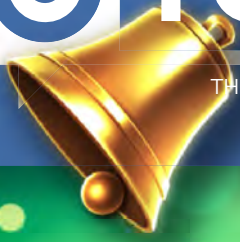




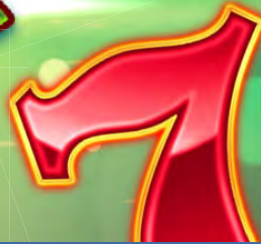
# FOCUS ON

# NOVEMBER

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



## FRUITS FIRST



Apparat



### NOVEMBER 2022 PRESS RELEASE HIGHLIGHTS

#### NEXIUX SOLUTIONS / LOQATE

##### Nexiux Solutions joins forces with Loqate

The provider noted that the deal will strengthen the Nexiux Player and iGaming Platform through the addition of Loqate's technology, which aims to help operators improve player ID verification rates via access to accurate and correct player address data.

"We have built our powerful platform so that it is agile and modular, which allows us to easily integrate solutions from the best providers in the business and that is exactly what we have done with Loqate," said Nexiux Solutions Head of Products Rob Verdia.

"Player onboarding is a vital part of the customer journey, and it is important for operators to be able to verify players quickly and accurately without introducing additional friction. Loqate's solution does just that, making this an important addition to the Nexiux Player and iGaming Platform.

"It is partnerships such as this that ensure our product and service offering remains at the cutting edge, providing a superior foundation from which our operator partners can build their online sportsbook and casino brands."

[READ THE FULL STORY](#)

#### FSB

##### Marc Burroughes to oversee FSB's Account Management operations

FSB has continued to strengthen its senior executive team after confirming the appointment of Marc Burroughes as its new Director of Account Management.

In his new role, Burroughes will hold responsibility for expanding the relationships with FSB's existing platform partners.

Marc Burroughes, Director of Account Management at FSB, said: "FSB's growth, momentum and accolades have shone strongly in 2022 and this is a great opportunity for me to join a rapidly growing organisation.

"My brief is clear. Collaborate closely with our partners to help them grow their business and give them a strong voice and representation within our global organisation.

"With the World Cup a matter of weeks away and a number of new platform products rolling out this is going to be an exhilarating end of the year."

Burroughes joins FSB from GameScoreKeeper, where he held the position of Chief Commercial Officer. Prior to this, he amassed 11 years of senior management experience at Scientific Games and OpenBet, where he worked alongside Tier 1 clients like Skybet, Betfair and Danske Spil.

[READ THE FULL STORY](#)

#### STAKELOGIC / LEOVEGAS

##### Stakelogic Live roars onto LeoVegas

LeoVegas has become the latest operator to take its live dealer offering to the next level by putting pen to paper on a content deal with premium provider, Stakelogic Live.

Facilitated by Stakelogic Live's aggregator partner, Relax Gaming, LeoVegas has added Stakelogic Live's network tables and gameshow titles to its live dealer portfolio in Sweden and all MGA markets.

This includes a suite of modern and classic Live Dealer blackjack and roulette tables, all of which are streamed from Stakelogic Live's cutting-edge studio in Birkirkara, Malta. The studio boasts state-of-the-art cameras, microphones and broadcast technologies.

Each table is set against a stunning backdrop that captures the unique atmosphere of gaming tables and rooms situated in famous casinos from Las Vegas to Macau. This creates an inviting, compelling player experience like no other.

LeoVegas will also be offering players a selection of Stakelogic Live's...

[READ THE FULL STORY](#)

#### STAKELOGIC / VIDEOSLOTS

##### Stakelogic and Videoslots Unite for Italy Content Deal

Stakelogic, the must-have game developer taking operator game lobbies by storm, has strengthened its position in the fast-growing Italian market after agreeing to integrate its titles with Videoslots.

The deal will see Videoslots' Italian players spin the reels on Stakelogic's classic and video slots for the first time, super-charging the operator's highly localised game lobby for the market.

Stakelogic has emerged as a classic slot specialist, with its nostalgia-rousing fruit machine games proving incredibly popular in regulated markets around the world. They take the classic slot format and elevate it with themes, designs, bonuses and gameplay that ramps up the player experience.

This includes titles such as Super Bonus Wild, Runner6Runner, Bonus Runner, Super 6 Timer and Mega Runner. But that's just the start.

Players will also be able to enjoy the big-win thrill ride offered by Stakelogic's suite of video slot titles. This includes Wild West runaway-train-themed Cash Express, Wild Buzz, El Cowboy Megaways and the just-launched Devil's Trap.

Many of these games feature Stakelogic's flagship innovation, Super Stake.

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## NOVEMBER 2022 PRESS RELEASE HIGHLIGHTS



### NEXIUX SOLUTIONS / HUB88

#### Nexiux Solutions Teams up with Hub88 for More Content

Nexiux Solutions and Hub88 have teamed up for a new content aggregation partnership. Moving forward, Nexiux Solutions' iGaming solutions will benefit from Hub88's platform and deliver even more captivating experiences to players. Hub88 already features more than 120 suppliers and is committed to continually expanding its proprietary offering through OneTouch and Bombay Live, its own studios.

Nexiux Solutions Gets Content Boost to Help Partners Build Up: What this means is that Nexiux Player and Nexiux iGaming Platform partner operators will now also have access to dozens of software suppliers that bring top-of-the-range games designed to elevate experiences and create more captivating gameplay across the board. Those games include Pragmatic Play, Play'n Go, Microgaming, Red Tiger, and many more.

[READ THE FULL STORY](#)

### SKILLONNET / SPADEGAMING

#### SkillOnNet deals in with Spadegaming

Spade's games have found traction in the Asian market, especially its games based on the Fish Hunter genre – all of which now join the 3,500 other titles available on SkillOnNet's service.

Jani Kontturi, Head of Games at SkillOnNet, said of the deal: "With a focus on quality, technology and pure gameplay, Spadegaming is producing some of the best gaming content around. They are huge in Asia and pretty big in Latam countries too.

"We're pretty confident their games are going to be massively popular with European players, as well. Fishing War and Fishing God are hugely engaging titles, and they bolster our arcade-style content, which has a fast-growing audience in all markets."

Meanwhile, Danny Vincent, General Manager at Spadegaming, added: "We're delighted to partner with SkillOnNet, an industry pioneer and one of the biggest names in the industry.

"We're passionate about building games that engage and entertain, and this deal means our games will reach new audiences and new markets through some of the world's biggest gaming brands."

[READ THE FULL STORY](#)

### BETER

#### BETER launches iFrame statistics widget

BETER has rolled out the enhancement of its iFrame solution with a new statistics widget.

The new feature provides key information on a game and players' performances, like hero picks, stats on current and past matches, line-ups and pick/ban stats.

The company said the new widget will help bettors make balanced betting decisions and significantly increase their efficiency.

The stats widget is currently available for CS:GO and Dota 2 events with historical data of over three months.

BETER also collects data on other esports disciplines and plans to add more stats options to its iFrame widget in the future.

BETER has conducted research on its new widget and reports that the iFrame statistics widget helps the company's operator partners to increase the betting event turnover by around 30 per cent and attract more esports fans.

[READ THE FULL STORY](#)

### MARKOR TECHNOLOGY

#### Markor Technology Ushers in a New Era with Updated Brand Identity

Buoyed by the success of the past 12 months, Markor Technology – the global provider of B2B and B2C technology solutions – has unveiled a new-look brand and website that will guide the company into the next phase of its digital evolution.

The overhaul will see Markor Technology update its brand identity to better reflect its market position, with a slick new logo and website site enhancing its burgeoning reputation within the iGaming industry. The new website features a slick new layout that makes it easier to learn more about its platforms, products and solutions.

The new Markor Technology site will be the shop window that ushers the business in a new era, while building on its phenomenal recent growth.

[READ THE FULL STORY](#)

### PANDAScore

#### PandaScore Launches Dedicated Esports BetBuilder

Following the successful launch of PandaScore's revamped Widget 2.0 product, leading esports data and odds supplier PandaScore has rolled out an esports-specific BetBuilder product.

The innovation allows PandaScore's global customer base the ability to offer catered, more engaging betting opportunities for each individual esports. On CSGO, League of Legends and Dota 2, users will be able to bet on markets from the same match, on odds modelled uniquely for BetBuilder, rather than simple combinations or multiplication.

Operators who have embraced the PandaScore BetBuilder have seen a significant boost to the performance of their esports betting vertical – the product delivers margin performance in the double digits.

PandaScore's Player Props markets, where fans can bet on their favourite players to top the kill count also benefits from the BetBuilder product – fans can factor in a specific player scoring the most kills alongside their team winning to create a betting experience that's a game within a game.

Further, it's been established that on average, esports bettors bet smaller amounts than traditional sports bettors, but they have a greater spread...

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### FSB

#### FSB curates new retail experience with Companion App launch

FSB has continued to make strides in developing its retail offering with the launch of a new Companion App.

Players will now have the ability to transfer bets placed in a brick-and-mortar betting shop onto a digital wallet app via their smartphone.

The app, which can be branded end to end for individual operators, also allows players to transfer bets struck via a self service betting terminal back to the retail environment using a QR code.

Russell Colvin, Head of Retail at FSB, said: "Offering innovative retail experiences to our partners and their players is something I'm driven to deliver at FSB. This new Companion App will eventually give our entire retail partner community access to digital environments and allow them to understand their players better whilst increasing daily engagement.

"My team and I have worked tirelessly this year to build up a contemporary, feature-rich offering that enables us to carefully curate a required retail offering for our growing, global client base. This hard work will continue into 2023 and beyond."

From a bet management perspective, punters will also be able to use the app...

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## 1X2 NETWORK

### 1X2 Network launches network-wide tournament promo tool

12 Days of Crashout has a €12,000 prize pot to play for and will be the first of many tournament promos made available to operators world-wide.

Boom! 1X2 Network has launched its first network-wide tournament promotion which will run on its explosive Crashout – Fireworks game.

The award-winning online gaming content provider and aggregator's tournament tool will be made available to operators worldwide and will allow them to offer cash prize tournaments on Crashout – Fireworks for the very first time.

The debut network-wide promotion, 12 Days of Crashout, will run from 1 to 12 December and will see players compete to stack up the highest cashed-out Multipliers they can with their top ten Multipliers combined to give a total score.

Those scores will be entered onto a leaderboard where players will compete with others from around the world to claim their share of a €12,000 prize pool.

Crashout – Fireworks is the perfect game to ignite the provider's tournament tool. As the name suggests, it is a super-hot crash game where players must follow the rocket as it soars through the sky, increasing the Multiplier as it continues on its upwards trajectory.

Of course, the rocket is heading towards an inevitable explosion so players must cashout before it erupts, taking any accumulated Multipliers and player...

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## STAKELOGIC / EVERYMATRIX

### Stakelogic Live Now Available via EveryMatrix's Casino Platform

Online gambling operators powered by EveryMatrix can now access premium live dealer content from leading provider, Stakelogic Live, after both put pen to paper on a major distribution deal.

Following the agreement, Stakelogic Live has integrated its suite of network tables and live gameshow titles into the EveryMatrix's CasinoEngine, the iGaming Integration platform, making its content available to operators in regulated markets around the world.

This includes a suite of network VIP blackjack and roulette tables as well as classic network blackjack tables, all of which are streamed out of Stakelogic Live's state-of-the-art studio in Birkirkara, Malta. The studio benefits from cutting-edge cameras, microphones, and broadcast technologies.

Each table boasts a stunning backdrop that captures the look and the feel of gaming tables and rooms in the most prestigious land-based casinos from Las Vegas to Macau. This ensures a truly authentic experience at all times.

If that wasn't enough, the deal also includes a selection of Stakelogic Live's gameshow titles including their hit roulette gameshow, Super Stake Roulette 5,000X.

Each of Stakelogic Live's tables is hosted by a highly-trained dealer that knows exactly how to engage players and deliver a fun and entertaining experience at all times.

[READ THE FULL STORY](#)

## REAL DEALER STUDIOS

### Real Dealer Studios launches industry's first cinematic celebrity blackjack title

Real Dealer Studios' latest casino game featuring football hard man and film legend Vinnie Jones is making history as the industry's first cinematic celebrity blackjack title.

Vinnie Jones Blackjack, part of Real Dealer's new series of games featuring the iconic tough guy, is now available to all operators. The game stands out as the first celebrity blackjack title created using the studio's unique, cinematic approach, which allows Vinnie to interact with players in one-to-one fashion, bringing every bit of his larger-than-life, streetwise persona to the table.

The game immerses the player in a members-only club setting, with Vinnie cast as the VIP dealer. There he responds to each of the player's moves, dealing the next card or throwing in the occasional cheeky remark to keep the action rolling.

The experience was made possible by cinematic RNG, an innovative process created by Real Dealer whereby cinema-quality recorded video is integrated into a random number generator-based game framework.

[READ THE FULL STORY](#)

## STAKELOGIC / BET365

### Stakelogic maintains Dutch momentum via bet365 deal

Stakelogic has heaped huge praise on the igaming supplier's latest commercial tie-up after going live with "one of the biggest operators in the world" in bet365 across the Dutch market.

Under the terms of the agreement, the operator will integrate Stakelogic's entire slots suite as the online casino supplier looks to make further waves in the country.

This will permit bet365, which is looking to deliver "a superior player experience" in a bid to stand out from rivals, welcome an array of games, such as Classic Joker 5 Reels, Hot Joker, Candyways Bonanza Megaways 2 and Bandits Thunder Link.

This become the latest integration agreement undertaken by Stakelogic, with bet365 following the likes of Videoslots, LeoVegas, BetNation and BetFlag.

Olga Bajela, CCO at Stakelogic, said: "Our games have taken the Dutch market by storm and this deal with bet365, one of the biggest operators in the world, is a testament to their quality and that they are now 'must-have' titles for operators targeting the market.

"Our classic slots in particular have been a big hit with players in the Dutch market and we are thrilled to be helping bet365 grow its classic portfolio with our games. This is a great deal for us, for bet365 and most importantly for its players."

[READ THE FULL STORY](#)

## MARKOR TECHNOLOGY

### Gibraltar regulator grants B2C bookmakers licence to Markor Technology

As noted by the provider, the licence enables the group to connect with a wide range of prospective clients, helping the company establish itself as an "experienced and reliable provider of gaming content and services."

A statement from Markor Technology read: "The news represents a significant step forward for Markor Technology as the company moves ahead with its strategy to make its products and services available to customers in regulated markets and will enable the company to further increase its appeal by adding a new vertical to its portfolio."

Headquartered in Gibraltar with offices in Malta, India and South Africa, Markor Technology was founded in mid-2020, and provides a multi-product vertical and multi-licensed PAM system. The company also has a game content aggregation platform that has more than 5,000 titles from leading suppliers.

Markor Technology CEO Melissa Summerfield commented: "Markor Technology prides itself on being able to offer multi-licensed products and services to customers in regulated markets worldwide, and our newly acquired B2C bookmakers licence adds yet another string to our bow.

"We will further press on with our strategy of becoming a leading provider of one-stop-shop solutions for operators across the iGaming industry and establishing our brand as a modern, agile company that's capable of servicing customers across a wide range of product verticals."

[READ THE FULL STORY](#)

## SGG MEDIA

### SGG Media Appoints Troy Paul as Chief Executive Officer

Pioneering social media sports marketing company names new CEO to drive global expansion.

SGG Media, a Division of Sports Gambling Guides, Inc. has announced the appointment of Troy Paul as CEO, with Paul also operating as Co-founder and Board Member.

Troy Paul and Mark-Paul co-founded SGG Media in 2020, and it has quickly become one of the most talked about businesses in the sports gambling world. The company has had a meteoric rise to the top, harnessing the power of social media to change the sports marketing industry. In just three years, Troy Paul has overseen the rise of SGG Media to become the nation's second largest sports social media marketing company (Barstool Sports being the largest).

SGG Media is a social media sports marketing company, featuring over 1,300 sports Content Creator / Influencers with over 26 million avid sports Followers. SGG delivers social media branding, advertising and customer acquisitions for...

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## GAMEON / COMMETRIC

### GameOn and Media Analytics Consultancy Commetric Join Forces

GameOn, the leading provider of B2B PR and social media services, has announced an exclusive partnership with Commetric, a company that combines AI and human insight to offer solutions for corporate reputation measurement and management.

Through Commetric, GameOn's clients will be offered strategic media monitoring and influencer network analysis which will provide them with more in-depth insight into their reputation in the media, to help develop and implement communication strategies that have a measurable impact on the business.

The offering is formed around 'collaborative intelligence' and is produced with AI technology, insight, and industry knowledge from GameOn, and crucially the supervision and input of specialist media analysts who review and analyse the data in multiple languages and then create bespoke reports.

Commetric's offering enables iGaming companies to better understand and quantify their image and reputation in both the press and social media, so negative news can be addressed and managed effectively.

Sarah Blackburn, Director at GameOn, said: "Partnering with Commetric is an exciting opportunity for GameOn, as it allows us to offer our clients mind-blowing media analysis where the level of detail goes far beyond a press..."

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## RAW iGAMING / SPIGO

### RAW iGaming seeking casual revolution after Spigo asset acquisition

Raw iGaming is looking to "evolve the casual game market" after the development studio purchased the entire asset portfolio of Spigo from Lady Luck Games.

The transaction, which comprises casual games, customers and platform, is intended to clear the path for the company to "expand into another commoditised gaming space".

The addition of a portfolio that represents an extension beyond the slots space is further hailed as a "natural step" for the company.

Tom Wood, RAW iGaming's CEO, said: "This is another step in our company's evolution to provide premium products to every channel of the gaming industry. "Just as in the commoditisation of slot games, within the casual games space we see the same never-ending sea of sameness. Through the RAW team's innovative game design and unique creativity, we hope to change that just as we are doing in the slots market."

In addition to detailing the purchase, RAW has also shared a vision of creating "innovative games that combat industry monotony and bring new ideas and gameplay to the market".

Spigo develops premium casual games, such as Yatzy, Backgammon, Solitaire, Match 3 and slot games, as well as bespoke solutions.

[READ THE FULL STORY](#)

## FLOWS

### Microgame seeking 'greater personalisation' via Flows alliance

Microgame is looking to deliver "even greater personalisation" to its roster of partners after being named as the newest group to roll-out an alliance with Flows.

This becomes the latest time that the latter has targeted the Italian region, with local slots provider Nazionale Elettronica added to the group's burgeoning portfolio last month.

Under the terms of the deal, Flows will enable the gaming service provider to enhance its CRM by building new features and applications without code, along with increasing innovation and strengthening personalisation via the former's automation technology.

"I am excited to announce that Microgame has joined our growing portfolio of customers. It's great to see a leading Italian supplier place true value and trust in Flows," stated Domenico Mazzola, Director of Sales at Flows.

"It makes me very proud to see our footprint growing within the Italian market..."

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## BETER / BAYES ESPORTS

### Bayes Esports selects BETER as preferred supplier for BODEX platform

BETER has built upon its partnership with Bayes Esports even further after agreeing to supply esports odds to the company's new BODEX platform.

BODEX, otherwise known as Bayes Odds Exchange, is a dedicated odds integration platform that enables sports betting operators to access odds from both general and specialised traders via a single API integration.

Gal Ehrlich, CEO at BETER, said: "Esports is one of our flagship products and our continued partnership with Bayes is a significant part of our strategic development which is to provide bettors with the best betting experience possible, creating a credible and trusted industry."

"We believe in the vision of BODEX. It will help to increase coverage of esports tournaments and will allow to develop market innovations for the next generation of customers."

The partnership between Bayes Esports and BETER has been one which has aimed to maximise esports content distribution and to continue developing esports as a betting product.

Back in September, BETER agreed that it would be renewing its membership of the Bayes Esports Partnership Programme as part of its commitment to "a sustainable future" for the esports sector.

Evgeniy Bekker, Esports General Manager at BETER, added: "Esports has the..."

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## HACKSAW GAMING

### Take me home: Country roads for Hacksaw Gaming in West Virginia

It aims to go live in the state through its partnership with Light & Wonder in Q1 2023, with Marcus Cordes saying he felt the move was "the start of a significant expansion into the US."

Cordes further said: "This latest expansion comes after our licence approvals in Romania and the Isle of Man earlier in 2022, so we're finishing the year just as strongly as we started it."

"Being granted this licence is testimony to the quality of our games portfolio and shows just how robust and engaging our content is."

Meanwhile, Christine Bordeaux, Hacksaw's SVP of Compliance North America, added: "We have an exciting strategy for the US, and our team is focused on delivering yet more excellent and memorable products to delight that market." In May 2022, Hacksaw began its expansion into the North American market when it was granted a licence to operate in Ontario.

West Virginia's licensed operators saw a 60% jump over 2021 in October, showing how popular gambling is becoming in the US state.

Furthermore, Hacksaw recently announced that it had entered into the Québec market, signing a partnership agreement with Loto-Québec.

The Hacksaw brand is responsible for operating and developing the region's district-run lottery and online casino.

[READ THE FULL STORY](#)

## CAMPEON / LIVESPINS

### Campeon Gaming Super-Charges Player Experience with Livespins

Campeón Gaming is socially-charging the online casino experience it offers to players across its most popular brands by joining forces with the revolutionary provider, Livespins.

The partnership means that for the very first time, players at in-demand online casinos such as Campeonbet.com, Svenbet.com, Treasurespins.com and Evobet.com will be able to watch engaging streamers play thrilling online slots from within the casino lobby.

Not only that, Livespins' innovative bet behind system allows them to get directly involved and wager on the explosive action taking place across the reels with each spin. This creates a group bet and a shared player experience, but each player can choose their bet size and number of spins.

Social interaction is the beating heart of the Livespins product, and this is provided through players being able to chat with the streamer and each other throughout. They can also add reactions and emojis so a fun, engaging...

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## NOVEMBER 2022 PRESS RELEASE HIGHLIGHTS



### MARKOR TECHNOLOGY / SUMSUB

#### Markor maintains 'digital evolution' alongside Sumsb

Markor Technology is looking to maintain what the B2B and B2C solutions provider calls a "digital evolution" after detailing a partnership with verification platform Sumsb.

This latest development for the group, which follows this month's receipt of a B2C bookmakers licence by the Gibraltar regulator and roll-out of a refreshed brand identity, will provide enhanced verification and fraud protection.

"Markor Technology aims to offer world-class gaming services and the best customer experience through cutting-edge products," said Melissa Summerfield, Chief Executive Officer at Markor Technology.

"By partnering with Sumsb, we're sticking to these high standards by providing fast and flexible onboarding, compliance and anti-fraud solutions to all of..

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### PRESENTER

#### Lahcene Merzoug on PressEnter's management buyout

Fresh from announcing a management buyout, PressEnter CEO Lahcene Merzoug talks to iGB about the new leadership's strategy and future plans.

So, the cat is out the bag; PressEnter Group will be under new (or should we say old?) management.

There are many questions that remain: Will the new chairman stay the course or head to uncharted waters? What form will the shape of the business' future growth take? And what's the plan with the company's brands?

The business formerly known as Betpoint has reinvented itself before, though only the new owners know what the plan is now. Current CEO and future executive chair Lahcene Merzoug explains in his own words.

What was the rationale behind the management buyout, and what important factors led the executive team to decide to go down this route?

The management team has grown the business into what it is today, so we could clearly see the potential in the company and its operations. When the opportunity to buy PressEnter Group arose, the team quickly came together to put an offer on the table.

[READ THE FULL STORY](#)

### BETER / WE ARE CASINO

#### Beter partners with WeAreCasino

Beter Live games are produced in two studios in Europe and Asia, and WeAreCasino now has access to the studios' brand-new release Gravity Blackjack.

The supplier says multiplier functions are the best feature of its new game, which can be applied to in-game side bets.

Commenting on the new partnership, Chief Revenue Officer at Beter Yori Arami said: "Today we are announcing our new partnership with cutting-edge content aggregator WeAreCasino.

"Our games are designed for a new generation of players who are always on the hunt for electrifying content, and that's exactly what we see in WeAreCasino's audience. I do not doubt that together, we will achieve even more amazing results."

WeAreCasino Head of Commercial and Sales, Rajendra Rowthu, added: "We are thrilled to be teaming up with live gaming experts Beter Live. Their flawless products and impressive range of electrifying games combine for a fresh and exciting approach to the live casino industry.

"It's been a pleasure to work with Beter Live throughout the integration...

[READ THE FULL STORY](#)

### RAW iGAMING / LEANDER

#### Leander LeGa becomes RAW Arena

RAW iGaming, the creator of the SuperSlice engine, has rebranded the Leander LeGa platform to RAW Arena, powered up the offering and launched a new dedicated website [www.rawarena.com](http://www.rawarena.com).

The move comes just months after RAW iGaming acquired Leander for an undisclosed sum. Tom Wood, CEO of RAW, explains: "Just as we see the commoditisation of games across gaming channels, we believe also that aggregation has become similar in its pitch and this makes it difficult for premium studios to understand the difference between offerings.

"The developers of RAW Arena come from the studio world and understand the difficulties studios face in achieving their goals.

"RAW Arena was created to support these studios with the speed, simplicity...

[READ THE FULL STORY](#)

### SLOTS TEMPLE

#### Dare to be different: The power of 'fun' in affiliate marketing

Today the noise around regulated igaming markets is that scale is a prerequisite for those looking to enter and carve material businesses, but Fraser Linkleter argues that there are ample opportunities to cut through for those affiliates adaptive to new audiences, verticals, products and tech.

The digital landscape is changing, as are the habits of gamblers and the way they interact with operators and affiliate marketers. In this brave new world, it's no longer good enough to flood your site with keyword-stuffed copy of a desirable length and hope Google does the rest.

Today's affiliates must create differentiation through innovation and new technologies. They must see themselves not merely as conduits for traffic but as unique, standalone products, with a focus on user-experience and engagement.

Nowhere is this truer than in the emerging US markets, where operators are battling tooth and claw for customer acquisitions, but where the four super affiliates dominate the space. America remains a huge opportunity, but only to those who will challenge the hegemony by daring to be different.

To paraphrase Darwin, it's not the strongest that survives but the one most adaptable to change.

[READ THE FULL STORY](#)

### 1X2 NETWORK / 888CASINO

#### 1X2 Network goes live in Ontario with 888casino

Ontarians can now enjoy the 1X2 Network's compelling portfolio of casino games via 888casino – one of the world's leading online casino brands and part of 888 Holdings plc – along with groundbreaking content from 1X2's sister brand, Iron Dog Studio.

These include hit titles like Wolf Strike, Megaways™ Jack, Pirate Kingdom Megaways™ and 1 Million Megaways™ BC

The news comes after the 1X2 Network received licensing approval from the Alcohol and Gaming Commission of Ontario in May 2022. 888casino was one of the first operators to go live on a locally regulated basis in Ontario when the province launched its new online gaming market in April.

Ontario is the first of Canada's 13 provinces to regulate online gaming and license international operators, with other provinces largely offering limited gaming through state-owned monopolies. Ontario is Canada's largest province by population and promises to quickly become one of the biggest casino markets in North America, with 888casino being a dominant player.

Rory Kimber, Account Management and Marketing Director at 1X2 Network said: "We are committed to expanding our footprint in key newly regulated markets..."

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## INCENTIVE GAMES / BET365

### Incentive Games and bet365 launch World Cup daily predictor games

4 Scores Challenge offers users prizes for correctly predicting four scores in the upcoming tournament, which gets underway on November 20. Hosts Qatar take on Ecuador in the opening game, with the competition lasting until December 18.

The new free-to-play game follows the 6 Scores Challenge game from bet365 which launched at the beginning of the 2022/23 Premier League season, which has seen “hundreds of thousands of players taking on the prediction challenge each weekend,” the operator noted.

A bet365 Spokesperson commented: “We’re thrilled to announce the launch of ‘4 Scores,’ in association with our partners at Incentive Games.

“At bet365 we love to enhance the enjoyment of live sporting events for our customers, and there are none bigger than the World Cup. Good luck to all players with their predictions!”

4 Scores Challenge will see prizes of up to £250 (\$298) on offer each day, with three correct predictions earning £10, and two correct predictions earning £2.50.

“We are privileged to roll out this incredible title across the bet365 app and website – we’re so proud of it,” said Incentive Games CEO and Co-Founder John Gordon.

“Here’s a prediction from us: with its generous cash prizes, despite being free, 4 Scores will become a real fans’ favourite during the World Cup.”

[READ THE FULL STORY](#)

## FSB / NAIRABET

### FSB Launches Nairabet and Continues to Grow Management Depth

Global B2B sports betting & iGaming supplier FSB has launched Nairabet exemplifying its ability to deliver a Tier 1 customer with a high quality and scalable offering.

Further, the executive leadership team will be bolstered by the addition of Adam Smith and Ian Gray. Smith will be responsible for ensuring that FSB’s delivery, technical procedures and infrastructures are in place to execute on-time, on-budget, high-quality deliveries for FSB’s growing number of Tier 1 international clients and to ensure demand and throughput are aligned.

Smith comes with a wealth of experience running large-scale, complex, multi-jurisdictional regulated market delivery programmes as well as leading successful business scaling and transformation initiatives in Telco, Manufacturing and IT services sectors.

Gray joins FSB with a remit to oversee the structural transformation of FSB as it moves through the gears into a truly world class technology and service delivery organisation. Among other duties he will take on an interim role to lead Human Resources.

The appointments of Smith and Gray build on a transformational 2022 for FSB with strong backing from Global Private Equity firm, the Clairvest Group. Over 2022, FSB has won EGR Multi-Channel Supplier of the Year and announced many new major global partnerships in Ontario, various US states and in...

[READ THE FULL STORY](#)

## WE ARE CASINO / PIXBET

### We Are Technology Group Joins Forces with PixBet in Brazil

The provider of leading technology software services, We Are Technology Group, announced a new partnership with PixBet, the famous Brazilian operator and PixStar, PixBet’s parent company.

PixBet Unveils New Collaboration with We Are Technology. We Are Technology Group teamed up with Inside the Pocket for the new collaboration which was announced Monday. The terms of the new deal see We Are Technology provide its leading services for PixBet. Under the terms of the deal, the company will offer its video product for pixbet.tv. What’s more, the collaboration will bring We Are Technology’s Fantasy League products for PixBet’s popular free-to-play (F2P) website pixjogos.com.

The new collaboration comes as no surprise, considering the number of soccer stars being produced by Brazil. In fact, Brazil may be the home of the most soccer stars out of any other country in the globe. What’s more, PixBet is the first bookmaker in the country to team up with the 2022 World Cup in Qatar which started this weekend. This means that the company’s clients will benefit from...

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## KERO

### Kero nets \$2m seed funding to accelerate its TikTok for betting vision

Kero Gaming has closed an oversubscribed ‘seed-2’ funding round, raising capital of \$2m to develop its portfolio of ‘contextual in-game micro betting innovations’.

The seed round was led by enterprise-stage VC fund and accelerator Happyhour.io, who backed the Miami start-ups vision to “create Tik-Tok betting experiences for modern sports audiences”.

Founded in 2020 by sportstech entrepreneur Tomash Devenishek, Kero’s prospects ride high, as this September, the start-up won the inaugural SBC Summit Barcelona First Pitch competition, winning a €50,000 mentor package provided by Yolo Investments.

Devenishek praised Kero’s year-2 progress, in which the company accelerated its mission to deliver “new products to engage users through real-time, contextual micro bets, delivered via algorithms built in-house”.

“Modern-day consumers don’t want to think too much and endlessly browse/-calculate odds inside massive spreadsheets,” Devenishek explained

“They want instant gratification and low friction/effort type experiences. We are building a curated version of the sportsbook product that delivers contextual micro bets every 15-45 seconds, allowing users to bet on the most exciting thing that is happening in the game right now”.

[READ THE FULL STORY](#)

## FLOWS / MICROGAME

### Microgame signs agreement with Flows

Through the agreement, Flows will enable Microgame to develop its business processes and further growth by building new features and applications at speed, without the need for any code.

“We are fully satisfied with the new partnership with Flows,” said Microgame CEO Marco Castaldo.

“Thanks to their no-code plug-in platform, we will be able to guarantee our partners an even greater personalisation of their offer with the possibility of developing promotional campaigns anchored to an even deeper and more detailed analysis of the needs of their players.”

Also via the agreement, Microgame partners can benefit from Flows’ no-code automation features, allowing them to increase innovation and enhance personalisation via the group’s automation technology.

Flows Director of Sales Domenico Mazzola commented: “I am excited to announce that Microgame has joined our growing portfolio of customers. It’s great to see a leading Italian supplier place true value and trust in Flows. It makes me very proud to see our footprint growing within the Italian market with Microgame now our third Italian-based customer.

“I am looking forward to building a long-term relationship with Microgame and to see how they will utilise Flows to take their business to the next level and how Flows will enable their customers to innovate and stand out ahead of the...”

[READ THE FULL STORY](#)

## BETER

### Beter appoints Maria Mashchenko as Sports General Manager

Mashchenko has served as the company’s COO for the past two years, responsible for its development of in-house, outsourced and franchised sports and esports tournaments, taking them to a “whole new level through various collaborations with prominent sports and esports organisations.”

Beter continued: “This in turn expanded the number of available disciplines and undoubtedly sparked the interest and propelled the growth of this vertical within the iGaming community.”

The group added that Mashchenko’s new position is reflective of its strategy to strengthen each product vertical by building dedicated teams of people who are passionate about sports and esports.

“Since joining the company, Maria has been instrumental in upgrading our sports and esports tournament offering - providing operators with the most comprehensive access to some of the best sports tournaments in the world,” said Beter CEO Gal Ehrlich.

[READ THE FULL STORY](#)



## APPARAT GAMING / ROOTZ

### Apparat and Rootz Unite in All-German Content Deal

Apparat Gaming, the developer of slot games with a German accent, has added yet another big-name operator to its growing list of partners after joining forces with Rootz.

The deal will see Apparat Gaming's unique slots with a German accent be made available to players across the operator's three award-winning online casino brands, Wildz Casino, Caxino Casino and Wheelz Casino, for the first time.

The timing of the partnership could not be better with Rootz having just become the tenth operator to secure a licence in the recently regulated German market. The addition of Apparat's slots to its game lobbies will help to position the operator as a true market leader.

Apparat is one of the most in-demand game developers in regulated markets due to its German approach to development, with a focus on quality, engineering and providing plenty of Augenweide (eye candy) with absolutely no sense of humour(!) to ensure a superior player experience across its games.

This includes titles such as Total Eclipse, The Warlock's Book, King of the Vikings, Pharaoh Princess and Black Book of Pirates. The partnership also includes all of Apparat's future slot releases like the November 2nd release of Fruits First, with a busy product roadmap set for the coming months.

Martin Frindt, Chief Product Officer at Apparat Gaming, said: "It's great to see that Rootz understands the language we speak and has opted to add..."

[READ THE FULL STORY](#)

## FIRST LOOK GAMES / HOLLE GAMES

### FLG looking for Hölle Games to go from 'strength-to-strength'

First Look Games has expanded its roster of clients available on its platform via the inclusion of German-based studio Hölle Games.

The inclusion is set to enhance the exposure of its catalogue of slots in the online casino markets across Europe, including Germany, Switzerland, Netherlands and Belgium.

Tom Galanis, Founder of First Look Games, explained: "I'd like to give a warm welcome to Hölle Games and look forward to seeing the studio go from strength-to-strength as it uses our platform, tools and features to promote its games via affiliates in Germany and beyond.

"At First Look Games we understand the challenges that new studios face, especially when it comes to marketing, and that's why we offer a special start-up package aimed at developers like Hölle Games that are in the process of building momentum for their business."

Furthermore, the studio will now use the First Look Games platform to connect directly with hundreds of approved publishers.

As a First Look Games partner, Hölle Games will be able to share information about each of its classic and premium video slot titles including logos, images and videos of them being played. These are hosted in a dedicated library where affiliates can download information and assets individually or in bulk.

[READ THE FULL STORY](#)

## SWINTT / PARIPLAY

### Swintt slots now available via Pariplay®

Award-winning software studio teams up with industry's leading iGaming aggregator to distribute popular Premium and Select games across regulated markets worldwide.

Having already gone from strength to strength in 2022, sought-after software providers, Swintt, has secured another major triumph this month with the announcement that their popular Premium and Select titles will now be made available through Pariplay's Fusion® Aggregation Platform.

Taking more than €1bn in monthly bets across 14,000+ titles in over 20 regulated markets worldwide, Pariplay is the #1 aggregator and content provider in the iGaming industry, so the news is hugely significant for Swintt as they build on the impressive growth they've shown throughout the year.

As part of the new arrangement, Pariplay®-powered online operators will now be able to share some of Swintt's most successful releases with their customers, with a number of titles from both the Swintt Premium and Swintt Select collections ensuring that all preferences and playing styles are catered for.

[READ THE FULL STORY](#)

## PRESENTER

### PressEnter Group announces Management Buyout

Senior management team will take over the online gambling operator and CEO Lahcene Merzoug will be appointed Executive Chairman of the Group.

PressEnter Group is the subject of a Management Buyout led by Chief Executive Officer Lahcene Merzoug and members of his executive management team.

The transaction will soon be completed with Merzoug taking over as Executive Chairman.

PressEnter Group's management team consider the group to have significant growth potential and have agreed terms with the existing financial investors to acquire the business.

PressEnter Group will continue to operate out of its modern headquarters in Sliema, Malta, where its highly talented team run its roster of popular brands. These include 21.com, JustSpin, NeonVegas Casino, NitroCasino, UltraCasino and RapidCasino.

The management team sees this as a new chapter for the business and will be reviewing existing strategies and processes to maximise new opportunities, grow the business and focus on the company's core strengths.

Lahcene Merzoug, Chief Executive Officer at PressEnter Group, said: "The management team has worked hard for the chance to take ownership..."

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## MARKOR TECHNOLOGY

### Markor Technology receives Spanish certification from DGOJ

DGOJ is the online gambling authority responsible for regulating operators and service providers in Spain. Through the certification, Markor Technology can now render game aggregation services to licensed online gambling entities operating within the country's regulated market.

"With Markor Technology also adding several new game suppliers every month, the brand's aggregated game line-up will only grow further in future," a statement from the provider read. "This will allow licensed operators who team up with the brand in the regulated Spanish market to offer a truly engaging catalogue of casino options to players."

Markor Technology added that the acquisition of the certification represents another important step forward for the group, assisting it in its further-reaching strategy to make its services available in regulated markets worldwide.

"Although we've only been in business for a couple of years, Markor Technology has already established itself as a reliable provider of game aggregation services in the iGaming industry – and the certification of our Spanish B2B platform will only strengthen this position further," said Markor Technology CEO Melissa Summerfield.

"Now that we have received the formal approval to work with licensed Spanish operators in the country, we're very much looking forward to helping our clients make a real impact in the market. With our fast and flexible content delivery..."

[READ THE FULL STORY](#)

## BETER / SOFTGAMING

### BETER hopes SoftGamings deal will 'raise awareness' of Live product

BETER Live has expanded its presence of its suite of igaming titles after agreeing to an alliance with SoftGamings.

The link-up between the two will grant SoftGamings' operators access to BETER's live casino products, including its studios that offer baccarat, Andar Bahar, Sic Bo and its new Gravity Blackjack, which offers multipliers.

"I'm very excited to start working with SoftGamings as I know they'll be able to get the best out of our games library," stated Anna Vikmane, Director at BETER Live.

"What's more, our cooperation will undoubtedly help us to strengthen and raise awareness of the BETER Live brand, whereas SoftGamings' partners will appreciate the quality content featured in our games."

Echoing the thoughts of Vikmane, Yori Arami, CRO at BETER, added: "When it comes to our visions for developing the igaming market, us and SoftGamings are on the same page. Therefore, we actively encourage the use of new tools..."

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# NOVEMBER 2022 EDITORIAL HIGHLIGHTS

## MULTIPLE GAMEON CLIENTS

### Should the industry be 'Twitch'ing on new rules?

Bring your passions; we'll help you build a community around them.

That is the official slogan from Twitch, a platform which has helped launch the careers of some of the world's famous streamers, from both the video game and iGaming sector.

October 18 witnessed Twitch implement some drastic changes to its rules that sent shockwaves throughout the industry. These new rules saw the streaming platform issue a ban on content from websites offering slots, roulette or dice games that aren't licensed in the US or other jurisdictions that "provide sufficient consumer protection".

Since the inception of the new rulings, using Twitchmetrics.net's figures, average viewers for the 'slots' category has experienced a dramatic drop in numbers.

[READ THE FULL INTERVIEW](#)

## SCOUT GAMING

### Retention through skill games with Araz Heydariyehzadeh - Chief Commercial Officer at Scout Gaming

Check out our latest interview focusing on retention with Araz Heydariyehzadeh CCO at Scout Gaming.

Do operators need to go beyond loyalty schemes and bonuses when it comes to retention? Why?

Retention in the iGaming industry is incredibly difficult to get right. Based on what we know from internally and from market research, it is much harder to keep players engaged with online betting brands than it is with other products in other sectors.

The most common retention tool used by operators is of course bonuses and loyalty schemes, and they do work when deployed effectively, intelligently and as part of a well planned marketing strategy. There are some big players in the iGaming industry, like Skybet, who do this very well.

If it's not done well these incentives are really only effective for as long as the bonus lasts - once the free spins have been used up, the player is no longer motivated to remain loyal to that specific brand and can jump to offers from another provider. Loyalty schemes do keep players engaged for longer...

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## GAMEON / COMMETRIC

### What trends emerged during Global Gaming Expo 2022?

The media conversation around the 2022 edition of the Global Gaming Expo told a story about an industry that quickly recovered from the pandemic and that seems immune to the current financial crisis.

Media analysis conducted by Commetric in partnership with GameOn found that squashing the illegal market remains a top priority for the gambling sector, while responsible gaming became a hot topic at a time when betting operators have recently come under increasing levels of scrutiny for their treatment of addicted gamblers.

Below is the report in its entirety.

Cashless Payments, Safety and Responsible Gambling

When the American Gaming Association (AGA) launched Global Gaming Expo in 2001, the world of entertainment gaming gained an invaluable event. The show, and the industry in general, was at its prime in 2019 and was eagerly looking forward to 2020 as its biggest exhibit yet.

The velocity the gaming and casino industry saw as it approached 2020 was significant. When the world imploded and casinos shuttered briefly, the resulting black hole could have killed them as it did so many others.

[READ THE FULL STORY](#)

## BETER

### Gal Ehrlich: A BETER future for Esports

BETER CEO Gal Ehrlich recently took part in a highly topical panel discussion at the SBC Summit Barcelona 2022 which was focused on investing in the future of esports. In his speech, he highlighted some of the challenges ahead for this promising gaming vertical.

His interesting input into the top-professionals' dispute urged us to catch up with him to ask some additional questions.

During the panel you have expressed a clear message that esports has already experienced skyrocketing growth, yet still has even more potential. What will drive this?

It is quite an essential process - people who started watching and playing CS:GO, DOTA 2 and League of Legends as kids are growing up and now not...

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## PANDAScore

### BetBuilder Q&A with PandaScore CEO, Flavien Guillocheau

How do esports bettors differ from traditional sports bettors in terms of the size of stakes they place, volume of bets, type of bets, etc?

Imagine if a vast majority of football bettors weren't just watching matches religiously, but if they spent hours and hours playing football as well. That's the reality of esports betting, there is almost a complete overlap between esports viewers and gamers, and for gamers, experience is everything. This translates into a different betting patterns than an average sports bettor. One of the key differences being esports betting having a smaller average bet size, but higher bet volume per bettor. With each market, the storytelling aspect is richer - it's not just who scores a goal, it's about the adventure, for example, who will kill the first Baron Nashor in a game of League of Legend.

Why do they bet in this way? Are their motivations for betting different? If so, how?

The esports bettors are fully immersed in the game. Games offer high level of interaction and custom experiences and this is what they look for when it comes to betting on esports as well - so the more markets the operator is able to offer in a single betslip, the more they will improve the experience for bettors, and...

[READ THE FULL INTERVIEW](#)

## KUTT

### Exclusive Q&A with Sim Harmon, founder of Kutt

Kutt sounds like a fascinating concept. Tell us more about the business model. How does Kutt differ from a regular P2P betting exchange, for example, and what's its USP (unique selling point)?

Kutt is a P2P sports and social betting platform that allows friends and strangers to bet real money on the outcome of sports, politics, and pop culture events. Think of it as a much better version of Venmo, with a focus on betting: the ultimate "put-your-money-where-your-mouth-is" platform.

The biggest differentiator between Kutt and a traditional P2P betting exchange is our added focus on the social aspect of betting - so we refer to Kutt as a "social betting exchange." Betting is an inherently social activity, especially here in America. We have fantasy football leagues, group chats with friends, and watch-parties at bars for our favorite teams. Compared to a traditional sportsbook, a regular P2P betting exchange offers much better odds/pricing for its users, but does not offer any meaningful social experience/benefit for the user. That's where we come in. Our opinion is that you can offer users better pricing and also give them an engaging platform that they'll want to enjoy with their friends.

Why did you think it was important to take a different direction than the big...

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## LIVESPINS

### Where does casino streaming go from here?

On 18 October, Twitch banned streaming of unlicensed gambling sites that include slots, roulette or dice games. Chris Scicluna, CEO of Livespins, comments on the implications of the ban and the impact it will have on casino streamers and their players.

In 2022 (through September), 350,000,000+ hours of slot streaming were consumed on Twitch. The market for this entertainment is substantial and not to be ignored.

According to Madness-Bonus.com, "The slots section [on Twitch] was created in December 2018. Back then, it had an average of 7,283 monthly viewers for 58 channels." The average viewership per day in 2022 was 52k and about 140 channels – a 63% increase from 2021. Some attribute this growth to the closure of land-based casinos during Covid-19, but others believe that influencers such as Roshtein and TrainwreckTV laid the foundation and built the hype that led to the exponential growth.

Fast forward...In the last few weeks since the Twitch ban on unregulated sites, the Slots meta went from the 7th most popular channel to well below the 40th spot or worse, although it has recovered somewhat recently reaching 26th place, according to TwitchTracker. This, of course, begs the question, "Where do we go from here?"

Streaming slots is a valuable form of entertainment. It's not going away...

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## HONORE GAMING

### Emerging markets: third-party integration vs in-house development

Christophe Casanova, COO at Honoré Gaming, talks about the dilemma platform providers often face when it comes to ensuring they offer their partners the best products for unlocking the potential found in emerging markets.

Platform and technology providers understand that their operator partners are keen to enter new and emerging markets and unlock the potential they provide. Most also want to leverage the first-mover advantage, so are looking for rapid deployment into these jurisdictions.

Of course, speed to market cannot come at the cost of the quality of the player experience provided. This is why platform and technology providers are constantly trying to determine whether it's best to strengthen their solutions with third-party product integrations or develop products in-house.

Another consideration, especially in emerging markets, is the depth of the product that operators require with many not needing to access all of the tools offered by a third-party specialist. In these instances, it can make sense for the platform provider to develop in-house.

There are some instances where the decision is an easy one to take. For example, no platform provider would look to develop virtual sports products in-house as the investment required would not deliver a suitable return and there are plenty of quality, virtual sports providers in the market.

[READ THE FULL INTERVIEW](#)

## HONORE GAMING

### Honoré Gaming: building a dedicated loyalty scheme for Africa

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

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

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

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

Africa has made rapid progress in recent years, with significant markets such...

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## BETCARE

### BetCare: the customer is always right

Paul Buianov, Founder and CEO at customer support specialist BetCare, talks through some of the challenges new gambling brands face when it comes to customer support and how they can be overcome.

One of the most powerful ways that new online gambling brands can differentiate is through the customer support they offer to players. But most operators underestimate its potential to help them stand out and instead focus on areas such as bonusing and marketing.

Other operators believe that setting up 24/7 customer support is exorbitantly expensive and that more basic, cheaper solutions suffice. Operators with this mindset are wrong on both accounts, but they are right to think that offering five-star customer support is easier said than done.

Let's take a look at some of the challenges new online casinos and sportsbooks can face when it comes to their customer support function.

Consumers now expect to be able to access support services 24 hours a day, seven days a week. This is why online gambling brands must ensure their agents are available around the clock to respond to player questions and help with any account issues they are having.

This means building out a 24/7 customer support team, and this usually means taking on more staff and having them work different shifts.

[READ THE FULL INTERVIEW](#)

## LUCKSOME

### Bryan Upton on the latest developments from Lucksome

We are pleased to welcome once again Bryan Upton from Lucksome, who has kindly agreed to discuss their recent release Coins on Fire and their forthcoming Christmas slot Saint Nicked, which is due for general release on 24th November.

Thanks for taking time out of your busy schedule Bryan so soon after we last spoke. So, as alluded to, the purpose of us getting together again is to discuss the latest games being added to the portfolio of game content produced and developed by Lucksome.

First, is Coins on Fire, which was released network wide on 20th October. A game appealing to fans of 'classic slots', how has the overall reaction to it been from players since its release a few weeks ago?

This game has the highest number of unique players for any of our games at launch; it's had a lot of people play it, which is wonderful – we've got more people playing a Lucksome game than any other Lucksome game before. So it seems to have been popular from a player engagement point of view.

It certainly looks, feels, and plays really well, with a fast-paced action. A medium to high variance slot, in the medium to long term, do you expect Coins on Fire to become one of Lucksome's more popular games?

Yes, because it's a simple game, so it's widely accessible and the learning curve is practically zero. The game will introduce features very fast and players will understand that straight away, so it has quite a broad appeal; anyone can pick...

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## NEXIUX SOLUTIONS

### Assessing the LatAm opportunity w/Rob Verdia, Head of Products at Nexiux Solutions

Rob Verdia, Head of Products at Nexiux Solutions, says LatAm offers huge potential, but localisation will be key to delivering engaging player experiences in each market.

Latin America has emerged as a key market for online gambling operators looking to expand their geographical reach. It is a sizeable region that offers just as much potential as North America but with much lower barriers to entry.

Key markets such as Colombia, Peru, Argentina and Mexico have embraced regulation and offer a viable environment into which operators can launch their brands and deliver compelling player experiences while still ensuring players are protected. lobbies?

This is not always the case in North America, where some sportsbook operators have already withdrawn their brands from the US states that have failed to deliver the ROI they were expecting.

[READ THE FULL INTERVIEW](#)

## SLINGSHOT STUDIOS

### Interview series - Richard Vermaak, Creative Director

We love collaborating with innovative gaming studios and Slingshot Studios is definitely one of them. The company is known for its unique slots with awesome themes and in-game mechanics. Therefore, we were fortunate to arrange an interview with the Creative Director from Slingshot and learn more about the company's games and future plans.

Richard Vermaak sat down with SlotsWise to discuss Slingshot Studios slots, its unique Link&Win™ feature, drawing inspiration, and plans for upcoming releases. If you want to find out what makes Slingshot Studios unique, continue reading our interview!

Welcome, Richard! Thank you for taking the time to chat with us. We're really excited about Slingshot and are eager to hear more. Before we start, please tell us your name and role at Slingshot.

"Hello, my name is Richard Vermaak and I'm the Creative Director at Slingshot Studios."

Could you introduce Slingshot Studios to our readers - what makes you unique?

"Slingshot is a slot game design studio with a mix of team members from those with 20+ years of experience in the industry to new talent just joining.

We are passionate about quality, great design and creating entertaining and memorable experiences for players."

[READ THE FULL INTERVIEW](#)

## GAMINGTEC

### SIGMA Preview

Gamingtec, the turnkey online casino and sportsbook platform and content provider, is taking localisation to the next-level at SIGMA on stand #B42.

Gamingtec's technology has been designed to provide full flexibility. It puts the power in the operator's hands, and gives them the tools they need to meet player expectations in each jurisdiction they target.

The GT Launchpad is a turnkey solution that enables operators to go live in any market with a fully localised proposition in just six weeks. This includes a full product portfolio with access to 10,000 slots from tier-one developers via our GT Casino platform. This means operators can curate their game lobbies to ensure they appeal to different player preferences in different markets.

In addition, its GT Sportsbook covers 70,000 in-play events each month with all odds constantly being automatically revised by Gamingtec's risk management system and hands-on traders. This ensures competitiveness for its partners in each jurisdiction they target.

Gamingtec's market-specific localisation and regulatory compliance means its partners can offer odds on the most popular team, players and leagues in any jurisdiction while having access to the most popular games-types and a flexible bonus system to help them build local customer loyalty.

Payments are becoming increasingly important for operators, especially those active in emerging markets such as Latin America and Africa.

[READ THE FULL INTERVIEW](#)

## PANDAScore

### Oliver Niner, Pandascor: "The Spanish market is ready to take big steps towards esports betting"

The data and statistics company for the international esports ecosystem, PandaScore, believes that the Spanish market has all the potential to become one of the most important in terms of betting for electronic sports.

In an analysis shared by the company, the head of Sales, Oliver Niner, reviews the current details to explain the reasons for this potential and what we can expect from the development of the industry.

When addressing electronic sports in Europe, we see that Spain is a focus of attention for the industry. The country boasts countless top esports teams, players, and tournaments, plus personalities drawing 6-figure viewership numbers, as well as investment from non-endemic brands and esports clubs.

But when it comes to betting on this segment, the country has yet to properly activate and start scaling to maximize its potential. With a hugely popular fan base and an overall mature betting culture, the market is poised to make big...

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## SLOTS TEMPLE

### Exclusive Q&A with Fraser Linkleter, CMO at Slots Temple

How is the affiliate space changing? Is it important to offer more than just written word articles and casino reviews?

To be successful, you always need to offer the full package. Reviews are certainly still important, and you must show what's both good and bad, giving a rounded, impartial opinion. But we think affiliates these days need to offer some extra special sauce as users want to interact more with the product. So free games to play are great, plus something different that makes your site really engaging and entertaining. An extra 'stickiness'.

We want to give people a reason to come to us and spend time on the site, not just bring them in and push them out to operators straight away. There are loads of sites which just list off operator offers, but we give something more.

Tell us about the new free-to-play slots tournament formats you've launched.

Our slots tournaments have always been very popular. Previously, people played for fun for the chance to win merchandise or avatars, and to earn Xpoints to open chests.

Now we're offering even more reason to get involved, with a free chance to win cash prizes, and it's a huge success. People still love climbing the leaderboards and earning Xpoints, but cash prizes add extra value for the player and really enhance the user-XP.

[READ THE FULL INTERVIEW](#)

## LUCKSOME

### Q&A on Coins on Fire & Saint Nicked Slots by Lucksome

Lucksome online casino provider has released two new slot games, Coins on Fire, and Saint Nicked - the latter one obviously in a Christmas mood.

Bryan Upton, founder of Lucksome, sat down with CasinosHunter to tell us more about these games, explain their unique features, and reveal the stories behind each slot game.

Lucksome has released two new slots for the international online casino gambling community. The slots are available in 20+ languages and bets can be made in a number of currencies.

Coins on Fire slot has higher than average RTP rate and the medium-high volatility level. The in-game bonus features include Respins, Fire Feature, Locking Wilds, Blackout Wilds, Minimum Bet Back. Coins on Fire is a simple and fun to play game, and it has already become one of the most played slots by Lucksome.

Saint Nicked is a unique game full of amazing designs and humor; the developers promise that the voiceovers are hilarious. With a higher-than-average RTP rate and medium-high volatility level, the game boasts such features as Multipliers, Bar Meter, Advent Calendar, Free Games, Respins, and Scatters. Saint Nicked is all about Christmas but not that boring usual Christmas thing.

[READ THE FULL INTERVIEW](#)

## FSB

### FSB focuses on the future

GIO spoke to Chris Graham, Head of Marketing at FSB about the Global B2B sports betting & iGaming supplier's plans for the future following the completion of its strategic three-year plan.

GIO: Earlier this year you announced that you have completed a three-year plan to evolve the business into a B2B only technology services provider. Can you tell us about that?

Chris Graham: The closing of our B2C business was the culmination of a corporate goal for FSB. It was a three-year journey that started when private equity group Clairvest invested in FSB back in 2019. From that moment on, we have been working towards becoming a pure technology provider and ultimately that led to the discontinuation of our white-label offering. We worked closely with our partners to make sure they successfully transitioned to meeting their own platform and regulatory responsibilities. Relieved of our B2C commitments, we have been able to scale at pace across our core markets of Europe, North America and Africa because we can fully focus on what we are good at...

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### NOVEMBER 2022 EDITORIAL HIGHLIGHTS



#### FSB

##### World Cup Special - Retail hubs for punters

Chris Graham, Head of Marketing at FSB, explains why the World Cup provides retail operators with a 'tremendous' opportunity to further engage customers and provide a place for the community spirit that emerges around major sporting events to thrive within their shops.

Other major sporting events will be in full swing during the World Cup. How will this affect betting on the tournament in markets such as the UK and Europe?

In some ways, I think too much has been said about the time of the year the World Cup is taking place. There are fewer sporting events happening in November and December than there would be during the normal World Cup midsummer period when from a UK perspective you have the likes of Royal Ascot and Wimbledon tennis clouding the picture. The bulk of the English...

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#### HONORE GAMING

##### World Cup Special - Africa: Brand Awareness

Christophe Casanova, COO at Honore Gaming, offers a pithy market-by-market assesment of the major betting nations in Africa ahead of the tournament kicking off.

When it comes to sports betting, Nigeria, South Africa, and Kenya are the biggest nations. These countries will likely see the highest volume of World Cup wagers across the continent, too. When it comes to French horse racing, Morocco Burkina faso, and Mali are the top three markets; for non-Frenhc horse racing, South Africa is by far the most significant market.

Virtuals are also big right across Africa, but we see the greatest uptake in Kenya and Nigeria. In all these markets, I think the World Cup will be a catalyst for driving awareness of sports betting and the brands that are available to players in each jurisdiction.

Africa has five representatives at the tournament - Cameroon, Ghana, Morocco, Senegal, Tunisia - how will this generate greater betting volume, and how much of an impact will his have?

We are expecting unprecedented bet volume and turnover in these five countries when their respective teams are playing. There is a monopoly in...

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#### PANDAScore

##### BetBuilder Empowers Esports Bettors to Tell Their Own Stories

The following text is contributed by Oliver Niner, Head of Sales at PandaScore.

Every fan has a story of how they came to love their team, their favourite player or a match they'll never forget. Storytelling is an incredibly powerful tool for any sports or esports organisation seeking to build its brand and grow.

It's key to any modern content marketing campaign and essential to distinguish and position your brand amongst the competitors. The NBA is an example of sports media and storytelling, be it from the league, the teams and the players themselves. It's why we see series like The Last Dance and the slew of behind-the-scenes shows from major clubs in the Premier League.

It's established that rich storytelling and content is an effective means of reaching the younger audiences that esports betting serves. And while it's already used as an acquisition and retention tool, there's an opportunity to integrate storytelling into the product and betting experience itself in esports.

As suppliers continue to develop their esports betting products, innovations like BetBuilder allow bettors to create their own storylines through your product in ways they haven't before.

How Betting Taps into Storytelling...

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#### CHAMPION SPORTS

##### World Cup Special - Asia: Hugely Competitive

Whilst the time difference between Qatar and some Asian countries will undoubtedly impact betting activity, Simon Noble, Sportsbook Product Director at Champion Sports, believes the World Cup is still going to be 'huge' in Asia - particularly in India.

How popular is the World Cup in Asia - is it on a level playing field with the Premier League as a product?

The World Cup is going to be huge in Asia. You just need to look at the Premier League viewing figures and the share of the audience that Asia accounts for to see just how popular football is across the entire continent. But I do have a word of warning. The time difference between Qatar and some Asian countries will undoubtedly impact betting activity.

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#### W2

##### W2: player protection is no longer a 'tick box' regulatory exercise

Warren Russell, CEO at W2, writes for SBC on the long-awaited review of the Gambling Act and the reasons why this presents a new opportunity for the industry to enact real change in the player protection space.

Cast your eyes back to 2020. Many of us will remember this as a time when the UK was slowly starting to emerge from the depths of the global pandemic. But for the gambling industry this was the time when the corridors of Whitehall were filled with ministers looking to review the Gambling Act.

Since that time a lot has changed at Westminster - including the government itself. But with the publishing of the paper having been pushed back several times despite pressure from the regulator rising, and rumours that the unsettled Government may abandon the review, at W2 we have taken a look at where we find ourselves.

Another day, another ... delay?

The Gambling Act review has now been pushed back multiple times, with the latest delay relating to the announcement that Boris Johnson was to step down as Prime Minister. Since then we have had two Prime Ministers: Liz Truss and Rishi Sunak, neither of whom have explicitly stated what we can expect from...

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#### PRESENTER

##### Q&A: Lahcene Merzoug on the future of a streamlined PressEnter Group as affiliate business closes

The senior management team of PressEnter Group is set to buy out the operator's investors, it was announced this week.

Once the deal is complete, CEO Lahcene Merzoug is primed to be appointed executive chairman of the company.

The process involved some tough decisions admits Merzoug, who is confident that 2023 will be a hugely significant year for the Malta-based online casino operator.

iGaming NEXT: How did the management buyout of PressEnter Group come about? What did it take to get the deal done?

Lahcene Merzoug: The management team has built the company into what it has become today. We know the business inside out and where existing and new opportunities for growth are to be found. For us, it was an easy decision to take over the company and we seized it with both hands. We now look forward to taking PressEnter Group into the next chapter of its success story.

iGN: What potential do you see within the business that made you want to lead the MBO and take control of the company?

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## BETSSON

### World Cup Special - Inside the Locker Room

Timothy Hill, Senior Project Manager at Betsson Group, offers his insight into how the tier one operator prepares for major football tournaments and some of the key challenges faced.

Expect the unexpected - that's the mindset most operators adopt for major football tournaments.

Major sporting events such as the World Cup always throw up unique trends when it comes to betting behaviour and that's why, as a tier-one operator active in multiple global markets, we must ensure we deliver a superior player experience regardless of wagering activity.

We can and do look back to get a steer on what we can expect from certain markets - for example, Scandinavians often bet with their heads while those from South America bet with their hearts, backing their home teams even when the odds of winning are quite low.

But aside from this, it's almost impossible to predict betting behaviour during major sporting events. That's because there are so many things that can influence it, from how teams progress to economic factors that the world is currently experiencing.

Regardless, operators must make sure they are prepared for major tournaments and at Betsson, we have a special team that has been dedicated to this since...

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## LIVESPINS

### Twitch ban to speed innovation in live streaming, Livespins says

Twitch's decision to ban streaming of some online casinos will act as a catalyst for the industry to find new ways for operators, streamers and game developers to work together responsibly and sustainably, argues Michael Pedersen, chief commercial officer at Livespins.

"You could see the Twitch ban coming from a long way off. The lengths streamers were going to in order to engage audiences and keep them entertained - massive wagers, unruly studio behaviour, etc - was always going to catch the eye of Twitch, regulators and watchdogs," he said in a written interview with SIGMA.

"D-Day may have come sooner than expected for some of the casino brands employing these streamers, but it has happened and now the industry must move forward with new ways of bringing together communities of like-minded individuals who enjoy watching streamers spin the reels on their favourite slots games and, of course, do this compliantly and responsibly."

Amazon-owned Twitch's ban came into effect on October 18th. It covers the streaming of sites that contain slots, dice or roulette games that are unlicensed in the U.S., or other jurisdictions that don't offer consumer protections, such as deposit limits and waiting periods.

Since the ban came into force, Pedersen said he had seen a surge in operators, studios and streamers asking about Livespins and how they can use the...

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## FLOWS

### The importance of innovation

iGB op-ed: As the industry continues to integrate new technologies, operators must find ways to keep up with the constantly changing landscape. James King, CEO of Flows, explores how igaming trends are evolving and changing, and what the industry could expect in the future.

Operators - and in fact any businesses - must differentiate themselves from the competition and have their own identity. Not only in the offers they give, but also in the way their brand looks and feels as well as the level of service they offer to customers.

The igaming industry has always been a very competitive space. Depending on the data they're collecting and monitoring from their players, operators can evolve their personalised offers continuously if they have the right innovative technology that enables them to do so.

This ensures a player feels that they are receiving a hand-picked promotion or offer which takes into account their habits, spending amounts, locations and favourite games. That can be an incredibly powerful marketing tool for...

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## FLOWS

### Domenico Mazzola, Flows: building land-based loyalty

With competition for customers among land-based casinos being fiercer than ever, CasinoBeats sat down with Domenico Mazzola, Flows Director of Sales, to discuss how harnessing player data to provide a more personalised service can help smart operators steal a march on their rivals.

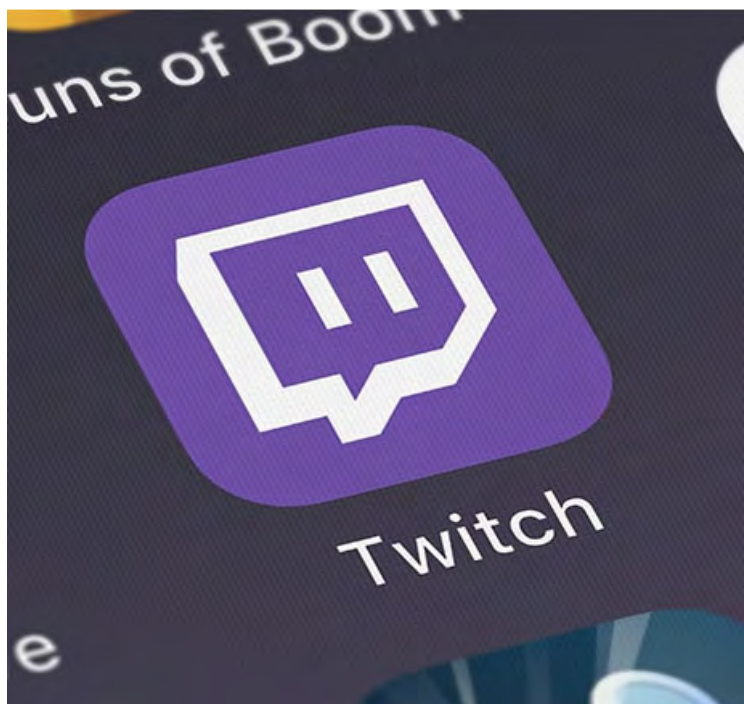
CasinoBeats: With most brick-and-mortar casinos boasting some kind of loyalty scheme, customer retention is a huge deal in the land-based sector. What can operators do to stand out from the competition?

Domenico Mazzola: It's really important that operators differentiate themselves from the competition, not only in the way their brand looks and level of service they offer, but also how they present themselves and that service to their customers.

Creating a first-class user experience is vital in helping you to stand out from the competition and ensuring your customers continue to play with you. That experience is about more than just the onboarding process or the initial content offering you present to them - it's also about creating a personalised service that will make them feel valued and invested in what you have to offer.

By amplifying their personalised and localised marketing campaigns, land-based casino operators can tailor their promotions on a much more individual level. Depending on the data they're collecting and monitoring from their players, casino chains can adjust their personalised offers to reflect things like...

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## BETSSON

### Q&A with Timothy Hill, Senior Project Manager at Betsson Group, on how an operator prepares for the World Cup

How does a tier-one operator such as Betsson prepare for a big betting event such as the World Cup?

The World Cup is a huge event for football and also for Betsson. A major sporting (and betting) event such as this touches nearly every department within the company from analytics to IT via marketing, facilities and commercial. Each of these departments must be in sync and we go to great lengths to constantly align so that we are fully prepared for when the first game kicks off. From infrastructure to promotions, everything has to have been tested so that we can be confident that our platform and systems can handle the significant increase in new players and bet volumes that we expect during such tournaments.

To make sure this is the case, we have been preparing since the start of the year. We have teams allocated specifically to this tournament's activity and they have been laser-focused on making sure that we are ready for the biggest betting event of the year. Of course, we have to be ready for this major event...

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