Gift & Go is an innovative gifting technology that leverages the power of Amazon Prime to help online casinos quickly, cost-effectively and easily acquire and retain players at scale. It allows player reward managers to access millions of products and a global distribution network to create fully customisable incentive and loyalty campaigns in minutes, but with no stock, no storage and no shipping to worry about. This gives casinos and most importantly, players, the freedom to choose the perfect gift each time, every time.

What are the main benefits that it allows operators to unlock, especially when it comes to acquisition and retention?

Operators know that in order to attract new players, they must stand out from their rivals and offer something different. Because competition is so fierce, casinos must have incentives and rewards that deliver true value to players and that cannot be matched by the competition. Gift & Go gives operators the platform they need to do this and to really stand out.

Instead of players being offered the same rewards available at other brands, Gift & Go allows operators to ditch these traditional incentives and instead let players select from literally millions of different reward options. This is because our platform harnesses the power of Amazon Prime to give players the freedom to choose for themselves and not from two or three or a small selection of products. We provide real, infinite choice.

They can also instantly customise rewards by size, type, colour, etc with immediate delivery using Amazon's global distribution network. And it is this unrivalled choice that keeps players playing. Gift & Go supercharges retention because players can see the huge range of rewards available and they want to make multiple selections. Of course, this means they have to keep playing if they are to earn those all-important loyalty points they need to access more products.

Operators are looking at different ways of spicing up their loyalty and rewards schemes with many turning to gamification. What does Gift & Go offer in this regard?

Gamification has become an almost critical aspect of any player reward and...

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CONTINENT 8

Nick Nally, Managing Director – Americas/Continent 8 Technologies

Could you tell us about the company and how it started?

The Continent 8 journey began in 1998. For more than 20 years we have been serving the global gambling industry, providing our customers with secure, high availability global managed hosting, connectivity, and security solutions. Over this time our products and services have evolved to reflect the ever-changing technology landscape.

We take great pride in being a leading service provider to the industry and at a time when demand for our solutions is increasing significantly. Despite this rapid growth, we are committed to offering quality, flexibility, and outstanding customer service via our global team while at the same time providing a local, bespoke approach to each partner.

In which markets does the company currently operate?

Our reach is global, but our focus and customer service is very much local. We have an interconnected global network of more than 80 locations across four continents – Europe, Asia, North America and South America. We are launching new sites every month, particularly in the US where we are committed to being first to market in regulated states as soon as they open their doors to legal online gambling.

Take our Atlantic City data centre in New Jersey as an example. Launched in 2019 and housed within the landmark Atlantic City Convention Centre, it is the only data site in the state that has been purpose-built for the online gambling industry.

It is fully compliant with DGE regulations and is the only independent, licensed facility that can house gaming infrastructure outside of a licensed casino. We are currently completing stage three expansion of the site with a modular addition approved by the Casino Reinvestment Development Authority, adding 30% capacity.

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Five minutes with...Anna McChesney of Continent 8 Technologies

This month's quickfire Q&A comes courtesy of Anna McChesney, marketing manager, Continent 8 Technologies.

Q. What do you enjoy most about your job?

My role is incredibly varied and encompasses a broad range of marketing activities, from PR and events to brand development and digital marketing. While it can be tricky at times to juggle this, it means that no two days are ever the same! And that's what I enjoy most.

Q. If you could give one piece of advice to a VP of growth and sales, what would it be?

Lead by example and be authentic and honest.

Q. Who would play you in the movie about your life?

Maybe Sandra Bullock?

Q. What's your karaoke song of choice?

You can't go wrong with some 90s pop classics!

Q. Which one thing can't you live without?

My passport. The thought of not being able to travel would be devastating!



Q. Who would you most like to be stuck in an elevator with?

There are lots of people I could choose but right now, Steven Bartlett. I have been listening to his podcast in recent months and watching the new series of Dragon's Den, and his business journey with Social Chain is fascinating.

Q. Where would you time travel to and why?

I think I'd prefer to travel to the future.

[READ THE FULL INTERVIEW](#)

BETSSON

Andrea Rossi (Betsson): "Tenemos la formula para seguir como referentes en latinoamerica"

Betsson sigue con su expansión y su trabajo de refuerzo en distintos países de América Latina. Tras haber sido distinguida con el Gaming Intelligence Award como mejor operador de iGaming de 2021, la compañía sigue adelante con sus planes de expansión en una región clave para Betsson.

En los últimos meses, hemos conocido nuevas asociaciones y patrocinios de importancia en los distintos países en los que Betsson está presente, así que hemos querido conocer con detalle...



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APRIL 2022 EDITORIAL HIGHLIGHTS



ENLIVON GROUP

Kevin McGinnigle, Enliven: protecting players must always be the priority

An aim of combining design, technology, marketing, and promotional expertise to deliver truly entertaining games, products and services has been stressed by Enliven Group, as it looks to “sing and shout a little more” during the coming 12 months.

With accelerated growth eyed moving forward, Kevin McGinnigle, CEO of the Enliven Group, talks to CasinoBeats to address key challenges felt across the industry, how these can be overcome, and potential long-ranging impacts from the UK’s gambling review.

CasinoBeats: Can you tell us about the Enliven Group and the companies that make up the business?

Kevin McGinnigle: When we started Positively Distinctive Media we knew that we would shift from a service-only business to one that offers complementary products. Almost three and a half years later, we’re nearly there. Given our broad range of products, it made sense for us to split these into their own business units.

With that, we now operate within the Enliven Group, alongside Bingo Solutions, which does exactly what it says on the tin. If you’re after a plug and play bingo solution, look no further. The final part of the puzzle is Enliven; also known as the reason we created the business. This is the most exciting thing we’re working on, and I can’t wait to show it off when the time is right.

CB: How do these companies complement each other?

KM: PDM remains the driving force behind the group; it’s home to more than 15 full-time staff around the world, including technologists, creatives and marketers. Over the years, we’ve formed strong relationships with some of the...

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EYE SPY RECRUITMENT / INTELITICS / FLOWS

iGaming Leadership Roundtable: Is There a Digital Skills Shortage?

As the digital revolution continues to transform industries across a spectrum of markets, demand for talent in this sector is higher than ever, especially since the impact of the Pandemic. It’s no surprise that niche markets such as iGaming, growing at such an impressive rate, may be feeling the strain of this more than others.

We caught up with some of the most forward-thinking iGaming professionals, leading the charge in our sector’s global expansion. In Part 1 of this Roundtable, we learn the true gravity of the skills shortage issue, the key causes and how can we learn from them in the future.

Roundtable members:

- Emma Clayton-Wright, Founder, Eye Spy Recruitment
- Robin MacDonald, Co-Founder & Managing Partner, Rubik Talent
- James King, CEO, Flows
- Allan Petrilli, VP of Sales and Growth, Intelitics

In your experience, is there a talent shortage in the online gambling industry?

ECW: “In my experience, there is a constant shortage of niche skills relating to next-generation technologies and innovations that are being brought to market. At the moment, data is the area with the greatest shortage of talent as operators and suppliers are investing more into this part of their business and require talent and experience to help drive this forward. Legal professionals and representatives can also be hard to find because we are seen as such a niche industry.

“When I first entered the sector, gaming talent wasn’t a thing, and you would often have to look outside of the industry to find the best candidates for the role. But now gaming talent is a thing and companies want industry experience...”

[READ THE FULL INTERVIEW](#)

RAW iGAMING / INCENTIVE GAMES / INTELITICS

CB100: lights, camera, action!

It’s lights, camera, and action in this latest edition of the CasinoBeats 100 Club as we delve into some of the greatest casino moments to hit the silver screen.

Ahead of the summer blockbuster period, and coming off the back of probably the most controversial Oscars moment in the Academy’s history, we thought this would be the perfect moment to ask our 100 Club members their most favourite film scenes that involve casino.

I will kick start us off with my worst and best casino scene:

The worst casino scene by far, and probably the worst within the franchise, is in Star Wars: The Last Jedi where Finn and Rose go to the desert world of Cantonica to find the code-breaker who is located within the casino city called Canto Bight.

Though visually stunning, that section of the film is just a narrative cul-de-sac and, if removed from the film, the outside would more or less be the same.

Now the best scene has to be from 1996’s Swingers, starring Jon Favreau and Vince Vaughn where two wannabe actors attempt to show their worth at the high rollers table as they sit down at the blackjack table and lose \$300 in one hand.

Henrik Fagerlund, COO at Raw iGaming, stated that, for him, it has to be a James Bond film and stated that there is “no more iconic casino scene than in 1983’s Octopussy.

He explained: “While we are used to seeing Bond flex his muscles to beat his enemies, in this scene, it is his intellectual might and his understanding of the rules of backgammon that allow him to outwit villain Kamal who had been...”

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FANTASMA GAMES

Beyond the Reels: Fantasma – Alice in Adventureland

The latest episode of Beyond the Reels sees Fantasma’s Chief Product Officer Trevor Ko join SlotBeats’ Mollie Chapman to discuss the studio’s latest release, Alice in Adventureland.

Exclusively launched for the operator Paddy Power, Alice in Adventureland is a 5x4, 20-payline video slot that incorporates a maximum win potential of up to x10,000 the bet.

Ko outlined that the game features ‘lots of cats!’ and its main function is to focus on feature buy, ensuring that players come back to the game.

He remarked: “You can expect lots of fun and lots of cats! That’s what we’re trying to do here. We really focused on the feature buy on this game as what we noticed in a lot of games was that the future buy was always an add-on after the game was made.

“So we were focusing on replayability; what we’re hoping is that people would play the feature buy over and over again and that’s what we designed this game around.”

Featuring Rocketkats, Ultraspins and super spins as well as free spins, Adventure in Wonderland shows players the ‘path’ towards victory, whereby players see value from collecting certain symbols and all symbols are upgraded.

Ko recognised that showing players the path to winning could aid the game’s player retention rate.

He added: “One of the games that we were inspired by was one of our other games, Heroes Hunt 2. When we saw streamers say ‘you’ve got to kill the vampire, kill the vampire’, which is that big moment in Heroes Hunt 2, that is when Tian and I thought of this inspiration.

“We’ve got to have a ‘kill the vampire’ moment for our players so when they finally get to something, that it is rewarding so we invested a lot of time...”

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