



# FOCUS ON

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

# MAY



## MAY 2022 PRESS RELEASE HIGHLIGHTS



### CONTINENT 8

#### Continent 8 launches powerful private internet for iGaming

The Gaming Exchange allows customers to connect faster and more securely to an exclusive community network

Continent 8 Technologies, the leading managed hosting, connectivity, cloud and security solutions provider to the global online gambling industry, has launched an innovative private internet named the Gaming Exchange.

The Continent 8 Gaming Exchange is an exclusive community for iGaming businesses, allowing them to connect faster and more securely than over the standard internet, with no need for additional configuration.

It means that Continent 8 customers can connect directly to other Continent 8 customers via a VPN across the company's backbone network, rather than route over the public internet.

The Gaming Exchange offers the lowest latency and highest performance guaranteed, with both local and remote global reachability. It is a private and reliable internet solution with public IPv4 addressing and an uptime rate in excess of 99.9%.

[READ THE FULL STORY](#)

### FANTASMA GAMES / BETMGM

#### Fantasma Games touches down stateside via BetMGM

Fantasma has taken its gaming suite live in the United States after detailing that its portfolio will debut exclusively on the BetMGM Casino platform in Michigan and West Virginia.

Under the terms of the agreement, the first games to be made available to players across the two regions are Wins of Nautilus Megaways and Bounty Showdown, with additional titles to follow.

Fredrik Johansson, Founder and CEO at Fantasma Games, explained: "This is a milestone moment for Fantasma Games and something we have been working on for almost three years, marking our hotly anticipated arrival in the fast-growing US market.

"Each of our games has been designed to deliver experiences beyond gambling and this is achieved by combining thrilling themes with edge-of-your-seat gameplay.

"To enter the US market in Michigan and West Virginia with BetMGM a leading sports betting and igaming operator, is a testament that our games can attract the interest necessary for the US market, on top of all the proven markets in Europe.

[READ THE FULL STORY](#)

### FLOWS / MAXIMBET

#### Flows Partners with Leading North American Operator MaximBet

Partnership to Create First-To-Market Tech Efficiencies and Workflows for MaximBet Sports Betting Platform

Flows, an innovation platform that enables online sports betting and casino operators to automate their processes and rapidly deploy innovative workflows, announced today a partnership with leading U.S. operator, MaximBet.

MaximBet, North America's lifestyle sports betting and online casino brand, has partnered with Flows to develop a range of new intelligent features to deeply enhance and automate the customer experience as the company expands across North America.

Flows is built to be one of the most agnostic pieces of software on the market and can sit alongside any other piece of technology that companies have or use to then enable its partners to innovate freely and without constraint. With Flows, organisations like MaximBet have full ownership of their product roadmaps, can integrate with any app or data source quickly, coordinate multiple systems, and automate workflows in real time.

[READ THE FULL STORY](#)

### W2

#### W2 Debuts Powerful Affordability Solution

W2, the provider of regulatory compliance services to the gambling industry, has launched a powerful Affordability for Gambling Tool that allows operators to carry out comprehensive affordability checks without impacting the customer journey.

It combines data assets from multiple sources at the individual, demographic, and geographic levels on a 'where available' basis and has been built to provide as clear a picture as possible but in a way that is not intrusive to the player.

It allows operators to gain insight into multiple affordability indicators so that they can protect their players, comply with regulations, and avoid potential fines and reputation damage with the UK Gambling Commission having handed out more than £54m in fines over the past two years alone.

W2's Affordability for Gambling Tool can also be delivered via the Crucial Compliance Player Protection tool and key benefits include:

- Custom data consumption either through API integration at onboarding, or trigger based on various markers of harm (MOH)
- Ongoing monitoring for changes in player circumstances
- Verify declared income without the need for documentation...

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## MAY 2022 PRESS RELEASE HIGHLIGHTS

**GLITNOR GROUP / TIME2PLAY****Glitnor Group strengthens US expansion with Time2play investment**

iGaming powerhouse to collaborate with leading North American affiliate site as part of recent KaFe Rocks acquisition

Glitnor Group, the hugely successful Malta-based iGaming group that counts Lucky Casino and Swintt among its prestigious list of brands, has announced it has made a seven digit investment and now holds the majority of the North American focused affiliate, Time2play.com, as part of the company's recent acquisition of KaFe Rocks.

One of the most reputable affiliate sites in the emerging US casino and sports betting markets, Time2play.com provides informative and unbiased reviews of North American-focused online gambling platforms with a view to helping US customers find the perfect website for all their betting needs.

[READ THE FULL STORY](#)**1X2 NETWORK / UNICLUBCASINO****Sveiki! 1X2 Network makes Lithuania debut**

Slots from the developer's 1X2gaming and Iron Dog Studio subsidiaries launch with Uniclubcasino

1X2 Network, the award-winning online casino content provider and game aggregator, continues to deploy its ambitious international expansion plans after making its debut in Lithuania with popular operator, Uniclubcasino.

The deal will see Uniclubcasino players gain access to chart-topping slots from the developer's 1X2gaming and Iron Dog Studio subsidiaries including Megaways™ titles such as Rainbow Wilds Megaways™, 1 Million Megaways™ BC and Megaways™ Jack.

Players will also be able to enjoy the thrilling experience offered by other slots in the 1X2 Network portfolio including Jester Wilds, Book of Ba'al and Smoking Hot Fuits. Each slot delivers edge of the seat gameplay with plenty of big win potential.

1X2 Network's full suite of modern video slots and classic slots will be made available to all operators targeting the regulated Lithuanian market where the provider believes its titles will be a big hit with players.

[READ THE FULL STORY](#)**FANTASMA GAMES****Fantasma Games reports 349% increase in net sales for Q1**

Fantasma Games has reported net sales of SEK4.8m (\$470,000) for the first quarter of 2022, a 349% increase from the first quarter of 2021.

The developer reported SEK4.1m in gaming revenue for the period, a 279% year-on-year increase, while total gaming sales increased 61% to SEK2.8m. Gaming profit meanwhile climbed 81% to SEK38m.

As noted by the group, a key factor behind such growth was the launch of Medallion Megaways in February, via Relax Gaming's Silver Bullet platform, with the game "surpassing all pre-launch expectations."

Fantasma added that integrations with operators such as Entain, Gamesys and Veikkaus also contributed.

"Fantasma Games started the year with its best-ever month in terms of gaming revenue and that has been followed by two more strong months," a statement from the company read.

"Other highlights during Q1 include becoming to sign the innovative streaming platform Livespins, plus launching a portfolio for social gaming with one of the fastest-growing players in the market."

[READ THE FULL STORY](#)**EBET****EBET attributes 166% quarterly revenue rise to European expansion**

Esports betting operator EBET has reported a quarter-on-quarter revenue increase of 166%, shortly after rebranding from its former identity as Esports Technologies.

As of 31 March 2022, EBET's Q1 revenue stood at \$19 million, with a gross profit of around \$7 million and a cash position of \$7.1 million – figures the firm attributed to acquisitions in the European sports betting and gaming space.

Additionally, the company has also pointed to its targeting of Gen Z and Millennial customers, which includes the provision of an esports odds modelling and wagering product across 'high-value European markets' and investment in intellectual property.

CEO Aaron Speech said: "We are very pleased with our business results for the..."

[READ THE FULL STORY](#)**HAPPYHOUR****Robin Reed to deliver industry keynote on the future of iGaming to a sold out crowd**

Robin Reed, CEO of Happyhour.io, will deliver a keynote on the main stage at iGaming Next NYC to a sold-out crowd of investors, industry leaders and stakeholders all focused on the future.

Leading one of the only early stage accelerators in igaming, Reed knows a thing or two about Web 3.0 and the role that NFTs, live streaming and crypto play to innovation within the iGaming industry. Over the last year, HappyHour has grown the fund to include 6 portfolio companies and has increased its AUM by €100M+.

In October 2021, Robin highlighted the need for live streaming as he unveiled LiveSpins to the audience at iGaming Next: Valletta 21. This year, Reed will share his industry perspective for Web 3.0 and how HappyHour.io is driving the iGaming industry into the future.

Robin Reed said "At HappyHour we are growing companies that are, quite literally, changing the game. I'm very excited to be able to share with leaders within the igaming community our vision and how we are driving that vision forward".

[READ THE FULL STORY](#)**STAKELOGIC / RELAX GAMING****Stakelogic Live games now available through Relax Gaming operators**

Stakelogic Live has agreed terms with Relax Gaming, which will see its full suite of live casino content launching with its operators.

The content involved includes all Stakelogic Live games, covering blackjack, roulette, auto-roulette, baccarat, as well as game shows. Each game is developed in-house and broadcast from studios in Malta and the Netherlands.

Stephan van den Oetelaar, Stakelogic CEO, said: "We are tremendously proud of the live casino content we develop here at Stakelogic Live, so it is crucial that this content is made available to as many operators as possible.

"This partnership with Relax Gaming, which builds on the relationship between Stakelogic and the content aggregator is, therefore, key to our continued efforts to establish ourselves as the number one provider of live content in global markets."

"We look forward to seeing operators powered by Relax Gaming add our live dealer titles to their lobbies, and for their players to experience the thrilling and authentic experiences they provide for the first time."

Simon Hammon, Relax Gaming CPO, added: "The popularity of live casino is only going to continue to rise so it is important for us to offer our operator partners..."

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## LIVESPINS / SKYWIND

### Skywind Soars with Livespins Partnership

Skywind has become the latest supplier to join the Livespins revolution by integrating its full suite of slots into the provider's cutting-edge live streaming platform.

The partnership will see Skywind's popular slots made available to Livespins streamers for the first time, including player favourite titles such as Big top Bonanza Megaways, Shaolin Showdown and Teller of tales.

Livespins is on a mission to socially charge the online casino space and it is doing this by delivering shared player experiences through its innovative platform, offering an entirely new category of play.

The provider has assembled a lineup of the best streamers in the business and players can watch but also join in with the action taking place across the reels by betting behind the streamer.

This creates a group bet and a shared experience on the same spin but with each player able to set their own bet amount and number of spins.

Social interaction is offered through the ability for players to chat with the streamer and each other throughout, as well as by adding reactions to the action taking place across the reels.

Michael Pedersen, CCO at Livespins, said: "Livespins is revolutionising the online casino experience for players but the driving force behind any successful stream is the game being played by the streamer.

"Players expect to be kept on the edge of their seats and with Skywind we have a content partner that knows how to get pulses racing and deliver the excitement and entertainment that players, and streamers, are seeking.

"Skywind makes for a great addition to our growing portfolio of games, and I look forward to tuning in to broadcasts of our streamers and players engaged with the action taking place across the reels."

Hilary Stewart-Jones, CEO at Skywind, added: "The meteoric rise of online casino streaming has been phenomenal and increasingly a mainstay of our business. Livespins is at the heart of this in driving the streamer community forward with a unique platform and player experience. We are very excited to become a part of that.

"Our games have been designed to thrill and excite with each spin which makes...

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## ARETONET / PROGRESSPLAY

### AretoNet BI & Automation Solution to Power IGP Brands On ProgressPlay

AretoNet integrates its powerful analytics & automation solution with ProgressPlay and launches with seven new IGP casino & Bingo brands.

Malta-based AretoNet will provide its powerful real-time business intelligence and CRM platform services to seven new online casino brands from Inter Group Partner Holding (IGP) after a successful system integration with Progress Play.

IGP is a key partner for AretoNet, which already provides its cutting-edge marketing automation technology for 11 existing IGP casino and bingo brands, offering real-time marketing campaigns and analytics that maximise player conversion and retention.

IGP operates mainly in the UK using the 888/Dragonfish platform, as well as software from Progress Play, and focuses on online casino and bingo. The new brands, which include HIPPOZINO, MAXIPLAY, MRSUPERPLAY, MRJACKVEGAS, REDORBLACK CASINO, MRMOBI, and MRSLOT represent an exciting period of global expansion for IGP, and AretoNet believes it has the tools to help it grow its business.

AretoNet enables operators and software providers to boost their KPIs and reduce operational burden with its best-in-class technical solution. This includes artificial intelligence, automation, business intelligence and advanced segmentation.

It has a proven track record of getting results. In its two-year partnership with AretoNet, IGP has seen a 20% increase in active players, 10% increase in FTDs, and a 10% decrease in bonus costs. The operator recently signed a two-year extension to its partnership with AretoNet until 2024.

AretoNet technology enables the gaming industry to acquire, retain and reactivate players by arming it with unified data to make accurate decisions, execute campaigns and analyze their effectiveness while empowering operators to centralise their omni-channel efforts.

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## EBET

### EBET, Inc. to Participate in a Fireside Chat at the 17th Annual Needham Technology & Media Conference

EBET, Inc., a leading global provider of advanced wagering products and technology, announced that CEO Aaron Speech will participate in a virtual fireside chat at this year's 17th annual Needham Technology & Media Conference. Speech will be presenting today on Wednesday, May 18 from 8:00 to 8:40 am Eastern.

The Needham Technology & Media Conference, being held May 16-19, features public and private company presentations, themed panel sessions, fireside chats, and one-on-one meetings for qualified institutional, private equity, and venture capital investors.

Speech commented, "On behalf of EBET, I'm deeply honored to participate in this fireside chat at the Needham Technology & Media Conference. This event offers a prime opportunity to connect with investors and provide insight on the company's progress and growth plans."



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## SKILLONNET / PLAYTECH

### SkillOnNet Rolls Out Playtech Content in Spain

SkillOnNet, the award-winning operator and online casino platform with some of the biggest brands in the market, has extended its already successful partnership with Playtech by launching the tier one developer's content to its players in Spain for the first time.

Playtech recently made its full suite of online casino content available to its operator partners targeting the fast-growing jurisdiction and SkillOnNet is one of the first to make its portfolio of slots available to players at its flagship Spanish language brand, PlayUZU.

This means that PlayUZU players will now be able to access chart-topping titles such Fireblaze Suite, Cash Collect Suite, Quantum Ruleta, Buffalo Blitz Live Show and more.

The roll out of Playtech content in Spain forms part of wider efforts by SkillOnNet to localise its network of online casino brands, which include PlayOJO, Genting Casino, Spin Genie, Metal Casino and BacanaPlay, for the specific markets in which they are available to players.

This approach has seen it secure significant market share in a wide range of European and Latin American jurisdictions. In the latter, it has been making a significant push with its PlayUZU and BacanaPlay brands in markets such as Mexico, Peru and Chile.

Jani Kontturi, Head of Games at SkillOnNet, said: "This is a milestone moment for SkillOnNet and our PlayUZU brand. Playtech is one of the most in-demand slot providers in the world, and our players in Spain have been waiting to be able to access its content.

The wait is now over for players at PlayUZU, who can now enjoy the thrills and excitement of the games we now have to offer.

This roll out shows our commitment to localisation and to meet the different...

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**CANDY WILD BONANZA HOLD & SPIN - STAKELOGIC**

Unwrap sweet wins with Candy Wild Bonanza Hold and Spin from Stakelogic

In-demand developer's latest title is packed full of tasty bonus treats including Wilds, Multipliers, Free Spins, Prize Picks, Hold and Spin and Buy Bonus

Stakelogic, the developer of chart-topping online casino content, is promising players some sweet, sweet wins in its latest slot release, Candy Wild Bonanza Hold and Spin.

Players are faced with an endless supply of cookies, candy and gummy bears, and they can also take a bite out of the Chocolate Scatters that contain even more treats and prizes.

Wins are paid based on the number of matching symbols that are in view with a max win potential of up to 20,000x the player's bet.

Candy Wild Bonanza Hold and Spin allows players to unwrap Stakelogic's innovative Super Stake feature, which is essentially a side bet that increases the chance of the game's bonus being triggered and the player landing insane win combinations.

The Multiplier value is displayed on the symbols and Multiplies the total win.



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**GEMS OF THE NILE - LIVE 5**

Live 5 promises a wild ride with Gems of the Nile

Developer's latest release takes players on an Egyptian adventure where the reels flood with Wilds, Multipliers and Free Spins

Players must embark on a wild ride down the River Nile if they are to discover the Egyptian riches that await in the latest slot to set sail from Live 5.

Gems of the Nile is a 5x10 reel, 100 payline game that is packed full of bonus features that will leave players holding on for dear life as they flood across the reels.

That is certainly the case when the River Wild Bonus triggers at random during the base game. When it does, the reels become flooded while also delivering extra Wilds.

There are three Wilds available. The Green Gem Wild is standard, the Red Gem Wild comes with a 2x Multiplier and the Blue Gem Wild comes with a 3x Multiplier.

Wild symbols substitute for all other symbols except the Free Spins symbol.

Intrepid players will want to keep their eyes peeled for this symbol, which is double the height of any other symbol.



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# FIRSTLOOKGAMES

## FREAKY FRIDAY

### FIXED SYMBOLS





**Freaky Friday Fixed Symbols**

Horror and splatter, The doctor will see you soon! Grab your scalpel and follow the doctor to the operation room to come up with a way to get rich together by 'fixing' the reels. Enable Super Stake to give the doctor a chance to read from the golden medical tome and upgrade the reels with fixed expanding symbol reels that will expand any time a win could happen. Three or more of any tome are enough knowledge to get a reward both as a prize and as free spins. Join the operation and win so much it will be crazy.

GAME DETAILS:

**TYPE:** STANDARD

**CATEGORY:** VIDEO SLOT

**PAYLINES:** 20

**RTP:** 96.47%

**VOLATILITY:** 5\*

**MAX WIN:** €500,000



**STAKELOGIC**  
THINK BIGGER

DOWNLOAD THE 'FREAKY FRIDAY' MARKETING ASSETS OR FIND OUT MORE AT [WWW.FIRSTLOOKGAMES.COM](http://WWW.FIRSTLOOKGAMES.COM)

**VIP NETWORK TABLES - 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...



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**PHOENIX QUEEN HOLD 'N' LINK - STAKELOGIC**

**Stakelogic Presents Phoenix Queen Experience as Part of Hold 'N' Link Series**

Stakelogic, a fast-increasing provider of casino games, has joined forces with NetGame Entertainment to take players into the world of mystery in the latest game, Phoenix Queen Hold 'n' Link.

The online slot comes with high volatility and has been created to bring back the power of the phoenix. Its design is focused on myths and magic with every single spin.

When it comes to the main elements of the game, you can see The Lotus and Queen symbols. As for the typical symbols here, the user will find a Money Tree and various bird symbols with special color schemes.

The bird topic is another excellent feature of the game. The combination of incredible colors and designs makes the title special for players.



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**GOLDEN CATCH™ - BIG TIME GAMING**

**BTG's Golden Catch™ slot will have you reeling**

BTG's new fishing adventure makes a splash with Megaways™, Win Exchange™ and Bonus Buy™ features.

New from Big Time Gaming comes Golden Catch™, a slot that promises to be whole different kettle of fish. The game successfully debuted on May 4 exclusively through Flutter Entertainment brands, including Sky Vegas, PokerStars Casino, and Betfair Casino, with general release set for May 11.

The reels are spinning in more ways than one with this six-reel Megaways™ slot, which puts players in charge of a fishing fleet searching for the goodies of the Deep, from Fish Bonuses to Golden Boats.

With BTG's game-changing Megaways™ mechanic, there are up to 117,649 ways to win – almost as many fish as there are in the sea. But that's just the beginning.

Gameplay is simple: break up the reels with winning reactions, reveal the fish and then reel them in.

At any time, one or more Boats may appear above the reels and drop anchor..



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**MONTEZUMA - SWINTT**

**Swintt embarks on an incredible Aztec adventure in Montezuma**

Sough-after software provider's latest premium release sees players swing through the jungles of South America as they profit from expanding wilds and magic symbol upgrades

Swintt – the hit software studio behind recent smash hits The Crown and Aloha Spirit XtraLock – is inviting players to join them on an unforgettable journey to the ancient Aztec Empire in the brand new Premium release, Montezuma.

Set to an awe-inspiring backdrop of crumbling temple walls and lush jungle foliage, Montezuma sees players travel back in time to the late 14th century when the legendary Tenochtitlan emperor first ascended to the throne. Alongside the letter symbols, unique symbols to feature on the reels include precious stones of the old world including emeralds, rubies, sapphires and diamonds.



[READ THE FULL INTERVIEW](#)

**KANSINO - STAKELOGIC**

**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.



[READ THE FULL INTERVIEW](#)

**DEL FRUIT - SWINTT**

**Swintt sweetens its slot line-up with new Del Fruit release**

Having recently been nominated for the EGR B2B Awards in 5 categories, hotshot game studio Swintt is picking up where it left off last month with the fresh release of its new Del Fruit slot.

The latest title to feature in the supplier's popular catalogue of Premium Games, Del Fruit is a five-reel, five-payline release that draws its inspiration from classic, land-based slot machines. The game features an instantly recognisable line-up of fruit-themed symbols including cherries, lemons, oranges and grapes, while the higher value icons are represented by BARs, liberty bells and lucky red sevens.

The game features maximum wins of 5,000x players' bet, a relatively low volatility level and two exciting bonus features. The first of these will no doubt be familiar to fans of Swintt's other Premium releases and is triggered by landing three or more of the now-iconic Book scatter symbols, which also double as substitute wilds to complete further paylines.

Should players achieve this feat during any base game spin, they'll instantly be whisked away to a new screen where a short animation will begin. Players will be presented with an open book, the pages of which will turn over one by one to...



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**FREAKY FRIDAY FIXED SYMBOLS - STAKELOGIC**

**Freaky Friday Fixed Symbols by Stakelogic**

Horror and splatter, the doctor will see you soon. So don your scrubs and get ready to join the operation!

Grab your scalpel and follow the doctor to the operation room to come up with a way to get rich together by 'fixing' the reels. Enable super stake to give the doctor a chance to read from the golden medical tome and upgrade the reels with fixed expanding symbol reels that will expand any time a win could happen.

Three or more of any tome gives players enough knowledge to win a prize – or gain free spins!

Game special features: Super stake, Expanding symbols, Free spins

Number of paylines: 20

Number of reels: 5x4



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**SCARAB AUTO ROULETTE - REAL DEALER**

**Real Dealer gives roulette exotic spin**

Games developer Real Dealer Studios is taking players on a journey to Ancient Egypt in its latest release, Scarab Auto Roulette.

The game transports players to the mysterious Temple of the Scarab where among the ancient columns, murals and hieroglyphs they will find a gilded roulette wheel that has the potential to summon riches.

Creating a game around such a dramatic theme, an approach borrowed from the world of online slots, is Real Dealer's way of bringing that same novelty and excitement into the online table games arena, which is dominated by the classic casino look.

To ensure that Scarab Auto Roulette is as authentic as it is engaging, Real Dealer combined high-quality video of a physical roulette wheel in action with a carefully constructed CGI...



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## RAW iGAMING

### CB100: lights, camera, action!

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

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

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

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

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

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

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

He explained: "While we are used to seeing Bond flex his muscles to beat his enemies, in this scene, it is his intellectual might and his understanding of the rules of backgammon that allow him to outwit villain Kamal who had been using loaded dice to defeat other opponents. Bond uses a quirk of the game whereby you can use an opponent's dice to defeat Kamal.

"There is nothing like beating someone at their own game and no one does it with more style than James Bond who in Octopussy is played by the legend that is Sir Roger Moore."

Another one of our members, Allan Petrilli, VP of Sales & Growth at Intelitics, noted that Martin Scorsese's 1995 film Casino, starring Robert De Niro, Joe Pesci, and Sharon Stone, has endless great casino scenes, yet highlighted the cowboy scene.

[READ THE FULL INTERVIEW](#)

## PRESSETER

### Latin American Focus: Chile

David Plumi, Regional Managing Director Spain & LATAM/ PressEnter Group

**David, what in-roads has PressEnter made into the Latin America market and what are your future plans in the region?**

We have just made our hotly anticipated debut in Latin America following the launch of our UltraCasino brand in Peru and Chile. Once we have gained traction in these markets, we will then look to take UltraCasino into other LatAm jurisdictions where we believe the experience we offer not just at UltraCasino but across our roster of brands will prove to be hugely popular with players. Ultimately, we plan to acquire licences in all LatAm markets where we believe our brands will be a success.

**What potential do you see in Latin America?**

I believe that Latin America will become one of the largest online gambling markets in the world. Economic across the region are advancing at a rapid rate, more people have access to banking than ever before, and internet and mobile penetration are on the rise. This comes at a time when more and more countries are embracing regulations for online gambling and this momentum will only gather pace as those already live demonstrate just how significant an industry this is. Right now, LatAm is where Europe was at ten years ago but with growth potential that is far greater.

**Do you think that Chile will give online gambling the green light? Will it be restricted to sports betting or will online casino games be permitted as well?**

Right now, I don't think anyone really knows the answer to that question. In time, all countries will regulate all forms of online gambling when they start to see the benefits this brings, but it is just too early to say which direction Chile will take. This is not helped by the political instability the country has seen recently, but with a new president in power, we may finally see some positive progress made.

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## LUCKSOME

### CB100 pathways through gaming and beyond, with Bryan Upton

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.

Bryan Upton, Founder and Director at Lucksome, elaborates on the necessity of pivoting strengthens before entering the gambling industry, eventually taking the plunge, applying land-based learnings to the online space and a worry regarding a perceived lack of evidence-based policies and regulations.

**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?**

**Bryan Upton:** I've been in the gambling industry all of my professional life, so I would have to refer to my experiences as a young and aspiring 3D art student. One of hardest things to learn and accept, especially when you're young, is knowing your limits, your capabilities, strengths, and weaknesses.

It requires the ability of introspection, self-reflection and honesty, something the average twenty somethings aren't known for! Back in the days of my youth (now sounding old), studying 3D visualisation at University I would be thinking about how to get a job with Pixar, and would practice for hours and hours in the labs, modelling, rigging, and animating characters, I would practice rendering techniques, creating textures and learning graphical maths and programming techniques.

I quickly learned that I was absolutely not good enough to be character animator, or concept artist, and I entirely loathed the aspect of programming although I loved the maths. This realisation was a difficult thing to take, but on reflection - I was pretty quick to pivot to my strengths and figure out what I could do with those.

Emerging roles in the animation and video games industries of technical artists where I could fill gaps between programmers and artists seemed to be a great...

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## CONTINENT 8

### Latin American Focus: Chile

Gabriel Szlaifsztein, General Manager LATAM, Continent 8 Technologies

**Gabriel, what inroads has Continent 8 made into the Latin American market? You recently opened a data centre in Puerto Rico. Do you have similar plans in Chile or elsewhere in Latin America?**

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 growing its presence significantly 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.

Due to the scale and scope of the region, a one size fits all approach simply does not work. Although there are similarities in markets across LatAm, each has its own culture and way of doing things, so a localised approach is required. This covers technology, distance to customers, regulation, infrastructure needs and more.

Puerto Rico is a good example here. As a country that is linked to the US, it has different rules and requirements than other LatAm market such as Colombia and Argentina, so we adapted and expanded our network and infrastructure to ensure compliance with the regulations. This means that no matter where a customer is connected, they receive the same market-leading quality of service and have access to a network that now spans 80 plus locations globally.

Regarding Chile, Continent 8 has plans to deploy infrastructure on the ground or to provide our services to customer in the market from a neighbouring country depending on what the regulations ultimately look like. We believe Chile is a key market for the region, so we are pleased to see that the country is making progress when it comes to regulating online gambling.

**If Chile does green light gambling, how would it fir overall with your plans for the region?**

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## MAY 2022 EDITORIAL HIGHLIGHTS



### BLUE GURU GAMES

#### Online slots - The Nemean Lion

Blue Guru Games is giving players the chance to join the legendary Hercules in his quest for atonement and immortality in its debut game release, The Nemean Lion.

The game is based on the tales of Hercules, who is driven to insanity by the jealous Goddess Hera and seeks advice from the Oracle at Delphi. His atonement and shot at immortality means completing a series of epic tasks known as the Labours of Hercules.

The first tasks was to take on the Nemean Lion, a beast with impregnable golden fur. Players join Hercules in the quest and are helped along the way with a...



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### LIVESPINS

#### Q&A: Livespins on the future of social play

Michael Pedersen, Livespins CCO, explains to EGR how the meteoric rise of streamers playing casino games has led to a generation of consumers ready to engage with social gaming in a new way.

In this brave new world, one doesn't merely play their favourite video game. That would be silly. Instead, they watch their new hero and heroine streamers play the game they could feasibly switch on for themselves. This may seem strange, but in reality it isn't. Millions of football fans pay for tickets up and down the country each weekend, when they could just as easily put a couple of jumpers down as goalposts and have a kickabout. The same logic resides in the streaming phenomenon.

Livespins, and CCO Michael Pedersen, are looking to recreate this fever in the world of casino. Casino streamers have been on the rise and the Livespins product taps into this to bring what Pedersen describes as a "new business model" to the market.

With three licences already secured and strong showing in beta testing so far, Pedersen explains where the brand can go from here and what the future holds

#### EGR Technology: Can you explain in more detail about the Livespins product and where the thought process came from?

**Michael Pedersen (MP):** This all started with HappyHour.io which was founded by Robin Reed and a number of others. They are an accelerator fund targeting the industry and one of the companies coming out of that fund is Livespins.

We are a completely separate entity with separate teams, fundings and tech stack but part of a larger HappyHour family. I've always thought the casino...

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### PANDAScore

#### How game literacy requirements impact barrier to entry in esports and betting

With interest in esports as a betting product continuing to rise, Oliver Niner, PandaScore's Head of Sales, highlights the importance of simplicity when promoting the market to the general consumer.

Esports has seen consistent growth year-on-year, with more viewers, companies, consumer brands and traditional sports teams getting involved. Most importantly, the industry has seen sizable increases in tournament viewership, with the biggest events drawing in millions of viewers.

Arguably esports biggest event, the League of Legends World Championship is a great example of competitive gaming's success. It saw another great year in 2021, averaging almost 1.3 million concurrent viewers over 135 hours of airtime. The same can be said for Counter-Strike, with its biggest 2021 event, the Stockholm Major, reaching a peak of more than double of the game's previously most viewed event.

While things are generally looking good, there is a noticeable divide when looking at individual games. Titles like League of Legends and CSGO continue to skyrocket in popularity, while others grow steadily, or slowly lose popularity. There are a variety of reasons for this, from lack of developer support to games ageing poorly, updates phasing out old content and changing tastes.

However, one of the biggest factors of an esports title's popularity is how easy it is to understand. This is especially important when attracting an audience outside of the gaming world, for whom even basic gaming conventions may be new to them.

Game complexity affects an esports' popularity

One of the biggest hurdles that esports faces, especially when compared to traditional sports, is getting the average person to understand what's going on. There are many different esports titles, and they're all unique in their own way.

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### 1X2 NETWORK

#### Beyond the Reels: 1X2 Network - Wolf Strike: Hold and Win

In the latest Beyond the Reels, SlotBeats welcomes Rory Kimber, Account Management & Marketing Director for 1X2 Network, to talk about the company's most recent slot title Wolf Strike: Hold and Win.

1X2's latest title is a 5x3, 20-payline slot that incorporates a Hold and Win mini-game within the free spins feature whilst coming with a medium volatility and an RTP of 95 per cent.

Expanding on the choice of theme for the title, Kimber highlighted that external factors influenced the company's decision to embrace the North American genre.

He stated: "The Wolf Strike element of it is a North American theme in general. Obviously no one in the online gambling industry at the moment is not talking about North America. We're already live in Quebec, Canada, and soon to be in Ontario.

"As well, the US is opening up at quite a rate, so looking into a North American game, we thought a North American theme was the way to go."

Delving into the Hold and Wins mechanic, triggered by landing six nuggets in the free spins mode, Kimber explained that this feature, along with attached static jackpots, is what "players are coming in for".

Walking us through the Hold and Win round, Kimber said: "Alongside the nuggets, you can also have nuggets that hold the jackpot symbols, they still trigger the Hold and Win feature but you will also win the jackpots within the mini-game. Once you've triggered it, it's more of a general Hold and Win round.

"If you double your win if you achieve the whole board. The jackpot, the little paws, you can win three, four or five, and there are three static jackpots on there, so you can trigger bigger and bigger jackpots.

"Hold and Wins in general can be triggered in one in 80 spins so you have some..."

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PANDAScore

Integrating esports products

Dasha Kirilishina, Senior Sales Manager at PandaScore, says that adding esports gaming to an existing sportsbook is not without its challenges but given the huge potential the vertical offers, operators should integrate products now to get ahead of the game.

Over the next 12 months, esports gaming will emerge as a significant betting category in its own right and savvy operators will want to add esports betting products to ensure they are in the driving seat to capitalise on this high-growth vertical.

But integrating esports betting products into existing betting platforms is not without its challenges and operators will need to take a considered approach if they are to get it right and deliver the quality experience esports bettors expect.

This starts with having a deep understanding of their betting platform and how compatible it is with third-party esports suppliers serving the market. When it comes to esports betting, operators will want to work with specialist technology, data, and odds providers.

Integrate esports betting products successfully

If an operator is reasonably well established with its own proprietary platform, the technical team should have the understanding and experience to be in a position to easily integrate new partners.

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MULTIPLE GAMEON CLIENTS

PressEnter, Betsson, Swintt, Fantasma, 1X2 Network, Spribe, Crucial Compliance - all featured in this months SBC Leaders issue



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GLITNOR GROUP

David Flynn: Taking Glitnor Group to new heights

The Glitnor Group CEO looks back on his time in the online gaming sector, outlining his predictions on where the industry will be in 10 years time

SBC: When did you first enter the online gambling industry?

DF: I personally entered the igaming industry on 18 August 2003, making my first mark in the poker business. That means it is coming up to 19 years in igaming. During this time I've worked for five businesses, with the latter being the Glitnor Group which I joined in March 2019.

I then moved to the role of Group CEO in January 2020. Glitnor Group was incorporated in April 2018 and over the past four years has enjoyed triple-digit YoY growth.

SBC: What was the main driving factor behind entering the sector?

DF: I'd like to say it was a well-thought-through strategic move leveraging my experience, but it wasn't. My background is actually Physics and Fluid Dynamics...

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SYNALOGIK

The satisfaction of working with young entrepreneurs

Mark Blandford, former Executive Director of Sportingbet turned serial venture capitalist, has vested interests across the gaming industry including with FSB Technology, Gambling.com Group, and Gaming Realms.

Sitting down with G3, Mark expresses his satisfaction at working with young entrepreneurs, draws comparison between data and gold, and explains why Synalogik is a company to watch out for.

ONE THING LED TO ANOTHER

My Independence Day in the gambling industry was 4 July 1984 when I bought a betting shop. One thing led to another and before I knew it, we had become a small chain of five shops before selling them to a company that eventually became part of Coral.

I then built up another small chain to the dizzy heights of six shops and then the internet came along, or at least I became aware of it.

Long story short, we were the first UK bookie that went online and survived. At the time there was just one American company that was licensing tech - it was awful and didn't work for European-style betting.

Quite literally a betting shop owner/operator had to find a way of developing an interactive tech platform - a big challenge to say the least.

READ THE FULL STORY

LUCKSOME

Beyond the Reels: Lucksome - Voodoo Temple

The latest Beyond the Reels sees SlotBeats embrace voodoo culture as it delves into Lucksome's Voodoo Temple.

Joining CasinoBeats' Senior Reporter, James Ross, was Bryan Upton, Founder and Director of Lucksome, who explained why the theme was selected, stating "you need to look at who you are targeting" from an end user point of view.

He explained: "That's the player in our case. There were quite a lot of males who were playing it, and that's who we were going for.

"Something edgy seems to stand out in this day and age and voodoo is slightly edgy. You can do a lot of dark stuff with that theme. We then wanted a central character who was the main protagonist of the wins, which was the High Priestess.

"We looked up a lot of shamans and priestesses to try and capture it, but also bring it a little bit more modern day. We did a bit of research on certain bits of art that emanated from voodoo and then pieced it together.

"We didn't make it authentically accurate, I'll say that! We tried to focus on it being fun and nice to look at more than anything else so any voodoo aficionados out there I'm sorry!"

Delving into RTP, within the game and in general, Upton stated that the company was "all about transparency", noting the company is frequent in "calling out" its...

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SWINTT

Creatures of Habit, or an insatiable thirst for more: Does igaming need more innovation?

In a roundtable discussion, we question whether the igaming industry has become accustomed to a certain way of thinking or if there is more room for exciting technology developments.

We hear this word echoed around the industry through every podcast, every conference agenda, and every video interview...INNOVATION.

When quizzed on whether confort has resulted in the igaming sector being 'stuck in a rut' within innovation, David Mann, Chief Commercial Officer and Swintt, pinpointed the phrase 'if it ain't broke, don't fix it'.

He commented: "The fundamentals of an online slot game can only be taken so far and even though a small number of studios are trying to re-invent the reel (literally, in some instances) they really don't know if these concepts will achieve the success they are hoping for.

You just have to look back at over the last few years and how 3D slots and VR...

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