



FOCUS ON

JUNE

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



JUNE 2021 PRESS RELEASE HIGHLIGHTS



SKILLONNET / PLAYOJO

PlayOJO sonic logo ranked as one of the most recognisable in the UK

Online casino has made the 2021 SoundOut Index, a report on the effectiveness, market penetration and personality of the world's best-known sonic logos.

PlayOJO, the pioneering online casino powered by SkillOnNet, has been named as having one of the most recognised sonic logos in the UK ahead of other gambling brands as well as household names such as Heart and Asda.

The 2021 SoundOut Index is a report on the effectiveness, market penetration and personality of the world's best-known sonic logos – these are the sounds and jingles that brands use on their radio and television adverts.

PlayOJO is ranked 23rd on the prestigious list of UK brands, one spot behind Compare the Market and ahead of big-name companies such as Funky Pigeon, Aquafresh, Tesco and TalkTalk. PlayOJO is also the number 1 online gambling brand in the Index with only Foxy Bingo making the top 30.

The report is the industry's first ever in-depth analysis with over 30,000 consumer participants taking part in the research, creating more than 1 million...

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STRIVE GAMING

Experienced American iGaming platform CTO joins Strive Gaming

Leading player platform technologist and visionary strategist, Jesse Cary, has joined Strive Gaming as Chief Technology Officer, enhancing and future-proofing Strive Gaming's ability to serve the US and Canadian markets.

Cary spent a couple years shy of a decade at Bede Gaming, an iGaming platform, spearheading its technical direction and holding several roles including Head of Technical Architecture prior to it completing a major stake sale to the Gauselmann Group.

Most recently, he held roles as Vice President Strategy at High 5 Games and Interim CTO for Advantage Entertainment based out of Florida. His familiarity and experience with regulatory challenges in North America are unrivalled having led the delivery of Player Platform to the Ontario Lottery.

Cary also oversaw one of the largest migrations in the industry while he was Technical Director of Bede, where he played a key role in migrating The Rank Group to their platform.

Cary, born and raised in New Jersey and Pennsylvania, spent considerable time based in Philadelphia working for the major media conglomerate Comcast...

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FIRST LOOK GAMES / REFLEX GAMING

Reflex Gaming hopes to 'realise' its goal via First Look Games partnership

Omni-channel games developer Reflex Gaming has linked up with First Look Games in a partnership which will extend the reach of its online games.

Hailed as 'one of the UK market leaders' in the analogue and digital machine market, Reflex Gaming broke into the slots market at the back end of 2020 with the retro title, Moley Moolah.

Commenting on the announcement, Mat Ingram, CPO at Reflex Gaming, said: "We have an exciting roadmap of game launches planned between now and year-end. Our collaboration with First Look Games, will help us to realise our goal of extending our affiliate offering beyond the UK and into global markets."

Following on from Moley Moolah, Reflex launched Desperate Dawgs, with operator William Hill reporting that the game was amongst their top three most successful releases of 2021.

Tom Galanis, managing director at First Look Games, added, "We're the largest network available within the industry, connecting game developers with..."

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EZUGI

Ezugi Gains Colombian Studio Certificate

Ezugi, part of the Evolution Gaming Group, has secured the certification needed for its local studio in the fast-growing Colombia market.

Working with the reputable and respected BMM testing house, Coljuegos has audited and given approval for Ezugi's Colombia studio, where the provider will stream a wide range of live casino games and given the green light to begin streaming games to operators and players.

The state-of-the-art studio is open with seven gaming tables that boast native Spanish speaking dealers and game variants including Blackjack, Unlimited Blackjack, Roulette and Baccarat designed to appeal specifically to players in Colombia, with more tables planned for the coming months as the market continues to mature. Ezugi will customise localized limits based on local player demands showing their ongoing commitment to deliver the optimum product for the Colombian market.

Ezugi has emerged as the leading provider of live casinos in established and emerging markets around the world. It combines opulent studio environments with highly trained dealers and cutting-edge technologies to deliver a best-in-class live casino experience.

[READ THE FULL STORY](#)





JUNE 2021 PRESS RELEASE HIGHLIGHTS



SWINTT

Swintt to 'shift up another gear' following Flood hire

Swintt has strengthened its senior management team via the appointment of David Flood as chief technology officer, as the igaming provider aims to "shift up another gear".

At the group, Flood will gain responsibility for the delivery and operational running of game and platform development, as well as IT systems globally. This includes ensuring that new systems and products are developed on time, to budget and integrated in an efficient manner.

"I am incredibly excited to be joining Swintt and to be given the opportunity to play a part in taking the business to the next level," Flood said of the new position.

"My remit is to really get things into shape from a technology perspective so...

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FIRST LOOK GAMES / SCIENTIFIC GAMES

Scientific Games expands First Look Games link-up

First Look Games has extended its partnership with Scientific Games in an agreement which will see the provider's entire slots suite become available via the Demo Game Server.

This is lauded as a "major coup" by FLG, whose DGS introduction last year permits affiliates to offer free to play versions of a provider's slots while remaining compliant with the Gambling Commission of Great Britain's rules and regulations. This includes age ID verification technology from 1account.

"We are delighted to build on our existing partnership with First Look Games to provide affiliates with the option to offer free to play versions of our games to their readers, driving awareness of and engagement with our slots, whilst elevating the high compliance standards we hold as a business," stated Dylan Slaney, SVP of gaming at Scientific Games Digital.

"The role of affiliates is extremely important, to provide players with the information and insight they are seeking about our games and now they can also allow them to play for free and explore what they are looking for from particular games before heading to a casino to play for real."

The addition of the developer's slots to its game library means that affiliates...

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SKILLONNET

SlotStars in multi-market launch via SkillOnNet

The SlotStars online casino brand has made its maiden entry across a number of regulated markets, including the UK, Sweden, Denmark, Germany and all Malta jurisdictions, via the SkillOnNet platform.

SlotStars, who can be accessed via web browser as well as a native app that can be downloaded from the Apple App Store and Google Play store, promises to "make players the star of the show"

Chris Hughes, head of marketing at SlotStars, stated: "SlotStars promises a player experience like no other and that is only possible because of the tremendous SkillOnNet platform and team that have helped take SlotStars from concept to launch.

"We plan to disrupt core markets such as the UK and Sweden, and look forward to making our players feel like the start of the show from the minute they arrive at our casino."

SlotStars boasts a catalogue of more than 2,500 slots, jackpot slots, table games, instant wins and live casino rooms, with casino game and slots evident from a number of providers, such as NetEnt, Big Time Gaming, Pragmatic Play, Evolution, Microgaming, Yggdrasil Gaming, Merkur Gaming and more.

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STAKELOGIC / SMART&APPLIED

Smart&Applied to become Stakelogic's Serbian division following acquisition

Stakelogic has documented the acquisition of Serbia-based software developer Smart&Applied, to enhance its in-house development capabilities and continue its growth charge.

Following the completion of the transaction, the company will be rebranded to Stakelogic Serbia, and will move into a new office in the centre of the country's capital of Belgrade later in the year.

"The acquisition of Smart&Applied really strengthens our in-house development capacity and will allow us to continue to grow at pace while delivering new content to the market on a regular basis," stated Stephan van den Oetelaar, CEO of Stakelogic.

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SLOTS TEMPLE / 4THEPLAYER

4ThePlayer brings further growth for Slots Temple

Slots Temple has unveiled the latest addition to its affiliate site and free-to-play tournaments, after unveiling a partnership with UK development studio 4ThePlayer.

The first collaboration with 4ThePlayer will see the Aztec adventure 3 Secret Cities be introduced to the tournament arena, allowing users of the affiliate network to sample the game and go in search of the lost temple treasures to claim the top prize position.

"We are always looking for new, exciting and fun ways for players to enjoy our games," noted Henry McLean, co-founder, commercial and marketing director of 4ThePlayer.

"Slot Temple's innovative free play leaderboard tool gives players a great way to enjoy our games and to win fun, themed prizes. We can't wait for players to explore the lost cities and find gold in the free play 3 Secret Cities Slot Temple Tournament."

After partnering with the producer of slots titles, such as 9K Yeti, 1,2,3 Boom! and 2 Gods Zeus vs Thor, Slots Temple says that more agreements are set to be released over the coming months.

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BIG TIME GAMING / RELAX GAMING

Big Time and Relax introduce Megapays™ mechanism

Big Time Gaming and Relax Gaming have deepened their relationship via the introduction of the Megapays™ jackpot mechanism, which both confidently assert could turn "one of the greatest slots ever created into one of the best jackpot slots the igaming world has ever seen".

The global, cross-brand jackpot offers a tiered, linked, progressive jackpot prize system, and promises to deliver frequent millionaire-making opportunities.

Megapays™, which aims to offer "something new and exciting to the market whilst also leveraging the popularity of industry classics," is due to be launched with BTG's Bonanza slot.

"The result of plenty of research and development, Megapays™ is no doubt going to be a fantastic engagement tool that will prove to be a hit with players everywhere," explained Nik Robinson, CEO at BTG.

"Partnering with Relax to launch yet another industry innovation is testament to our positive working relationship. We're excited to see what our next collaboration will bring."

This latest agreement and mechanic will bring both classic and new titles into a pooled liquidity system, and build on the IP licences already secured, namely...

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BETIXON

Betixon Lands in Lithuania With Uniclub Content Deal

Rising star games studio to provide portfolio of mobile-friendly games to Lithuanian market leader Uniclub.

Mobile-first games studio Betixon has launched its innovative portfolio of content in the regulated Lithuanian market, thanks to a new deal with Uniclub.lt.

Uniclub is the leading online gaming brand in Lithuania, offering sports betting and a wealth of casino games from some of the biggest names in the industry.

The new deal builds on year of growth for Betixon, as it continues to make inroads into new regulated markets, such as Greece and Portugal, through strategic partnerships with leading brands.

Betixon says it sees exciting growth potential in the Lithuanian market, which saw a 47.1% jump in online gaming revenue last year.

The young company has made a splash in the online gaming space with games that mingle creative imagination with innovation and technical excellence. Now, Uniclub.it customers can enjoy top Betixon titles like Boots of Luck, Age of Halvar and Reign of Zeus.

Betixon's growth has been underpinned by its agility as a company, as it works to ensure regulatory compliance with the new markets it enters.

Lior Cohen, Co-founder and CTO of Betixon said: Lithuania is a growth market...

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ARETONET

AretoNet makes Kenya debut with ChezaCash

Real-time business intelligence and CRM platform and service provider selected by online sportsbook operator to boost marketing activity

AretoNet, the real-time business intelligence and CRM platform and service provider, has entered the Kenyan market for the first time after being selected by popular online sportsbook, ChezaCash, to boost the operator's marketing activity.

The partnership will see ChezaCash leverage AretoNet's full suite of cutting-edge products, which include artificial intelligence, acquisition tracking, instant campaigns and its proprietary Alternative Messaging Channel, to launch multi-channel, multi-level marketing campaigns.

AretoNet also allows operators to fully analyse their player database and run automated campaigns with full lifecycle analytics. Through the use of real-time data, operators can make accurate decisions, execute campaigns and analyse effectiveness while also reducing the operational burden.

Over the past two years, AretoNet has focused on providing operators in Europe, Africa, the US and South America with powerful and affordable solutions to analyse and segment their player data as well as the tools to make those insights immediately actionable all via a single platform.

ChezaCash is one of the most popular online sportsbooks aimed at players in Kenya, offering a wide range of products including but not limited to sportsbook

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EZUGI

Ezugi's premium live lottery game Golden Balls to launch in WSB retail outlets in South Africa from June 21

Evolution Services SA, the official reseller of Evolution brands (Evolution, Ezugi, Red Tiger, NetEnt) in South Africa, has announced a new retail partnership with local retail betting giant World Sports Betting (WSB). To continue the already flourishing relationship, Ezugi will launch its brand-new retail lottery game, Golden Balls, across WSB outlets, side by side with its iconic lottery draw-Bet on Numbers.

WSB went live with Golden Balls in its Cape Town shops today and rollout will follow shortly thereafter to its remaining retail outlets in Gauteng and Kwazulu-Natal. WSB will be the first retail operator to offer this highly anticipated premium live lottery game, which offers players surprise wins, multiplier excitement and cashbacks for losing bets.

Live lottery games are a proven big hit in South Africa and Ezugi and Evolution Services SA are confident Golden Balls will be too. It's a new and exciting variant

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PLAYSTAR CASINO

PlayStar names bet365 Head of Casino as Chief Operating Officer

PlayStar, the challenger online casino brand set to make its New Jersey market debut later this year, has added another industry veteran to its senior management team with the appointment of Dan Alexander as Chief Operating Officer.

Dan joins PlayStar with a decade of industry experience. He has spent the last three years at bet365 as Head of Casino, prior to this he was Head of Product and Platform at Mansion.

During his time at bet365 he was responsible for taking the operator's online casino brand into new global markets and managing a team responsible for more than ten international gaming licences.

At PlayStar he will use this experience to build the foundations of the brand's online casino product. Dan will also play a central role in growing the team with more of the brightest minds and creative talents in the industry.

Per Hellberg, CEO of PlayStar, said: "Dan brings a massive amount of product, operational, marketing and industry knowledge to PlayStar and I am delighted to welcome him to the team.

"By adding his great managerial skills to the mix, we have the perfect set-up to take the next steps in our exciting journey to become to number one casino brand in New Jersey.

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FIRST LOOK GAMES

First Look's sentiment analysis adds another piece of the technical puzzle

First Look Games has introduced its 'Sentiment Analysis' tool which it says provides "another piece of the technical innovation puzzle" to further its ambition of being "the ultimate vehicle to market online casino games".

Aiming to help developers better understand how their games are being received by affiliates, the tool uses natural language processing and artificial intelligence to read and decipher the sentiment behind reviews written by all of the affiliates that have signed up to and utilised FLG.

Each affiliate review will then be given a sentiment score from one (clearly negative) through to five (clearly positive), with the average for each game collated and shared back to the studio. Developers will also receive an average score for all their games.

"Ever since we launched our platform, our game studio partners have been seeking ways in which to improve the quality of the review their games get from affiliates," commented Tom Galanis, managing director of First Look Games.

"Our accuracy management service has delivered that objectively, assisting affiliates in accessing and where necessary, correcting key information. Through the integration of natural language processing, we are now using artificial intelligence to read and decipher the sentiment behind the reviews affiliates make of our studio partners' games.

"Sentiment analysis is a great addition to our suite of tools that allow our studio...

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SCOUT GAMING GROUP / KAIZEN GAMING

Scout Gaming launches Fantasy Player Odds with Kaizen Gaming

B2B daily fantasy sports provider Scout Gaming has expanded its partnership with Kaizen Gaming with the launch of fantasy player odds markets on Kaizen's Stoiximan brand in Greece.

Stoiximan.gr customers gain access to a range of fantasy player odds markets, including player fantasy points over/under, player duels and outright bets.

Scout Gaming is also developing a "BetBuilder" tool to allow players to combine regular sportsbook market bets with their fantasy bets on the same match, as well as multiple fantasy bets.

"We are very proud to be able to deliver additional products to Stoiximan. Player Odds are an important part of our Fantasy experience, complementing fantasy tournaments with a fantasy-against-the-house offer. It brings additional cross-selling potential between fantasy sports & the client's sportsbook, or Scout Gaming's proprietary sportsbook. Stoiximan is an important partner for us, and we hope to extend our collaboration in the future," said Scout Gaming...

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JUNE 2021 PRESS RELEASE HIGHLIGHTS



STAKELOGIC / TOUCHSTONE GAMES

Stakelogic & Touchstone Games Introduce Giant's Fortune Megaways Slot
Sought-after slot developer behind some of the industry's most acclaimed slot games, Stakelogic, has teamed up with its Greenlogic partner, Touchstone Games, to create the latest title featuring 117,649 paylines, Wilds, Multipliers, extra spins and Super Stake feature.

The game is called Giant's Fortune Megaways and it invites players to head on the quest for gold and big wins.

Giant's Fortune Megaways uses Megaways - Big Time Gaming's proprietary and revolutionary mechanics that deliver 117,649 ways to win on every spin. Players can also use the Wilds that land on reels in the base game, as they remain in place from one round to the next until they form a winning combo.

The bonus called Egg Collector is triggered when four or more egg Scatter...

[READ THE FULL STORY](#)

SWINTT

Swintt appoints Tereza Melicharkova as Head of Marketing

Supplier Swintt has announced Tereza Melicharkova as its new Head of Marketing.

Melicharkova will support Swintt's commercial team through a wide range of marketing activities, and also be in charge of driving awareness for Swintt and its product offering.

The new marketing head started her career in the iGaming sector at NetEnt, while she has previously held marketing roles at Pragmatic Play, Relax Gaming and Pariplay.

Most recently, Melicharkova was at Pariplay and will look to boost Swintt's visibility, as it is a lesser-known brand within the industry at present.

The appointment continues a number of senior hires for the company, as David Flood was recently appointed Chief Technology Officer. Swintt also recently signed an integration deal with operators LeoVegas, Enlabs and Twin.

David Mann, Swintt CCO, said: "Tereza is an important addition to our senior management team as we continue to grow at pace and look to work with more operator partners than ever before."

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EZUGI

Ezugi gets pulses racing with Gaming Bar Peru

New and innovative live dealer entertainment format sees performers take to the stage every 30 minutes for a Latin-inspired interpretation.

Ezugi, the leading live casino provider that is part of the Evolution Group, is getting the party started with its latest live dealer innovation, Gaming Bar Studio Peru.

The unique format puts a Latin American twist on the standard live dealer entertainment set-up, with the gaming ambient set against the backdrop of a colourful gaming bar studio.

Our performers are Spanish speaking live dealers, but are also highly trained Cirque du Soleil entertainers, who take a break from dealing cards and start dancing to a Latino beat.

As they move away from the game table, dealers make their way to the dancefloor for a show-stopping performance that is guaranteed to get pulses racing.

Gaming Bar Studio Peru is available across Unlimited Blackjack, Baccarat and Roulette live tables. It is expected to appeal mostly to LatAm operators and players but is available internationally.

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REAL DEALER

Hola! Real Dealer Studios lands in Spain

Developer of online casino games that combine high-quality recorded video clips with RNG gameplay secures certification in fast-growing market

Real Dealer Studios, the cinematic games producer whose titles have been designed as an alternative to live casino, has received the necessary certifications to launch its flagship Real Roulette series in the Spanish market.

The certifications mean that operators active in the Spanish market can now offer their players some of the industry's most innovative online casino games, which have proved to be a big hit in other European markets such as the UK and Italy.

The list includes Real Roulette with Sarati, Real Roulette with Bailey, Real Roulette with Holly, Real Roulette with Caroline and Real Roulette with Matthew.

[READ THE FULL STORY](#)

STAKELOGIC / HURRICANE GAMES

Stakelogic reveals Hurricane Games as latest acquisition

Online casino developer Stakelogic has announced online games studio Hurricane Games as its latest acquisition.

Stakelogic said the latest purchase was a strategic acquisition and will further strengthen its development capacity. Stakelogic had previously been working with Hurricane Games via its Greenlogic development partner program.

The agreement will see the entire Hurricane Games team retained and also given creative and technical freedom to design and develop games, with the support of Stakelogic staff.

The deal comes after Stakelogic last week also completed the acquisition of Serbia-based software developer Smart&Applied.

"The acquisition of Hurricane Games takes our in-house development capabilities to the next level, allowing us to grow at pace while also delivering new, exciting content to our operator partners on a regular basis," Stakelogic chief executive Stephan van den Oetelaar said.

"Hurricane Games was one of the first studios to join our Greenlogic Program, so we have plenty of experience working with its team of incredible talent to..."

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EZUGI

Introducing One Day Teen Patti Classic from Ezugi

Live casino pioneer debuts thrilling and exciting variant of the popular card game where surprise wins and bad beats can occur during every game round

Ezugi, the leading live casino provider that is part of the Evolution Group, is ramping up anticipation and exhilaration with its latest live poker game, One Day Teen Patti Classic.

Teen Patti is a tense and exciting game where surprise wins and bad beats can occur with every round and where players bet on whether Player A or Player B will have the best three-card hand.

But One Day Teen Patti Classic takes this to the next level; by introducing back and lay exchange betting model. There are six betting rounds and before each of the three cards are drawn, dynamic odds are presented and change based on the current favourite hand and the number of outs (winning cards) which remain. Players can trade their position, and liability on the game using back & lay along with our intuitive betting slip.

This means players can monitor the game round and how it is changing based on the cards being dealt, allowing them to take advantage of the dynamic odds and choose to back or lay the other player. It can be best described as Live Casino meets in-play sports exchange betting.

One Day Teen Patti Classic is streamed from Ezugi's opulent studio located in Romania and is available to operators in markets around the world.

Pang Goh, Business Development Director at Ezugi, said: "One Day Teen Patti Classic packs a punch; the main game will get players on the edge of their seats as the tension and anticipation builds with each card drawn."

"That they can then see the odds change with each card means players can decide whether to continue to back their chosen player or switch based on who currently holds the best hand.

"This is a really great twist on what is a hugely popular game and one we believe will go down incredibly well with players especially those familiar with betting on in-play sport markets!"

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1X2 NETWORK

1X2 Network to bolster the Mill Adventure Platform with titles from 1X2gaming and Iron Dog Studio

The strategic partnership will see The Mill Adventure platform go from strength to strength.

1X2 Network has announced a deal to integrate its portfolio of 1X2gaming and Iron Dog Studios games onto The Mill Adventure platform.

The integration, via Relax Gaming, means state-of-the-art The Mill Adventure gaming platform, will be bolstered by acclaimed titles like Astro News Megaways™, the legendary Megaways Jack™ and Book of Merlin™.

Malta based, The Mill Adventure has gone from strength to strength since its launch in 2019 with a mission to provide a complete B2B gaming platform that innovates continuously through automation and AI. The 1X2 Network deal will complement a burgeoning portfolio of high-quality gaming content from some of the biggest names in the industry.

Meanwhile, it's been a furiously busy year for the 1X2 Network, which has completed a wealth of high-profile deals and strategic partnerships. These have increased its footprint into new global markets as it seeks ever greater distribution for its ground-breaking titles.

Jack Brown, Sales Director at 1X2 Network, said: "We're excited to be launching on the Mill's white-label platform and thrilled that our content will soon be reaching their third-party clients. But most importantly I am looking forward to a long fruitful relationship with the Mill. They're a young company but they've been making big waves in the gaming space and really shaking things up in just a short period of time."

"A big thank you to Bjørnar Heggernes and his team at The Mill who have been great from the get-go, and thank you to Relax Gaming for making this possible and for helping build these relationships."

Bjørnar Heggernes, Head of Casino at The Mill Adventure, said: "We're constantly looking to offer our clients the best the online gaming industry has to offer, and we're confident 1X2 Network's content will energise a platform that was already unbeatable. 1X2 Network has some of the most interesting, disruptive..."

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FIRSTLOOKGAMES



KRAZY KLIMBER - REFLEX GAMING

It's 1933, and high above Manhattan, a gigantic gorilla clings to the walls of the tallest skyscraper. Ten blocks away, the city Zoo is missing its most prized possession. In between, the streets are a scene of utter chaos and destruction, with terrified civilians running every which way, escaping the carnage. Higher and higher our fearless ape climbs.

His aim, to reach the top of the tower and grab the biggest prize of all...

Play Krazy Klimber and spin three Scatter symbols into view and start the Gorilla's climb of the tower. Win up to 1128 x stake or up to 20 Free Spins, with sliding super wilds.

'Krazy Klimb' Bonus Game

The Krazy Klimb bonus is triggered by 3 bonus symbols appearing on reels 1, 3 and 5. At the start of the feature, the gorilla appears at the bottom of the city's tallest building, he sets off to climb the tower. Prizes are awarded depending on which storey players climb up to. The player can be awarded a cash prize or an amount of free spins.

Free Spins Bonus Game

The Free Spins bonus is triggered by the gorilla ending up on one of the two free spins levels from the above climb feature. The feature is a free spins bonus with up to 3 sliding super wilds.

At the start of the feature, the player is awarded 10 or 20 free spins and a small bonus win. During the free spins, at least one Super Wild will be active and can move from reel to reel in between spins where it substitutes for all symbols.

[DOWNLOAD THE 'KRAZY KLIMBER' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM](#)

JUNE 2021 GAME RELEASE HIGHLIGHTS



AUTHENTIC GAMING

Authentic Gaming launches XL Roulette

Authentic Gaming, the live casino supplier, has announced one of the biggest innovations in live roulette to date in the form of XL Roulette.

The game has been inspired by the successful Lucky Number game show format pioneered by Evolution Gaming and subsequently copied by other smaller live casino suppliers.

While XL Roulette has been inspired by the same format, Authentic Gaming has introduced several new twists that deliver vastly improved player experiences.

XL Roulette, which is streamed from Authentic Gaming's live broadcasting studio in Malta, puts the player in the driving seat, allowing them to influence how many numbers will be "lucky" during the next spin.

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BIG TIME GAMING

Wild Flower

Features within Wild Flower include reactions, two Free Spin games and BTG's Mega Free Spins feature.

If the player lands three or more regular Scatter symbols, it will trigger one of two Free Spins modes - Multiplier Ladder Free Spins and Sticky Wild Free Spins. If the Multiplier Ladder option is selected, the player starts with 12 Free Spins. Each reaction win during this mode will move the player along a multiplier ladder by one. If the player lands a minimum of three Scatter symbols, up to 20 Free Spins can be triggered, depending on the number of Scatters.

Alternatively, the Sticky Wild mode starts with seven Free Spins. Before the round starts, one royal symbol is randomly selected to be the Sticky Wild. If the symbol lands on reels one to five, it turns Wild and is locked into position for the duration of the round.

Nik Robinson, CEO, Big Time Gaming, said: "The industry's reaction to Wild Flower has been incredible and we are really happy that this cult slot has been crowned Slot of the Week.

"The player is at the heart of everything we create and I think that is evident...

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FANTASMA GAMES

Bounty Showdown - Fantasma Games

Enter the period of the Wild West and aid a small town under attack from three raiders in Fantasma Games's latest slot title, Bounty Showdown.

Bounty Showdown is a 5x3, 10-fixed payline slot which includes a Double Bonus Respin feature and Shadowdown Free Spins that incorporates a Gatling Wheel Bonus mode.

To help defeat the raiders, players are given three bonus features, including a Bonus Wild that appears on all reels and substitutes for all symbols. If two Bonus Wilds land during the base game, the Double Bonus Respin feature is activated.

Line wins are evaluated and paid out first before the two reels where the Bonus Wild symbols landed are locked and the rest of the reels re-spin.

If three, four or five Bonus Wild symbols land during the Respin feature or the base game, 10, 15 or 20 Showdown Free Spins are awarded respectively. The feature starts with a Gatling Wheel bonus game which plays automatically.

The Wheel has 16 positions, each with a Multiplier value from one to 100. Players receive three spins on the wheel, with a Multiplier selected at the end of each spin. The Multipliers are then added together and the Free Spins get underway.

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STAKELOGIC

Ultra Joker

Within the game, the Ultra Joer is a Wild smbol that can appear on all positions across all three reels and substitutes for all other symbols to build up some truly epic win combinations.

This is taken to the next level with the Joker Multiplier pit that starts x1 and increases by one with every losing spin - a standard win then resets the pot. The multiplier is then applied to a win combination that includes the Ultra Joker - up to a maximum multiplier of x100 - with a max win potential of 480,000Euro.

Salvatore Campione, Head of Greenlogic at Stakelogic, noted: "Ultra Joker is a great addition to our classic slot portfolio thanks to its strong design and highly entertaining gameplay.

"You can feel the big wins are very much on the cards with this slot.

[READ THE FULL STORY](#)

STAKELOGIC

Set sail with Sea God from Stakelogic

This Slot has been developed in partnership with Reflex Gaming under the provider's popular Greenlogic® Program.

Stakelogic has teamed up with Reflex Gaming to launch a slot that encourages players to set sail across rough and violent seas in search of untold wealth.

Sea God has been created through the developer's Greenlogic® Program, which sees it partner with rising star studios on a series of games made available to its 500+ operator partners.

The 5x4 reel, 20 payline video slot takes players on a voyage like no other thanks to its medium volatility and a treasure trove of features including Super Reels, Free Spins and Super Stake™.

Super Reels trigger randomly during the base game and see the reels expand from 5x4 to a staggering 5x9 with the number of paylines increasing from 20 to 45.

Players are given three spins on the Super Reels, with the frequency of Stacked Symbols increasing for the duration, before they crash back down to the base game reel matrix.

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STAKELOGIC

Black Gold 2 Megaways™ by Stakelogic

The biggest oil tycoons in the West are back! Start drilling for oil again and spin the Megaways cascading reels that can provide up to 117,649 payways!

Set up the rigs and use your dynamite to destroy all lower symbols, giving you a shot at bigger winnings! Collect four oil rig symbols and gain entry to the free spins round, which features a win multiplier that increases after every reel cascade. To see the money pouring in during the lock and spin bonus game, pick up your drill and dig the many ways to big riches in Black Gold 2 Megaways!



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SPRIBE / FANTASMA GAMES

Complementary Device to undoubted leader: The rise of Mobile Gaming

After historically being a complementary device to that of its much superior counterpart, namely the desktop computer, mobile surged beyond its one-time rival long long ago and the widening gulf shows no sign of plateauing.

As the explosion of handheld devices seemingly shows no signs of slowing down, is desktop now confined as a thing of the past? If not, should the industry consider going mobile only?

“Spribe is an igaming provider focused on Millennials, and we always start our game development process from designing a mobile user interface first,” begins Shalva Bukia, product director of Spribe. “When we are sure that everything feels and looks good on mobile, then we continue to desktop.

“Let’s not forget one important thing in this story: it’s not about what people use, rather what people use most. The statistics show, millennials in the US spent seven times more time on a smartphone than on a desktop. I believe this is true for most countries.”

When quizzed on whether different age groups have a preference towards mobile or desktop, Bukia was quick to suggest that the tech-savvy Gen-Z has a penchant to gamble using their mobile phones.

He continued: “Numbers in Gen-Z are even more in favour of mobile use. This..

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FANTASMA GAMES

Unlocking the full potential of an IPO

Fredrik Johansson, Commercial Director at Fantasma Games speaks to SIGMA News about the studio’s recent IPO and how it will use the funds raised to expand into new markets and carry out M&A while still developing innovative slots.

The going can be tough for start-up game studios. This is one of the toughest markets to crack due to fierce competition, regulation and, one could argue, a touch of over-crowding.

Studios have to innovate in order to make an impact and that requires a team of the brightest minds and creative talents in the industry. They also have to have ambitious expansion plans.

All of this comes at a price, and while there are different options when it comes to raising capital we recently took the decision to undertake an IPO and to list on the NASDAQ First North.

The main purpose of this was to raise funds in order to enter additional international markets and to continue developing games that engage and entertain players in ways that go beyond gambling.

We also have plans to drive growth through M&A and required additional funds to undertake strategic acquisitions as and when the right opportunities present themselves.

Our IPO proved to be a huge success; it was over-subscribed by a staggering 1,269% with interest from both large and small investors but in particular...

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CONTINENT 8 / LOVE TECH

Love Tech: Inspire - Empower - Include

Love Tech Isle of Man is a collective of leaders across a multitude of sectors all brought together under the shared mission - to inspire and empower girls and young women in the Isle of Man to explore careers opportunities in STEM (Science, Technology, Engineering and Maths) through a programme of local events, workshops, educational support and mentorship.

Love Tech was launched by Claire Milne of Appleby, Roberta Castle of Continent 8 Technologies and Deb Byron of Hansard in late 2017. As women who have spent their careers working within and supporting the technology sector; these driven individuals were determined to increase the number of women choosing STEM careers.

Love Tech’s goal is for the island’s community to become more engaged and informed about STEM education and the career paths available to young girls and women.

“I’m regularly the only female in the room at many customer technical meetings..

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EYESPY RECRUITMENT

We have natural empathy for staff as we’ve been through these circumstances ourselves

Behind the curtains of the iGaming industry, there are teams of unsung heroes that work tirelessly to make sure that the right people are matched with the right jobs. As iGaming continues to grow and face new challenges, demand for qualified talent is equally increasing.

When sisters and business partners Emma Clayton-Wright (Managing Director) and Jo Sykes (Founder & Director) realized the potential and need for a quality service that helps businesses find the right talent for their companies, they quickly set out to create a new type of agency that would lead to stability in the job-recruitment market in the industry.

The industry’s growth has brought on new challenges that EyeSpy is capable of addressing. Much of this expertise comes from events that Emma and Jo can relate to and from years of experience in the recruitment sector. for the biggest wins.

The industry’s growth has brought on new challenges that EyeSpy is capable of addressing. Much of this expertise comes from events that Emma and Jo can relate to and from years of experience in the recruitment sector.

With mergers & acquisitions intensifying over the years, new narratives have emerged for the industry’s workforce, but with Jo and Emma on the job, no talent goes unnoticed.

[READ THE FULL INTERVIEW](#)



INCENTIVE GAMES

Maximising the player acquisition opportunity

Victor Pronk, Commercial Director at Incentive Games, offers a player acquisition perspective ahead of this summer’s major sporting events.

Victor explains why the key is to find ways that do not structurally cut into profits and there is no one-size fits all when it comes to free-to-play.

Major sporting events like the Super Bowl, Euros and Olympics surpass regular matches, games and tournaments by getting attention from a wider audience. Consumers that would not normally engage with sports become focussed on these big events due to their broad-scale appeal.

This is especially the case when it’s an event where national teams compete in a sport that is normally played by club teams. These events allow a complete nation to rally behind their team and in particular a team that is comprised of the best player that would usually play against each other.

For operators, this is the perfect time to acquire first-time casual bettors or to...

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PANDAScore

Pre-Game vs Live Markets, Where Does the Future of Esports Betting Lie?

PandaScore is at the forefront of esports data, and whether you are a casual esports fan or a punter, you will find their solutions quite useful. We had the chance to talk to PandaScore CEO Flavien Guillocheau, who helped us understand live versus pre-match markets in esports betting and what some of the challenges ahead of the live segment are.

A notable trend is a shift towards live esports betting, which is understandable as it “captures the energy of the moment,” as Flavin himself said. In-play esports betting markets do have potential, but they also face many challenges.

Flavien outlines one of the issues as such: “There isn’t a provider out there creating a high-quality live betting experience in esports, especially when compared to sports.” Another issue is the delay in how quickly the information is displayed to punters. Latency is not a problem, argues Flavien, and PandaScore is actively promoting a fairer in-play betting environment for esports fans. Read the full conversation with him below.

Q: Can we begin by telling us what the interest in pre-game and live markets in esports betting is at current rates?

At the moment, it’s roughly a 60-40 split between living and pre-match. It really depends on the game, competition, and teams present and can sometimes be closer to 50-50. There are also factors such as regional gambling laws which can impact this – in Australia, and it’s harder for punters to bet on a live match than...

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AUTHENTIC GAMING

Authentic Gaming Founder Jonas Delin: “We Are Super Agile and Eager to Experiment”

The live casino vertical is one that started somewhat slow but held an enormous potential from the very beginning. Today, companies such as Authentic Gaming define the market by creating new and compelling games.

Authentic does not focus on imitating successful products in the market, but rather, the company seeks to create tailored and unique products that help it stand out while pushing innovation in the live casino segment.

As the founder of Authentic, Jonas Delin knows what it takes to be continually at the forefront of innovation.

We approach Delin in the context of the company’s newly-released XL Roulette, which follows the well-established tradition of creating a unique experience for live casino gamers.

Q: Can you tell us a little more about this “player-first approach” that makes Authentic Gaming’s XL Roulette a worthwhile option for consumers?

XL Roulette is an adaptation of what has become the biggest success story in live casino, roulette with multipliers. While we were inspired by the original game launched by Evolution Gaming a few years ago, XL stands out as a much better option to players because it offers them up to 11 Lucky Numbers per spin that payout 50-500x instead of getting up to five Lucky Numbers with the original...

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INTELITICS

US iGaming: Affiliate’s biggest opportunity in the past 20 years?

The continued saturation of the iGaming market in Europe means that affiliates, similar to other key industry stakeholders, are always on the hunt for new growth opportunities. The fact that many US states are typically the same size as some European countries is enough to get anyone excited at the possibility of US expansion. But with fragmented regulatory frameworks, affiliate license requirements and a large volume of uneducated and inexperienced online bettors, how can this vision of US takeover be properly realised?

Allan Petrilli, VP of Sales and Growth for Intelitics shared his perspective with iGamingFuture on the merits of this explosive market and what budding US affiliates need to consider to ensure successful market penetration.

As new markets in North America continue to open up, what potential does this have for the affiliate community and how can they ensure they’re able to successfully enter these markets?

“The regulated market in the US presents one of the greatest opportunities for...

[READ THE FULL INTERVIEW](#)

BETPOINT

Point to prove: Betpoint Group CEO on assembling a management dream team

Lahcene Merzoug talks to EGR Intel about the operator’s ambitious growth plans and the future of the online casino industry post-Covid-19.

Lahcene Merzoug made his igaming industry comeback by landing the chief executive position at Malta-based online casino disruptor Betpoint Group in Q2. The well-known industry exec had been operating behind the scenes since departing ComeOn Group in November 2020 by investing in a number of personal passions, including online gambling content provider and events start-up igaming NEXT.

Merzoug is planning to be back with a bang at Betpoint Group and is excited to embark upon an aggressive growth drive with the backing of the operator’s passive investor owners.

Below, the former CMO of Mr Green Media, Mr Green’s internal media agency, talks company culture, coping in the aftermath of the coronavirus pandemic and assembling a strategic management dream team in Malta.

EGR Intel: What attracted you to the role and to the company?

Lahcene Merzoug (LM): Many things to be honest but I would say that the main draw was the organisation’s long-term goals and ambitions. Because I think it’s rare to see small-to-medium-sized operators, at least nowadays, be bold and...

[READ THE FULL INTERVIEW](#)

ALL IN GLOBAL

All in Global on the revolution of igaming localisation

Welcome to the revolution of igaming localisation, proudly proclaimed All-in Global last month upon the introduction of its AI-powered translation solution, which it says was specifically calibrated for online gaming, sports betting, and esports.

This uses neural machine translation technology, powered by AI combined with human post-editing, which it says allows organisations to create content at scale that is perfectly translated for specific markets in the fastest, most cost-efficient way.

Following the introduction, CasinoBeats spoke to Tiago Aprigio, CEO of All-in Global, to delve deeper on the introduction, find out why now was deemed the perfect time for a revolution, and eradicate any past AI doubts.

CasinoBeats: Could you talk us through the introduction of an AI-powered translation solution? Why was now deemed the ideal time to do so?

Tiago Aprigio: When I presented our strategy and product development roadmap to the team, there was an actual countdown on my presentation. The question of ‘when’ was an obvious answer for us; it had to be now and the clock was ticking.

Our clients ask for superlative work from us, and that doesn’t only include top-quality translations. In fast-paced industries like igaming, esports, sports betting and fintech, clients need the quickest process possible, seamless...

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CEGO

CB100 pathways through gaming and beyond, with Jesper Kärrbrink

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 in how best to achieve such a goal, is the question of: how much do you know 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.

Our latest participant is a very familiar face to many across the industry, as Jesper Kärrbrink, chairperson of CEGO, elaborates on an unexpected career path, the necessity of progressing beyond a wild west mentality, and hopes for an industry-wide commitment for a carbon footprint reduction.

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

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STRIVE GAMING

Post-PASPA Pioneers

Last month, Strive Platform Ltd was launched - and iGaming platform business specifically created to cater to the modern, multi-state requirements of North American operators. Known as Strive Gaming, the company will be led by Max Meltzer and Damian Xuereb, both joining from Kambi Group where they were Chief Commercial Officer and Vice President of Sales respectively.

Xuereb assumes the role of President and CCO effective immediately and Meltzer assumes responsibilities of CEO in the next few months. Between them, the duo has been responsible for some of the largest B2B commercial partnerships in the US since PASPA was repealed in 2018.

Prior to the platform's launch, G3 sat down virtually with Damain Xuereb to discuss the new platform business

[READ THE FULL INTERVIEW](#)

FSB

Sidelined by legact technology?

Ahead of an unprecedented 18 months of sports, Chris Graham, Head of Marketing at FSB, says a modern platform will be key if operators are to offer bettors the experience they are seeking.

From a sports point of view, the next 18 months are unprecedented with the football European Championships and World Cup in consecutive years for the first time ever. This gifts operators two huge events to drive acquisition alongside other supporting events like the Olympic Games, the Ryder Cup and the proposed Anthony Joshua vs. Tyson Fury fight.

This will see operators embark on a big-budget marketing and advertising campaigns combined with aggressive bonusing as they look to capture more market share than their rivals. While this is important, operators must also consider whether they are able to offer their players the betting experience they are seeking with consumer expectations higher than ever.

To do this, they must continue to invest in their product and further hone and improve the user experience offered to new and existing players.

This is why it is imperative that operators are aligned with a platform provider that enables them to drive these huge events across all channels as seamlessly...

[READ THE FULL STORY](#)

SOFTWEAVE

Getting physical

Following last month's series of features examining the evolution of online spaces, G3 takes a deep dive into SoftWeave's 'Winafar' product - a solution whereby players can press a button upon a real slot machine in a real casino while playing online.

SoftWeave CEO, Roy Greenbaum, details the technological challenges the software development company has faced bringing the concept to bespoke reality. Roy explains how Winafar attempts to replicate the casin floor experience and where the hybrid experience fits in a post-pandemic society.

What is Winafar?

Winafar represents a new generation in gaming, where the worlds of online and land-based slots are merged into an innovative new experience for the customer. Through Winafar's innovative, low latency technology, customers are now able to play real slot machines online.

The physical slot machines remain on the buzzing casino floor while the customer enjoys real money gameplay from the comfort of their own homes. It's a perfect solution for a casino operator looking to maximise utilisation of their machines and improve WPU, or similarly, an online gaming operator looking to...

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CHAMPION SPORTS

Majority of Euros bets will be in-play

With an ever-increasing number of territories regulating online sports betting and with advances in technology since the last major tournament, sports betting has never been more convenient and accessible to players.

Europe's elite are scheduled to play 51 matches across 31 days, featuring 24 teams in 11 host cities, with the pandemic delayed Euros set to become one of the biggest gambling events in sports betting history.

Live betting is set to be the dominant betting format at this year's tournament according to Simon Noble, Sportsbook Product Director at Champion Sports. Accordingly, Simon explains why operators are targeting the fastest, most efficient and 'frictionless' in-play betting experience for their customers.

How significant will live betting be during the Euros?

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PANDAScore

The anatomy of esports

In a wide-ranging interview with G3, Flavien Guillocheau, CEO of PandaScore, discusses AI, data, latency and integrity in esports. Flavien explains how esports has transitioned from a 'nice to have' product into a 'must have' and the importance for operators to choose the right games portfolio for their customer.

As traditional sports leagues continue to invest in esports to draw in younger fans, how does the introduction of this new generation of player impact your market approach and the general appeal of the esports sector in more traditional sports betting markets?

The collaborations between large sports leagues and esports have given mainstream markets the increased access and exposure to a new community of players. It's a burgeoning opportunity to connect with this younger generation of punter and grow their audience incrementally.

So, from this point of view, including esports as a new product can only be a positive thing. It's interesting for us, as a native esports company, to observe the way traditional sports operator's attitudes have changed as this new generation of player is ushered into the market at an increasing rate.

Before, esports was probably seen as a 'nice to have' product, but now...

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INTELITICS

Tips to avoid information overload

Allan Petrilli, VP of Sales & Growth at Intelitics, tells SiGMA News that finding the right platform is key to operators leveraging the true power of data when it comes to running successful marketing campaigns.

Operators fully understand that if data is collected, stored, analysed and actioned correctly, it can allow them to streamline their marketing activity and drive tremendous growth.

But the sheer volume of data available means there is a real risk of them suffering from information overload, which in turn prevents operators from maximising the opportunities it presents.

Data comes from many sources, including individual player game preferences, bet sizes, favoured bonuses, session times and duration as well as interaction with the loyalty scheme.

Operators can also monitor marketing spend and return on ad spend, as traffic type, conversion rates, and LTV data.

This gives operators a forensic understanding not only of the player but the return on investment they are getting from the marketing budget allocated to each player.

[READ THE FULL INTERVIEW](#)

ARETONET

Justin G.Farrugia: “We Provide Insights and Help Operators Retain and Reactivate Customers”

AretoNet works behind the scenes, but they are crucial to a business’s success. Focused exclusively on the gambling industry, the company delivers automated solutions that extend customer lifecycles, create compelling marketing campaigns and respond to business needs.

The company takes the process of targeted marketing in multiple jurisdictions and simplifies it while it stays compliant with local regulatory prerequisites, protecting its own reputation and the licenses of its customers while still driving the desired results.

AretoNet has years of experience, and it’s no surprise that its solutions are integrated with Dragonfish, the B2B division operated under the 888 Holdings banner, and one of the most remarkable in-house development arms in the entire industry.

The company helps operators by allowing them to analyze and better yet understand their player database and create multi-channel and multi-level marketing campaigns that benefit all parties involved, from consumers to businesses looking to elevate the iGaming experience.

One way to do that is knowing your customer needs and traits, and AretoNet brings a rich set of tools to enable companies to do just that. To learn more, we spoke to Justin Farrugia at AretoNet.

Q: AretoNet focuses exclusively on gambling. Why did you pick this industry to operate in and then chose to focus entirely on it?

The company founders have more than 30 years combined experience in the iGaming industry across the full spectrum of operators, affiliates, and platforms, so it was logical to bring those years of expertise to bear on the AretoNet platform and focus it on iGaming.

We have the first-hand experience of the challenges operators face when trying to retain players that they’ve fought so hard to acquire and how hard it is to consolidate and analyze the volume of data available in a way that provides real insight at the same time as being actionable.

[READ THE FULL STORY](#)

BETSSON

Sports themed slots don’t have universal appeal

As Europe continues to be gripped by football fever and the EUROs group stages draw to a close, the real tournament excitement is about to get underway.

Yet, whilst fans cross their fingers and ride the roller coaster emotions of tournament football, sporting events, like the EUROs, can be seen as a major opportunity for slot developers to embrace the passion of the fans and produce content tailored to fans.

During this mini series, SlotBeats will look into the impacts of sports-themed slots during sporting events. In this edition, we will be joined by Paul Malt, head of games and studio at Betsson, who claimed it’s ‘no surprise or secret’ that major sporting events are a ‘big opportunity’ for driving customer engagement.

He noted: “Many fans will want to place a bet during the tournament and a large number will turn to online casinos that also offer betting to do this.

“Once they have placed their bet, the customer can then enjoy the wide range of online casino content on offer from slots to table games, live dealer and more while they wait for the result.

“Slots is one of the most popular casino games and the majority of operators now offer 1,000+ titles of varying complexities. For a new player this can be a little intimidating, but with the correct selection and positioning of relevant sports themed slots, the familiarity of the event can break down some of these barriers.”

Moving onto the popularity of sport-based slot titles and the impact of events, Malt pointed to seasonal themed slots, such as Halloween and Christmas, as an example of potential exposure for titles.

“Sporting themed slots are given great exposure during these major events via dedicated lobbies, promotions and banner support and their popularity increases as a result,” explained Malt.

“Cross selling games between sports and casinos can see customers that have not previously shown an interest in playing standard high performing slot content do so for the first time. So naturally there is a massive spike in popularity.

[READ THE FULL INTERVIEW](#)

CONTINENT 8

An ever-changing security landscape

SIGMA sits down for an exclusive interview with Justin Cosnett, Continent 8’s Chief Product Officer.

It has been a busy few months for Continent 8 Technologies with a number of product developments and senior hires.

From a product perspective, the global managed hosting, cloud, connectivity and security provider recently launched its Public Cloud solution in Gibraltar for the first time while also augmenting its Secure product suite amid an alarming rise in cyber attacks.

We sat down with Justin Cosnett, Continent 8’s Chief Product Officer, to learn more about these product launches and what is in store for the company over the next six months.

You recently launched your Public Cloud solution in Gibraltar. Can you tell us a bit more about this?

We opened our Gibraltar data centre back in 2011 and have continued to invest in the jurisdiction ever since. Our highly secure and unique data centre is actually located 500m deep within the Rock of Gibraltar from where it connects companies to a private network spanning more than 70 locations worldwide.

We recently strengthened our product offering in Gibraltar with the launch of our Public Cloud. This was in direct response to changing market conditions and demand for innovation in infrastructure by Gibraltar businesses.

What sets your Public Cloud Solution aside from others in the market?

Our Public Cloud offers customers a multi-tenanted IaaS platform to host customer infrastructure as Virtual Machines. Importantly, this eliminates the need for ongoing hardware investment and providing flexibility to pay for resources as required.

In addition, it has been architected on Nutanix Hyper Converged Infrastructure, guaranteeing the highest levels of performance and functionality for Gibraltar businesses. Other key features include a self-service portal with template-based provisioning, feature-rich Edge devices, and the ability to integrate with Continent 8 co-location, MPLS and Cloud Connect services...

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GREEN JADE GAMES

How Yolo Investments is funding the next generation of gaming disruptors

Venture capital firm Yolo Investments’ €74m gaming fund comprises holdings in 22 different businesses spanning the betting and gaming sector. It made its first portfolio exit in December, booking a 5.8x ROI when Estonia-based online gaming and sports betting operator Coolbet was acquired by GAN Limited in a €149.1m deal.

CasinoBeats sat down with Yolo’s GP, Tim Heath, and the managing directors of two companies in which Yolo has invested – Casino Days’ Ross Parkhill and Green Jade Games’ Ben McDonagh – to discuss the fund, creating synergies and spotting the right type of gaming start-up.

CasinoBeats: What is the thinking behind the Yolo Investments gaming fund?

Tim Heath: The Yolo Investments gaming fund is really the logical progression from the approach we’ve taken at the Coingaming Group for more than a decade. We were always firm believers in building our own ecosystem.

If you don’t control your own tech and services, you don’t really control your product, and that limits what you can deliver to your customers.

We quickly found ourselves building products up and down the value chain – a content studio, a platform aggregator, a live casino provider.

At the same time, we were working with third-parties and looking for ways to build closer relationships that would be mutually beneficial for everyone.

The Yolo Investments gaming fund is really the culmination of this approach, and a single place where we could find the synergies between a diverse range of gaming businesses in a way which works for everyone.

CB: How did Yolo come to invest in your business?

Ben McDonagh: I’m going to borrow from our co-founder Jesper’s memories here, as it was Jesper who first met Tim in relation to Green Jade Games, but I’m pretty sure it started out from Tim and Jesper being at the same dinner, and Jesper being the proud inventor that he is, was pitching our games from his...

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STRIVE GAMING

Navigating the race to profitability in the US

Damian Xuereb, president and CCO at Strive Gaming, says that spending big does not necessarily guarantee success.

The legal only sports betting market in the US is being dominated by behemoths backed by big money and with no concern of achieving profitability in the near term.

Billions of dollars have been spent on mergers and acquisitions, above-the-line marketing activity and frankly insane bonusing, with no sign of the money taps being turned off anytime soon.

This makes it incredibly challenging for smaller operators looking to establish their position in the market; not only do they have to compete with these operators, but they also have to be profitable.

But spending big doesn't always mean spending smart, and there are plenty of opportunities for these companies to find their niche and deliver a superior player experience.

Of course, there are just as many challenges to face but, with the right brand, a modern platform and savvy marketing, they can be overcome.

The challenge of achieving profitability

Brand recognition is key if operators are to engage players, drive them to their sportsbooks and retain them once they have signed up, deposited and wagered for the first time.

But brand recognition is expensive to achieve – just look at the deals signed by the likes of DraftKings and FanDuel with the latter even adding the Associated Press to its roster of partners.

This is made even more challenging by the incestuous nature of bettors and how they move from brand to brand simply because they have been offered a generous sign-up bonus.

There are more fundamental market challenges that impact profitability, too. This includes the unusually high cost of doing business in regulated US states compared to European markets.

[READ THE FULL STORY](#)

PANDAScore

What role does latency play in esports betting?

In a wide-ranging Q&A, Flavien Guillocheau, CEO of Pandascore, discusses why the length of delay between the live action and the stream available to punters needs to be improved.

Why is latency so important to the success of the esports market? Are operators paying this aspect enough attention considering the potential impact it can have on player engagement and retention?

The issue of latency is a key aspect for sports betting across the board. Regardless of whether it's esports or traditional sports, having even a two second time advantage is enough to give a significant edge and put other punters or the bookmakers themselves at a disadvantage.

Where esports differs from traditional sports is with the aspect of delay. Latency is when a video stream is slower than the real time gameplay, which is almost impossible to completely eradicate. But delay is more of an intentional feature in betting that has a big impact on the esports industry.

Tournament organisers purposely add delay to video streams for a few reasons but mainly to manage betting integrity and for broadcast quality. I believe most operators in the industry are approaching latency in the right way – just like in traditional sports, every second matters. When it comes to delay though, most operators are not looking at this at all. It's not a matter of just a few seconds either, in most cases the delay can be 5-10 minutes, which is a completely different scale. This will naturally have a huge impact on player engagement when betting on a match and it's an aspect I feel needs a lot more attention from the industry.

What is the current state of latency in the sector? Do you think it's at an acceptable level that's conducive for a truly competitive market?

I believe the current 5-10 minute delay is too high and definitely needs to be improved.

This current level of means that punters will be looking at a stream that is at a completely different stage in the game compared to what's actually happening...

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SPRIBE

Interview with Shalva Bukia from Spribe

Casinomeister: Today we sit down and chat with Shalva Bukia, the Product Director at Spribe. Spribe were founded in 2018 and in December 2020 they received licensing from both the MGA and UKGC.

Shalva, many thanks for taking time out of your busy schedule to tell our visitors about what Spribe are up to. Could you begin by providing an overview about Spribe and tell us why players should look out for your games.

Shalva: Before Spribe we operated an online casino in Georgia. Our main difference from our competitors was our unique approach: platform and initial P2P games were developed in-house.

This venture was quite successful and with other things, gave us a good understanding of both sides of this business: as operators and game developers. In 2017 we closely monitored the crypto casino space and noticed the emergence of a completely new type of games.

From a traditional casino perspective these games made little sense due to their unattractive visuals and almost primitive gameplay. But people were playing. Originated from video game industry these games were appearing to younger audiences.

We made our bet that this is just the beginning and this genre will only grow. So we took the concept, rethought, added features and more attractive UI. Fast forward three years and Turbo Games are the most demanded games in the industry.

Casinomeister: Great! Your games are not the run of the mill slot type games that most players would associate casino game studios with. Probably your most popular and well known game you have produced to date is Aviator, can you tell us a little bit about it and why it has proven so popular.

Shalva: Aviator is a truly disruptive game on many levels. First of all this is a multiplayer experience with social elements: players can see what others are betting and winning, top wins by the day, month or year.

We have a full-scale online chat that has proved to be a place where casino players interact and make connections and just have fun. Online social...

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ALL IN GOLBAL

Michele Spiteri: "The More Our Clients Rely on Us for Localization Solutions, The Easier Their Life Becomes"

All in Global embraces the future of iGaming and sports betting content by leveraging powerful AI algorithms overseen by human editors. At a time when sportsbooks and gaming clients are constantly looking for ways to engage with fans, All-in's paradigm-shifting solutions are leading the way. We sat down with company CCO Michele Spiteri to discuss the future that AI will play in content localization and how it would impact human work, and, more importantly, how it would create fresh opportunities for existing businesses.

Q: Can you tell us a little more about All-in Global, your role in the gaming and sports betting industries, and how you leverage Artificial Intelligence (AI) to translate and scale content for the industry?

A: Our AI offering was built with platform and other technology providers in mind. Previously, we would work on massive projects for large-scale providers, but how localization fits in with their technologies would be complex, as too would the content itself, which could be generic and data-led (betting markets, odds, etc.).

Our new AI-driven product enables a sports betting platform provider to plug in and offer its solution to operators ready for multiple markets. The same goes for slots: we handle the translations for slot and casino games day in day out, and in most instances, the in-game content is structured and repetitive.

Along with our unique client glossaries and translation memories, AI helps developers enter new markets effectively and more quickly without jeopardizing the quality of the translation.

Q: Delivering a powerful tool that facilitates the content-production process is ambitious and what any company would need to scale up volumes. How does your AI tech help you ensure that the resulting content is of the highest quality?

A: Since AI is getting more and more integrated into our lives, it was do-or-die, embrace to survive situation for us.

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