



FOCUS ON FEBRUARY

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



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FEBRUARY 2023 PRESS RELEASE HIGHLIGHTS

W2 / CRUCIAL COMPLIANCE / NCHAIN

W2 combines with Crucial Compliance and nChain for blockchain initiative

Regulatory compliance services provider W2 has linked up with player protection specialist Crucial Compliance and technology supplier nChain to offer blockchain-powered compliance solutions.

“Distributed Ledger Technology” will deliver solutions from W2 and Crucial Compliance, as well as specialist blockchain technology from nChain, to support operators in global markets.

The three businesses said the collaboration strengthens the suite of compliance solutions currently offered by W2 and Crucial Compliance, helping operators overcome regulatory challenges and future-proofing their compliance tools and processes.

“Protecting players should be easy; combining W2’s tools and expertise with Crucial Compliance and nChain, we’ve created a complete solution that puts players first and makes maintaining compliance simple for operators,” W2 chief executive Warren Russell said.

[READ THE FULL STORY](#)

SLOTS TEMPLE

Slots Temple Awards: Big Bass Splash Voted Game of the Year

Leading free online slots platform Slots Temple has announced the winners of its inaugural Slots Temple Awards, with Pragmatic Play’s Big Bass Splash taking the prestigious ‘Game of the Year’ accolade.

The goal of the awards is to honour the most exciting, inventive games of the year, as voted by Slot Temple’s thriving community of bona fide slots fans. And Big Bass Splash, Pragmatic’s explosive, feature-rich sequel to the hit fishing game Big Bass Bonanza, took the top spot hook, line and sinker, with an extraordinary 23.2% of the vote. Honorable mentions go to two Relax Gaming titles, second-placed 4 Secret Pyramids and Money Train 3, in third.

Relax can console itself with the fact that more a third of slots fans voted it ‘Best Studio’, while its title TNT Tumble won the ‘Best Tournament Game’ award.

Slots Temple offers free-to-play slots tournaments for real-money prizes and has built up a highly engaged community of players that competes for leaderboard wins and bragging rights.

[READ THE FULL STORY](#)

FIRST LOOK GAMES / BRAGG GAMING

First Look Games and Bragg Gaming join forces

The First Look Games platform is delighted to welcome power player, iGaming technology and content provider, Bragg Gaming. Bragg has engaged First Look Games for the purpose of affiliate and B2C game promotion for both its in-house and partner studios.

Bragg Gaming is a one-stop-shop for operators, offering technology solutions and support services as well as a packed portfolio of content from its owned and third-party providers.

The deal with First Look Games will allow the iGaming provider to distribute information and assets for the purpose of gaining B2C traction and visibility on game launches from its in-house studios, including Atomic Slot Lab and Indigo Magic, as well as selected powered by Bragg partners. All of whom gain access to more than 800 approved affiliates and publishers around the world.

As a First Look Games partner, Bragg Gaming can upload game sheets, logos, images, videos and even demo games for each of its slot titles...

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LIVESPINS / M88

M88 latest operator to join the Livespins revolution

M88, which is part of the Mansion Group, has become the latest big-name operator to socially charge the experience it offers to players after integrating Livespins’ live streaming product into its online casino lobby.

The deal will also see M88 take Livespins Ambassador product that will allow the operator to onboard its own brand ambassadors and influencers as streamers to drive acquisition and to give players the chance to bet behind their favourite celebrities.

The partnership provides M88 players with an entirely new way to experience online casino. Livespins’ team of streamers create highly entertaining and engaging streams using the hundreds of games integrated into its platform from the likes of Relax Gaming, Yggdrasil and iSoftBet.

Players get directly involved in the action taking place across the reels by betting behind the streamer. This creates a group bet and a shared experience with each player able to set their bet size and number of spins.

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FEBRUARY 2023 PRESS RELEASE HIGHLIGHTS

CONTINENT 8

Global IT business Continent 8 Technologies celebrates 25 years of reliable innovation

2023 is a huge year for Continent 8 Technologies, with the leading provider of managed hosting, connectivity, cloud and security solutions to the global online gambling industry celebrating 25 years of being the trusted technology solutions partner to the sector.

Its award-winning solutions cover connectivity services, infrastructure hosting including public and private cloud, as well as a growing portfolio of cyber security solutions to defend customers' critical infrastructure against a rising number of threats.

Starting with its first data centre in Montreal, today Continent 8's private, connected network of data centres and points of presence span over 90 locations across four continents. It is expected to hit 100 locations in 2023, servicing newly regulated markets and providing connectivity to customers in strategic locations to support their global growth plans.

[READ THE FULL STORY](#)

NEXIUS SOLUTIONS

Take the Throne: Nexiux and Kingmaker Join Forces

Nexiux Solutions, the dynamic technology company that provides world-class iGaming solutions to operators in global markets, has signed a partnership with developer Kingmaker Games.

The deal brings together two companies at the cutting-edge of online gambling technology and entertainment, with the state-of-the-art casino game studio's content now available to operators powered by the provider's platform.

Kingmaker's titles leverage hugely popular crypto game formats such as Plinko, Rocket, Minesweeper, Crash and many more, and allow operators to deploy them in licensed jurisdictions worldwide including highly regulated markets. The studio has also developed a suite of in-house slots and table games.

Kingmaker's games will be made available to operators using the Nexiux Player and iGaming Platform and will line up alongside titles from other tier-one studios including Pragmatic Play, PG Soft, Red Tiger and Global Games.

[READ THE FULL STORY](#)

STAKELOGIC LIVE / BETVICTOR

Stakelogic Live Launches Content with BetVictor in the United Kingdom

BetVictor and Stakelogic Live have teamed up for new content partnership in the regulated market, seeking to introduce more quality Live Casino products.

The two companies are ready to take the live dealer content offering to the next level, as they said in a press release. Both BetVictor, as an operator, and Stakelogic Live as a supplier of innovative products, are excited at the opportunity.

Stakelogic Live will be able to bring online its entire portfolio of Live Casino products, including Gameshows, Roulette, Blackjack, and many more. The company insists that it gives players a "VIP" experience to enjoy firsthand. Each player will benefit from entertaining and immersive gameplay that is made available through the dedicated streaming options provided by Stakelogic Live.

Among the products offered to local players will now be the Super Stake product that allows players to double their bet for a chance to trigger a special bonus with what the company claims are, "huge winning combinations."

[READ THE FULL STORY](#)

FLOWS / VINCITÙ GROUP

Vincitù Group S.R.L Signs Agreement to Supercharge Innovation with Flows

Flows have today signed its third partnership agreement in the Italian market with leading Italian operator Vincitù for the provision of its no-code innovation platform. The partnership will enable Vincitù to build features and applications without code, and increase innovation via Flows automation technology.

Flows was built to be the most agnostic piece of software on the market, that can sit alongside any other piece of technology that a business has to then enable it to innovate freely and without constraint. Flows allows its partners to orchestrate different data points from one place, allowing them to accelerate delivery and reduce operational and development time and costs. The plug-in no-code platform, is supporting businesses in accelerating development and fast-tracking integrations in a single interface and workflow automation tool. Flows works with affiliate networks, operators and suppliers alike.

Raffaele Cars, Digital Marketing Manager of Vincitù said: "We are very excited to work with Flows. Flows gives us the possibility to have our players under..."

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STAKELOGIC / GOLDRUN CASINO

Stakelogic Joins Forces with Goldrun Casino in the Netherlands

Stakelogic continues to establish itself as the number one provider of casino content for the thriving Dutch market after signing yet another integration deal, this time with popular online casino operator, Goldrun Casino.

Stakelogic has set up a dedicated division within its studio to design and develop slots specifically for players in the Netherlands. These games take the classic slot machine format, but with the player experience taken to the next level through smart math and compelling mechanics.

The provider's classic slots are instantly recognisable thanks to the traditional fruit symbols that land on the reels. This includes lemons, oranges, cherries and grapes, as well as 7s and bells. Each game has been designed to be visually striking, standing out in any operator game lobby. The crème de la crème of Stakelogic classic slots being Multi Player, Runner Runner Megaways, Big Runner Deluxe, Bonus Runner and Multi 6 Player – each offering its own unique twist on traditional fruit slot fun!

[READ THE FULL STORY](#)

GAMING CORPS

GOAT Interactive Brand Premier Bet Takes Gaming Corps Content Live in Africa

Swedish gaming company Gaming Corps has announced a new partnership that will bring its gaming portfolio to the African market for the first time. Through the partnership, Gaming Corps' content will be available on the B2C brand Premier Bet (owned by GOAT Interactive) in all 23 African markets within which it operates. The focus of the deal will be on the company's arcade games, particularly its Crash and Mine content.

The deal will also extend to branded versions of the football Mine game to cater to local tastes. This marks another expansion for Gaming Corps following recent market entries in the Netherlands, Greece, and Belgium.

Karen Hope, Director of Casino at GOAT Interactive, said: "Gaming Corps has an exciting and modern portfolio that we feel will resonate exceptionally well with our key audiences. We see this studio as an exciting long-term strategic partner as we build loyalty on a hyper-local level across our product offering, numerous markets and audiences."

[READ THE FULL STORY](#)

SENET

Australian gambling law firm Senet taps former Tabcorp counsel Bree Ryan

Australian specialist gambling law firm Senet has announced that former deputy general counsel for wagering and media at Tabcorp, Bree Ryan, will be joining the practice as a senior associate.

Ryan bolsters the firm's bench of former Tabcorp lawyers, joining Senet principals Julian Hoskins, Daniel Lovecek and senior associate Caitlin McCombe who each spent time as in-house counsel for the operator.

Ryan, a La Trobe University graduate, is a wagering specialist and has spent time at top-tier Australian law firm Minter Ellison, as well as at Flutter-owned SportsBet.

Hoskins expressed his pleasure at welcoming Ryan to the team. "Our gambling law and compliance advisory practice is one of the largest and most experienced in Australia," he said...

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FSB

FSB launches in Ontario

FSB has increased its global footprint by going live in the regulated Canadian province of Ontario, marking its launch in North America.

Working alongside long-term partner Fitzdares, the group will power the operator with its sportsbook, iCasino aggregation product and back office platform, with the aim of enabling the bookmaker to curate a bespoke betting service across the province.

FSB Chief Revenue Officer Ian Freeman commented: "Going live in North America represents another landmark moment for FSB on the back of a successful 2022. Ontario will be a key jurisdiction within our core markets strategy and we're passionate about playing a major role within one of the world's leading and well-constructed regulated markets.

"We feel privileged to work with exceptional operational teams within our customer base and this new alignment with Fitzdares is indicative of how we work hand in hand with partners to meet their organisational goals across platform, product and geography."

The entry into North America means the sportsbook & iGaming service provider is now active and operational across four global continents.

"This positive news is a hugely important milestone for FSB as we go live in our fourth global continent," said FSB Interim CEO Adam Smith. "What makes this achievement more satisfying is entering the regulated Ontario market with our long-term, heritage partner Fitzdares.

[READ THE FULL STORY](#)

GRID ESPORTS

GRID to power BETER with esports data

Gaming data company GRID Esports has announced a collaboration with betting and gaming solutions provider BETER.

As a result, the multi-year agreement will see GRID provide its data to BETER, enabling it to expand into new titles such as VALORANT.

BETER also aims to utilise GRID's data modelling capabilities. In addition to VALORANT, BETER plans to add new titles to the platform. Details on which titles were not disclosed.

Founded in 2018, BETER has rapidly expanded within the betting industry. In January, it expanded its esports portfolio by including Dota 2 tournaments. In November 2022 it became the odds provider for BODEX, an odds integration platform from Bayes Esports.

For GRID, the deal is the fourth secured in February alone. In addition to providing its data services to Dota 2's Lima Major, the provider secured a partnership with esports betting company DATA.BET where the two parties will...

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SWINTT / SPINS

Swintt games soon available at Spins

Having previously entered the Latvian online casino market through partnerships with casino operators, software developer Swintt is strengthening its presence by partnering with Spins.lv.

As part of the new collaboration, the Baltic platform will make Swintt's entire collection of releases available to customers. Spins.lv's Latvian players will now be able to access a varied collection of slots from the Swintt range.

These include the branded, heist movie-inspired The Crown starring Vinnie Jones, the genre-breaking mobile release Candy Gold and the provider's most successful Xtra series launch to date, Aloha Spirit XtraLock.

The timing of the partnership also means that Spins.lv customers will be among the first to enjoy the many new releases that are being pushed by the studio this year.

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WEAREGAME

WeAreTechnology Launches B2B Solutions Provider WeAreGame

WeAreTechnology Group is proud to announce the successful launch of its umbrella brand WeAreGame – a B2B provider of online gaming and sports betting solutions.

The group already operates the industry-leading WeAreCasino brand, which offers content aggregation, game development and casino management solutions to operators across the globe.

Now, with the launch of WeAreGame, the business will further expand on its experience in other verticals as it adds WeAreSports, WeAreLottery, WeArePoker and WeAreFantasy to the brand portfolio.

WeAreGame has been designed for operators looking to enter some of the most exciting emerging markets including Brazil, India and African regions. As a result, WeAreGame has developed the most comprehensive, market-leading, white label and managed service solutions, whilst also providing operators with strategic advice on how to obtain a competitive advantage in these emerging markets.

WeAreGame's operational set-up means that it can offer customers the most flexible possible service that will meet their strategic and market entry requirements. Not only that, the company can arrange for a brand to be up and running in just a few weeks, which also demonstrates the company's agility and back-end efficiency.

Tom Byrne, Chief Product Officer of WeAreTechnology, said...

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BLUE GURU GAMES

Blue Guru Games unveils St Patrick's Day slot

Blue Guru Games is marking St Patrick's Day with its Leprechaun Heist slot, due for release next month. The March 16 release is a high-volatility slot with a return-to-player rate of 96 per cent.

Centred on an Irish criminal gang known as The Leprechauns, the slot follows a record-breaking bank robbery during the St Patrick's Day parade in Boston. The game features expanding reels, wild drops, symbol upgrades, bonus multipliers and two special features.

Ammo Level Ups allows players to trigger random wilds, symbol upgrades and about eight free games when consecutive wins are landed. And the Heist Free game feature can unlock the top prize of 6,706x the bet thanks to multipliers and extra spins.

Kristian Hassall, commercial manager at Blue Guru Games, said Leprechaun Heist looks to break the mould" on Irish-themed slots.

Shelley Hannah, director of casino products at Relax Gaming, added...

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CONTINENT 8

Continent 8 technologies strengthens Ohio offering

Global network solutions provider Continent 8 Technologies has expanded its solutions in North America with the launch of its iGaming Cloud in Ohio.

Continent 8's iGaming Cloud is available to all Ohio Casino Control Commission (OCCC) licensed operators and suppliers and offers a scalable and resilient infrastructure platform that allows customers to host virtual servers, compute, containers, storage and network edge services.

The solution adds to Continent 8's existing services in Ohio, which comprise data center, network connectivity and cyber security solutions, with its iGaming Cloud also available to customers in New Jersey, Pennsylvania and Michigan.

"We are proud to be the first service provider to offer an iGaming Public Cloud solution in the state of Ohio," said Continent 8 Technologies innovation director David Brace. "In terms of market entry, cloud offers businesses the quickest and simplest route into a new state. This is true both for new entrants, as well as licensees who utilise the Continent 8 iGaming Cloud in other jurisdictions.

"The flexibility and scalability of the iGaming Cloud provides a range of Business Continuity and Disaster Recovery options for those already live in the state..."

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1X2 NETWORK / ROGUE

Innovative new Rogue content goes live on 1X2 Network

1X2 Network has teamed up with UK-based independent games studio Rogue in a deal that will utilise the Octopus Global RGS platform to integrate the full suite of Rogue's stunning portfolio of games onto its platform.

Rogue has been making a name for itself in the igaming space with a truly original and dynamic series of fast-paced action-packed titles that dare to be different. In recent months, the studio has introduced the industry to disruptive games mechanics, like Wildfire Reels, Interspace and Fusion Reels.

Recent titles include Overdrive, which utilises the Turbo Reels mechanic. This lets players rev-up the split-reels dial to increase the frequency of wins. And then there's Punk Rocks with Raze Reels. The Raze Reels mechanic reveals a varied number of symbols to generate cluster wins that explode more blocks and add wilds. Other new titles include Mega Laser Kitty Cubes with Interspace and Rave Up with Pay Rises.

1X2 Network's aggregation platform focuses on unique, innovative content and boasts a vast array of games from some of the top developers in the industry, as well as 1X2 Network's own game development teams at 1x2gaming and Iron Dog Studio.

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MARKOR TECHNOLOGY

Markor Technology partners with Skywind

Markor Technology will further expand the reach of the casino titles available via its aggregation platform through a deal with Skywind.

The portfolio currently contains over 300 slot games, while an entire catalogue of games powered by Skywind is already available on Markor's aggregation platform.

Skywind also provides a live casino portfolio including Live Baccarat, Live Roulette and Live Blackjack. Markor clients will now be able to offer players the developer's live casino titles streamed from four studios around the world.

Alina Popa, senior partner manager at Skywind, said: "As a company that works with a huge number of casino operators in a variety of markets worldwide, teaming up with Markor will allow us to put our games in front of even more new players, while at the same time ensuring that they can continue to deliver market leading content to their online partners."

Melissa Summerfield, chief executive officer at Markor Technology, said the deal will allow the company to offer "an engaging selection of live casino..."

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STAKELOGIC

Stakelogic unwraps major Paf content deal

Slots and live dealer titles from in-demand studio now live with tier-one operator across core markets including Spain, Latvia and Sweden.

Leading provider Stakelogic is starting off the year with a big-name operator integration, with its full suite of classic slots and modern video slots now live with Paf across a selection of global markets.

The deal also includes in-demand live casino titles, like the newly launched Super Stake Blackjack from sister company Stakelogic Live, which continues to set the standard for quality live content.

Stakelogic's slots will launch to Paf players in Spain, Latvia, Estonia, Sweden and Finland, with players now able to spin the reels on thrilling classic titles such as Super Bonus Wild, Runner 8 Runner, Bonus Runner, Super 6 Timer and Mega Runner.

But that's not all – Stakelogic's suite of video slots will get player pulses racing via the edge-of-the-seat gameplay they provide. This is achieved through plenty of bonus action, with the studio's slots featuring Wilds, Multiplier, Free Spins and more.

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STAKELOGIC / INTERWETTEN

Interwetten latest tier one to partner with Stakelogic Live

Power player operator joins forces with pioneering live casino provider as it looks to leverage huge rise in popularity of live content

Interwetten has become the latest tier-one operator to take the live casino experience it offers players to the next level after putting pen to paper on a partnership deal with Stakelogic Live, the live dealer division of slot studio powerhouse, Stakelogic.

The partnership adds premium live dealer content to the operator's live casino lobby, allowing it to not only meet but exceed player expectations and stand out from its rivals. Stakelogic Live has emerged as the go-to live dealer provider and its games are now a must-have for operators.

Players at Interwetten can now experience the buzz around Stakelogic Live's games for themselves. This includes the developer's suite of Live Game Shows as well as its hugely popular Live Auto Roulette title.

Each game has been designed to deliver an authentic casino experience from the first game round to the last, making players feel as though they are sitting at a real table located in a VIP gaming room. This is achieved through...

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FLAWS

Flows expands marketing and retention capabilities with Ibex.ai integration

No-code automation and integration specialist Flows will provide clients with Ibex.ai's marketing automation expertise through a new partnership agreement. Flows customers can deploy Ibex's retention solutions thanks to the partnership. The technology uses machine learning to analyse and predict customer responses to marketing campaigns.

Ibex selects the best promotion to maximise individual customers' lifetime value, as well as selecting the ideal channel, message and timing to push the offer.

Its bonus optimisation tool performs a full profit-loss calculation for each player, factoring in all financial parameters and optimising for a business' key performance indicators.

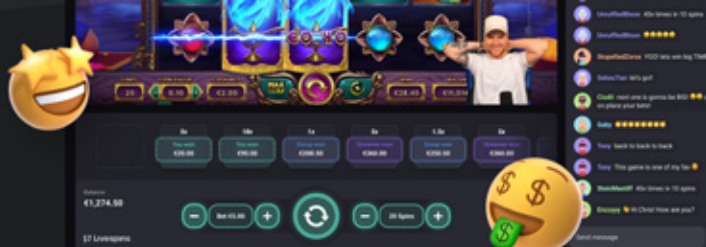
"We are delighted to welcome Ibex.ai into our Flows pre-integrated exchange network, providing a cutting-edge machine learning solution that can help reduce bonus expenditure and boost profits for all partners involved," Flows chief executive James King said.

"Through our strategic partnership, we are committed to providing customers..."

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YOUR CASINO, SOCIALLY CHARGED!

Livespins



FEBRUARY 2023 PRESS RELEASE HIGHLIGHTS



BETER

Beter Live launches first game show: Gravity Roulette

Payouts and high multipliers will be available in the roulette game version known as Gravity Roulette, which will be accessible from 8 March.

The game will be played in a studio built to support all the most recent trends in the gaming industry.

This new game show, which operates under the Gravity brand of Beter Live, the live casino subsidiary of Beter, is the most recent addition to the company's collection of both modern and classic games.

Anna Vikmane, Director of Beter Live, said: "We are thrilled to finally present Gravity Roulette, our first game show. We spent the last year building up a substantial offering for our partners but this game takes it to a whole new level.

"We wanted to create a product that would look good and keep players engaged with its jaw-dropping multipliers on all inside bets."

Gal Ehrlich, Beter CEO, said: "We are delighted to be adding our first game show to the Beter Live collection. There are still several games to come in the Gravity series and we can't wait to show them all off to players around the world."

[READ THE FULL STORY](#)

HUB88 / LADY LUCK GAMES

Lady Luck Games Boosts Reach with Hub88

The new partnership will enable Lady Luck Games to considerably expand its footprint and reach new audiences and markets in a quick and efficient way.

The Swedish developer of games and products for the online casino sector has confirmed that it would seek to bring its host of titles with the powerful Hub88 platform, enabling the former to quickly strike home with new operators and their players.

Hub88 Hails Addition of Lady Luck Games

Lady Luck Games is presently an author of some of the best market titles out there, marked by highly innovative gameplay and features. Among the titles provided by Lady Luck Games are options such as The Treasures of Tizoc, Beetle Bailey, SpinJoy Society Megaways, Mr Alchemist, Valholl: Wild Hammers, Astro Anna, and many others.

[READ THE FULL STORY](#)

BETER

BETER Powers Fortuna Entertainment Group's Esports Content

As a result, BETER's dedicated esports solutions will now be extended to Fortuna Entertainment Group (FEG)'s offer and help the operator build its presence in the world of competitive video gaming betting.

BETER Extends Esports Backing with More Feeds and Odds
BETER presently covers more than 25,000 live events every year, and this extensive coverage will similarly be made available to FEG. Customers will have the opportunity to explore a wide range of games and tournaments and enjoy one of the best possible uptimes in the esports betting industry.

BETER will extend both odds feeds as well as full coverage of esports tournaments and events so that FEG can provide esports aficionados with a 360-degree experience. BETER's esports offering is touted as one of the best...

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1x2 NETWORK

1X2 Network to 'show off fantastic concepts' through AD LUNAM brand

1X2 Network has officially pulled back the curtain on AD LUNAM, a fresh igaming production studio that is charged with delivering multiplayer, social and arcade games to allow a younger generation to game on their terms.

In rolling-out the latest addition to its network, the group has noted that the fresh entity is to adopt a focus on "delivering never-before-seen gaming content that will appeal to the newer generations of online gamblers who demand more from their gaming experiences".

Games produced by the studio will include offerings such as crash games, mine games and plinko, while also developing the group's suite of branded content into new igaming concepts.

Kevin Reid, Chief Executive Officer at 1X2 Network, commented: "After months of work it's a delight to finally introduce AD LUNAM to our partners and players alike.

"I can't wait to show off the fantastic concepts we'll be releasing under this brand as we shift up a gear into our third decade of operation. Watch this space as all of us at 1X2 Network shoot for the moon."

[READ THE FULL STORY](#)

GAMINGTEC

Gamingtec Announces Partnership with Apollo Games to Enhance iGaming Offering

Gamingtec, a leading turnkey provider of online casino and sportsbook platforms, has announced a partnership with Apollo Games to offer their premium slots to operators on Gamingtec's cutting-edge GT Casino platform. Apollo Games is a renowned game developer that combines stunning graphics and animations with exciting gameplay to deliver an unforgettable player experience. The studio is also a pioneer in jackpot slots, with each title linked to the Apollo Jackpot system, offering players the chance to trigger a life-changing win at any time.

This partnership demonstrates Gamingtec's commitment to expanding their iGaming portfolio with top-quality content that is sure to attract and engage players. Operators powered by Gamingtec will now have access to Apollo Games' popular titles, including Midnight Fruits 81, Bonus Joker II, and Rich Kittens.

[READ THE FULL STORY](#)

SKILLONNET

SkillOnNet Integrates BGaming Content Portfolio into Its Platform

SkillOnNet, a global entertainment brand in the iGaming industry, has recently announced the successful integration of BGaming's mobile-friendly content portfolio into its renowned games platform. This collaboration allows SkillOnNet customers to access BGaming's vast collection of richly themed slots, innovative arcade-style games, provably fair games, and market-specific games such as Jogo Do Bicho, a popular game in Brazil.

Jogo Do Bicho, which originated from Brazil's street lottery-style numbers game in the 19th century, is a game that replaces numbers with animals. BGaming has brought this game to the digital age by allowing players to select their bets from different betting modes and choose from a grid of 25 colorful animal characters. If a player's chosen animal appears in one of the five boxes at the end of the round, they win.

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PANDAScore

Five minutes with... Oliver Niner at PandaScore

This month's quickfire Q&A comes courtesy of Oliver Niner of PandaScore.

What do you enjoy most about your job?

I love the opportunity to align esports with the betting industry. I have worked in the industry for 18 years now and seeing the growth of this part of the industry and helping operators achieve that growth with our products is incredibly rewarding.

If you could give one piece of advice to a head of sales, what would it be?

Understand your customers' goals and needs. It is only by doing this that you can truly attempt to see if they are aligned enough with your business to potentially buy your product. Another thing, work with the right people. This is super important and applies to the business you work for, your team and the partners that you choose to assist you.

Who would play you in the movie about your life?

At this stage in my life and career, I'd take Gary Oldman, he is from near to where I grew up.

What's your karaoke song of choice?

Wichita Lineman by Glenn Campbell. I can't really sing very well so...

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LIVE SOLUTIONS

Live Solutions: this is just the beginning of our plans for world domination

Making waves across the Americas is a prime target for Live Solutions through the current year, however, as CEO Jean-Pierre Houareau noted, this is merely one step in a much larger journey.

After debuting three years ago, the casino table games platform provider is looking to make headway into the US' igaming ecosystem during 2023, with expansion further south also being sought by the group under a widespread expansion project.

To do so, Live Solutions is looking to swell its content range, with Houareau having suggested that the likes of Andar Bahar, Teen Patti, Sic Bo, 32 Card, Casino Hold'em and 3 Card Poker will be "coming to a screen near you very soon".

This would bolster a gaming suite that currently stands at 16 games and that includes Blackjack, European Blackjack, Roulette, Baccarat, Asian Baccarat, Craps, Dragon Tiger and Fan Tan.

"Our product is different from other live products in many ways," Houareau began upon being quizzed one what makes the company's live dealer products stand-out amid much competition.

[READ THE FULL INTERVIEW](#)

NAILED IT!

50,000x Wins & Super Lives – Nailed It! Games' Pawel Piotrowski Introduces the New Gold Mine Stacks 2 Slot

You might not know about Nailed It! Games yet, but you are sure to hear about them a lot in the future. This amazing young studio has been crafting unique casino slots for two years out of Krakow, Poland. For now, we have the opportunity to play only a handful of their slots – all up on the Games Global studio network – but half a dozen of new games are coming our way in 2023.

The Co-Founder of Nailed It! Games was kind enough to sit with CasinoChick and introduce their latest slot addition, the Gold Mine Stacks 2. The video slot is an upgraded version of their debut release, with bigger and better potency you'll definitely like to see. Check out what we learned below.

Hello, and welcome to CasinoChick! Before we begin, how about a little introduction? Tell us a bit about yourself and your role at Nailed It! Games.

Thank you for inviting me to CasinoChick. My name is Pawel Piotrowski and I am the co-founder of Nailed It! Games. In my role, I am responsible for the product...

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SPORTINGWIN

The importance of reg-tech for new market expansion

Mark Chakravarti, Investment Director at SportingWin, talks about the operator's experience of securing a licence in Bulgaria and how it will now use its in-house regulatory platform to enter additional European markets.

I would argue that a proprietary regulatory platform is the most important thing for operators looking to drive European market expansion. Without a modern, agile platform that provides the insight that regulators require, licence applications will be drawn out for months and even years.

At SportingWin, we came to learn this the hard way.

When we started the business back in 2019, we identified Bulgaria as being a market of huge potential and one that we were keen to make our debut. Based on our assessment, AGR would hit 20% a year for the next five years, leading to a market value of €500m per year.

We then set about compiling the legal paperwork required by the National Revenue Agency for the licence application – this was a significant task in its own right, but we would soon learn that this was just the very start of the process.

The Bulgarian regulator is one of the most stringent in the world, which...

[READ THE FULL STORY](#)

PANDAScore

Esports Focus: A growing vertical's changing relationship with operators

Gambling Insider asks several esports providers the same pertinent questions about the growing vertical and its relationship with operators.

We sit down with representatives from esports betting providers – PandaScore Head of Sales Oliver Niner, Abios CEO Oskar Fröberg, Bayes Esports CEO Martin Dachsel and Beter CEO Gal Ehrlich – and ask each firm the same pressing questions. What next for the evolution of the esports betting industry and how does this tie in with operators?

Oliver Niner, PandaScore Head of Sales:

"When assessing who's best for the job, operators need to consider the range of odds and markets the provider offers, but just as important is the reliability"

What does the process of finding a partner to offer esports betting solutions involve? What signs and attributes does an operator look for in a potential partnership with a supplier?

A growing number of operators now understand just how big esports, and esports betting, is and will be. These brands are looking to launch a dedicated e-sportsbook, and to do that many need to partner with an esports data and odds provider.

[READ THE FULL STORY](#)

MARKOR TECHNOLOGY

INTERVIEWS How level five AI can help operators superscale efficiency and profitability in 2023

With Markor Technology recently partnering with lbex.ai to strengthen the range of solutions it can supply to partners, we sat down with Thomas Aigner and Melissa Summerfield to discuss the benefits the tool offers CRM teams and the impacts of AI and machine learning in the wider iGaming industry. Before we get into how Markor will utilise lbex.ai to strengthen its client offering, can you tell us a bit more about the company's core concept and how it differs from other rule-based AI systems?

TA: When lbex was started, our core focus was to really look at each player individually and come up with ways to maximise their lifetime value. We weren't happy with the level of personalisation and automation that existing technology could deliver, so we set about re-thinking the process of a CRM campaign from the bottom up. With the machine learning models that lbex utilises, it's able to create a full profit/loss calculation for individual players that takes into account everything from the payment method they use to the costs of...

[READ THE FULL INTERVIEW](#)

LIVESPINS

CB100: industry excitement at impending ICEcapades

Michael Pedersen, Livespins: ICE is absolutely the biggest event on the conference calendar, attracting delegates from across the world, and this year’s event will undoubtedly set a record for attendance.

I’m really looking forward to connecting with attendees and chatting about the role of streaming within the online gambling space. Since Twitch took the decision to ban a handful of casinos from its platform, operators have been nervous about casino and slot streaming and exploring the incredible opportunities it presents in terms of acquisition and retention.

Livespins has been designed to allow operators to do just that, but in a way that is responsible and compliant. Because the Livespins experience sits within the casino lobby, players are afforded the exact same responsible gambling protections as when playing standard casino games.

Most delegates will yet to have enjoyed the Livespins experience for themselves, so ICE is a great opportunity to showcase our platform and the entirely new way to play online casino that it offers. I’m also looking forward to offering a sneak peek of our new ambassador product which really is a game-changer when it comes to player acquisition.

[READ THE FULL INTERVIEW](#)

SLOTS TEMPLE

Slots Temple goes to next level with paid-for slots tournaments.

Becoming the first affiliate marketing site to be awarded a UKGC licence meant Slots Temple could legally offer free-to-play cash prize tournaments in the UK. Now, the company has taken things to the next level with paid-for tournaments.

While Slots Temple’s free cash-prize tournaments have proved to be popular, the paid-for variety enable it to offer even bigger prize pools, adding that extra element of excitement for its users and stickiness to the site. For small, affordable buy-ins, players compete against each other to climb a live leaderboard based on wins, consecutive wins/losses and hitting big win multipliers.

Prizes are awarded to players at the top of the leaderboard, along with additional spot prizes for lower positions, meaning the excitement lasts right to the end of the tournament. Meanwhile, fans of the free-to-play variety needn’t fret, because they’ll still get the same range of games that give them a shot at cash prize pools for absolutely no outlay whatsoever. Bigger prize pools equal more marketable tournaments, which is good news for players and operators, alike. And because Slots Temple is the only affiliate site that can legally offer these cash tournaments in the UK, it can bring more value to games studios and operator partners.

By celebrating new game launches with a big-money freeroll tournament...

[READ THE FULL INTERVIEW](#)

LADY LUCK GAMES

Whipping up a storm – Lady Luck Games introduces RGS platform

Following the acquisition of ReelNRG in April 2022, Swedish game provider Lady Luck Games is excited to introduce operators and partners to its new platform.

ReelNRG has developed and built its own technology and established strong distribution in the UK and other regulated markets under UK, Malta, and Gibraltar licences. Currently, ReelNRG’s portfolio consists of 46 games and over 30 integrations, including most recently, Relax, SoftGamings, iSoftbet, Nemesis, and Lottostar, to name a few.

Acquiring ReelNRG was a big step for Lady Luck Games and further solidified the company’s position as an independent game studio focussed on regulated markets. Running the business via its own licences and platform helps Lady Luck secure larger revenue shares and market reach.

One of the crucial benefits of the acquisition was getting access to ReelNRG’s well-established StormRGS (Remote Gaming Server) platform built on a...

[READ THE FULL INTERVIEW](#)

LIVESPINS

Livespins socially charges online casino

As the popularity of online casino and slot streaming continues to reach new heights, Livespins believes this offers a tremendous opportunity for online casino operators, slot studios and streamers.

Twitch’s decision to ban some online casinos from its platform left many scratching their heads as to how to meet player demand for streaming consent in a responsible and sustainable way.

Enter Livespins, a platform that has been designed from the get-go to socially charge the online casino experience and provide an entirely new category of gameplay that combines streaming with the option for players to get directly involved in the action taking place across the reels.

This is achieved via a bet behind system that allows players to place a bet behind the streamers action and hence the streamer, the player and all other players are in the same boat as they lose or win together on the reels. This creates a group experience and a social experience, as everyone is on the same team and can chat about their ups and downs.

Livespins sub-second latency is the key to providing...

[READ THE FULL INTERVIEW](#)

HONORÉ GAMING

LatAm is a hotbed for cybercrime

An increasing number of online gambling operators are looking to explore the Africa opportunity with industry power plays including 888, Entain and bet365 making moves in recent months. Honoré Gaming says there are still plenty of opportunities for small and local brands to secure a significant share of wallet in a wide range of African countries as regulations roll out and the demand for sports betting and, to some extent, casino continues to rise.

Honoré Gaming is something of a specialist when it comes to the African market ad especially French-speaking countries where it is the go-to platform and service provider of choice for savvy operators. This is because its technologies ad solutions have been designed specifically for Africa.

Over the last decade, Honoré’s team has developed a platform that is multi-channel and multi-product, fitting the exact needs of African operators. Its solutions cover both online and retail, allowing operators to compete and succeed in highly competitive markets.

Honoré’s retail product is cutting edge with Africa-focussed cashiers that offer features such as book-a-bet, booking code, rebet and share your bet. Let’s take a closer look at each.

Booking code – African bettors like to place 8-leg combos so tools that...

[READ THE FULL INTERVIEW](#)

LEXISNEXIS

LexisNexis helps operators quickly, safely and compliantly onboard and monitor players.

LexisNexis Risk Solutions is trusted by gaming operators across the world to help them protect players, identify fraud and bonus abuse, and deliver a great experience for their players throughout the entire customer lifecycle.

Through the LexisNexis RiskNarrative platform, operators can access a host of capabilities including identity, document and age verification, device intelligence, and affordability assessments. This combines with unique customisable orchestration, decisioning, and behavioural monitoring capabilities to deliver a single customer view over player risk across multiple brands.

Build a dynamic risk score to detect changes in behaviour and identify players where intervention may be required, monitoring player transactions and behaviour in near real time with visibility over bets, deposits, and withdrawals to gain insight into potential vulnerability.

[READ THE FULL INTERVIEW](#)



FEBRUARY 2023 EDITORIAL HIGHLIGHTS

SCOUT GAMING

Scout Gaming underscores benefits of fantasy sports

Scout gaming explains why platform providers must ensure a superior product across all areas of the sportsbook, from payments to KYC via bonusing, marketing, CRM and customer support.

The competition among B2B sportsbook platform providers is fierce, with operators looking for comprehensive technology solutions that allow them to deliver an engaging, compelling player experience on each of the markets they target. Of course, a key focus for sportsbook operators when considering which platform provider to partner with is the range of betting markets, odds and products offered. As such, fantasy sports should absolutely be included in your line-up.

Why? Because fantasy sports is incredibly popular with sports fans and bettors – operators that offer it to their players often report a significant increase in customer engagement.

[READ THE FULL INTERVIEW](#)

LIVESPINS

Q&A With Michael Pedersen, CCO at Livespins

Michael Pedersen, CCO in Livespins, has kindly agreed to take part in our Q&A for CasinosHunter readers. In this interview, we discuss an absolutely groundbreaking approach that Livespins takes to online casino gambling to make it even more entertaining and advantageous. Interestingly, providers and casinos have their advantages, too! Find out more in the interview below.

Livespins is an interesting company that offers an interesting experience to every stakeholder in the online casino gambling industry – players, providers, casinos – by introducing an innovative concept of social gambling by introducing betting with streamers.

Many people have been talking about making online casinos more socially engaging and transforming the gambling process from solitary to more shared-within-community. However, for now, it seems that Livespins has actually stepped out with a real solution that works.

On Twitch, streams with playing slots are among the most popular categories, and in September 2021 only, over 26 million hours of content with slots has been streamed, but this experience is one-way. Livespins takes it further and enables the gamblers to make bets together with their favorite streamers.

[READ THE FULL INTERVIEW](#)

REAL DEALER STUDIOS

Real Dealer Studios: redefining table games with help from Hollywood

Real Dealer Studios presents a mini-casino designed for hockey fanatics, roulette with a bank-heist twist and a hi-lo game hosted by Vinnie Jones.

Real Dealer's biggest head-turner, namely RNG games with one-to-one dealer interaction, will still feature heavily in its 2023 line up. A classic European roulette and a blackjack game, both starring Texas-born actress Rachael Bower (Twin Peaks), will be among the year's earlier releases. The industry's first-ever Cinematic RNG dice game, Real Sic Bo with Sarati, is scheduled for launch in spring.

Meanwhile, the most famous member of the studio cast will be featuring in a more innovative venture.

Vinnie Jones Card Chase is a newly conceived hi-lo card game show where players get to have the renowned footballer/actor as their personal host.

[READ THE FULL INTERVIEW](#)

BLUE GURU GAMES

Blue Guru Games merges two slot themes

Blue Guru Games talks through the research and creation process behind the developer's latest slot, Leprechaun Heist, scheduled for release on March 16.

Themes are a constant topic of conversation in the Blue Guru Games office and many ideas are born from the team in discussions. In this case, the idea for Leprechaun Heist took root when one of the team revealed he is related to brothers Clarence and John Anglin, who, along with Frank Morris are still wanted by the FBI after escaping from Alcatraz in 1962. The Irish-American brothers were both serving time for bank robbery.

Irish-American bank robbers have long been a part of the criminal landscape in the United States, and many of these criminals have become infamous due to their bold exploits. From the late 19th century through to today, these colourful characters have been associated with some of history's most daring robberies.

[READ THE FULL INTERVIEW](#)

MARKOR TECHNOLOGY

Markor Gaming empowers

Markor Technology details its one-stop-shop solution for all online gambling businesses' B2B and B2C needs.

Markor Technology has enjoyed exponential growth over the past two years and has now become one of the industry's most comprehensive B2B and B2C technology providers, and a go-to solution for helping online iGaming operators grow their business.

Offering an all-encompassing iGaming solution that covers everything from player acquisition to day-to-day platform maintenance, Markor is perhaps best known for its industry-leading game aggregation platform and its multi-product PAM and White Label platform.

The former has steadily expanded month-on-month since Markor first launched and now boasts over 6,000 casino titles from more than 75 software providers. These include established brands like NetEnt, Pragmatic Play and Evolution Gaming and niche options from challenger studios, as well as strong range of Markor exclusives.

The company continues to push the envelope for game aggregation by...

[READ THE FULL INTERVIEW](#)

SWINTT

Swintt channels fire, earth, water and wind in Electric Elements slot.

Swintt's Electric Elements is fully optimised for all major mobile displays. The game features a number of gameplay elements that will be instantly recognisable to players who have grown up playing mobile titles such as Candy Crush.

Played out across and elongated 5x7 reel set. Electric Elements is perfectly proportioned to fit mobile screens in a portrait mode and features an exciting deep space/elemental guardian theme. The art style and subject matter mirrors contemporary popularity of sci-fi action movies such as Eternals among the new generation of online casino player, as well as the recent proliferation of superhero titles like Marvel Snap within the mobile gaming space.

Whilst picking an appealing theme and aesthetic certainly helps to catch the eye of the modern mobile casino player, it's down to the features and bonus mechanics of the title to hold their attention long-term. In Electric Elements, Swintt has made the game as appealing as possible to...

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Brian B. Koh, Chief Commercial Officer at Continent 8 Technologies:

This is going to be my first ICE, and as someone that's new to the industry, I can't wait to experience what it has to offer. Having joined Continent 8 Technologies back in October, I've been able to see the incredible preparation that goes into exhibiting at such a prestigious event.

It really is an honour for me to join the wider Continent 8 Technologies team on the ground and to welcome customers, potential partners, friends and delegates to our stand [N3-110].

This year's ICE will undoubtedly be one of the biggest in terms of attendance, so it's a huge opportunity for us to showcase our leading technology solutions covering hosting, connectivity, cloud and security to operators and suppliers.

For me, it will also provide the perfect chance to immerse myself in the industry and learn more from those that have been operating in the sector for many years. I'm also looking forward to spending time with the team and enjoying the amazing network events taking place.

[READ THE FULL STORY](#)

GAMINGTECH

Andrei Beu, Gamingtech:

Gamingtec is looking forward to taking ICE by storm. This is the biggest conference of the year and we are thrilled to be a part of it. As always, there will be plenty of conversations held over the three days about the future of the industry and where the biggest opportunities lie.

Latin America will undoubtedly be one of the key talking points as the market continues to roll out at pace. A lot of attention has been given to North America in recent years, but South America is thriving and with even more potential on the table for operators to explore.

Of course, a localised approach to each LatAm market is an absolute must and this ultimately requires a powerful yet agile platform that allows for high levels of customisation while putting control in the hands of the operator.

The Gamingtec platform does just that, and thanks to our GT Launchpad solution, we can take an operator from signing on the dotted line to go live in any LatAm market in just eight weeks. Sounds too good to be true? It's not. So come check out our suite of solutions at N2-110.

[READ THE FULL INTERVIEW](#)

COMMETRIC

Reputation Management: Is it Worth the Investment?

Whether it be through increased responsible gambling measures, investing in social projects or greater transparency with stakeholders, iGaming has made tremendous reputational progress in recent years.

Nevertheless, many industry commentators believe that the very nature of the gaming industry means that it's highly unlikely to ever completely shake off controversy and stigma.

So we thought it timely to speak with Magnus Hakansson, CEO at Commetric, to gauge his views on whether iGaming is fighting a losing battle when it comes to moving the dial of public opinion to the positive, and, if not: How can we use reputation-management to our benefit, while pushing the greater gambling industry forward at the same time?

iGaming has always been a controversial issue in regard to public opinion. Some industry commentators argue that, due to its inherent nature, the iGaming industry will never be able to significantly improve its image no matter what it does. Do you agree, or do you think there are some key ways its reputation can be improved?

"The iGaming industry's reputational troubles are most commonly related to excessive, or irresponsible gaming. The most pertinent step in addressing these issues is prioritising 'Responsible Gaming' – and taking firm measures to..."

[READ THE FULL INTERVIEW](#)

LADY LUCK GAMES

Julian Borg Barthet, Lady Luck Games:

ICE is the number one gambling industry event in the world and is the predominant place where all of the leading operators, suppliers, regulators, analysts, and experts gather in the same place at the same time. It provides an incredible platform for growth, development, learning, and networking and is an absolute must-attend conference for those looking to take their business to the next level, especially for developers such as Lady Luck Games.

For us, it is the most important event on the calendar and provides a huge opportunity for us to engage with operators and partners while also showcasing just how fun and entertaining our slots are to delegates that stop by our stand.

This is the first year that we have a stand (N3-438) following our insanely busy private meeting room last year, and we can't wait to welcome visitors on the show floor and have them fire up the reels on our portfolio of titles from our in-house studio and recent acquisition, ReelNRG.

This marks our arrival as a top-tier developer and will really help drive...

[READ THE FULL INTERVIEW](#)

SGG MEDIA

The secrets of effective social media marketing

SGG Media co-founder and president Troy Paul discusses how smart social media usage and cost-effective spending can give smaller sportsbook operators a solid platform to compete against the industry's better-funded brands.

As social media has become increasingly more prominent among the current generation of sports bettors, we've seen most operators become far more nuanced in the content they offer their customers. One of the unique aspects of sports and betting is the communities they create, be that among fellow fans, rivals or just lovers of the game in general.

Bringing engagement to social media allows both fans and gamblers to dive further into those communities, meaning they become more engaged with particular brands and the products they're promoting. Take FanDuel, for instance. It gets vast exposure when Twitter users share big hits and same-game par-lay (SGP) winners on social media, so because it created that sense of community, they automatically receive organic promotion without having to generate it themselves.

[READ THE FULL INTERVIEW](#)

SPORTINGWIN

Mark Chakravarti, SportingWin: Thriving in the 'incredibly strict' Bulgarian market

Under the country's new regulatory framework, SportingWin made its launch in Bulgaria in 2022, and has since lauded the region as having an 'increasingly competitive' market where it aims to move up the ranks.

The operator's Investment Director, Mark Chakravarti, discussed with SBC News its growth in the country in line with a recent collaboration with online sports betting company, Pinnacle – which has been in the Bulgarian market for more than two decades.

SportingWin has now been active in Bulgaria for just over a year. How have you found the market to date? Has it surpassed expectations?

Bulgaria is a thriving market with plenty of growth still to unlock – we estimate it will hit 20% AGR over the next five years resulting in a market worth upwards of €500m per year. That said, the market is becoming increasingly competitive with ten operators now licensed and offering their brands to players in the state.

Our mission is to claim a significant market share of this and become the country's second-biggest operator behind the clear leader, bet365. We are well on our way to completing this – in the fourth quarter of last year, we generated €500,000 in net revenue. This has been achieved through our superior product offering and the highly localised player experience we provide.

[READ THE FULL INTERVIEW](#)

STRIVE GAMING

How education can unlock engagement

Jamie Shea, CMO at Strive Gaming, says US operators have excelled at marketing sportsbooks to players but they must do more to educate bettors to boost return on investment.

Online and mobile sportsbook operators have done an incredible job of marketing their brands to bettors across regulated US states. But, with most having spent a lot of money doing it, some are now taking a closer look at their return on investment.

There are many reasons why some operators have seen their return on marketing activity fall short of expectation but, for me, one of the most significant influencing factors is that brands have simply not done enough to educate players on how to bet, or make the most of the wagering experience.

The need to educate: Lots of people sign up for an online sportsbook or download a betting app only to be overwhelmed by what they find. There is so much choice of what to bet on and many players don't know where to begin, so they simply drop off at this crucial first point.

This is not to say operators should strip back their offerings necessarily but they need to do more to educate bettors. Those wagering online or via mobile for the first time need to have an understanding of the different markets on offer, how odds work, and what live betting is all about. Even for those who have previously bet at land-based casinos and sportsbooks, online is an entirely different experience.

If players are unaware of the different markets, how odds work, the terms and conditions that apply to the bonus, or how in-running wagers can take their game experience to the next level, they can easily become confused and frustrated. It's not the online sportsbook or the app that is leading to a negative player experience, but simply their lack of understanding of how it all works.

By educating players, operators can empower them to enjoy the full sportsbook experience. It will also help to clear the roadblocks that stop players who...

[READ THE FULL INTERVIEW](#)

MARKOR TECHNOLOGY

Melissa Summerfield, CEO of Markor Technology:

At Markor, we are delighted to be taking part in ICE for the first time this year. We have all heard of ICE's prestige as a leader in iGaming events and conferences and have been looking forward to connecting with our partners in the industry on February 7 – 9.

This event provides an excellent platform to showcase our full portfolio of technology solutions available to both B2C and B2B partners. Furthermore, after having gone through a period of uncertainty due to COVID-19 restrictions over the past two years, everyone is getting back into the spirit of networking and collaboration with vigour – especially during key industry events like ICE.

[READ THE FULL INTERVIEW](#)

HONORÉ GAMING

Christophe Casanova, Honore Gaming:

Most people in our industry will be heading to ICE this year which is a really exciting proposition. It will undoubtedly be very well attended, with the event back in 'full mode'.

I'm personally, really interested to find out how betting companies are using AI. Indeed, everybody is talking about ChatGPT and similar applications, but I am yet to see any concrete, direct usage in the gaming industry outside of the obvious marketing applications such as SEO and virtual assistants (chat bots).

I'm sure that in coming months/years, AI will be widely used to help bookmakers with odds compiling, and helping operators detect suspicious patterns on sports betting, poker and casino, however, I'm not sure if this is something that is necessarily pertinent right now.

[READ THE FULL INTERVIEW](#)

SPORTINGWIN

Q&A: SportingWin on how it secured a Bulgarian licence and its future European expansion

Mark Chakravarti, investment director at SportingWin, discusses the process of securing a licence in Bulgaria and lessons learned for longer-term growth as the operator sets its sights on expansion into other European markets.

When SportingWin was established in 2019, the founders identified Bulgaria as a market of huge potential and the one to make their debut. After eventually meeting the stringent requirements of the Bulgarian regulator, which included the development of its in-house proprietary regulatory platform, SportingWin entered the market in January 2022 and has since gained considerable traction with Bulgaria's players. With the hard work done and the foundations laid for building out its presence across the region, the operator is now looking to Romania for its next launch.

EGR Intel: Can you talk us through the licensing process in Bulgaria?

Mark Chakravarti (MC): Bulgaria is one of the most stringent European markets when it comes to the regulatory requirements it expects operators to meet. The National Revenue Agency (NRA) really is forensic in its approach and this is to be commended. The requirements, combined with the regulator's thoroughness, ensure that only high-calibre operators can enter the market with the functionality, features and tools in place to make sure that players are properly protected at all times.

Passing through such a comprehensive licensing process and being subject to such scrutiny is not a quick process and ultimately took longer to complete than we expected. From start to finish, it was a year-long process, and we finally made our debut in the market in January 2022. We learned a lot from working closely with the Bulgarian regulator and this will ultimately ensure a smoother, faster process for the additional licences we will apply for.

EGR Intel: What were some of the main challenges you encountered and how were they overcome?

MC: There were two significant challenges to overcome....

[READ THE FULL INTERVIEW](#)

GAMEON

Andy Blackburn, GameOn:

This will be our biggest attendance at ICE to date as a company, with all of our account managers in attendance, members of the exec and management team, some of our content team as well as our key partners and subsidiaries. This year we also have the highest number of clients ever both in attendance and exhibiting.

Needless to say, it's going to be one of, if not the busiest week of 2023 for GameOn – kicking off with a media training breakfast that we are hosting on February 6, in exclusive partnership with Games Global. I'm also personally, really looking forward to seeing some industry colleagues for the first time in a while, expanding my network and meeting some, I'm sure, great new people.

[READ THE FULL INTERVIEW](#)

GOLDEN WHALE

Claudia Heiling, Golden Whale:

The Golden Whale Productions team can't wait to make a splash at ICE London and showcase the power and prowess of our technologies.

As a next-generation infrastructure supplier, we bring data science and machine learning applications into practical use for online gaming operators and suppliers. Our software systems allow for the integration, modelling and orchestration of large data sets for industrial machine-learning tasks.

While the industry has started to experiment with both data science and ML, our solutions take this to the next level – the advances we have made are so significant that there is already a tangible gap between companies using systems such as ours to accelerate product development with a focus on user experience and lifetime optimisation and those that are not.

[READ THE FULL INTERVIEW](#)

PANDAScore

ESPORTS Exclusive Spanish Market Q&A w/ João Carvalho, Sales Manager at PandaScore

How has PandaScore served the Spanish market thus far?

Spain is a hotbed of activity when it comes to esports, with countless players, teams and tournaments held across the biggest esports titles taking place across the country. But when it comes to betting on esports, the market is still very much in its infancy. That's not to say there isn't a significant opportunity for operators to explore, because there is. Not only is esports hugely popular, but so too is betting on traditional sports. The challenge has been to bring the two together, and that's exactly why PandaScore delivers its esports betting solutions to operators in the market.

Our odds, markets and betting products are second to none and are used by some of the largest operators in the world to capitalise on the esports wagering opportunity. We sit at the cutting edge of esports and betting and have delivered many innovations to the esports market. Today, we cover 308 unique markets across all major esports titles from League of Legends and Valorant to CS:GO, Call of Duty, Dota2 and more. Our markets include Player Props as well as Winner 2-way, Winner 3-way, Maps handicap, Total maps over/under, Correct score, First map/Match result, Most kills 2-way and Most kills 3-way.

We've also been hard at work on creating esports dedicated micro markets and will be going big on this throughout the year. We will also continue to push our powerful esports Bet Builder tool, allowing players to curate their own bet slips for next-level engagement.

[READ THE FULL INTERVIEW](#)

PETER & SONS

A book game with a humorous twist – Peter & Sons debuts Book of Books

Peter & Sons will arrive at ICE London with three new slots – The Legend of Musashi, Dragon Blox, and Book of Books.

The Legend of Musashi sees players join the double-bladed master in a high volatility, 6x4 reel slot game with 4096 ways to win with avalanche cascades and monster multipliers. The sword-swinging action continues with wilds, expanding wilds, free spins and super free spins.

In Power Mod, players receive a random number of lives between three and ten. When a wild appears, it turns into an expanding wild using up one of the lives. This continues until there are no lives left for plenty of big win potential.

Dragon Blox Gigablox breathes fire into operator game lobbies. Players take on the role of treasure hunters and arrive with fright in their eyes they gaze at the gates of an old mine. On the other side dwells the notorious and legendary red dragon which sits atop gems and gold.

[READ THE FULL STORY](#)

BETER

Beter launches raft of new products at ICE

Beter arrives at ICE 2023 with a series of upgrades and updates across its four verticals – esports, sports, live casino and gaming – with a raft of product launches also set for coming months.

The first is the addition of badminton to BETER Sports' Setka Cup, a 24/7 live-streamed table tennis tournament series that provides operators with more than 9,000 betting events per month with an average margin of more than 7.5 per cent.

Setka Cup was launched back in 2018 with a single tennis table room, but today has 13 sports areas across European countries and counting. This means matches can be steamed around the clock, simultaneously, and with a 99 per cent uptime for match related markets for operators.

The tournaments attract an active community of 850 sports people with a strong in-house integrity system supported through cooperation with several sports federations and associations.

[READ THE FULL STORY](#)

SGG MEDIA

Five minutes with...Troy Paul of SGG Media

This month's quickfire Q&A comes courtesy of Troy Paul, co-founder/CEO, SGG Media.

Q. What do you enjoy most about your job?

Aside from the fact that I get to work in the sports industry...I would say that I love the freedom to pursue creative ideas. This industry is constantly going through so much change that the opportunity to innovate is present every day, and I'm grateful that I get to participate in the next era of sports gaming media/marketing.

Q. If you could give one piece of advice to a CEO, what would it be?

As a CEO I would say that delegation is pivotal. I find myself at times so focused on working 'in the business' that I forget to step back and realise that my most important role is to be working 'on the business' and laying out the plan of where SGG needs to be two to three years in advance. Surrounding yourself with the right team allows you the time necessary to not only plan out the major steps for the company but also receive advice from those around you. Don't always get caught up in the day to day!

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

Well that remains to be seen... I would hope that Andrew Garfield would play my role in what will be a successful entrepreneurial journey!

[READ THE FULL INTERVIEW](#)

SPRIBE

Spribe's Aviator soars to the top

Aviator has become the number one crash game in the world. The title is now live with more than 1,500 online casino brands in global markets across Europe, North America, South America and Asia, with more than five million monthly players.

Since hitting the market in 2019, Aviator is helping operators to engage new player audiences while putting their existing players on the edge of their seats with thrilling gameplay that just can't be matched by traditional slots and table games.

The game takes the increasing curve format and sees players place a bet before the game round gets underway. The plane then takes off and climbs higher into the sky – as it does, a win multiplier rises even higher with it.

Players can sit tight as the plane continues to climb along with their accrued winnings. It then becomes a case of how long they can hold their nerve...

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LIVE SOLUTIONS

An eye in the Sky – Live Solutions presents Casino Floor Live platform

Live Solutions is showcasing its live streaming platform at ICE this year at stand N5-150, exhibiting alongside newest partner Pariplay with its Casino Floor Live game offering.

Casino Floor Live is unique, one-of-a-kind, video streaming platform which enables players, hosts and even operators to engage with each other whilst playing table games from anyway in the world in any one of 45 languages.

The extra level of engagement from video streaming will boost player engagement and retention due to the personalised and localised participation of both the players and hosts – creating social interaction and trust in the brand.

At Casino Floor Live, players have access to a comprehensive games lobby where they are able to choose their host, game and preferred language. Currently, there are more than 3,500 local presenters worldwide operating in 45 languages.

Games available include Blackjack, Roulette, Baccarat, Craps, Dragon Tiger...

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LUCKSOME

GAMES TO TREASURE

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FEBRUARY 2023 EDITORIAL HIGHLIGHTS



FIRST LOOK GAMES

First Look Games adds operator access

First Look Games demonstrates the speed at which it can implement new features and products that the industry demands. The company's latest announcement, a new access level for operators, is a product that launches for free this month.

Studios already using the Affiliate Marketing Platform can now easily market slots to both operators and affiliates at the same time via a single upload. Operators that sign up to First Look Games will receive a dedicated log-in and portal.

Here, they can access game information, assets and importantly, documentation and certificates for all of the studios they work with who also utilise First Look Games' environment, as well as those they plan to integrate into their portfolios moving forwards.

Studios still have complete control over the information that is made available to operators, but the additional functionality allows them to provide all the necessary information their clients need, in order to plan both the launch and marketing of a studio's games.

[READ THE FULL STORY](#)

LUCKSOME

Go crypt raiding in Lucksome's Treasures of the dead Hyperlines

Lucksome's upcoming slot release, Treasure of the Dead Hyperlines, launches on March 16 across Blueprint's network.

The 5x3 slot has regular winlines and three Hyperlines which focus on extra high player retention through the new Hyperlines mechanic. Hyperlines are independently triggered winlines with high hit rates and limitless progressing multipliers. Hyperlines don't deactivate until they are won on. Coupling Hyperlines with a well-known theme and mechanic ensures a familiar experience with an innovative twist.

The book does more.

Everything comes from the power of the book. Players can collect scarabs from the book symbols to activate Hyperlines, with each row representing one Hyperline. The books are wild and bonus trigger symbols including Bonus Retrigger. Books can also pay a scatter pay up to 200x bet.

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INTELITICS

Intelitics: centralised platform for all affiliate and paid media

Intelitics says the key to unlocking the full potential of affiliates and paid media is using a mar-tech platform that provides access to data in real-time.

Towards the back end of last year, there was a shift in how US online sportsbook and casino operators approached their marketing activity. The blank chequebooks used to fund multi-million-dollar TV campaigns, bonuses and brand ambassador deals were snapped shut and suddenly the return on investment being generated from this activity was put under great scrutiny.

The months of spending big appeared to be over, with marketers being asked to account for spend and the results generated from it. This has led to...

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GOLDENWHALE

Data is gold, but understanding, processing and actioning requires Golden Whale

Data is gold to online gambling operators, but the industry is still in the very early stages of maximising the potential it offers. Golden Whale explains how it can help businesses drastically speed up the processes of understanding and improve their product based on the data they have at their fingertips.

Golden Whale Productions is an infrastructure supplier that brings data science and machine learning applications into practical use. Its software systems allow for the integration, modelling and orchestration of large data sets for industrial machine learning tasks.

Golden Whale says its ultimate mission is for operators to use its systems to take player engagement to the next level, allowing them to achieve the highest customer lifetime value possible. The company's system greatly reduces the time it takes for companies to generate insights and learnings from data and then apply them to their products. The first wave of machine learning companies and solutions have laid some early foundations for the role these technologies can play right across the industry. The company is now looking to push the boundaries with machine...

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SILVERBACK

Tiki totems, juicy fruits, lockable reels – Silverback Gaming's Tiki Bonanza

Silverback Gaming is taking players to warmer climes in its latest slot release. Tiki Bonanza is set in a tropical paradise where tiki totems, juicy fruits and lockable reels lead to potential wins.

"Our mission is to create games that players want to play, while elevating the experience through striking themes, big sound and edge-of-the-seat gameplay," explains Silverback Gaming's Founder, Raphael Di Gusto.

"By putting our own twist on features such as Sticky Wilds and Locking Reels, we stamp our own identity on the game while delivering an experience that not only meets but exceeds player expectations.

"Tiki Bonanza is a great example of this, and we look forward to seeing players head to the beach in search of sun, sand, and plenty of big win potential," The 5x3 reel gameboard sits on a white sandy beach with crystal blue...

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PANDAScore

PandaScore details esports proposition

PandaScore explains why what was once an add-on for online sportsbook operators has now become a must-have as player demand for esports odds and markets continues to rise unabated. And this is not just with small, niche brands, but the international titans of the industry.

Make no mistake about it, esports and esports betting are here and very much here to stay. Last year, we put pen to paper on a deal with William Hill and are now working closely with the operator to continue to enhance its dedicated sportsbook offering. At PandaScore, we are committed to providing operators of all sizes with the odds, markets and betting products they need to offer their players a thrilling experience via a proposition that is as compelling as it is engaging.

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LIVE SOLUTIONS

Jean-Pierre Houareau, CEO

2023 will be the year that we officially launch Live Solutions and when we will go live with major aggregators such as Pariplay, Softswiss and Hub888.

Our aim is to become the largest casino floor in the world and launching with such huge content aggregators is a massive coup for us. However, the interest in our platform and games doesn't stop there. We are also in advanced talks with a number of a Tier 1 operators, therefore our main goal for 2023 is to have our games live on as many operator sites as possible.

Until now, our entire business has been managed remotely, however, in the next 12 months, we will be looking to establish a series of network operating centres across the world – starting with Gibraltar. We currently have more than 3,000 presenters, all of whom have to be managed and monitored and we will soon be operating in excess of a thousand live casino tables at any one time. Creating Global hubs is therefore imperative as we become more established and the business matures into a much larger content provider.

We offer a product that is a true hybrid of RNG table games and live dealer, and which therefore straddles a couple of different sectors. Not only that, our platform is the first to provide real time video interaction amongst players which brings an unparalleled level of social engagement to game play. The trend will be a demand from players to bring that bricks and mortar casino floor experience to life in an online environment.

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1X2 NETWORK

Located at stand N4-130, 1X2 Network will be reflecting the inclusion of more non-traditional gaming concepts in its content roadmap.

1X2 Network will be showcasing its in-house production brands, alongside an ever-growing network of partnerships and integrations with 3rd party game studios. With the debut of a range of gaming concepts under the 1X2 Network being early in 2023, there's no better place to showcase these new ideas, games, engagement tools and more.

1X2 Network's chief product officer, Alex Ratcliffe, said "ICE remains the apex of B2B promotion for new products since it attracts such a huge audience and is without a doubt the most consequential gaming event in the industry at wide to what we have planned for 2023 and beyond."

One to look out for from 1X2 Network's in-house production studio Iron Dog Studio is Megaways Jack and The Magic Beans, a spinoff of the now classic Megaways Jack, released by the brand back in 2019. Megaways Jack and the Magic Beans brings players everything they loved about the original, but brought together with new features and mechanics, and packaged dramatically improved latency and graphics via the brand's own GECKO game development framework.

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LIVE SOLUTIONS

At stand N5-150 Live Solutions will be showcasing its unique multiplayer games, with the thrill of real-life casino tables using video streaming for all players and table hosts.

The table games in Casino Floor Live transcend the live dealer experience, with both players and table hosts live streaming and interacting with one another at multilayer tables in multiple languages, with none of the constraints of studio based live dealers.

The visual socialisation not only replicates the authenticity of a land-based casino experience, but also enhances customer engagement. In turn, this provides operators a unique opportunity to provide bespoke face to face marketing support and care.

Table hosts too can engage more readily with none of the responsibilities of being a live dealer. Casino Floor Live is infinitely scalable.

Players use a cross platform super-fast loading HTML5 interface with a video streaming for all users enabling them to speak to each other rather than...

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SPRIBE

At ICE, Spribe will be focussing on opportunities for operators to expand their international reach at stand N7-260.

One of the hottest topics buzzing around the halls of ICE 2023 will be new markets. Much has been said about North America, but there are other markets with just as much potential on the table. Africa and Latin America are not without their challenges, but the upsides for operators that can get in early and get it right are significant.

Limited technical infrastructure, the prevalence of legacy mobile devices and incredibly high consumer data costs are all hurdles that need to be cleared. But the recent arrival of tier ones in both Africa and LatAm suggests big brands are ready to jump for glory. But to succeed they will need to take a truly localised approach to reach market region, and completely reconsider the content offered to players who still expect an engaging, entertaining, and rewarding experience despite the technical challenges operators face. The answer for those looking to deliver a thrilling online gambling experience? Crash games.

Aviator is our flagship title and the world's number-one crash game. It has been designed to be super lightweight and with a user interface that is intuitive on any mobile device. It offers faced-paced gameplay, social interaction and the chance to win big from small stakes.

Players love that they have an element of control over the outcome of the game. As the plane takes off and starts to climb higher into the sky, the...

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PANDAScore

PandaScore will be showcasing its latest innovations at stand S2-300.

Last year, PandaScore's operator partners enjoyed significant growth, reporting on average 33%uptick in turnover. This is a big number, especially when you consider the esports revolution is only just getting underway. This means the time is absolutely now for savvy operators to embrace the vertical and offer a compelling esports betting product and experience to their players. This is something that PandaScore is here to assist with.

We are dedicated to providing operators of all sizes with access to the odds and markets they need to deliver a compelling esports proposition to thir players. We sit at the cutting-edge of the sector, and also develop features and tools to further enhance engagement.

We now offer 308 unique esports betting markets covering all of the major esports titles from league of Legends and Valorant to CS:GO, Call of Duty, Dota2 and more.

We've earned a reputation for delivering esports dedicated innovative solutions, and one of our breakthrough products is our Player Props markets and we'll also be integrating our Bet Builder tool with more clients which allows players to...

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PANDAScore

Oliver Niner, PandaScore: Esports 'symbolic relationship' with microbetting

The growth of esports betting is undeniable, with more and more operators acquiring interest in the market. PandaScore's Head of Sales, Oliver Niner, shares his predictions for what will shakeup the scene in 2023.

Big in 2023: Esports microbetting

Getting into the swing of 2023, the betting industry watches with bated breath to see what esports product innovations will facilitate growth in turnover and customer engagement.

Last year saw headway made on the rollout of microbetting products, with 2023 looking like the year we see these fast-action markets gain traction.

Microbetting in traditional sports has a host of challenges to overcome in order to be successful, but esports is where suppliers and operators can drive product innovation. It's the perfect playground for microbetting to flourish, and it's down to three key factors.

[READ THE FULL INTERVIEW](#)

LIVESPINS

Roundtable: the rise of non-traditional casino content
Michael Pedersen, Chief Commercial Officer at Livespins:

Livespins is the very definition of non-traditional casino content and our platform and offering fit perfectly within this category. The demand for casino and slot streaming is at an all-time high, and by allowing players to bet behind the action we've created an entirely new category of online casino gameplay.

Livespins is not the only game format that sits under non-traditional casino games – instant wins, crash games, mine games, Plinko and Slingo are just some of the others that come to mind. Ultimately, non-traditional casino content is underpinned by social interaction and a sense of community play – something that standard slot, table and casino games can't really provide.

[READ THE FULL INTERVIEW](#)

SPRIBE

Roundtable: the rise of non-traditional casino content
Shalva Bukia, Chief Product Officer at Spribe:

When we think of non-traditional casino content, we first think of crash games – the most popular non-traditional game at the moment. These games take the increasing curve format with a multiplier that continues to rise as the game plays out.

Players must cash out before they crash out. If they can cash out in time, they keep their multiplied winnings, if they can't, they forfeit their multiplied winnings and their original stake. Our flagship title, Aviator, was the original crash game when we launched it into regulated markets back in 2018, but today, there are more than 50 similar games from a range of providers.

Right now, Aviator has more than 5M MAU and I believe this category will only grow. Other popular games in the non-traditional category include mines, dice, plinko and hi-low- these are single player titles with different gameplay.

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LIVESPINS

CB100: industry excitement at impending ICEcapades

Michael Pedersen, CCO at Livespins, said: "Many in the industry though Twitch's decision to blacklist some online casino brands from its platform marked the end of the relationship between gambling and streaming. But that's not the case. In fact, the opposite is true.

"Consumer demand for casino and slot streaming is at an all-time high and shows no signs of slowing down. Operators and studios are right to want to capture this attention and to provide entertainment and wagering experiences these audiences are seeking.

"Enter Livespins – the streaming platform on a mission to socially-charge the online casino experience by creating an entirely new category of play. Unlike standard streaming, players can get directly involved in the action taking place across the reels.

"Streaming is all about interaction, and Livespins provides plenty of this. Players can chat with the streamer and each other throughout. They can also drop reactions and emojis. So whether their bet comes in or not, a fun, social and highly engaging experience is guaranteed." Pedersen adds: "Livespins has...

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SLOTS TEMPLE

CB100: industry excitement at impending ICEcapades

Fraser Linkleter, Slots Temple: Being able to meet up with our partners and contacts is always so important to us as a business. Relationships are critical to being able to work well together and we are excited about being able to meet people face to face again. ICE always gives us a good opportunity to reconnect with existing partners as well as keep up to date with the most recent developments in the industry.

[READ THE FULL INTERVIEW](#)

REAL DEALER

Roundtable: the rise of non-traditional casino content
Shane Cotter, Chief Product Officer at Real Dealer:

'Non-traditional' refers to the emerging category of casino games that depart from the familiar diet of slots, animated table games and live casino titles that operators have been serving up to players over the past decade or so.

Real Dealer's focus is on table games, so our products have a solid, traditional element that players will instantly grasp. It's how we present our games, via Hollywood-quality recorded video, that really breaks tradition in the online gaming space. You could say that we're presenting the traditional in a non-traditional way. Even more than that, the way we produce our games lets us splice together traditional elements from different verticals to...

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RAW IGAMING

Roundtable: the rise of non-traditional casino content
Tom Wood, Chief Executive Officer at RAW iGaming:

For RAW, there isn't a clear definition of what should be considered non-traditional casino content. We believe that any new studio worth its salt must think outside of the traditional casino box and deliver innovative, next-generation player experiences.

Given there are 17,000+ 3x5 and 4x5 reel slot games already in the market, with 200 titles added to that total each month, developers must differentiate to ensure their games stand out in the sea of sameness – that's what operators are looking for when deciding which new studios to work with.

A lot of this content probably sits within the category of "non-traditional" – our patent-pending SuperSlice engine, for example, uses wheels instead of reels – but ultimately it doesn't matter how games are categorised so long as they get player pulses racing and keep them coming back for more.

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PRESENTER

'The only thing more important than our product is our people' – PressEnter Group CEO

MaltaCEOs 2023 serialisation: CEO Lahcene Merzoug shares that the iGaming firm is building a dynamic organisation, fostering a culture that attracts the best talent and offers the environment needed for people to reach their full potential.

With several successful businesses to his name before having been appointed CEO of PressEnter Group, Lahcene Merzoug knows what it will take for the company to achieve its ambitions of becoming a true power player in the gaming industry. In November last year, it was announced that PressEnter Group will undertake a management buyout, with Lahcene appointed Executive Chairman of the Board. Therefore, having already overseen massive growth since taking on the role, he is relishing the challenges ahead.

Lahcene Merzoug loves building businesses. For him, it is all about the thrill of seeing "strategies and ambitions become reality". The emphasis is on the journey rather than the destination. Lahcene's passion has driven him through a career marked by successful businesses in a variety of fields, including restaurants and green tech. He entered the gaming sector in 2013 and then took on his current role as CEO of PressEnter Group in 2021.

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SLOTS TEMPLE

Fraser Linkleter, CMO

Product development will be key for us in 2023. New paid-for tournaments offering big cash prizes and innovative new tournament variants will keep things interesting for our players. We believe increasing the range of tournament offerings will create new and enhanced levels of social dynamic on the site, enabling players to interact in new ways and for us to market to them more effectively.

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FEBRUARY 2023 EDITORIAL HIGHLIGHTS

LEXISNEXIS

Playing by the rules in Latin America

Adam Doyle, Head of Gaming at LexisNexis® Risk Solutions, says operators must deploy the right platforms and tech stacks if they are to ensure compliance in fast-growing LatAm markets.

Gaming operators are always keen to quickly deploy into new and emerging markets, with many setting their sights on Latin America - a region offering tremendous untapped potential.

But where there are opportunities, there are also challenges and this is certainly the case in Latin America. Regulations differ from country to country, so operators need a different tech stack and set of data points in each, to ensure compliance and to properly protect players.

In their eagerness to launch and leverage first-mover advantage, some operators overlook this and rather than localising for each market, are taking more of a "one size fits all" approach. This can lead to one of two issues.

Either their solution fails to meet the specific requirements in each local jurisdiction, or else their approach is overly cautious, adding more friction to the player experience than is actually necessary.

The former scenario risks non-compliance, with players put at greater risk of developing problem gambling habits. The latter risks operators missing out on good customers as players abandon the onboarding process and go to a rival brand, where it is easier to sign up and play.

Of course, both are avoidable as long as operators use the right platform and technology stack and deploy a bespoke strategy for each jurisdiction, tailored to meet the unique challenges and risks.

Tech considerations for making a quick but compliant new market launch

Given the different regulatory requirements in each LatAm market, it is vital that operators have the flexibility to build different rules and risk models for each country they target.

[READ THE FULL INTERVIEW](#)

SCOUT GAMING

The very real popularity of fantasy sports

Araz Heydariyehzadeh, Chief Commercial Officer at Scout Gaming, says that high player demand for fantasy sports extends beyond the US and that European operators should embrace the vertical to drive acquisition and retention.

When you think of fantasy sports and daily fantasy sports, there is sometimes an assumption that these are products more suited to the US market than anywhere else.

The US sports betting giants of today - FanDuel and DraftKings - built their brands and their businesses in this arena and it's often believed that players in other markets simply aren't as attracted to playing fantasy because they can wager on traditional sportsbook products in their countries.

But this is not the case and fantasy sports can be incredibly powerful for both player acquisition and retention. Operators in regions such as Europe can gain measured and proven benefits by adding fantasy sports products in their line-ups.

What makes fantasy sports so good for acquisition? And how can operators unlock the tremendous retention opportunities it provides?

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PANDA SCORE

Delivering sustainable growth during esports' market correction

As esports continues to grow in popularity, Oliver Niner, head of sales at PandaScore analyses how the industry performed in 2022 - and says the best is yet to come in the year ahead.

Much of the talk of esports over the past few years has been that there will be this moment of critical mass: where esports will just explode into what all of that potential speculation said it was. At the time, much of this communication rode the wave of excitement that comes with esports being at the forefront of modern entertainment and a melting pot of sports, gaming, pop culture and more.

In 2023, the esports sector is undergoing a market correction. Headcount reduction, reduced advertising spending and some project closures indicate that esports is past the age of hype and easy money - the businesses that value substance and sustainability are the ones that will endure.

These changes have implications for esports betting as well. Notably, it's not about touting some big bang theory of growth that has dominated the conversation, with big and brash marketing, lots of puff and a lot less substance. Gambling itself is generally a recession-proof industry, and it's in this year that esports betting will take stock of what the real essence and measure of growth is.

Growing the pie sustainably

Leading into 2023, we're confident that esports betting will continue to grow, and do so through the steady, sustainable growth that has become a staple at PandaScore. Rather than chasing that big bang growth or leaning on tournaments to do the leg work, offering a comprehensive, robust product from top to bottom is essential for operators and suppliers.

We found that operators who joined PandaScore in 2022 benefited from an average overall increase in turnover of 33% for their esports betting product. When looking into this on a main and side market basis, the composition hasn't largely changed, but the total turnover amounts grew. Across all our customers, total turnover on Winner and Main markets in 2022 grew by 61% when compared to 2021 numbers.

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