



# FOCUS ON

# JUNE

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



## OCTOPUS ARMADA

BLUE GURU GAMES

### JUNE 2022 PRESS RELEASE HIGHLIGHTS



#### 1X2 NETWORK

##### 1X2 Network expands portfolio with Arcade games launch

Casino games supplier 1X2 Network has expanded its game portfolio with the launch of a new series of Arcade Games via its 1X2gaming subsidiary.

The new suite of Arcade Games include both Instant Win and Mine Games, which provide a unique spin on the classic feel of 80s mine-sweeper games.

The initial launch includes titles such as Pop 'Til You Drop, Megablox 777, Coin Field and Coin Vault.

"We are undoubtedly seeing a shift in player preferences towards slots with gamified elements, and possibility for player strategy, and where they can hone their skills to improve their chances of winnings prizes," said 1X2 Network account management and marketing director Rory Kimber.

"The suite of Arcade Games developed by the team at 1X2gaming allows operators to capitalise on this trend and provide players with fun, intuitive and highly entertaining Instant Win and Mine Games that not only meet but exceed player expectations.

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#### 1X2 NETWORK

##### 1X2 Network Launches New Branded Coin Vault Slot

Together with its gaming studio subsidiary 1x2gaming, 1x2 Network has added yet another revolutionary title to its prestigious branded content with a clear focus on gamification. The developer has released Branded Coin Vault, a mining-themed slot game that allows operators to customize the game's logo, select their preferred size for the gameboard, or change the number of mines popping on the reels. The developer will use William Hill as the pioneer operator to introduce the game to players eager to gain more control over their gaming.

Without a doubt, 1x2 Network is eager to be a part of the unavoidable shift toward gamification in the gambling industry that was initiated a few years ago. Players are thirsty for more gamified elements. This means they want to be given the chance to use more skill and strategy to improve their chances of winning. Accordingly, the developer created the Arcade Games suite of games that fall right into these criteria. These games provide players a different gameplay experience that does not exclusively rely on chance and randomness. The games come with a classic, old-school 80s arcade gaming feel, excellent mechanics, and impressive payout potential. They also allow players to opt for different gameplay session lengths. The portfolio includes titles like mine Games, Pop 'Til You Drop, Coin Field, and Coin Vault. The newly released Brand.

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#### FANTASMA

##### Johansson returns as CEO at Fantasma Games

Online games developer Fantasma Games has reappointed its founder Fredrik Johansson as chief executive.

As CEO, Johansson will be responsible for the day-to-day running of Fantasma and lead the senior management team, as well as set the overall direction and strategy the studio takes in terms of games development.

Johansson founded Fantasma in 2017 and previously served as its CEO before stepping into the role of chief commercial officer.

Prior to this, he co-founded two businesses in MyChance and Shogun Media, while earlier in his career, he spent time as a country manager for both LeoVegas and ComeOn. In addition, he co-founded and served as CEO of Simple Trade.

"I am thrilled to return to the role of CEO of Fantasma Games and to have the support and trust of our largest shareholders when it comes to taking the studio into its next chapter," Johansson said.

"We have already achieved a great deal in a short space of time and having just..

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#### INCENTIVE GAMES

##### Tiago Vieira appointed Incentive Games Head of Data

Incentive Games has appointed Tiago Vieira as its new Head of Data.

Vieira joins from TVSquared, where he held the roles of Senior Data Scientist and Technology Lead. He will now help the freeplay developer provide clients with insights into the games' contributions to their acquisition and retention metrics.

Incentive Games CEO John Gordon commented: "We've been aware of Tiago's remarkable talents for a while now, and have taken our time to get this key hire in place. By the end of this year Incentive Games products will have over 100 million active monthly users and be generating many billions of data points, and we believe few companies in the industry have a deeper knowledge of customer behaviour in our space.

"Whilst those learnings have already been used to improve game design and user experience, we're now focusing on specific customer insights and state-of-the-art, real-time reporting advances that, we believe, will revolutionise the industry's acquisition and retention strategies."

The company noted that attracting talented workers is currently a difficult feat, with Vieira convinced to take on the position when he was made aware of the group's products and the role that data plays in developing them. Incentive...

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## JUNE 2022 PRESS RELEASE HIGHLIGHTS

**HONORE GAMING****Honoré Gaming rolls out Africa-facing loyalty program**

Online sportsbook platform and technology provider Honoré Gaming has launched a new loyalty program targeted at the African market.

The scheme has been developed in a level-up format, with players able to earn reward points for each bet they place. Points can be redeemed as cash or free bets.

The loyalty scheme has a total of six levels, with players able to see their current number of reward points as well as how many they need to progress to the next level.

Honoré Gaming has already launched the program with a number of African operators in markets such as Congo Brazzaville, Chad and Nigeria.

“Operators are always looking for ways to retain players and reward them for..

[READ THE FULL STORY](#)**SKILLONNET****ReelPlay calls SkillOnNet deal ‘another key milestone’ for its development**

SkillOnNet has broadened its catalogue of titles via the addition of content from ReelPlay as the two entities sign a content partnership.

As part of the provisions of the agreement, titles from ReelPlay, such as 10,000 Wonders 10K WAYS, Hypernova Megaways and Money Mariachi Infinity Reels will become available to players using SkillOnNet brands, including PlayOJO, BacanaPlay, SpinGenie, Genting Casino, MetalCasino and SlotStars.

Michael Golemba, Sales and Marketing Director from SkillOnNet, said: “ReelPlay has made a name for itself by pushing boundaries and daring to be different which has led to the development and launch of game-changing mechanics such as Infinity Reels and Combinator.

“This in turn has seen its slots become firm player favourites, and that is why we have added its full suite of games to our already impressive portfolio. This is further evidence of our commitment to providing players with access to the best content in the market.

“This really is a great deal for both SkillOnNet and ReelPlay, and one that ensures that we maintain our position as a leading online casino operator and platform provider.”

[READ THE FULL STORY](#)**STAKELOGIC / BETCITY.NL****Stakelogic Live goes Dutch with BetCity.nl**

Stakelogic will roll out its full suite of Dutch language live dealer games to BetCity.nl after agreeing an extended partnership with the operator.

Under the terms of the deal, BetCity will gain access to Stakelogic Live’s roulette, auto-roulette, blackjack and baccarat titles as well as “exclusively Dutch branded tables that will celebrate the pair’s collaboration by displaying the BetCity logo”.

“Having already successfully launched Stakelogic slots at BetCity in 2021, we’re delighted to double down on our deal and make the full suite of Stakelogic Live games available to Dutch players as well,” said Stephan van den Oetelaar, CEO at Stakelogic.

“With a range of upcoming Dutch speaking branded tables designed specifically for BetCity.nl, we’re sure these immersive live dealer games will prove every bit as popular with players as our slots have done and that the new deal will strengthen BetCity’s position as one of the market’s top providers of quality live casino games.”

At the end of 2021, BetCity.nl set out plans to develop “a strong Dutch live casino offering”. To do this, the operator selected Stakelogic as one of the main brands to spearhead this expansion.

[READ THE FULL STORY](#)**LIVESPINS / BOOMING GAMES****Livespins Expands Gaming Portfolio, Adds Booming Games’ Titles**

The leading online casino operator, Livespins, announced a new partnership with Booming Games, the popular casino slot developer.

Booming Games’ Content Powers Livespins

The terms of the new collaboration see Livespins expand its portfolio of content by adding Booming Games’ slot portfolio. By integrating the game developer’s entire portfolio of slots into its platform, Livespins seeks to engage with its customers in new and exciting ways. The new agreement will see Livespins streamers use Booming Games’ content in broadcasts. That content includes the highly-popular Buffalo Hold and Win, Mighty Gorilla, as well as Cash Pig and more smashing hits.

“Livespins really is changing the way players experience online casino and..

[READ THE FULL STORY](#)**LIVESPINS / PLATIPUS GAMING****Platipus Gaming Unites with Livespins**

Livespins has taken the online casino industry by storm with its mission to socially charge player experiences via its innovative streaming and bet behind platform, and now slot developer Platipus Gaming has joined its ranks as a studio partner.

Livespins is already live with operator CasinoFriday.com and has proved to be hugely popular with players looking for new ways to experience and enjoy online casino.

The deal means that Livespins streamers can now use the studio’s games, which are particularly popular with players at crypto casinos, for their broadcasts and enabling them to stream popular titles such as Wild Spin, Joker Chase and 7& Hot Fruits.

Founded in 2014, Platipus Gaming has emerged as a leading developer of eye-catching HTML5 slots and table games that deliver fun, challenging and imaginative player experiences that have seen its titles stand out from the crowd.

Not only can players watch the action as it takes place across the reels, but Livespins’ cutting-edge platform allows them to get directly involved by betting behind the streamer. This creates a group bet but with each player able to set..

[READ THE FULL STORY](#)**STAKELOGIC****Stakelogic Live suite of games go Live**

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

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

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

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

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

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

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## STAKELOGIC

### Stakelogic Live launches suite of VIP network tables

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

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

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

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

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

Network VIP tables run from 18:00 to 02:00 daily and are offered in both English and Dutch – Stakelogic Live has made a big impact in the recently regulated...

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## STRIVE GAMING

### Andrew Holmes named as Strive Gaming COO

Online gaming platform Strive Gaming has appointed former TwinSpire vice president Andrew Holmes to the role of chief operating officer.

In his new role Holmes will form part of Strive's management team, working alongside chief executive Max Meltzer, president and chief commercial officer Damian Xuereb and chief technology officer Jesse Cary.

Holmes will focus on developing Strive's online gaming platform in preparation for changes in regulation across the US and Canada. He will be based at the company's main office in Vancouver.

"Appointing Andrew as our new COO represents another significant step forward for Strive Gaming as we continue to deliver on our promise of becoming the leading B2B real money igaming platform in North America," said Meltzer.

"Andrew's blend of experience across multiple industries such as gaming and finance – where he has worked on everything from unicorn-large business to small and mid-level business – plus his involvement in product and operations roles at C-level has convinced me he'll be an ideal fit for this role."

Before moving to Strive, Holmes served as vice president of TwinSpire, the online betting arm of Churchill Downs, and worked in the banking, ecommerce and B2C sectors.

"Joining Strive as COO represents the culmination of an incredible few years..."

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## HONORE GAMING / NEBIRBET

### Honoré Gaming Signs NebirBet in Ethiopia Push

Honoré Gaming, the innovative sportsbook platform and technology provider, has further strengthened its position in the African market after putting pen to paper on a deal with operator NebirBet.

The operator is Ethiopia's newly emerging brand with a new betting feature and many gaming portfolios and, under the deal, will use Honoré's cutting-edge omnichannel sports betting platform and virtual games as part of efforts to offer players a superior experience.

NebirBet operates a number of betting shops across Ethiopia and in particular in cities such as Addis Abeba, Adama, Awassa, Asella and Debre Birhan.

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

Christophe Casanova, COO at Honoré Gaming, said: "We are thrilled to have been chosen by NebirBet to power its omnichannel sportsbook and..."

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## STAKELOGIC / KANSINO

### Stakelogic Live continues Netherlands dominance with Kansino deal

Leading supplier of live dealer content goes live on operator with a selection of network tables plus plans for its own dedicated studio

Stakelogic Live, the in-demand live casino arm of tier-one casino content creator, Stakelogic, continues to position itself as the leading provider to the Dutch market after launching a suite of games with the popular operator, Kansino.

From today, players at Kansino.nl can enjoy the engaging and entertaining experience that Stakelogic Live's network table games provide. This includes tables for American Blackjack, European Roulette, Auto Roulette and Auto Roulette Classic.

While this will allow Kansino to offer its players the best live casino content in the Netherlands, the deal goes a level above with the operator set to launch a series of branded tables broadcast from a dedicated Kansino live dealer studio.

Operated by Stakelogic Live and with broadcasts delivered by Relax Gaming, the Netherlands-based studio includes Kansino branding and three tables for Blackjack as well as a table for European Roulette.

Stakelogic Live has earned a reputation for delivering superior live casino...

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## CIRCL

### The New Live-Action Sports Game For You and Your Mates

Circl, the new live-action sports game, bridging the gap between sports media, gaming & casual betting. Their mission; to provide a new way for sports fans & non-sports fans alike to engage with live sport.

The sports tech start-up was created to change the way the world watches and bets on live sport. Its unique 'Circl' game allows up to 10 users to play against each other to win a pool of money deposited by the group. The gaming mechanism is based on events during the match, which are given their own scoring system, rather than the final outcome.

As they grow, they will bring out more game experiences that piggyback on Circl's unique game engine, where players will be able to play a variety of different Circl games, as well as have the opportunity to play against 100s, even 1000s of players.

Will Hawkins, CEO of Circl, said: "The convergence between sports media, sports betting & consumer brands is the future of digital entertainment, giving birth to a totally new casual betting landscape. At the core of our concept, is a super fun game that everyone can understand, enjoy and potentially gain from. Whether that be in cash or prizes!"

The app gamifies the live match beyond its score, pitting friends and family...

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## LIVESPINS / KALAMBA GAMES

### Kalamba Games joins the Livespins revolution

Slot developer's full suite of titles now available via the provider's game-changing live streaming platform which aims to socially charge the online casino space

In-demand developer Kalamba Games has become the latest slot studio to leverage the tremendous popularity of streaming by integrating its full suite of content into the Livespins platform for the very first time.

Livespins is already live on casinofriday.com and has gained huge traction with players.

Under the partnership, Kalamba Games' engaging and entertaining online slots will now be made available to Livespins' growing team of super-star streamers, including player-favourite titles such as Blazing Bill Cash Quest – Next Release, Mochina Megaways and Joker Max.

Livespins is revolutionising the online casino space via its platform which delivers socially charged experiences to players. It provides a new way for them to enjoy the thrill and excitement of online slots play through its state-of-the-art...

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## JUNE 2022 PRESS RELEASE HIGHLIGHTS

### PRESSETER GROUP

#### PressEnter debuts in Romania after securing approval

PressEnter Group, the online casino operator has launched in Romania after securing the required approval from the country's gaming regulator.

Bettors will be able to access the operator's flagship NitroCasino brand which features a variety of games from different providers.

The business's entrance into Romania is the latest international move for the operator which has also recently debuted in Peru and Chile.

Lahcene Merzoug, chief executive officer at PressEnter Group, said: "We are delighted to have secured a licence to launch our Nitrocasino.ro brand to players in Romania, a market where we believe we can quickly gain significant share due to the superior player experience we provide."

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### ONAIR ENTERTAINMENT

#### Now Broadcasting: OnAir Entertainment Makes Sweden Debut

OnAir Entertainment, the provider of thrilling live casino content, has entered its seventh regulated market in as many months after receiving the necessary approvals to launch its games to operators in Sweden.

Players in the market will have immediate access to OnAir's popular premium live casino games including blackjack, roulette, speed roulette, with auto roulette and 9 Pots of Gold™ StreamIcon™ Edition following in the coming months.

The addition of Sweden means the OnAir network is now available in several key regulated markets including the Isle of Man, the UK, Greece, Ontario, Latvia and Malta. This is set to increase to nine markets very soon with launches in Denmark and the Netherlands.

Since first bringing its debut blackjack release to the table in November 2021, OnAir has enhanced its offering by taking a total of four contrasting physical environments live along with three chroma key environments, each showcasing a distinctive style that ensures operators can deliver a compelling and diversified live dealer offering to players.

As the studio expands and strengthens its live dealer suite with classic and unique titles over the coming months, operators in Sweden and the other..

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### 1X2 NETWORK

#### 1X2 Network secures Romania licence

1X2 Network has been granted its own licence from Romania's National Gambling Office with a number of operators already lined up to add its games to their lobbies.

The licence means that all casino and sportsbook brands active in the market will be able to offer their players content from the developer's 1X2gaming and Iron Dog Studio subsidiaries. This includes Megaways Jack, 1 Million Megaways BC, Blazing 777 and Classic Fruits.

Operators will also be able to leverage 1X2 Network's pioneering Branded Megaways concept, allowing them to quickly and cost-effectively launch Megaways slots that incorporate their own branding and logos to deliver a unique and thrilling player experience.

Securing a licence in Romania forms part of 1X2 Network's wider strategy to provide its content in core regulated markets in Europe and beyond.

The provider already holds certifications in UK, Malta, Gibraltar, IOM, Sweden, Spain, Denmark, Italy and Greece.

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### PRESSETER GROUP

#### PressEnter Group visited by Minister in new office

Operator of leading online casino brands such as 21.com grows at pace in new Sliema office

PressEnter Group, the thriving operator of popular online casino brands, has moved into its new office in Malta with Silvio Schembri, Minister for the Economy, EU Funds and Land, unveiling a special plaque to mark the occasion.

The PressEnter Group offices now occupy six floors of a state-of-the-art building located in Sliema with beautiful views over Valletta. The space has been designed to provide a collaborative working environment so that team members can achieve their full potential.

The move comes after a period of incredible growth for the organisation with its workforce quadrupling between 2020 and 2021 and with profits tripling...

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### GREEN JADE GAMES / SOFT2BET

#### Green Jade and Soft2Bet unite to roll out new era of online gaming

Provider's game-changing Arcade Lobby goes live exclusively with operator's Betinia brand in Sweden

Green Jade Games, the pioneer of skill-based arcade games, has cut the ribbon on an innovative lobby that will launch exclusively with operator and platform provider, Soft2Bet, in a partnership that signals a brand-new era for online casino.

The Green Jade Arcade Lobby will first go live with Soft2Bet's Betinia brand in Sweden with players able to enjoy the thrill of skill games such as Jade Puzzle, Casino Blocks, Cash Quiz, Cash Smash, Galaxy Wing and Speedy Candy for the very first time.

The Arcade Lobby is fully brandable and customisable and provides a dedicated space for operators to offer the provider's highly engaging and entertaining arcade games to their players. Players can also take advantage of special promotions and track their progress on leaderboards.

Soft2Bet powers some of the most popular online casino brands in markets around the world and this partnership with Green Jade is evidence of its position as a forward-thinking operator committed to offering players a superior...

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### GAMINGTEC / BETSOLUTIONS

#### Gamingtec strikes deal with BetSolutions to launch cult 'Crash' game 'Zeppelin'

Gamingtec to add provably fair game Zeppelin to its portfolio of top content

Gamingtec, a leading turnkey online gaming solutions provider, has partnered with rising star software development company Betsolutions. The deal will see Gamingtec add Betsolutions' cult game Zeppelin to its growing portfolio of top content.

Zeppelin is a 'crash'-style social multiplayer game of the type that first became popular in crypto casinos. Players are invited to place their bets as an airship takes off and rises into the sky, hitting multipliers along the way. The goal is to cash out before the zeppelin explodes. Its simplicity belies the excitement and engagement it generates.

Zeppelin is also a provably fair game. Thanks to blockchain technology, provably fair games are 100% transparent and give players the ability to verify the fairness of their bets.

Formed in 2015, Betsolutions has been making waves with cutting edge solutions in sports betting, casino, poker, and board games, and pushing the boundaries with virtual reality casino.

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## GAMINGTEC

### Gamingtec provides white label solutions within 6 weeks

Gamingtec could be the fastest and most cost-effective route for brands looking to enter the new Latin American markets.

Latin America is one of the most dynamic and fast-growing markets in the world for online gaming, and B2B platform solutions provider Gamingtec says it can get a brand up and running in the region in just six or seven weeks.

The company claims its Launchpad solution is the fastest and most cost-effective way for an operator to establish itself in Latin America. Launchpad offers a full product portfolio for igaming, combined with management services, and a full range of legal tools and payments instruments that saves time and startup costs.

“The Latin American market is booming and shows no signs of slowing,” said Andrei Beu at Gamingtec. “The latest market to regulate is Brazil, a so-called ‘sleeping giant.’ They want to get the market up and running in time for the World Cup, which will be a huge acquisition driver for operators. But that doesn’t give brands a lot of time to establish themselves in the new market. We believe we have the tools to help.”

The first full legal year of sports betting in Brazil could reach US\$720,000 in gross gaming revenue, rising to US\$1 billion by 2026, according to data provider H2 Gambling Capital.

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## HAPPYHOUR

### HappyHour appoints Kelly Kehn to enhance communications division

Former Global Relationship Director for SBC, Kelly Kehn, has been appointed as HappyHours’ Partner, Communications & Industry Relations.

As part of her new role, Kehn will oversee the firm’s communications, event presence and relationships with the industry, utilising her network and providing a “global perspective”.

“Sometimes you think you’ve seen it all, and then a leader or an idea or a group of people come along that totally changes the way you think,” commented Kehn on her new role. “I got all three with HappyHour. I couldn’t be more excited to join this incredible team transforming the industry for the better.”

Kehn will look to harness her experience within the betting and igaming sector having held several senior roles across the industry, including the aforementioned SBC position, as well as being the Co-Founder of All-In Diversity Project, the not-for-profit initiative driving diversity, equality and inclusion in the sector.

Robin Reed, CEO of HappyHour, added: “HappyHour is doubling down on the future of gaming. Together with our partners, we are investing into ideas, people and companies that can transform our industry.

“Kelly brings a unique skill set, network and values that will help us build the..

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## FSB

### FSB completes corporate goal to become pure B2B technology service provider

Global sports betting & iGaming supplier FSB has completed its overall transformation into a B2B only technology services provider after the discontinuation of its white label business.

FSB triggered a three year plan to evolve its business into an end to end B2B software supplier operating model after securing a multi-million growth investment from private equity group Clairvest in 2019. This corporate goal was attained recently after the UK’s leading independent bookmaker JenningsBet became the final client to exit FSB’s licensed B2C white label business.

This successful evolution comes at a time of rapid growth for the award-winning provider with market entry achieved in the US alongside multiple partnerships formed in the newly regulated province of Ontario and a major Tier 1 WLA relationship in Europe via the Hungarian National Lottery backed SZRT Slovakia. Fortune Finder, to its lobby.

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## ONAIR ENTERTAINMENT

### OnAir Entertainment to open state-of-the-art Romania studio

Studio will feature 30 roulette and blackjack tables designed especially for operators licensed in the thriving Romanian and Italian markets

OnAir Entertainment, the provider of thrilling live casino content, has been given the green light to begin construction on a brand-new studio located in the Romanian capital of Bucharest.

The studio will contain 30 tables for both blackjack and roulette, with each set against stunning backdrops that have been designed to capture the unique atmosphere of a buzzing land-based casino floor. It also boasts cutting edge cameras, microphones and streaming technology.

The studio will be run by 350 staff including studio managers, technicians and dealers trained to the standards expected in prestigious land-based casinos.

Dealers will be fluent in Romanian or Italian, with games broadcast from the studio intended for operators licensed in these fast-growing markets.

OnAir expects to cut the ribbon on its Romania studio in Q4 with operators already showing significant interest in adding titles to their lobbies as soon as they are available. The opening of the Romania studio will be followed by two more in Q4 2022 and Q1 2023 respectively.

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## FLAWS / SPIKE UP

### Spike Up partners with no-code innovation platform Flows

Spike Up, one of the world’s leading affiliate networks and performance marketing businesses, has today signed an agreement with the industries agnostic, plugin no-code innovation platform, Flows. Flows will allow Spike Up to create and deliver new features and applications at speed and further enhance their ability to maximise the return for operators, while continuing to tailor the experience for consumers.

Spike Up has an impressive portfolio of informative websites including US facing lines.com which helps users make informed decisions about their next move and closed-loop analytics then ensure their leads convert. Data-driven in the relentless pursuit of increased ROI, Spike Up uses cutting edge technology to elevate the online experience for players and accelerate results for casino and sports operators. As leaders in the iGaming industry, Spike Up is well placed to analyse customer preferences, employ sophisticated performance marketing techniques, and offer businesses real-time measurement of ROI, all with that one goal in mind, to secure business growth and profitability.

Flows is built to be one of the most agnostic pieces of software on the market, that is able to sit alongside any other piece of technology that you have or use to then enable its partners to innovate freely and without constraint. Flows, plug-in no-code platform is supporting businesses in accelerating development, fast tracking integrations and co-ordinating multiple data points in a single interface

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## SKILLONNET

### SkillOnNet Now Live in Ontario with PlayOJO, SpinGenie and SlotsMagic Brands

SkillOnNet, the operator of some of the world’s most popular online casinos, has launched the newly regulated Ontario market with three of its most popular brands, PlayOJO, SlotsMagic and SpinGenie.

The award-winning PlayOJO positions itself as the ‘fairest’ online casino on the market, with no play-through requirements or withdrawal restrictions and all wins paid in cash. SlotsMagic, meanwhile, has long been the go-to destination for the slot enthusiast, with a galaxy of games on offer.

Ontario is the first Canadian province to open its online gaming market up to international operators, as of April 4. With an affluent population of 14.5 million – that of a medium-sized country – it’s a significant new market for operators and the iGaming segment of market is expected to reach \$1Billion in revenue over the next two years.

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## RAW iGAMING / SAPPHIRE GAMING

### Raw iGaming acquires Sapphire Gaming

Raw iGaming has announced the acquisition of slots developer Sapphire Gaming.

The game developer said it hopes the acquisition will help build capacity for future expansion.

The acquisition is the latest in a string for the supplier, having acquired Leander Games in April. In both cases Raw said one of the prominent goals was to shore up their SuperSlice gaming offering. The business also stated that it wished to boost game production capacity and build a new framework, as well as ultimately a new engine.

“Alec and his team will work on innovative game mechanics, develop new technologies, support external partners around our new aggregation platform in Leander and will boost our existing game studio capacity in Malaga,” commented Raw chief executive officer Tom Wood.

“With the acquisition of Sapphire, we strengthen our development capacity as well as our technology platform and gaming know-how.”

Alec Horley, Sapphire Gaming CEO, added “We couldn’t be more excited to join forces with Raw and the team is thrilled to be part of this amazing journey..”

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## FLOWS

### Flows names Rhea Craib as Head of Marketing

Innovation platform adds industry B2B marketing specialist to its growing senior management team

Flows, the innovation platform that allows companies and individuals to build without code, has strengthened its senior management team with the appointment of Rhea Craib as its new Head of Marketing.

Rhea joins Flows from Gaming Innovation Group where she was Group Marketing Manager for its B2B division for three years. Over that time, she was responsible for setting and implementing the overall marketing strategy for GiG as a brand plus its platform, products and services.

This included lead generation, event and conference planning, content and digital strategy and implementation. Prior to her stint at GiG, Rhea held a range of marketing roles, both in-house and agency, with a strong focus on content and strategy.

She will bring this 10+ years of experience to Flows where she has been tasked with implementing and executing a marketing strategy that will allow the business to continue to scale at pace and also to unlock and capture new opportunities.

This will include a strong focus on content, strengthening the Flows messaging...

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## PRESSENER GROUP

### PressEnter Group Hires Former Kindred Group Veteran Nicolas Renaux

PressEnter has added yet another big hitter to its pool of talented employees with the appointment of Nicolas Renaux.

Renaux joins as Head of Strategy and Business Development as the operator continues to deploy its ambitious plans to launch more brands, enter more regulated markets and establish itself as one of the industry’s power players.

Renaux will play a key role in achieving this goal. He joins from Kindred Group where he quickly rose through the ranks over a ten-year period. Starting as Head of Commercial Business Development he was later promoted to Group Head of Delivery and Portfolio Management.

As Head of Strategy and Business Development at PressEnter Group, he will be responsible for improving the engine that continues to drive the organisation forward and has allowed it to grow at pace over the past four years.

[READ THE FULL STORY](#)

## PANDAScore

### Esports Company Pandascore, Names David Trehondart as Head of Customer Success

PandaScore, the leading esports data and odds provider, has added more talent to its growing team of specialists with the appointment of David Trehondart as Head of Customer Success.

David has been tasked with ensuring that customers unlock as much value as possible from PandaScore’s platform and suite of products, as well as building strong and long-lasting client relationships.

PandaScore is dedicated to leveraging its deep in-house technical experience and industry knowledge to help clients grow. As part of that, Trehondart will ensure a smooth technical integration, identify performance improvement opportunities and involve customers with the product.

David has a background in finance and tech having held senior roles at top-level companies such as Uber and Palantir, where he gained experience working with high-profile B2B clients. He also holds an MBA from the London Business School.

Flavien Guillocheau, CEO at PandaScore, said: “David is an incredible talent, and we are thrilled to welcome him to PandaScore as Head of Customer Success. That his experience is outside of the industry will bring a new perspective to...”

[READ THE FULL STORY](#)

## SKILLONNET / NOLIMIT CITY

### SkillOnNet adds Nolimit City to growing game portfolio

Provider’s popular slots now available at player favourite online casino sites such as PlayOJO, MegaCasino, Metal Casino and The Masked Singer UK

Popular online casino developer Nolimit City is the latest provider to be added to SkillOnNet’s market-leading portfolio of online casino content with its slots now available to players at some of the hottest brands in the market.

The integration means that players at casino sites such as PlayOJO, Slingo, SlotsMagic, SpinGenie, Genting Casino, DruockGlueck and more will be able to access the provider’s full suite of slots including chart-topping titles Mental, San Quentin xWays and Tombstone R.I.P.

Nolimit City has built a reputation for designing some of the most engaging and entertaining slots in the business, combining striking graphics and illustrations with authentic sound and clever math and mechanics to keep players on the edge of their seats with each spin.

This includes its series of xMechanics – xWays®, xNudge®, xWays®, xSplit®, xBomb® and infectiousxWays® – which ensures slots offer plenty of big win potential as well twists, turns and surprises along the way.

The addition of Nolimit City takes the SkillOnNet game portfolio passed 3,500...

[READ THE FULL STORY](#)

## STAKELOGIC / BINGOAL

### Bingoal Selects Stakelogic for Dutch & Belgium Markets Content Boost

takelogic, the in-demand developer of player favourite slots, has put pen to paper on a deal that will see it provide renowned operator Bingoal with its suite of games.

Stakelogic has quickly become one of the most in-demand developers in the Netherlands due to the unrivalled popularity of its suite of slots that have been designed to not only meet but exceed player expectations.

This includes chart-topping classic slot titles such as Hold4Timer and Twin4Timer, both of which capture the nostalgia of traditional slot machines and combine it with exciting bonus features to deliver thrilling gameplay with every spin, along with modern video slots that have taken the globe by storm

This is achieved in part through innovations such as Super Stake which allows players to effectively double their bet to improve the chance of triggering the game’s bonus feature and hitting some truly incredible win combinations.

[READ THE FULL STORY](#)

## LIVESPINS / WYNNBET

### LiveSpins makes its US debut with WynnBet

LiveSpins, a social live streaming platform, has made its US online casino debut through a partnership with WynnBet.

With ambitions 'to socially charge the igaming space through shared experiences whilst creating a new category of play', LiveSpins allows users to wager alongside a list of live streamers and view their stream on the online casino, as well as chat and react.

WynnBet aims to provide its players with a new online casino experience by utilizing LiveSpins' social live streaming platform.

Michael Pedersen, CCO of LiveSpins, commented on the deal in a LinkedIn post: "WynnBet is one of the biggest players in the US market and it's fantastic to get this early validation of Livespins and working with an innovative team that clearly sees how they can leverage Livespins to change the game and deliver new ways for their players to experience online casino.

"From the very first conversation, the WynnBet team pushed for a custom and prominent integration of Livespins into their lobby and we are very excited to start developing and truly unlock this new and next-level player experience together."

WynnBet is currently operational in eight US states following its launch in New...

[READ THE FULL STORY](#)

## STAKELOGIC

### Michigan beckons for Stakelogic after licence receipt

Stakelogic has made its maiden moves within Michigan as part of a wider concerted effort to become a "leading casino content provider in North America".

This has been achieved via the receipt of a provisional licence that permits the igaming developer to debut in the market amid a vow to add additional state launches in the coming months.

After gaining a 'Provisional Internet Gaming Supplier Licence' from the Michigan Gaming Control Board, Stakelogic is cleared to offer operators the opportunity to utilise its suite of online casino content.

This includes a range of games that boasts titles such as El Patron, Atlantis Gold and Candy Wild Bonanza Hold and Spin.

Stephan van den Oetelaar, CEO at Stakelogic, said: "Securing approval to launch in Michigan is a milestone moment for Stakelogic, and our ambitions for the US market where we intend to become a leading provider of popular online casino content.

"Our classic slots and video slots have taken global markets by storm, and we expect them to be a big hit with players in Michigan and across the US. We are...

[READ THE FULL STORY](#)

## ONAIR ENTERTAINMENT

### OnAir Entertainment makes debut in Denmark

OnAir Entertainment has arrived in Denmark, bringing dedicated live casino content to Danish customers.

The Nordic country is OnAir's eighth new market entry in as many months, and the second in Scandinavia.

When the provider entered Sweden earlier this month, it teased additional market launches, including Denmark. This has now become a reality. OnAir's live dealer games will be made available to Danes via agreements with locally licensed operators.

"Denmark is a key market for OnAir Entertainment. It has enjoyed rapid growth in recent months and there is a strong appetite for quality, localised live casino content among players," said OnAir's Business Development Manager, Dejan Loncar.

"Making our debut in the market means that operators can now access our proven premium live dealer games and not only meet but exceed player...

[READ THE FULL STORY](#)

## SWINTT / FAIR PLAY CASINO

### Swintt makes Netherlands debut via Fair Play Casino

Swintt's portfolio of games is now live at Fair Play Online Casino, marking the provider's debut in the Dutch gaming iGaming market.

Fair Play Casino has previously worked with Swintt, with its brick-and-mortar gaming venues featuring many of the provider's games. As noted by Swintt, this has helped Fair Play Casino build a large fan base in the Netherlands.

"We're thrilled to be taking games from our slot and premium slot collection live at Fair Play Casino Casino," said Swintt CCO David Mann.

"The latter are already hugely popular with Dutch players due to their presence in Fair Play Casino's live venues, while the former will introduce them to a world of great games as we make our first steps into the regulated online market."

The provider noted that the deal will further Fair Play Casino's presence in the market by bringing Swintt slots to a new audience, while it will also help Swintt raise its profile in the regulated Dutch market.

Fair Play Casino Business Development Manager Pascal Jahnsen commented: "With Swintt slots having already proved a popular fixture at Fair Play's bricks-and-mortar casinos, we're delighted to be able to extend our partnership to bring their games into the regulated Dutch iGaming market.

[READ THE FULL STORY](#)

## SGG

### SGG lands \$2m

Sports Gambling Guides, a social media sports marketing company, has received an additional \$2 million in second round funding from investors including Astralis Capital.

Having launched in 2020, SGG was established by a father/son duo and now boasts a young but vastly experienced team of 17 entrepreneurs among its ranks.

The company specializes in social media and now represents a network of 800+ Twitter and Instagram content creators / influencers with a combined audience of 22+ million followers.

Astralis Capital, meanwhile, is a venture capital firm dedicated to identifying and investing in transformative businesses in the digital gaming space via its Astralis Fund I LP, an iGaming, Sports Betting and Digital Gaming-focused Venture fund, co-managed by Tisno Onggara and Evan Meya.

Troy Paul, Co-Founder and President of Sports Gambling Guides said: "We're delighted to have been selected for funding by Astralis Capital and many other additional investors. The decision by all of these groups to finance our business is testament to the great work we've done so far and the fact that we share a similar vision for growth going forward.

[READ THE FULL STORY](#)

## RAW iGAMING / VIDEOSLOTS

### Raw iGaming And Videoslots Enter Content Deal

Online casino Videoslots is set to integrate game producer Raw iGaming's SuperSlice mechanic into its offerings as part of a new content deal.

The deal will see all of Raw iGaming's engines and existing slot catalogue become integrated into Videoslots' offerings.

The announcement will make Videoslots Raw iGaming's first partner to offer its full gaming portfolio in many European regulated markets; including, Italy, Spain, Sweden, Germany and Denmark.

"This is a fantastic opportunity to offer our games to one of the premium casino destinations online as well as launch on to their unique Battle of Slots system," said Tom Wood, CEO of Raw iGaming.

"Videoslots is one of the true pioneers in casino gamification and has always been in the forefront of pushing the envelope. With the addition of...

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## JUNE 2022 PRESS RELEASE HIGHLIGHTS



### FSB / FITZDARES

#### FSB and Fitzdare eye Ontario Sports Betting opportunities

Sports betting and iGaming solutions provider FSB has announced the extension of its long-term partnership with UK bookmaker Fitzdare.

FSB will continue to supply the operator with its platform technology, casino aggregation and bespoke managed trading services in the UK, with the partnership set to expand to Canada as Fitzdare works towards the launch of its online sportsbook in Ontario.

"We're delighted to continue to work with the fiercely ambitious and talented team at Fitzdare across existing and new markets," said FSB chief operating officer Glenn Elliott. "Retaining one of our leading European partners speaks volumes about the strength of our product and people."

There is no bigger dedicated horse racing betting brand in the UK than Fitzdare and this endorsement communicates the empowering and expertly managed nature of our market-leading horse racing offering.

"We've collaborated closely over the last three years with Fitzdare to curate a multi-layered product for them that resonates with their unique client base. Quite simply, Fitzdare are a premium bookmaker who make premium choices and we look forward to their continuing growth over the next three years."

Fitzdare CEO William Woodhams added: "Providing a world-class experience for our clients is everything for us. There was no way we could get there without extending our rock-solid relationship with FSB, whose incredible tech has enabled us to focus on delivering for our clients."

We look forward to continuing our brilliant collaboration in the UK, Ontario, and beyond, in the months and years ahead."

[READ THE FULL STORY](#)

### 1X2 NETWORK

#### 1X2 appoints former Entain Head of Slots for CPO role

1X2 Network has lauded its appointment of former Entain Head of Slots, Alex Ratcliffe, as adding "serious firepower" to its senior roster.

Taking the position as Chief Product Officer, Ratcliffe's responsibilities include taking charge of the product marketing and operations teams across the firm's 1X2gaming and Iron Dog Studio subsidiaries.

"Kevin (CEO), Neeraj (CTO) and I have a shared vision for how we can make 1X2 Network a tier-one provider of online casino content," Ratcliffe noted.

"The opportunity to help drive its studios forwards and to deliver great experiences to players was one that I could not turn down and I look forward to hitting the ground running with the various teams that I will be working with across the business."

Moreover, 1X2 noted that Ratcliffe will aim to meet two objectives. The first is to bring data into the decision-making process and utilise an analytical approach to make informed choices and drive growth.

The second objective is to employ best practices in the product development process in order to improve the cadence and quality of releases from both studios.

Prior to Entain, Alex held a number of B2B and B2C product roles in the industry which saw him develop product and game innovations and drive growth into regulated markets such as the USA.

[READ THE FULL STORY](#)

### INTRUSS MEDIA / iGAMINGNJ.COM

#### Intruss Media Licensed in New Jersey, iGamingNJ.com has Lift Off

Intruss Media, an affiliate marketing group for the online gaming industry in the US, has been granted a license to operate in the New Jersey market. This gives the company's exciting new New Jersey-focused casino portal, iGamingNJ.com, a rubber stamp from one of the most strictly regulated jurisdictions in the US.

Intruss Media launched in 2021 with a mission to deliver game-changing and innovative solutions to its customers to ensure they have a safe and seamless experience.

The ultimate goal with iGamingNJ.com is to build a true, safe community of gamblers, and to empower and support them with essential knowledge and tools for making deliberate and responsible gaming choices. With a mix of news, reviews, education and entertainment, the site will provide comprehensive information on online casinos and providers in the Garden State to help readers make informed decisions.

It will exclusively collaborate with casinos regulated by the New Jersey Division of Gaming Enforcement (DGE) to maximize player security and safety. The goal for Intruss Media is to create a wide network of websites and expand its presence in the US, ultimately launching iGaming portals in every regulated state.

Intruss Media creates websites, mobile applications, and other media assets, including top-quality content, for affiliate marketing.

Maryna Sokirko, Co-founder at Intruss Media said: "We want to thank the DGE for its due diligence and for recognizing the value of what we have to offer in New Jersey".

"Stepping into the US gambling affiliate scene means becoming a part of a..."

[READ THE FULL STORY](#)

### FSB

#### FSB upgrades platform UI with React-powered front end

FSB has committed to improving its partners' site performance with the launch of its new "future-proof" React-powered front end.

The revamped front end, it says, will deliver an improved user interface and faster page loads in addition to facilitating "slicker rendering, seamless third party integrations and enhanced SEO".

Sam Lawrence, Chief Technical Officer at FSB, said: "This exciting upgrade to our front end platform is another major step forward for our Tier 1 global product offering."

"The React-fuelled front end takes player engagement to the next level with its fast and intuitive interface and allows our operator partners to curate their third party content more fluently than ever."

"We're proud to deliver this major platform enhancement to our growing client base. As we continue to scale across North America, Europe, Africa and other global regions, we remain committed to the continuing evolution of our award-winning full-stack omnichannel offering."

FSB has launched the revamped front end with a handful of its clients to start with, with plans to roll out across its global client base over the next 12 months.



[READ THE FULL STORY](#)



**INTELITICS**

**All eyes on Toronto: Intelitics’ Allan Petrilli on SiGMA Americas**

In this exclusive interview Allan Petrilli VP of Sales and Growth at Intelitics speaks to SiGMA News about the benefits Canada and SiGMA Americas present

Over the past six months, we have seen some of the biggest iGaming conferences return for the first time since the pandemic. Why do you believe in-person events are so popular?

The iGaming industry is growing at crazy speeds but despite this, it remains a fairly tight-knit community. It is almost impossible to ensure regular communication with people that you do not work with every day. Conferences give us the opportunity to connect and catch up, and also chat with our peers about where the industry is heading, the challenges we face, and the opportunities on the table.

They also allow people to talk on a more personal level and really get to know each other. Most online communication is straight business, but for me, one of the main reasons why I love this industry so much is the personal relationships I have built over the years. When I travel to conferences, I feel like I am connecting with friends and this is something that I have really missed over the past few years.

Is this why Intelitics has supported events such as SiGMA Americas? What value...

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**GAMINGTEC**

**Why Stable Tech Could be Key to Unlocking Brazil’s Sports Betting Market**

Andrei Beu shared his thoughts with GamblingNews on the fast-evolving market in Brazil. Find his outlook on how technology can unlock the true potential of the Brazilian sports betting market below.

Brazil stands on the cusp of regulating and licensing sports betting. The “sleeping giant” has awoken. With a population of 214 million and a national obsession with football, Brazil’s lawmakers are focused on launching the newly regulated market in time for the 2022 World Cup in November.

If everything runs on schedule, the first full legal year of sports betting in Brazil, 2023, could reach US\$720,000 in gross gaming revenue, rising to US\$1 billion by 2026, according to data provider H2 Gambling Capital.

Industry researcher Vixo says the country has the potential to quickly become a top-five regulated market globally, along with the likes of the UK, Australia, Italy, France, and New York.

[READ THE FULL INTERVIEW](#)

**BLUE GURU GAMES**

**Blue Guru Games’ Octopus Armada grasps Slot of the Week title**

Emerging from the skies to claim this week’s SlotBeats’ Slot of the Week crown is Octopus Armada, the second release from Blue Guru Games.

The sci-fi themed slot features an invasion of Earth by intergalactic cephalopods intent on revenge after humanity poisoned their oceans – and it is the role of the player to defend our world.

A medium volatility 5x3 title with 15 paylines and an RTP of 89.85 – 95.78 per cent, Octopus Armada has a free spins round, with the alien enemies’ eight arms, nine brains and three hearts playing a key role in gameplay.

Kristian Hassall, Commercial Manager at Blue Guru Games, remarked: “Octopus Armada is our second release and a great example of some of the stronger narratives and backstories we aim to have in all our content eventually.

“With duplicating wilds throughout and a bonus that eliminates multiple symbols whilst adding free spins, you can really build some strong wins whilst enjoying the nod to the 1950’s sci-fi movie theme.”

Screenshot 2022 05 26 at 15.37.56 1

During the base game, wilds are duplicated once or twice into new reel positions to create the highest possible win combination, and there is a chance to trigger the free spins mode during every spin with a wild.

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**CONTINENT 8 TECHNOLOGIES**

**Continent 8 Technologies: unlocking new opportunities in North America**

With the repeal of PASPA and the opening up of the Ontario igaming market, North America really is the place to be for companies looking to expand their international footprint. Continent 8 Technologies is already familiar with the practice, having previously launched in New Jersey, Ontario and Pennsylvania among other markets.

Nick Nally, Managing Director for Americas at Continent 8, speaks to SBC Americas about the company’s ambitions for the Canadian and US markets before outlining some of the benefits that the Public Gaming Cloud can bring to operators in the region.

SBC Americas: Continent 8 has made clear its ambitions for the North American market and recently you launched your regulated Public Gaming Cloud solution in Ontario. Can you tell us more about this?

NN: Canada is a significant market and forms an important part of our plans in North America where we continue to deploy our first to market approach so that our customers can enter these fast-growth jurisdictions from day one.

You just have to look at the response to Ontario opening its doors to legal online gambling to see there is a tremendous appetite among operators to immediately get in on the action.

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**PRESENTER GROUP**

**Innovation ‘has to serve a purpose’ otherwise it is ‘counterproductive’**

Innovation – a ‘buzzword’ that surrounds the igaming industry, which could be accused of being overused.

However, the importance of the word should not be underestimated as it continues to raise the bar and move the industry forward – whether it is obvious to the naked eye or not.

In this new roundtable series, we’ll hear from industry experts on all things innovation, with the first article focusing on where the most innovation is currently coming from.

Within the gaming sector, where do you see the most innovation? Alternatively, which areas do you believe are behind the curve when it comes to innovative technologies, and why might this be the case?

Lahcene Merzoug, PressEnter Group: I think the industry often considers innovation to be a breakthrough mechanic or feature, or perhaps an entirely new gamification model or onus system that changes the game. But innovation...

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**STRIVE GAMING**

**Strive Gaming: Standing out in the PAM platform space**

Following the launch of the Ontario sports betting and igaming market, Max Meltzer, CEO of Strive Gaming, explains what makes a good player account management platform (PAM), the challenges his firm is expecting to face in the newly regulated Canadian province, and the company’s partnership with Golden Nugget Online Gaming.

SBC: What separates Strive Gaming from its competitors in the player account management platform (PAM) space?

Max Meltzer: Strive Gaming is the only player platform specifically designed, built, and focused on the post-PASPA US market and emerging regulated Canadian market.

Many competitors are white label providers and social casino/gaming providers at heart with a platform that is years old and was never designed for the fast-moving regulatory requirements of different states. As a result, most of these competitors struggle to launch quickly meaning they lack the ability to provide speed to market for their partners.

They also struggle to perform at scale, and we’ve seen many platforms go down during major sporting events and/or high levels of wagering activity. This is simply because they weren’t designed for the US market, or their casino or...

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**BLUE GURU GAMES**

**GIO spoke to Kristian Hassall, Commercial Manager at Blue Guru Games about what it is that makes them so very different**

“It’s important to try a few different styles initially as we need to test the player’s appetite for particular content but within a few games we’ll settle on a core set of theme styles and a Blue Guru game will be very distinguishable from other studios”

Gaming International Online: Can you tell us a little bit more about the backstory to Blue Guru Games - who is on the founding team? How did you get together? where did the name come from...

Kristian Hassall: We’ve all known each other for a long time as tends to happen when you’re in Malta. We’ve all worked in casino in various roles and we have experience from time spent working at tier-one operators and providers which means we have a 360-degree view of games. The name and idea behind the brand came from a combination of our passions and interests and specifically for great stories, eastern philosophy and music. The Blue Guru is a nod to all those influences, The Beatles providing a heavy dose of it.

GIO: How did LeoVegas come to be involved with the studio? Were they on board from day one or did they come in at a later date? What does the operators bring to the table?

KH: We are fully independent game studio backed by Leo Ventures - the investment vehicle of LeoVegas. It’s a fabulous partnership and the business, admin...

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**CEGO**

**Ahead of the game**

CEO of CEGO, Allan Auning-Hansen, discusses growth, the complexities of entering new markets, his unusual ascent to CEO, and gives insight to the exciting products the company has in store for the future.

Could you give us some background on the company and what it does?

CEGO is an online casino operator that was born out of the freeplay market in Denmark. When the country embraced regulation and licensing in 2012, we took that DNA into the real money space and began developing our own slots and casino games in-house for our Spilnu.dk brand. Since then, bingo has been added to the product offering and we have launched brands in two other markets - Lykost in Sweden and Happy Tiger in the UK. Our ethos of targeting casual players and providing them with long playing sessions for low stakes remains the same regardless of the market we are in.

In which markets does the company currently operate?

[READ THE FULL INTERVIEW](#)

**HITSQWAD**

**HITSquad: it’s essential operators offer wide range of jackpot titles**

“It is now essential for any operator to offer a wide range of jackpot titles that covers their full player base if they are to win the race for player attention and ultimately their share of wallet.”

This is according to Charl Geyser, CEO at HITSquad, who comments on how the performance of jackpot slots is on the rise, but operators must consider several factors when selecting these games to set themselves apart from their competitors and attract players.

Most online casinos operate in highly competitive markets where standing out from rivals is becoming an increasingly tough task. In the past, most have looked to marketing, bonusing and loyalty programs to differentiate, but this too is becoming increasingly tough, especially amid rapidly tightening rules and regulations.

Operators are thus increasingly turning to game content as a way of engaging players and offering them something different to their competitors. But with hundreds of studios launching thousands of titles every year, identifying these stand-out games is easier said than done.

For this reason, product and content managers must be up to speed with the latest trends and player preferences. One of those trends is the shift from...

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**SCOUT GAMING**

**Is this just fantasy?**

Araz Heydariyehzadeh is Chief Commercial Officer at Scout Gaming, says that fantasy sports provides operators with the potential to acquire, retain and cross-sell players at scale without having to invest in multi-million-dollar marketing campaigns.

Watching the legal online sports betting market roll out across the US has been absolutely fascinating. From the speed at which states have embraced regulation to the wave of M&A activity that it has triggered, the past two years have been transformative to say the least.

Perhaps one of the biggest trends to emerge from the “gold rush” has been just how deep into their pockets operators have been willing to dig to fund multi-million-dollar marketing and player acquisition campaigns as they look to leverage the first-mover advantage in each state.

But one of the biggest lessons learned to date is that spending your way to market dominance does not work with a growing number of tier-one brands now tightening their purse strings.

That is because there is a difference between spending big and spending smart. While working with superstar celebrities and offering crazy bonuses works to some extent for near-term acquisition and retention, long-term brand loyalty...

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**MULTIPLE GAMEON CLIENTS**

**Canada Gaming Roundtable: Opportunities and challenges in an emerging market**

In this roundtable, Mark Sperring, MuchBetter; Bob Akeret, FSB; Rory Kimber, 1X2 Network; Nick Nally, Continent 8 Technologies; Lahcene Merzoug, PressEnter Group; and Allan Petrilli, Intelitics explore the gaming possibilities in Canada as the country’s market slowly opens up.

The participants will examine the challenges that operators/platform providers and players are facing in the region, as well as analyze all the intricacies of being either a B2B or B2C provider.

SBC: What opportunities does the Canadian market present? Are they greater now that provinces such as Ontario are embracing regulation/licensing?

Rory Kimber, Account Management & Marketing Director at 1X2 Network: Canada is the gateway to North America and Ontario opening its doors to regulated online gaming for the first time is only just the beginning for what...

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**MULTIPLE GAMEON CLIENTS**

**Hipther TV: Quarterly European Gaming Meet-Up**



[WATCH THE FULL VIDEO](#)

**CHAMPION SPORTS**

**We want to be No.1 within five years**

Simon Noble, Sportsbook Product Director at Champion Sports, explains how the supplier measures the success of its solutions, differentiating via flexibility, and creating a blueprint for cracking the U.S. market.

Simon has previously been candid about Champion Sports not yet being 'one of the usual suspects' when it comes to considering the top tier of technology providers. We begin our interview by discussing what differentiates Champion from the competition.

We'd certainly like to be part of the conversation for both new and existing operators when choosing a preferred supplier for sports and our aim is unashamedly to be one of the leading B2B suppliers for sports betting software in the next five years. In terms of where we are now, we are working with a diverse range of operators and going the extra mile to really give them what they need, whilst growing our team and our internal capabilities.

At Champion Sports we pride ourselves on going that extra mile to offer greater levels of customisation to create truly distinctive player experiences for operators that the larger incumbents won't provide.

Therefore, we have built our software to be as modular as possible and have no legacy system holding us back. Ultimately, one of our big advantages is being...

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**FANTASMA GAMES**

**Taking Slots to the Next Level**

Fantasma Games are known for their ability to produce exciting games and slots that go beyond gambling! Their unique approach of narrative-driven slots takes inspiration from popular video and mobile games, ensuring their content is always on-trend and most importantly entertaining.

We recently spoke with their CEO, Fredrik Johansson to hear more about the business's exciting future plans and how they see player preferences evolving going forward.

Can you tell us more about you taking on the role of CEO at Fantasma Games? Has this led to wider senior management restructure?

"I am actually returning to the role of CEO, which I previously held for a number of years since founding Fantasma Games back in 2016. Fantasma is currently in a rapid growth phase and our largest shareholders believe that I am the best person to lead the business as we continue to expand internationally and strike...

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**VAN KAIZEN**

**Surviving the competitive talent market**

The increasing regulation of sports betting markets in the U.S. is also seeing an impact in terms of human capital and recruitment, which according to Brady Eagle –an international recruiter with a global headhunting firm for iGaming, technology, and finance–, now sees iGaming companies in a better position to compete against other industries like big tech brands for top talent, with different indicators already showing this shift. In this column, Eagle analyzes the role of a diverse workplace, selection process speed, flexibility related to remote work, and outlines three key factors to build the human capital needed to become a market leader for the next decade.

Explosions. Avalanches. Floods. The growth of the North American sports betting market continues to be described with metaphors of speed and volume. Rightly so: 30 US states are now legalized, three more with a combined population of over 35 million should finalize legalization this year, and an additional eight states accounting for 77 million people have started the legislative process or are voting on legalization in November. Canada is not far behind, with Ontario having opened to another 14 million players in April, and Mexico is continuing to see operators enter the market!

These metaphors tell us a lot about the good and bad for the industry. Aggressive expansion means a lot of excitement and potential on the one hand, but a scramble for scarce resources on the other. As digital brands duke it out for...

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**INCENTIVE GAMES**

**"Data is King:" Introducing the New Head of Data at Incentive Games**

Incentive Games has already been designing incredible games, says the company's new head of data, Tiago Vieira, who is confident that Incentive is only going to continue scaling up its offer. He brings a unique insight into the development process as a massive fan of video games and wants to see more opportunities to expand the casino gaming experience beyond the traditional norms. This transformative change will be based on Vieira's own stomping grounds – data.

Q: Can you tell us more about your new position as Head of Data at Incentive Games?

Incentive Games has been growing incredibly quickly and building amazingly engaging games. Since their inception, they have been gathering this treasure trove of data that has been used to help the company build exceptional games to date, however, we're now taking this to a whole new level. My top priority will be to make this data more accessible and visible to our teams, and to clients – who can also use this valuable insight to make the most out of their games.

Q: What attracted you to Incentive Games and your first role in the gambling industry?

As a massive fan of video games, I have always been interested in the psychology behind what makes a game appealing and engaging. I believe gamification...

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**FLWS**

**Q&A: Flows on bringing the "cool factor" to company culture**

EGR Technology talks to Flows CEO James King about how start-ups are fostering a flexible company culture

EGR Technology: As a start-up, where do you begin when it comes to defining your company culture?

James King (JK): The company culture almost always comes from the founders and their ultimate vision for the business. They set the tone and between their personalities, the foundation of the culture is formed. Of course, this needs to be aligned with the industry you are in and the type of product or service you are offering. Flows is in the technology space and although starting within iGaming and sports betting, agnostic to industries, so we wanted to create a culture that reflected both the type of business as well as the industry it faces today. It is also important to think about your culture in the long term and how it ties in with your employment strategy and the talent you want to attract to the business. For us, this meant building a culture that would appeal to those in the gaming industry...

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**1X2 NETWORK**

**Q&A with Rory Kimber, Account Management and Marketing Director at 1X2 Network**

Can you talk us through the structure of 1X2 Network and the various divisions and subsidiaries it contains?

1X2 Network is the overall entity that encompasses the two supplier studios 1X2gaming and Iron Dog Studio. 1X2gaming provides a broad range of gaming concepts, with retail-feel slots, table games, arcade games and more. While Iron Dog Studio's onus is on offering premium slot releases, having produced a significant number of Megaways™ titles and other tier one releases. The 1X2 Network also includes 1X2 Network Partnerships, where we aggregate a wealth of content from 3rd party suppliers on the 3PI (3rd Party Integrations) platform – these are then distributed via the network, a combination of direct integrations and other aggregation routes.

Why did you decide to structure the business in this way with two different studios?

1X2gaming was the original brand that began the journey, but a lot of that philosophy has continued into the structure we have now. 1X2gaming is primarily a studio producing classic games, arcade style content and market specific slots. Iron Dog Studio is our premium studio and has a different framework, that allows more innovation and flexibility. The two work in tandem with some shared...

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**CONTINENT 8 TECHNOLOGIES**

**Continent 8, specialists in technology, with innovation, flexibility and security**

In this exclusive interview, Gabriel Szlaifsztein, General Manager and Business Consultant for Latin America at Continent 8 Technologies, emphasizes the growing presence of his company in LatAm. He also notes how they continue to strengthen their cybersecurity products and solutions and work alongside regulators in the region. Likewise, he is enthusiastic about the company's participation as Silver Sponsor at the G&M News dinner in Lima, and at the PGS fair, where he will meet again with existing clients and the new ones that will join in these weeks.

As a key global network solutions provider, how is the company currently positioned in the Latin American market?

Latin America is a huge region and one that is incredibly exciting for the global online gambling industry, with lots of opportunities on the table. Continent 8 has been significantly growing its presence in LatAm over the past few years, initially launching in Colombia in 2020 and with further rollouts in countries such as Puerto Rico and Peru. Our current roadmap will see us expand into Argentina and Brazil next, but we closely follow developments in all markets within the region and can adjust our plans accordingly. This is only possible because we are an agile company, with the resources at hand and the processes in place to quickly and easily adapt to the ever-changing nature of the regulatory...

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**1X2 NETWORK**

**1X2 Network's Rory Kimber Talks Innovation in iGaming, Arcade games, and the Future for Suppliers**

Rory Kimber, account management and marketing director at 1X2 Network, discusses the company's latest arcade games and the state of iGaming innovation. All of this comes in the broader context of new markets opening up and companies who wish to stay competitive obligated to take on multiple tasks, from product implementation to innovation to breaking new regulatory grounds.

Q: You have just recently released your arcade games. Can you tell us a bit more about them? There is a big emphasis put on "skill" in them?

1X2gaming's expansion of its arcade offering is already proving to be a success with the operators that have launched these titles to their players, and we're excited to keep growing our portfolio of arcade games.

'Skill' is certainly an interesting term, and we're seeing it pop up a lot across the industry. Ultimately, our games are powered by a random number generator, so...

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**CONTINENT 8 TECHNOLOGIES**

**Nick Nally: Powering the Spread of online gaming in the US**

The Managing Director for Americas outlines the reasons why Continent 8 Technologies is so committed to the US before shedding some light on the company's plans for the post-PASPA market in 2022.

SBC: Your plans for the North American market are clearly ambitious. Can you tell us more about them and why you are so committed to the region?

NN: North America is undoubtedly one of the largest regulated online gambling markets in the world. Over the past 12 months alone, we have seen a wave of states embrace regulation and roll out their own regulatory frameworks. This is not only in the US but also in Canada where provinces like Ontario have made the headlines with their recent launch of a regulated iGaming market.

Due to the scale and scope of the market, it is high on the agenda of the vast majority of our customers. As the leading provider of managed hosting, connectivity, cloud and security solutions to the global iGaming industry, we wanted to ensure that we could support our operators from day one of any state or province opening.

This first-to-market approach has seen us be chosen by a vast majority of the biggest names in the US online sports betting and iGaming market. In fact, we now serve well over 80% of the top 20 biggest and most dominant operators...

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**INCENTIVE GAMES**

**CB100 pathways through gaming and beyond, with John Gordon**

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 up, discover the journey of John Gordon, CEO and Co-Founder of Incentive Games, who begins the conversation by travelling back to a goal of becoming a chemical engineer while at University in Edinburgh.

"I basically just researched what the best paying job was in the UK and at the time chemical engineer was in the top three," the conversation begins, with time at Heriot-Watt University leading to a successful career and a Lead Engineer position for BP in Trinidad and Tobago.

However, after seeing FanDuel and DraftKings adverts for fantasy sports while in the Caribbean, Gordon used to write algorithms for himself and friends to compete against each other.

"I would create competitions for people that I knew at BP and such and we would bet thousands of pounds. In conjunction with what I used to play fantasy football or what was the Barclays Premier League at the time, I thought 'well I could..."

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**MULTIPLE GAMEON CLIENTS**

**European Gaming Streamers Roundtable**

Participants: Michael Pedersen, CCO at Livespins, Will Barnes, Owner at Hideous Slots, Bryan Upton, Founder at Lucksome and David Mann, Chief Commercial Officer at Swintt.

There is no question that online slot streaming is enjoying a meteoric rise in popularity? What are you doing to leverage the potential it provides?

Michael Pedersen, CCO at Livespins

We have launched an entire company with the sole purpose of leveraging the meteoric rise of online slot streaming, Livespins. For a long time, people have been asking if online casino can be social, but you only have to look to Twitch to see that it absolutely can be. To date, there have been more than 280 million hours of streaming footage consumed in the slots category and the chat is on fire. With the hypothesis well and truly proved, we launched Livespins to take this a step further by allowing players to get in on the action by betting behind...

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## DIGITAL ISLE OF MAN

**The premier jurisdiction for the location, regulation and administration of online gambling companies will be located at stand P11 (iGB Live 2022)**

Some of the largest and most influential businesses in the industry call it home. For many, it is where they choose to locate or relocate their headquarters, and for others, it has proved to be the ideal jurisdiction to start up and grow their company.

The reputation that comes with being awarded an Isle of Man licence is invaluable for companies looking to make their mark on the industry, expand internationally, sign B2B partners, secure investment and access leading financial services.

The Isle of Man offers a streamlined licensing process via a clear regime with all verticals under one licence. This means the licence turnaround time is usually between 10 to 12 weeks.

We are an agile jurisdiction and embrace innovations early. This includes legislation that allows digital currencies and virtual items such as skins to be used as a stake and a prize. Of course, our regulations keep players protection front and centre at all times.

We also offer a supportive ecosystem with leading advisory, legal, banking, data hosting, software suppliers and corporate service providers all with experience...

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## LUCKSOME

**European Gaming Streamers Roundtable**

There is no question that online slot streaming is enjoying a meteoric rise in popularity? What are you doing to leverage the potential it provides?

Bryan Upton, Founder at Lucksome

Not enough would be the honest answer. We are a small and new studio going through a normal start-up process of improvement, scaling and hitting our rhythm. I would say that we are building Slots that the streaming community would have an affinity for. Voodoo Temple, our latest slot has a lot of punch and enough big wins behind it in the first week of launch to have proven that. This is a starting point at least. Now, for us it's about getting our games and brand in front of the streamers around the world and letting them do what they do best – play and entertain. We are just starting to push in this direction and learning how this part of the industry is working. With this meteoric rise, has come a premium for streamers' time, and that is something smaller studios like Lucksome would need to understand in terms of return before taking that cost on. Is there some solid data on this to prove the business case? It would be great to be able to have those discussions, and how to help the younger, innovative studios into the limelight.

We are seeing some studios build out their own teams of streamers. What are the pros and cons of doing this?

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## CHAMPION SPORTS

**Skyler Cheng: Champion Sports – Asia in the midst of its next betting evolution**

Champion Sports Asia Business Development lead Skyler Cheng provides an on-the-ground perspective of Asian betting market's development and growth prospects for global betting stakeholders.

Though opportunities are often misunderstood, Cheng tells SBC that Asia faces its next betting evolution as 'grey markets' begin their long journeys towards regulation...

SBC: The industry seems laser-focused on the North American market right now, but are they missing opportunities elsewhere such as in Asia?

Skyler Cheng: Asia certainly presents a significant opportunity for online gambling operators. It has a huge population to target with developing Asia economies set to grow 5.2% this year and 5.3% in 2023. The market size estimate for Asia is that online gambling will generate around \$50bn per year by 2026...

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## FLOWS

**innovation platform Flows will meet iGB attendees at stand N15**

Flows makes digital innovation creative, self-governed and accessible to every team and department in your company. It means you can innovate quickly and remain ahead of the competition.

In online gambling, we are often held back or slowed down by an overreliance on legacy technology and dated processes and mentalities. Operators and suppliers have built high walls around their organisations which block the sharing of best practices.

But right now, we are living in a digital revolution and other sectors operating within the digital space get this. They understand that by being more open and willing to share things like APIs, open-source technology, processes, etc, a stronger digital ecosystem emerges for the benefit of all.

This comes at a time when the gambling industry is growing faster than ever before, driven in part by the pandemic and the opening up of the US market.

But this is bringing new competition to the table and especially from outside of the sector. Media conglomerates, sports franchises and groups and global brands are all looking to get in on the action and most come with deeper pockets and cutting-edge platforms, technologies and processes.

If the old guard is to compete with enterprises such as Disney, we must improve and find ways of liberalising innovation and accelerating delivery. And this is...

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## BLUE GURU GAMES

**Technical innovation in igaming 'extremely strong' but in its 'infancy'**

Opportunities for technical innovation in the igaming vertical is "extremely strong" but is in its infancy, according to Phil Lam, Global Head of Gaming at Betsson Group, who joined other experts to delve into advancements within the online space.

In the latest of our igaming innovation series, a topic which will be discussed at this year's SBC Summit Barcelona 2022 on the iGaming Innovation track, we asked the question if the sector is currently 'stuck in a rut' or if we're on the verge of the next generation within igaming.

Humans are creatures of comfort. Do you believe that the igaming sector is currently stuck in a rut when it comes to innovation or are we on the cusp of the 'next generation' technologies?

Andrew Braithwaite, Blue Guru Games: I think to suggest that the sector might be stuck in a rut is a bit of an overstretch. If that was the case, engagement numbers would be dropping significantly with players seeking entertainment elsewhere.

New mechanics are important and sometimes, as with Megaways, these new styles became an accepted part of the mainstream. But in real terms, slots have changed very little over the decades and there's a healthy element of 'if it ain't...

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## 1X2 NETWORK

**Iron Dog 'keen to avoid crowbarring' as it approaches Branded Megaways anniversary**

"We wanted to provide a brandable game for operators who didn't have that opportunity but would still benefit from leveraging their brand... Could we have predicted how far it would go? Maybe not!"

With Iron Dog Studios' Branded Megaways approaching its second anniversary next month, SlotBeats spoke to Rory Kimber, Account Management & Marketing Director at 1X2 Network, to look over the last two years, 1X2's initial expectations for the concept and what to expect from the product moving forward.

SlotBeats: With Branded Megaways approaching its second anniversary, looking back on its performance over that duration, why do you think it's been such a big success?

Rory Kimber: The very concept of Branded Megaways is that the theme of the game is the operator's brand. These operators put so much time and effort...

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## JUNE 2022 EDITORIAL HIGHLIGHTS



### INCENTIVE GAMES

#### Q&A with Victor Pronk, CCO at Incentive Games

Can you tell us a little bit more about your recently announced partnership with EBET and what it entails?

Of course. Under the partnership, Incentive Games will provide unique freeplay content for EBET brands that will help the operator lower acquisition costs and take retention to the next level. We believe that esports fans will appreciate the gamification elements and game concepts that Incentive Games has built its reputation on, and we very much look forward to taking these mechanics and features and wrapping them in a range of engaging esports themes. This is our first play in the esports betting sector, and it is a move that we are excited to have made with EBET, an undisputed leader in the vertical.

How can freeplay games be used to engage esports audiences and introduce them to esports betting?

It all starts with offering esports fans something that is relevant and fun, which is exactly what our games do. For each title, we use elements of a live sports event, in this case, an esports contest, to create a game for the viewers to engage with. This in turn increases the excitement around the live event/esports contest and also introduces the concept of betting and wagering to those interested in trying it for the first time. That our games are free to play makes them a powerful acquisition tool as the player is not using their own money, but they also add value for those already signed up with a betting brand whether that be traditional sports or esports.

Do these games use different mechanics/features to the freeplay games you create for sports betting? If so, how are they different?

The gamification and human behaviour techniques we use are the same across all sports and all product verticals, including esports. The implementation is...

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### ENLIVON GROUP

#### The Bingo Resurgence

Bingo is currently seeing a resurgence. Bingo is often under the radar but operators are placing more emphasis on it as a product and it fits in neatly with player protection measures as enshrined in regulation.

Kevin McGinnigle, Chief Executive, Enliven Group.

Kevin, is bingo evolving and how do your products reflect the change taking place?

When I landed my first job in the industry as a bingo chat host in 2008, it was a huge advantage having the real estate for a monitor. You could be more creative in what you displayed on the screen, and with the ability to play and chat, it was possible to create a sense of community that online bingo was known for. Over the last few years, the experience has had to evolve rapidly as we now operate in a "mobile-first" world.

With that in mind, we've created interactive promotional mechanics tailored to mobile bingo players. For example, our latest mechanic asked players to tap their screens repeatedly to crack an easter egg to reveal a prize. It wasn't anything ground-breaking, but it was something a little bit different that players enjoyed during the Easter period.

In addition to this, we've created a simple plug and play bingo solution that couldn't really be easier to use. Whilst it is in its infancy and is a free to play product for now, we have some ideas that will help to differentiate ourselves from others. We see a lot of potential in this space to get creative and make online bingo a far more immersive experience. I hope we get to showcase this...

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### W2

#### iGaming Player Protection: Using Affordability Tools to Get the Bigger Picture

As an industry, we have already taken great strides forward in the battle against problem gambling. Yet many industry commentators believe there's still much work to do before we can consider the battle won. One of the next major steps on the journey to wider protection is the concept of player affordability, a tool that can be leveraged to better protect our customers and, in-turn, give them a superior, safer service.

We caught up with Warren Russell, CEO of progressive game-changers W2, to get his unique perspective on the importance of affordability tools, how they can help operators to best understand their players and, most importantly, to hear the key role they may play in the future of Responsible Gambling.

Can you tell us a little bit more about your just-launched Affordability for Gambling Tool?

"W2's new affordability allows operators to combine data assets from multiple sources at the individual, demographic and geographic level to ensure their player protection and safer gambling initiatives can actually be implemented as opposed to just talked about.

"The solution is built to provide a clear picture of players without disrupting the customer journey and will enable operators to access more insight into the affordability of each player.

"With more pressure than ever on operators to focus on safer gambling and the review of the Gambling Act continuing, talk amongst industry stakeholders is that affordability is going to be a central part of the review and more regulation will swiftly follow to ensure operators have systems and procedures in place to comply with this.

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### HONORE GAMING

#### Africa and LatAm - different but the same

At a glance, Latin America and Africa appear to be divergent markets. Look closer, however, and Christophe Casanova, COO at Honore Gaming, believes there are core similarities that mean operators in one market can easily extend their reach into the other.

The industry is almost laser-focused on the North American market and the huge opportunities that it presents. But there are other markets making tremendous progress, too, with Latin America and Africa very much on the radar of ambitious, forward-thinking operators.

Whilst on the face of it these may seem like very different markets with very different cultures, requirements and player preferences, the fundamentals are actually very similar. This presents an opportunity for those active in either Latin America or Africa to extend their reach, or for operators considering one or the other to streamline their efforts and potentially enter both markets at the same time.

But what makes Latin America and Africa so similar?

Markets on the cusp of a regulatory revolution

One of the biggest similarities is that both markets are embracing licensing and regulation. It is still very early days, but we have seen regulation embraced in large markets such as Colombia and Argentina in LatAm and Kenya and Rwanda in Africa.

Both regions also have plenty of markets that are on the cusp of regulation, with...

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