



## JANUARY 2023 PRESS RELEASE HIGHLIGHTS



### STAKELOGIC / VERSAILLES CASINO

#### Stakelogic signs new agreement with Versailles Casino

The deal will see the casino add Stakelogic Live's Auto Roulette and Auto Roulette Classic titles to its live dealer lobby.

Danila Dzheh, Sales Manager at Stakelogic, said: "Auto Roulette is an absolute must for any operator looking to provide the live dealer experience that players are seeking. It's a classic table game and one that we have taken to the next level thanks to the striking backdrop our games are set against.

"The quality of our games has quickly allowed Stakelogic Live to emerge as the leading provider of live dealer content in markets across Europe and beyond, and this deal with Versailles Casino in Belgium is a testament to that."

Meanwhile, Ludovic Lefevre, CEO at Versailles Casino, added: "Our players love live casino, which is why we are always looking to add more quality providers to our portfolio. In Stakelogic Live, we have a live casino specialist that is setting the standard for others to follow when it comes to game quality.

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### SKILLONNET

#### SkillOnNet Hails German Success with GGL License Secured

GGL is the country's gambling regulated under overhauled gambling laws, enabling SkillOnNet to scale its offer well across the country.

As a result, the company will be able to press on with a variety of online slots, which is the company's specialty. The entry is carried out through DrueckGlueck.de, SkillOnNet's leading brand in the iGaming market. The license, though, will apply to all of the company's brands.

Presently, DrueckGlueck.de will get most of the attention, as the website is already ranking well in the regulated German market, having launched there in 2015, thanks to a license issued by the state of Schleswig-Holstein.

This was possible because of the way the German iGaming's market was structured before 2021 when Schleswig-Holstein was the only state that could run online slots and other games. Thanks to the new license, SkillOnNet will bring its full portfolio of games and experiences to DrueckGlueck.de all across the country.

SkillOnNet has a distinct library of games that are set to stick with players and...

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### STAKELOGIC / BETSHOP

#### Stakelogic signs content deal with BetShop

Through the deal, the developer's full suite of classic and video slots has launched with the operator.

Stakelogic Sales Manager Neil Tanti said: "BetShop is a true market leader in Greece, and we are delighted to see our classic slots and video slots titles land in its game lobby.

"Each of our games has been designed to thrill and excite players with riveting gameplay and plenty of big-win potential.

"We see Greece as having tremendous potential for our games, and what better way to build on our position in the market than by going live with such a prestigious operator."

Titles now available to BetShop players include Super Bonus Wild, Runner 8 Runner, Super 6 Timer and Mega Runner. Also included in the agreement is...

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### FIRST LOOK GAMES / RAW iGAMING

#### First Look Games signs deal with Raw iGaming

First Look Games will be used for the purpose of game promotion, with its network of 800+ approved affiliates to increase exposure for its slots among operators and players in highly competitive online casino markets across Europe and beyond.

With the partnership, Raw iGaming can share information about each of its standout slot titles, including logos, images and videos of them being played.

Raw iGaming can manage all information and assets via the First Look Games Studio Management Centre, where it can also highlight any exclusivity agreements and even add or remove jurisdictions for each title.

Tom Galanis, Co-Founder of First Look Games, said: "Raw iGaming has made a big splash in the market, but by using the First Look Games platform, the studio can leverage the power of affiliate marketing to drive awareness among more players and operators than ever before.

"Our approved publishers have a combined player audience of over 20 million..."

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## JANUARY 2023 PRESS RELEASE HIGHLIGHTS



### 1X2 NETWORK / MARKOR TECHNOLOGY

#### 1X2 Network Strikes Content Deal with Markor Technology

X2 Network has hit the ground running in 2023 with the announcement of a compelling new content partnership with Markor Technology.

As part of the deal, Markor, a global, leading supplier of B2B and B2C iGaming software solutions, will integrate 1X2 Network's stellar portfolio of casino content onto its best-in-class aggregation platform.

Markor's platform is one of the fastest growing in the industry and boasts more than 6,000 games from over 75+ software providers, from top-tier developers to independent challenger studios.

The new deal will see the addition of games from 1X2's acclaimed production...

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### RAW iGAMING

#### RAW Arena Builds Momentum with Three More Operator Integrations

Another month, another round-up of integration deals from RAW Arena, the recently launched aggregation platform from the team behind RAW iGaming. Today, the studio is announcing partnerships with Infiniza, NetBet and FullForce.

The deals mean that players at brands including Spinero, Whamoo, OmniSlots, Fruits4Real, WestPoint Casino, Spinnalot, and Casino777 amongst other brands will now be able to access some of the most innovative online casino games in the market via RAW Arena.

Popular games include the newly released Blackbeard's SuperSlice®Rings, Popeye vs Brutus SuperSlice® and Lucky McGee's SuperSlice Swirl all of which are from RAW's in-house studio. Operators can also offer their players access to innovative, new third-party providers on the RAW Arena Platform.

RAW Arena, previously the Leander LeGa platform, has been developed to bring new ideas and solutions to operators.

In an industry that is saturated with similar content, RAW Arena is creating a route to market for those game studios that are striving to deliver something...

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### LIVE SOLUTIONS / SOFTSWISS

#### Live Solutions takes Casino Floor Live to SOFTSWISS aggregator

"We want to give our games as wide an audience as possible," noted casino table games platform provider Live Solutions after forming an alliance with SOFTSWISS.

This will see the former's Casino Floor Live streaming platform, which houses games such as Blackjack, Roulette, Baccarat, Craps, Dragon Tiger and Fan Tan, become distributed through the SOFTSWISS gaming aggregation platform.

Titled Game Aggregator, the offering currently provides access to more than 13,000 games from more than 180 iGaming content developers.

"We are always looking for the best content, which the SOFTSWISS Game Aggregator can distribute to online casinos, and get players interested," stated Nikita Keino, Partner Managers Team Lead at SOFTSWISS Game Aggregator.

"And we are sure that the integration with Live Solutions, whose games stand out for their quality and ability to engage players, will bring exciting experiences for both parties and the iGaming business."

The Live Solutions platform aims to offer "the thrill of real-life casino tables", and features more than 3,500 table hosts speaking 45 languages.

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### SWINTT

#### Swintt eyes stellar 2023 as Lars Kollind joins as Head of Business Development

Lars Kollind has been charged with taking Swintt to the next level after joining the iGaming software provider in the role of Head of Business Development.

The appointment is hailed as coming "at a pivotal time" as Swintt looks to maintain momentum built up, with an added array of new market entries eyed as the firm looks to build on "strong foundations" effectiveness quickly and easily.

Primary responsibilities in the role will see Kollind tasked with overseeing the development and implementation of long-term business plans while securing sales opportunities for the brand across multiple jurisdictions, including the formation of partnerships with an array of operators on a global scale.

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### POPIPLAY / FIRST LOOK GAMES

#### Popiplay partners with First Look Games

The agreement allows Popiplay to showcase its full suite of slots to existing and potential operator partners.

The First Look Games White Label Client Area, which is based on the First Look Games Platform but has been further developed to support operator access and asset delivery, has been tested with up to 30TB of allocated space and 800,000 active files, and with individual file sizes up to 10TB.

Popiplay Co-Founder and Chairman of the Board Nikola Teofilovic commented: "One of the greatest challenges we face as a rising star studio is getting our games in front of operators and being able to show them the highly engaging and entertaining experience they provide.

"Our First Look Games-powered Client Area allows us to do just that without having to dedicate time, resources and capacity to building it from scratch. This is a very important partnership for us, and one that we believe will allow us to secure additional operator integrations at scale and at pace."

Popiplay can use its personalised client area to host game sheets, images...

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### LIVESPINS / EVERYMATRIX

#### Livespins and EveryMatrix sign major distribution deal

Through the agreement, operators powered by EveryMatrix can integrate Livespins directly into their casino lobbies. This, as noted by the latter, allows operators to leverage the "huge popularity of slot streaming via a fully compliant platform and product."

Amund Stensland, CasinoEngine COO at EveryMatrix commented: "Operators are going to great efforts to engage the next generation of players. Through Livespins they have a platform that allows them to provide an engaging, entertaining and socially charged experience next generation audiences are looking for.

"This is a great addition to our offering and further establishes EveryMatrix as the go-to platform provider for operators looking to stand out from the crowd."

Livespins allows players to watch streamers and also get directly involved in the action taking place across the reels, which is carried out via a smart bet behind system. Moreover, players can talk with the streamer and each other throughout the stream.

This creates a group bet and a shared experience, while each player is able to select their own bet amount and number of spins.

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**1X2 NETWORK / GROMADA**

**1X2 Network integrates Gromada and partners in new content deal**

Having gone live with iGaming Group last month, 1X2 Network will carry Gromada's full suite of highly original games.

Included within Gromada's offering, 1X2 Network now hosts new content from Aruze, Sega Sammy and Grand Vision Gaming, alongside Gromada's own innovative titles.

Gromada Games, founded by industry veterans Predrag Popovic and Soeren Christensen, brings a wide range of game formats through its own proprietary games and technology, together with leading US, Japanese and Australian content, to the European market.

Gromada's innovative content joins a vast array of games from some of the top developers in the industry, including 1X2 Network's own development teams at 1X2gaming and Iron Dog Studio.

1X2 Network continues to grow their aggregation business, now carrying over 20 third-party studios under the umbrella of 1X2 Network Partnerships, and only continuing to expand over the coming months.

Chris Loftus, commercial director at 1X2 Network, said: "We're thrilled to be carrying Gromada's content portfolio, and the opportunity to bring Aruze..."

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**MARKOR TECHNOLOGY / FSB**

**Markor Technology and FSB agree three-year partnership extension**

Through the agreement, the casino gaming aggregation platform and solutions provider will continue to supply the sportsbook and iGaming provider with casino content through its aggregation platform. This grants all FSB-powered operators access to the brand's list of more than 6,000 slots, table games and other casino titles.

FSB Head of Casino Integrations Brendan Courtney commented: "We are passionate about delivering rich iGaming experiences to our global partners, so it's vital we continue to align with the industry's leading casino providers.

"This renewed strategic partnership with Markor enables us to further strengthen our comprehensive casino product."

Markor Technology currently has more than 75 software providers, and is certified to distribute games in a number of markets, including Malta, Gibraltar, the UK and Spain.

"Having enjoyed great success working with FSB in the past, we're delighted to announce that we'll be extending our existing agreement to supply casino content to the technology company for an additional three years," said Markor Technology CEO, Melissa Summerfield.

"FSB are a business with significant iGaming experience on a global scale, and sharing our rich and varied portfolio of over 6,000 casino titles with them will..."

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**SKILLONNET / PETER & SONS**

**SkillOnNet invests in casino games developer Peter & Sons**

iGaming operator and platform supplier SkillOnNet has made a strategic investment in independent game studio Peter & Sons (P&S).

The investment will allow Peter & Sons to significantly grow its teams in Barcelona (Spain) and Yerevan (Armenia), and expand its promotional and gamification tools for operators.

Peter & Sons has already developed more than 20 casino games as part of Relax Gaming's Silver Bullet and Yggdrasil's YG Masters programmes.

"Our new partnership will allow P&S to extend its reach and allow tier 1 operators to enjoy the studio's best-performing games, such as Johnan Legendarian, MonsterBlox and The Legend of Musashi," said SkillOnNet senior vice president of corporate development Maor Nutkevitch. "We're delighted to be working with such a rising star within the game studio community."

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**BETER**

**BETER's Setka Cup launches badminton tournaments**

The leading provider of next-gen betting content BETER is expanding its sports portfolio by adding the sport of badminton to its offering. These badminton events will be conducted by an international sports platform Setka Cup which is one of the most popular table tennis tournaments in the betting industry.

Powered by BETER, Setka Cup will be hosting one round-robin badminton tournament of 12 matches per day, with each tournament contested by five players. The tournaments feature professional badminton players, ensuring a high standard of action.

Matches take place from Monday to Friday and will result in more than 260 events a month. BETER's operator partners will be able to get the live streaming and odds for this sport discipline."

All BETER Sports tournaments, including new badminton ones, comply with the principles and rules of fair play, which are part of integrity policy and the BETER's Integrity in-house ecosystem.

Maria Mashchenko, General Manager of BETER Sports, said: "We're excited to launch badminton within our tournament's platform, because it's one of the most popular and played sports in the world. It's also one of the fastest-growing sports, attracting the attention of bettors and sportspeople around the world.

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**LIVESPINS / YOLO GROUP**

**Livespins Strikes Breakthrough Yolo Group Partnership**

Livespins, the social live-streaming product that allows players to bet behind their favourite streamer or brand ambassador, has entered into a breakthrough deal with the Yolo Group.

The partnership will see the Yolo Group launch Livespins across its three B2C online casinos, bitcasino.io, sportsbet.io and livecasino.io, socially charging the experience offered to players.

The Livespins experience sits within the casino lobby and its team of streamers creates highly entertaining and engaging streams using the hundreds of games integrated into its platform from tier-one developers such as Relax Gaming, Yggdrasil and iSoftBet.

The player experience is taken to the next level through the ability to bet behind the action taking place across the reels. All players and the streamer bet together on the same spin, meaning everyone is in the same boat, win or lose, which in turn creates a highly social, engaging way to enjoy online casino.

Players also have the option to interact with the streamer and each other throughout and can also drop reactions and emojis based on the action taking place across the reels.

Because Livespins sits within the casino lobby, it allows operators to leverage the huge demand for casino and slot streaming while ensuring players are protected by the responsible gambling and safe gaming tools and standards required...

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**SPORTINGWIN / PINNACLE**

**SportingWin Turns to Pinnacle's iFrame to Boost Operations in Bulgaria**

The new partnership will allow SportingWin to access Pinnacle's dedicated B2B iFrame solution and give the brand a further boost in the country. SportingWin has a reputation for being one of the go-to betting options in the market, and iFrame will hopefully consolidate this status, the company says.

Pinnacle's cutting-edge technology is held in high esteem by the industry, and SportingWin has decided to invest in this product in order to attract what it hopes would be quality customers.

Through the iFrame option, SportingWin is determined to improve retention and reduce volatility, while optimizing performance across the board. The operator has already generated €500,000 in net revenue since its launch in the last quarter of 2022.

Pinnacle's products should considerably boost SportingWin's financial operations, as the Bulgarian gambling market is experiencing fast and...

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**BETER**

**BETER Rolls Out Dota 2 Tournaments**

BETER, the industry’s leading provider of betting content and gaming solutions has extended its esports portfolio by adding the Dota 2 tournaments. These tournaments will be conducted by international esports organizer ESportsBattle.

New tournaments will run for 11 days each, with five teams, each consisting of five 7000-8000 MMR members, waging into battle in a round-robin format with a single elimination final. Across the entire tournament series, there will be up to 120 best-of-three matches per month with each match having an average map duration of 60 minutes.

BETER will also provide live streaming, live data and odds for all Dota 2 matches. All the streams are narrated by professional commentators.

Under its proprietary ESportsBattle brand, BETER provides more than 25,000 events each month across a full portfolio of popular disciplines such as efootball, ebasketball, ehockey, CS:GO and now Dota 2.

Evgeniy Bekker, BETER Esports General Manager, said, “Dota 2 is one of the most prestigious and popular games with millions of fans around the world, which is why we chose it as the fifth discipline to be added to our ESportsBattle tournaments. Our team has decades of experience and used best practices to successfully launch the new tournaments, and we are happy to showcase it at ICE London. Don’t miss a chance to visit our stand, as we have a huge range of products in our esports portfolio to offer. This addition is the next step in our overall strategy for esports leadership.

“ESportsBattle tournaments are operated based on, and comply with, the principles and rules of fair play, and we have implemented a robust policy surrounding this. Also, our team has the highest integrity control all over Tier-3 tournaments worldwide. That’s why all operators can be confident in the transparency of BETER’s events”.

All Dota 2 events are designed to meet the needs of next-gen players, and we look forward to seeing more brands roll out our tournaments now that they include Dota 2.”

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**SWINTT / BRAGG GROUP**

**Swintt teams up with Bragg Group to bolster Dutch presence**

Igaming supplier Swintt has secured its latest content distribution deal, agreeing to platform its titles with Bragg Gaming Group to pursue expansion in regulated markets.

Through this collaboration, Swintt’s range of igaming releases will become available to online casino brands under the Bragg Gaming banner, particularly in the Netherlands where the latter operates a number of platforms.

David Mann, Chief Executive Officer at Swintt, commented: “Having worked so hard in 2022 to raise the profile of our brand in a number of key igaming markets, Swintt is delighted to kick off the new year by teaming up with a company of the stature of Bragg Gaming Group.

“The collaboration will enable Swintt to capitalise on increased market access by connecting with Bragg’s numerous online casino partners and offering our award-winning selection of slots to their customers, particularly in the Netherlands, where Bragg Gaming Group has an incredible network of clients.”

Included in Swintt’s offering, the provider has over 150 games from its Premium and Select ranges. Premium games offer traditional slot themes, such as Master of Books Unlimited, Seven Seven Pots and Pearls.

Meanwhile, Select Games will offer Dutch players unique experiences using proprietary game mechanics in games such as Aloha Spirit XtraLock and Monster Disco XtraHold.

Lara Falzon, President and COO of Bragg Gaming Group, added: “Over the last year, Bragg Gaming Group has enjoyed remarkable success in the Netherlands, establishing access to a broad network of Dutch online casino players via our PAM and content offering.

“Being able to provide access to the industry’s most sought-after suppliers is...

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**STAKELOGIC / ENERGY CASINO**

**Lightning strikes at Energy Casino following Stakelogic integration**

Energy Casino is living up to its name by powering up its game lobby with the addition of high-thrills slots from in-demand studio, Stakelogic. This includes the provider’s explosive video slots and classic slots with an electrifying twist.

The operator will use Stakelogic’s proven content to deliver a super-charged experience to players in Latvia and all MGA jurisdictions.

Stakelogic’s suite of classic slots has taken global markets by storm. Each game captures the nostalgia of a traditional fruit slot machine through familiar symbols such as cherries, lemons, oranges, grapes, bells and 7s, which is combined with modern mechanics and features for a truly unique experience.

Classic titles include Super Bonus Wild, Runner 8 Runner, Bonus Runner, Super 6 Timer and Mega Runner, all of which have the look and feel of a traditional slot but with gameplay packed with bonuses like Wilds and Hold & Spin.

But this is just one part of the integration agreement. Players at Energy Casino will also be able to spin the reels on Stakelogic’s action-packed blockbuster video slots. Each game has been designed to get player pulses racing through plenty of bonuses including Wilds, Multiplier, Free Spins and more.

Just some of the video slots going live include Wild West runaway-train-themed Cash Express, Wild Buzz, El Cowboy Megaways, Devil’s Trap and the just-launched Origins™.

Many of these games feature Stakelogic’s flagship innovation, Super Stake. This bonus feature allows players to effectively double their bet to increase the chance of a bonus feature triggering and insane win combinations landing, building unprecedented anticipation with each spin.

Danila Dzehs, Sales Manager at Stakelogic, said: “Our classic and video slots are like a lightning bolt hitting an operator’s game lobby. They bring action, anticipation and electrifying big-win potential with each spin and that’s what has seen them top the charts in markets around the world.

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**CONTINENT 8**

**Continent 8 Adds Two New Regional Sales Directors**

Continent 8 Technologies, a provider of managed hosting, connectivity, cloud and security solutions, has reinforced its commercial team with two new regional sales directors. The ones joining the company are Randy J. Alessio and Nigel Renouf, both of whom have significant experience in the finance field.

In their new positions, the two appointees will manage Continent 8’s existing customer relations and will work on expanding the company in key markets, including the Americas and Europe.

Alessio is based in New Jersey and will bring over two decades and a half of experience in IT sales and leadership. He has worked for many notable firms and is skilled in hosting, managed hosting, cloud, ERP and AWS services, among others. Some of Alessio’s prior experiences include tenures at Google, AWS, Azure and Oracle OCI.

Renouf, meanwhile, is based in Jersey, Channel Islands. He boasts more than 15 years of experience with customers from all over the world. Renouf has provided multi-jurisdictional hosting, cloud and security solutions within the Fintech and iGaming industries, helping companies expand their online presence and bolster their revenues.

The two new hires are valuable additions that will help Continent 8 speed up its expansion. The company currently operates in more than 90 locations across four continents and is bullish on expanding its footprint further.

The two new workers will attend ICE London with Continent 8 next month. Visitors can find the company’s stand under the N3-110 number.

The two workers shared their thoughts on joining the company. Alessio lauded Continent 8’s recent successes and praised it for working with some of the biggest companies in iGaming. However, the new worker is sure that the company still has room for growth.

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## JANUARY 2023 PRESS RELEASE HIGHLIGHTS



### FUGASO / GAMINGTEC

#### FUGASO and Gamingtec Boost Their Content and Reach

FUGASO is an established supplier of casino games, known for a number of titles across the board. Those titles include popular choices such as King of the Ring, Magnify Man, Sugar Drop, Diamond Blitz 100, Jewel Sea Pirate Riches, and so many others.

Gamingtec-powered operators will have the opportunity to now access these games and future releases by FUGASO, contributing to the overall level of satisfaction the company has to bring to its partners and their audiences. Fugaso focuses on the creation of a compelling experience that strikes home with players across the board.

FUGASO has been able to establish itself as a leading operator of highly entertaining and striking slot games, all of which have been accompanied by advanced and diverse game mechanics, graphics, and not least – original themes to go hand-in-hand with the experience from the start to finish.

FUGASO has also authored many original features, not least the Day 2 Day Jackpots, designed to bring even more fulfilling and worthwhile opportunities to players. Gamingtec commercial director Andrei Beu welcomed the opportunity and said that Fugaso was a “must-have game provider, bringing a series of exciting features and opportunities for players to enjoy.

Gamingtec, Beu noted, was committed to working very hard to bring the best quality of games and products and added that FUGASO helps set the high standard that the company and players expect from gaming products.

FUGASO business development director Robert Metzger said that the partnership was the right step for the supplier as well. He praised Gamingtec’s reach and said that it will be a significant amplifier of Fugaso’s own products and content reach.

[READ THE FULL STORY](#)

### LIVESPINS / GAMIZ

#### Livespins Adds Gamzix to Growing Game Lobby

Livespins, the social livestreaming product that allows players to bet behind their favourite streamer or brand ambassador, has added progressive slot studio Gamzix to its impressive content portfolio.

The deal means that Livespins’ streamers can fire up the reels on the studio’s action-packed slot games and take audiences on a fast-paced thrill ride through titles such as Happy Rabbit, Fruit Story, Dogs and Tails, Buffalo Ice and Bonanza Donut.

The integration also includes a selection of crash games such as Pilot, Pilot Coin and Pilot Cup, adding more variety to Livespins’ game library which already includes content for tier-one studios like Relax Gaming, Yggdrasil and iSoftBet.

Gamzix is a rising star studio based out of Estonia, but its focus on quality mathematics, striking design, powerful sound and big bonuses has seen it quickly emerge as a must-have developer for operators in a wide range of markets across Europe.

Now part of the Livespins experience, its streamers can unbox the studio’s latest titles while showcasing its full catalogue of games to audiences and players who can also get directly involved in the action by betting behind the streamer.

This creates a group bet and a shared experience but with each player able to choose their own bet value and number of spins. Social interaction is taken to the next level through the ability to communicate with the streamer and other players throughout, and by dropping reactions and emojis.

[READ THE FULL STORY](#)

### SLOTS TEMPLE

#### Slots Temple Launches Real-Money Slots Tournaments

Slots Temple is the only affiliate site offering tournaments for cash prizes in the UK.

Leading free online slots platform and affiliate marketing site Slots Temple has begun offering paid-for slots tournaments to complement its existing range of free-to-play competitions with cash prizes.

Now, for small, affordable buy-ins, players can compete against each other to climb a live leaderboard based on wins, consecutive wins/losses and hitting big win multipliers.

There will also be spot prizes for lower positions to ensure the excitement lasts right to the end of the tournament.

The paid-for tournaments will allow Slots Temple to offer bigger prize pools and deeper payout structures, but there is no obligation to buy in. Fans of free-to-play tournaments will still be able to enjoy the same range of free games boasting big cash prize pots for absolutely no outlay whatsoever.

Slots Temple became the first UK affiliate marketing site to offer cash prizes for free tournaments last year, after it was awarded a license to do so by the UK Gambling Commission. With these competitions proving to be wildly popular, the new buy-in tournaments were the next logical step on the roadmap, says Fraser Linkleter, CMO at Slots Temple.

“Bigger prize pools add even more stickiness to the site and attract new players, which should swell the prize pools even further. So, it’s about adding an extra layer of excitement. But at our core, we remain the go-to destination for fun free slots play,” Linkleter said.

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### RAW ARENA / ROGUE

#### RAW Arena, the aggregator arm of RAW Group, today announces a premium studio distribution partnership with Rogue

It is RAW’s vision to create innovative games that combat industry monotony and bring new ideas and gameplay to the market. Rogue fits beautifully with this vision, developing highly innovative and exciting new slots, such as Wildfire West, Mega Laser Kitty Cubes and their latest release Hong KONG featuring the Blockchain engine.

Rogue will benefit from RAW Arenas extensive distribution across 14 different regulated markets as well as access to Arena features and services. Rogue will not be impacted by slow partner development teams and through the use of RAW Arenas foundation development kit, they will be unhampered to release as many games as they desire.

Tom Wood, CEO of RAW said: “RAW Arena is designed with the explicit intent of delivering new and innovative content that the market hasn’t seen before, delivered by high quality, experienced studios that are looking to push the boundaries and challenge the status quo just as RAW is doing with RAW iGaming.”

Tom continues: “Rogue defines this, and we welcome John and his amazing team to the RAW’s premium partnership program which gives them access to our deep platform features, RAW contracted brands, cost saving services, and superior data mining and analysis through Arena Sense.”

John Parsonage, founder of Rogue adds: “Joining the Arena will give us the tools we need to distribute our amazing games across the world at speed. With Arena, we don’t have to be limited in our creativity or number of games and get...”

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**RAW iGAMING**

**RAW iGaming: reflecting on an 'extremely rewarding' 2022**

At the beginning of the year, RAW iGaming found itself as a newly established supplier with a team of two, as they launched their first game engine, SuperSlice.

Fast forward 12 months and the company boasts 70 employees with an array of proprietary mechanics to help the studio stride towards its aim to provide players with "an entirely new way to play casino games."

In an interview with CasinoBeats, the CEO of RAW iGaming, Tom Wood, reflected on the supplier's development over the course of 2022, discussing key acquisitions, how to stand out amongst the competition and ambitions for the new year.

CasinoBeats: At the beginning of the year we saw the launch of the SuperSlice game engine. How has this tool impacted the company's evolution in 2022 and has it performed to your expectations?

Tom Wood: RAW is all about innovation and creating something new and innovative for players in what we call the Sea of Sameness. A never-ending sea of similar games that players have seen time and again. SuperSlice defines this perfectly and has been the basis to our vision on the type of games and products we want to innovate.

[READ THE FULL INTERVIEW](#)

**FIRST LOOK GAMES**

**Studio client areas are 'one of the most powerful' promotional tools**

Studios are not doing enough to market its games to operators and players and are "rightly focused" on game production and generating connections with operators and casino managers.

Those were the thoughts of Zsolt Vereb, Head of Technology at First Look Games, who delved into the importance of studio's client areas, how FLG aids studios to overcome associated challenges supplier's face and how affiliates can play a bigger role in promoting games.

Explaining more on the studio's focus, Vereb noted that this way of thinking leaves "very little" free time and resources for suppliers to market games, both to operators and players.

He continued: "There's also uncertainty over the ownership of game promotion. Even with the studios that work with us, there can be confusion as to where to position First look Games within the business.

"Sometimes we're seen as a marketing resource, others as a tool to support the commercial team. We can be both, but it shows just how new game promotion is and how the vast majority of studios are yet to even unlock let alone maximise its full potential."

[READ THE FULL INTERVIEW](#)

**HONORE GAMING**

**Creating the next boom in the African market**

As a vast continent with a large, young and sports enthused population, it is unsurprising that Africa poses great potential as an emerging betting market with a strong growth rate, albeit with some local hurdles in areas of regulation and payments in particular.SBC News Honoré Gaming: Creating the next boom in the African market.

Discussing his experience and providing insights on the African betting industry with SBC Leaders, Honoré Gaming's CEO, Cyril Casanova, highlighted the 'strong potential' but also challenges present in this 'underestimated' market.

SBC – Can you tell us about Honoré Gaming and which markets are your core focus?

Cyril Casanova: Honoré Gaming is a well-established brand with a strong presence in French-speaking African countries, in particular nations where French horse racing is very popular.

[READ THE FULL INTERVIEW](#)

**PANDAScore**

**Operators can fill the growth gap for Australian esports**

Oliver Niner, Head of Sales at esports data solutions provider PandaScore identifies the clear and present opportunity for betting operators to serve Australia's growing esports community.

The Australian market is considered one of the most desirable for sportsbooks to operate in.

With a mature betting culture across a wide range of sports, horses and greyhounds as well as a strong regulatory presence, Australia has proven to be a stable, profitable market for both local and international brands.

In the broader global context, the Australian esports scene is relatively small but makes up for its size with a highly passionate and interconnected scene. Across most esports titles, Australian fans will rally around their countrymen whenever they step onto the world stage and embrace the underdog status that's often bestowed upon them.

The size and scale of the betting industry in Australia puts it in the position to support an Australian esports scene that has all the right parts to flourish, it just needs sustainable long-term investment.

When we talk about the maturity of the Australian market – particularly online...

[READ THE FULL STORY](#)

**GOLDEN WHALE**

**Claudia Heiling, Golden Whale: we're excited to make a big splash across the industry**

Ambitions of carving out of path that will enable "a big splash" to be made across the industry is the overarching aim of Golden Whale Productions during the 12 months that lie ahead, voiced COO Claudia Heiling.

The company, which is less than one year old, is billed as a "next-generation gaming infrastructure supplier that brings data science and machine learning applications into practical use," and is headed-up by former Greentube CEO Eberhard Dürschmid who occupies the same role at the firm.

Shedding a little more light onto the focus of Golden Whale, Heiling begins: "In short, our software system enables the integration, modelling and orchestration of large data sets for industrial machine-learning tasks.

"Our ultimate goal is to take player retention to the next level, allowing gaming companies to maximise lifetime values. Our system greatly reduces the time it takes to generate insights and learnings from data and then for companies to apply them to their products.

"Ultimately, we believe this will change the way games and game systems are built and operated."

[READ THE FULL STORY](#)

**HONORE GAMING**

**Dedicated loyalty scheme for Arica**

Earlier this year, Honore Gaming developed and launched a loyalty scheme tailored specifically for the African market. The scheme, live with operators in Congo Brazzaville, Chad and Nigeria, has seen a 24 per cent average increase in the number of bets per player.

Christophe Casanova, COO of the online sportsbook platform and technology provider, explains why providing a loyalty system that embraces cultural quirks is vital if operators are to retain African players at scale.

Africa has seen huge growth in recent years and is largely still an unregulated market. How is Horone Gaming looking to position itself in Africa's online gaming and sports betting space?

Honore Gaming has been supporting operators in African markets for more than ten years now. We have focused mostly on French-speaking countries, but have expanded our reach into English-speaking markets, too.

[READ THE FULL INTERVIEW](#)

**LUCKSOME**

**Find out all about Saint Nicked straight from Lucksome’s founder!**

Thanks for taking the time to join us for our interview series. Could you please introduce yourself to our readers?

Hey SlotsCalendar! Thanks for taking the time to chat with us! I’m Bryan Upton, the Founder of Lucksome. I’ve been in Casino Games Design for about 16 years now. I’ve been a game artist, a games designer, studio manager, product manager and then C-Level management. I’ve worked in the online space about as much as in land-based. I worked out of Vegas, London and Malta and have been around the world to see how players play different games in different settings. I founded Lucksome in Sept 2020. Lucksome is about making well-made games with transparency, awesome graphics, and the best mathematics in the world.

We started off simply because we wanted to do something in a less chaotic and corporate environment. We’ve all worked at the big studios and felt that we can do better by staying small, focusing on game design quality and what it is players out there want.

What would you say are the benefits of your games?

Quality. Transparency. Diversity. We don’t compromise on quality, even with our simpler, more classic game (like Coins on Fire from earlier this year) detail...

[READ THE FULL INTERVIEW](#)

**BETER**

**CB100 pathways through gaming and beyond, with Gal Ehrlich**

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

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

Next in to the hot seat is Gal Ehrlich, CEO of BETER, who looks back on 13 years in the industry by welcoming a positive change in putting the player first, addresses the only way of staying ahead of the competition and asks if there’s a way to create a more unified industry-wide ESG effort.

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

Gal Ehrlich: I’ve worked in the gaming and betting industry for more than 13 years, after I joined Playtech back in 2009. I definitely made the right call and I’m more than happy that I became part of this industry.

[READ THE FULL INTERVIEW](#)

**SGG MEDIA**

**Troy Paul: micro-influencers are the future for sports betting marketing**

In a chat with SBC Leaders, we sat down with Troy Paul, SGG Media President and Co-Founder, to discuss how his up-and-coming company has disrupted the traditional affiliate marketing space by harnessing the power of social media.

Utilising a network of over a thousand “micro-influencers”, SGG Media is able to deliver relevant content and advertising to fans of individual sports, leagues and teams, allowing them to provide highly-focused posts that are far more likely to generate user engagement.

With Troy believing this to be the most targeted and cost-effective form of marketing currently available to companies, we picked his brains on the do’s and don’ts of using social media effectively and how the idea behind SGG Media first came about.

Thanks for taking the time to talk with us! For those that might not know you yet, can you give us your elevator pitch on SGG Media – who are you and what...

[READ THE FULL INTERVIEW](#)

**FORTUNE FACTORY STUDIOS**

**Offering Product with Personality**

With a background in land-based games and online slot development, Fortune Factory Studios offers unmatched creativity. Each of the slots seamlessly tells a story through theme, character development, and mechanics. We chatted to Anthony Giannini, Fortune Factory Studios’ Tech Design Lead, to learn more about the “personality” conveyed during gameplay. Read on as we cover numerous topics including the latest release of Gold Blitz™.

Q1: The company has a great tagline - “Product with Personality”. Please start with some background about Fortune Factory Studios and how personality is expressed through product design.

A: Fortune Factory Studios was founded by a core of seasoned game developers with a long history of successful titles in both the traditional video game industry as well as land-based slot gaming. We always try to tell a story in our games by merging exciting and intuitive gambling mechanics with appealing characters, engaging themes, and purpose-designed orchestration. This narrative helps to create a fun, whimsical and exciting gaming experience. We believe that this is what sets us apart from other studios and where the “personality” comes out in the games we produce.

Q2: Tell us about some of your most popular gambling mechanics and your approach to designing slots.

[READ THE FULL INTERVIEW](#)

**CONTINENT 8**

**LatAm is a hotbed for cybercrime**

Latin America is recording the world’s highest cyber attack rates with nearly three times as many attacks via mobile browsers as the global average. Gabriel Szlaifsztein, General Manager - Latam at Continent 8 Technologies, explains why the only way to successfully mitigate the risk of falling victim to a cyber attack is through a multi-layered approach to security.

At the beginning of November, your attended SBC Summit Latin America in Miama. How do you reflect on the event?

It was a brilliant event, bringing together people from Latin America’s sports betting and iGaming markets and providing an engaging environment for connecting, networking and sharing knowledge.

I personally enjoyed taking to the stage to deliver a presentation on cybersecurity, discussing the types of attacks the industry is seeing, the potential impact of an attack on a business, and how businesses can protect themselves from such threats.

We were proud sponsors of the Official Networking Party, which was held at LoanDepot Park, home of the Miami Marlins. Attendees were able to take to the field for an evening of chatting, pitching and catching while wearing very special Continent 8-branded baseball jerseys.

[READ THE FULL INTERVIEW](#)

**EYESPY RECRUITMENT**

**Emma Clayton-Wright: Gambling recognises distinct benefits of responsible jobs**

Meeting new regulatory demands and conduct duties, gambling continues to adjust to new principles of recruitment as leadership places a deeper focus and remit on responsible gambling roles. HR expert Emma Clayton-Wright, Managing Director of EyeSpy Recruitment, details the distinct value of responsible gambling roles growing in authority to benefit gambling’s day-to-day operations.

SBC: Is responsible gambling now a standalone discipline at most gambling organisations? If so, when did this happen, and what drove this vital change?

Emma Clayton-Wright (MD @ Eye Spy Recruitment): Yes absolutely. Responsible gaming teams now sit beside customer service, fraud and risk and AML departments in most organisational charts we come into contact with.

As a recruitment agency, this customer operations area has become...

[READ THE FULL INTERVIEW](#)



#### CONTINENT 8

##### Gambling Operators Need to Protect from Cyberattacks, Report

Online security experts met last week to discuss the worrying trend of increasing cyberattacks against casinos and other leisure operators, a new report reveals. The recent discussion comes ahead of planned changes to the cyber regulations in Nevada.

During the conference, experts from the cyber security industry warned that casinos and other entertainment industries may be impacted by cyberattacks, a new report released by CDC Gaming reveals. The National Council of Legislators from Gaming States gathered cyber security experts that discussed some recent cases of cyberattacks and flagged the importance of mechanisms and solutions that protect customer and company data.

The Nevada Gaming Control Board's senior policy Administrative Division...

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#### SPRIBE

##### David Natroshvili, Spribe: unlocking the LatAm opportunity with non-traditional content

Despite the "significant opportunity" presented by numerous nations across the Latin American ecosystem, a number of challenges must be tackled and overcome to ensure success, said David Natroshvili, Managing Partner of Spribe.

In a similar nature to other emerging markets across the African continent, these mostly centre around infrastructure, it is noted in conversation with CasinoBeats, with the lightweight approach necessary to make any meaningful foothold across the region.

Natroshvili delves into this, as well as how the overwhelming popularity of mobile impacts the experience and content offered and what games will dominate LatAm games lobbies, below.requires close cooperation with the regulator in each.

CasinoBeats: Latin America has been identified as a key market for operators looking to expand their geographical reach. What makes it such an attractive market?

[READ THE FULL INTERVIEW](#)

#### STRIVE GAMING

##### Localization is 'mission-critical' for retaining players

With advertising and marketing becoming more prominent in the North American gambling industry, it is important for operators to address these areas correctly, as they're a fundamental component of customer acquisition and retention strategies.

Jamie Shea, Chief Marketing Officer at Strive Gaming, recently spoke with SBC Americas about why she joined the company, marketing methods for operators across the US and Canada, and maximizing player acquisition and retention reach in each respective market.

Congratulations on your new role with Strive Gaming! Why have you decided to join the company?

I've been lucky enough to work with Max Meltzer (CEO) and Damian Xuereb (CCO) in a previous life and found them to be the ultimate pros. Their understanding of the North American market is unrivaled, and they know exactly what operators need from a PAM solution.

When I decided to make a career move, I reached out to see if there was a...

[READ THE FULL INTERVIEW](#)

#### CONTINENT 8

##### Gabriel Szlaifsztein, Continent 8: "It is vital that operators and providers act now"

The advances of the industry in Latin America have the world in suspense, waiting for the opening of new markets that regulate the gaming and betting industry.

Given the incipient formal arrival of the sector in the region, it is vitally important to acquire strategic partners that understand its operation and characteristics, which is why SBC Noticias spoke exclusively with Gabriel Szlaifsztein, General Manager for Latin America at Continent 8 Technologies, who analyzed its situation.

"We have developed three on-site centers in Colombia, Puerto Rico...

[READ THE FULL INTERVIEW](#)

#### 4THEPLAYER / FIRST LOOK GAMES

##### Exclusive interview with Henry McLean, Co-founder, Commercial & Marketing Director 4ThePlayer about First Look Games

What challenges has 4ThePlayer faced when it comes to game promotion?

For us, promotion is not really a challenge, but we have to make sure any promotion has the maximum impact. We are a boutique slot house, not a factory, so we have more invested in every game and we want to ensure that each game hits its maximum potential.

We don't just release games and hope they're successful: we want to create a story. We have a multi-pronged strategy to drive the success of every game we make. First Look Games is part of that strategy!

What made you decide to use First Look Games to help with this?

First Look Games gives us more extensive reach with affiliates. We have direct relationships with a lot of affiliates, but it's impossible to have close relationships with all of them.

Likewise, First Look Games is always onboarding new affiliates, which saves us...

[READ THE FULL INTERVIEW](#)

#### JUST FOR THE WIN / GAMES GLOBAL

##### Just For The Win's Johan Persson Introduces Trojan Kingdom and Chats About New Releases in 2023

Just For The Win is not new to our dear readers. It's one of the 3 most prominent studios working with Games Global, and we've already had the exquisite pleasure of chatting with Barbara Batári, but it's been a long time since we caught up with this amazing studio, and they've just launched an amazing new video slot right after New Year's. We bring you exclusive news about the Trojan Kingdom slot right below.

Hello and welcome to Casino Chick, it's an honour to have you here. Shall we start with a short introduction?

Hi there, the pleasure is all mine. Thanks for having me. I'm Johan, a 42-year-old Swedish dad to twin girls with the rewarding side gig of heading up Just For The Win. I've been with the company since its inception in 2016, coming directly from an incredible journey at Leo Vegas.

It's been a long time since we had a chance to catch up, almost a year and a half. We bet the past year has been quite eventful for you, with lots of exciting news and releases! What do you consider the biggest success for Just For The Win...

[READ THE FULL INTERVIEW](#)



**INTELLITICS**

**Five success factors for scaling traffic in 2023**

Allan Petrilli, VP of Sales and Growth at Intelitics, shares his top tips for how affiliate managers, paid media teams and UA specialists can turbo-charge player acquisition over the next 12 months.

For affiliate managers, paid media teams and user-acquisition specialists, the ultimate aim for the next 12 months is driving quality traffic at scale to their brand or brands.

Of course, this is easier said than done but by taking the right approach, affiliates and paid media can be used to boost new player sign-ups at pace and at scale.

But this requires goal setting and planning, as well as effective execution and real-time optimisation. Below, I talk through five key success factors for driving quality in 2023 and beyond.

The best place to start is to look back at the previous year and what did and did not work.

Some activities and campaigns will have been a success and should be rolled over into the next 12 months, while others will have failed to hit the mark and should be cut.

[READ THE FULL STORY](#)

**FLAWS**

**Setting Up For The Big Game And Beyond**

With Super Bowl LVII heading to our screens on February 12th, we sat down with Flaws Director of Sales, Domenico Mazzola, to talk about how smart data collection and the use of no-code innovation platforms can enable sportsbooks to enhance their customer experience for the Big Game and beyond.

The Super Bowl is the USA's biggest sporting event and will invariably provide masses of opportunities for sportsbook operators to enhance their customer offering if they're able to think outside the box.

As ever, the main driver here is always data – and with the NFL consisting of 17 games over an 18-week period in the run-up to the Super Bowl, there should be ample time to gather plenty of useful information on bettors. The trick is to then combine the key findings you have on player behavior with technology that will help you to create promotions and better inform your overall marketing strategy.

While at the time of writing the Super Bowl LVII finalists are yet to be announced, we already know that the majority of sportsbooks are placing the Kansas City Chiefs as their red hot favorites. So what can we do with this information? A good place to start would be to look at the betting activity of VIP customers and identify those who have actively bet on the Chiefs over the preceding 18-week period.

Once we've done that, we can work out where they're based. If, for example, they're located on the other side of the country or abroad, there's a good...

[READ THE FULL INTERVIEW](#)

**LIVESPINS**

**Chris Scicluna: The world of Socially-charged casinos**

The CEO of Livespins takes us on a journey through the world of slots and the ways in which his company is meeting the demand for a more interactive, community-driven entertainment experience.

SBC: Thanks for taking the time to chat with SBC Leaders! So, we're now in 2023 - how have the last 12 months been for Livespins? What have been the main highlights for the company?

CS: It's been a breakthrough year for Livespins as we continue our mission to provide socially-charged online casino experiences to players around the world. A big highlight for me has been the onboarding of so many quality slot studios including Relax Gaming, Yggdrasil and iSoftBet to the platform.

Slots are vital to the success of a stream, which is why we continue to partner with in-demand providers that know exactly how to get streamers and audiences on the edge of their seats with each spin.

[READ THE FULL INTERVIEW](#)

**SPRIBE**

**David Natroshvili, Spribe: Unlocking the potential of Latin America with non-traditional content**

Despite the "significant potential" presented by many nations across the Latin American ecosystem, a number of challenges must be addressed and overcome to ensure success, according to David Natroshvili, managing partner at Spribe.

Similar in nature to other emerging markets across the African continent, the challenges largely center around technology infrastructure – as he mused in a conversation with SBC News sister site CasinoBeats – in order to establish a significant foothold in the region.

In addition, he talked about how the overwhelming popularity of mobile devices affects the experience and the content offered and which games will dominate the Latin American gaming platforms.

CasinoBeats: Latin America has been identified as a key market for operators looking to expand their geographic reach. What makes it such an attractive market?

David Natroshvili: There are several factors that make the region so attractive to operators. The first is the significant number of inhabitants: Colombia has a population of 51 million; Peru, 33 million and Brazil, 214 million. In these countries, there is a great appetite for sports and football in particular, as well as a desire...

[READ THE FULL INTERVIEW](#)

**APPARAT GAMING**

**Navigating a 'Conservative' market in transition**

Challenging regulatory frameworks is nothing new to the German gaming market. As operators and suppliers will readily testify - it's one of the toughest European jurisdictions to crack. Apparat Gaming's Thomas Wendt explains how the jurisdiction has been coping during the latest regulatory transition.

'Gaming with a German accent' is the tagline of Apparat Gaming, the Malta-based company that has served the regulated market in Germany since its inception. With the turn of the year behind us, SBC Leaders sat down with Co-Founder and Director Thomas Wendt to discuss how this jurisdiction has been performing during a crucial phase of regulation.

Going back as far as January 1, 2022, the Glücksspielbehörde (GGL) assumed sole responsibility of combating illegal gambling in Germany through a noticeably strict regulatory framework.

During the unprecedented time for the German igaming space, operators, suppliers and players have faced combative issues that restricted them from performing as they would in most other regulated jurisdictions. And, according to Wendt, "there is still a long way to go" before they can compete.

"I do not want to engage in speculation", said Wendt when asked why he thought that the German regulators had implemented such tough restrictions...

[READ THE FULL INTERVIEW](#)

**CONTINENT 8**

**A look forward**

Key members and companies across the iGaming sector highlight their goals for the new year and place their 2023 predictions for the future of the online gaming industry.

Kristian Valenta, Chief Financial Officer at Continent 8 Technologies.

We will continue to deliver growth across all regions and keep pushing ahead with our ambitious expansion plans for North America and Latin America - two strategic markets for Continent 8 over the coming years. We're on track to hit 100 connected locations in 2023, a major milestone for the business.

To facilitate this growth, we will be further investing in our team, processes, and delivery solutions. Over the last twelve months, we have grown our employee base by almost 40% and we're not stopping there. In the coming months, we are introducing new approaches to customer delivery, support capabilities and solutions offering.

[READ THE FULL INTERVIEW](#)

**LADY LUCK GAMES**

**Julian Borg Barthet: “The most important part of ICE is to secure potential business with gaming operators and aggregators”**

Lady Luck Games’ chief commercial officer anticipates Focus Gaming News the company’s innovations that will be exhibited at ICE London.

Exclusive interview.- Julian Borg Barthet, chief commercial officer at Lady Luck Games, is eager to exhibit at ICE London for the very first time. In this exclusive interview with Focus Gaming News, he talks about the plans the company has for the event and its goals for 2023 year.

Recently, you pointed out that event participation is essential for any gaming company. What value do you see in ICE London in particular?

It is well-known that ICE London is the biggest global gaming show for all B2B industry experts. It is a leading gaming technology event in many fields, including business growth, development, and networking. For Lady Luck Games, the most important part of this event is to secure potential business with gaming operators and aggregators. It is a perfect opportunity to showcase our products through in-person meetings with our partners. This year, we will be exhibiting for the very first time.

What will be the company’s proposal for this edition of the expo?

[READ THE FULL INTERVIEW](#)

**SPRIBE**

**Awakening an ageing sector to new & fresh content: CB100 special**

The fact that the online casino has been, and very much still is, spearheaded by the dominant force that are slots is not lost on anyone, but could a new kid on the block be set to soar its way to a controlling position in gaming lobbies – or are we witnessing a temporary fad that is set to crash and burn?

We are of course talking about the rise and rise of crash games, with the former of those viewpoints certainly one that is shared by David Natroshvili, Managing Partner at Spribe, who believes that those familiar reels will eventually be displaced at the top of the igaming tree.

For Mark McGinley, FunFair Games’ Chief Executive Officer, this new vertical attraction was a key component of aligning with the games studio, with the move driving a long-held belief that “I always felt that this ageing sector needed to be awoken with a new and fresh offering”.

“I’m very passionate about this space and am a firm believer that there’s a huge need for content that reinvents the industry and moves away from traditional formats,” he told CasinoBeats in this latest in-depth special.

Continuing alongside the optimism avenue first trodden above, Natroshvili shares a belief that cash games are “dominating online casino game lobbies for one reason,” with this simply being that “they are incredibly fun to play”.

[READ THE FULL INTERVIEW](#)

**GOLD COIN STUDIOS**

**Interview with Gold Coin Studios**

Welcome to our exclusive interview with John Duffy, CEO of Gold Coin Studios, a leading slot game development company known for its innovative and immersive games. With a team of experienced game designers and developers, Gold Coin Studios creates top-performing slot games that players worldwide enjoy. This interview delves into the company’s history, game development process, and plans.

So, please sit back and enjoy as we take a behind-the-scenes look into the exciting world of Gold Coin Studios.

Please introduce yourself and your role, as well as Gold Coin Studios.

Thanks for the opportunity to give you some insights into Gold Coin Studios and our games! My name is John Duffy, and I am the CEO of Gold Coin Studios. I’ve been making and playing slot games for nearly 30 years now - it’s an amazing industry to be part of.

[READ THE FULL INTERVIEW](#)



**JUST FOR THE WIN**

**Spotlight Series – Q&A with CEO & Founder of Just For The Win, Johan Persson**

To kickstart this year’s Spotlight Series, GMBLRS is honoured to welcome Johan Persson, CEO and Founder of Just For The Win. We talk about the award-winning studio from its humble beginnings to its worldwide presence as a leading player.

Johan shines the light on making dreams a reality, what makes a Just For The Win game and what’s in store for 2024 from the instantly recognisable game developer of beautifully crafted, high-quality content. Let’s switch on and highlight the team with something for everyone, Just For The Win Studios.

GMBLRS: Welcome to GMBLRS, and thank you, Johan, for taking the time to talk. Please start with a little about yourself and how you came to form Just For The Win?

Johan: Hi there, thank you for having me. Just For The Win came to be after spending many years on the operator side at LeoVegas. Whilst there, I met Jay Sopp, Creative Director & Founder (who was previously at NetEnt), when we collaborated on a custom game. We found working together joyful, and we always joked that it would be fun to try and make our own games one day. The rest is history.

GMBLRS: Describe a typical day as CEO of Just For The Win; lunch on the golf...

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**BLUE GURU GAMES**

**A look forward**

Key members and companies across the iGaming sector highlight their goals for the new year and place their 2023 predictions for the future of the online gaming industry.

Kristian Hassall, Commercial Manager at Blue Guru Games.

This year feels like a rehearsal for 2023 and we’re excited about the games we have planned, 2023 is all about deeper gameplay and mechanics for us. We’ll also be live in the US in 2024, it’s such an interesting market and it’s rapidly changing in terms of content tastes, so we’re excited about that journey.

In 2023, I think we’ll see more distinct content. Three will always be a stream of fruits and sevens and joker games, and they have their place but we’re seeing games studios thrive when they take a clear content stance, as NLC have for example. There are some exciting things happening among our peers, and we’re seeing fresh ideas and innovation on the horizon from new studios like...

[READ THE FULL INTERVIEW](#)



**STAKELOGIC**  
THINK BIGGER



## JANUARY 2023 EDITORIAL HIGHLIGHTS



### INTELITICS

#### How operators can take smart risks while scaling traffic

Allan Petrilli, VP of sales and growth at Intelitics, on the risks operators must take when it comes to driving new player signups but why the data-led approach that can be deployed with affiliates and paid media allows them to reap the rewards.

Online sportsbook and casino operators that want to really scale traffic to their brands must be prepared to take risks. Good traffic comes and goes, and that's why they need to be ready to pounce on opportunities when they present themselves –even if they are risky.

Of course, those that can strike the balance between risk and reward will reap the benefits. But operators often prefer to err on the side of caution, using traditional marketing channels and tactics in their light to secure the largest share of...

[READ THE FULL INTERVIEW](#)

### SPINPLAY GAMES

#### Q&A on Wild Link Frenzy Online Slot by SpinPlay Games

CasinosHunter asked Andrea Schultz, Chief Product Officer in SpinPlay, to reveal more about the new slot game by SpinPlay that is to be released in January 2023. In the new interview, we speak about the theme and mechanics of the game, its in-game features, and other aspects of a potentially popular gambling title.

In January 2023, a new game by SpinPlay is about to become available for all players that have access to Games Global games (depending on where they are located). The Wild Link Frenzy slot is about fly fishing which is generally a very popular hobby for many people and the joys of fishing has made it a very popular online casino slot theme, as well.

The new slot will be exclusive for Games Global and will be distributed using its network and to the corresponding online casino sites. The game features and characteristics can be found in the table.

Besides higher-than-average RTP rate and high volatility, the game has a very popular Bonus Buy feature that is likely to make it really enjoyed by the majority of gamblers.

[READ THE FULL INTERVIEW](#)

### LIVESPINS

#### Startup focus – Livespins

Who, what, where and when: The Malta-based Livespins was incubated by iGaming accelerator Happyhour at the end of 2020 and is led by CEO Chris Scicluna. The client list includes Relax Gaming, Yggdrasil, iSoftBet and WynnBet in the US.

Funding background: Livespins raised an unspecified amount in a Seed funding round in March this year.

The pitch: Scicluna says the Livespins product skirts recent controversies around Twitch by existing within the casino lobby, therefore offering a more controlled and responsible-gambling-friendly way of live streaming casino.

"The big opportunity starts with the players and bringing them a new era of live entertainment, where they can bet behind their favorite streamers, as opposed to just passively watching," he adds.

"It's a great way for operators to attract a new and increasingly significant player segment that engages with live streaming, while also being able to onboard their own brand ambassadors, influencers and streamers from their side."

[READ THE FULL INTERVIEW](#)

### COMMETRIC

#### We believe in the unity of great people and great technology

"We believe in the combination of great people and great technology," began Magnus Hakansson, CEO of Commetric, in stressing a belief that this unity is crucial to delivering maximised results for the group.

Commetric provides media analytics solutions that help communication and marketing professionals monitor and analyse conversations and content on social and conventional media.

To do so, the company combines machine learning and expert human insight to enable clients across sectors to realise the full potential of communications strategies.

"We invest in AI and machine learning to enable us to analyse more data, work more efficiently, at greater speed, with greater accuracy, and combine this..."

[READ THE FULL INTERVIEW](#)



### SLOTS TEMPLE

#### Five minutes with...Fraser Linkleter, chief marketing officer at Slots Temple

This month's quickfire Q&A comes courtesy of Fraser Linkleter, chief marketing officer at Slots Temple

Q. What do you enjoy most about your job?

Creating and developing a product that our visitors enjoy and come back to.

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

Be flexible in your thinking and plans. Some things that you are convinced will bring outstanding results won't, and other things that you don't expect much from will fly. Don't be dogmatic in pursuing projects that are not delivering.

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

This would quite a boring movie... Mainly focused on working and looking after kids! So, which lucky actor would get this plum role? I like James McAvoy, so he gets it!

[READ THE FULL INTERVIEW](#)

