



WEEK 28

FRIDAY 11 JUL 2014

THIS WEEK

- Crown buys second Sydney casino licence
- Guest column: Iain Wilcox on mobile data
- OPAP staff offered mass redundancies
- Tweets of the week

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TOP STORY

HENDERSON BECOMES WILL HILL CEO

Group director steps up to replace Ralph Topping



James Henderson

Bookmaker William Hill has promoted James Henderson to the role of CEO. The firm's current group director will assume the position on 1 August and has been appointed to the board as CEO designate with immediate effect.

A company veteran of 29 years, Henderson replaces Ralph Topping, who is standing down after 44 years with the firm, six of which have been as chief executive.

The 52-year-old Henderson was selected after a review of both internal and external applicants, with company chairman Gareth Davis revealing there were around 14 "credible candidates" for the role.

Henderson began his William Hill career in November 1985 at a branch of Mecca Bookmakers, a firm with which Hills merged in 1988. In his current role as group director he oversees the company's UK retail business and online operations as well as William Hill Australia and William Hill US.

Davis said: "James's established relationships, both with the strong cadre of senior managers and within the wider industry, ensure he is the best person both to sustain

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the momentum William Hill has achieved under Ralph and to progress further the digital and international diversification of the group.”

Henderson said there were “plenty of opportunities to keep strengthening William Hill” by further diversifying revenues and continuing to build a responsible, sustainable business.

Topping will remain as an employee of William Hill while serving a one-year notice period, during which time he will receive his current yearly salary of £650,000 and provide advice to the board. He will also be eligible for bonuses, pro-rated up to 31 July 2014, with the company confirming that he was to be treated as a ‘good leaver’ for his distinguished service to the firm.

The Scot had been scheduled to retire by the end of 2015 and in February stated that he would remain with the company until the end of that year. Reports linking Henderson with the role then surfaced in early June, amid rumours that the firm was finding it hard to attract external candidates.

KEY POINTS

- William Hill group director James Henderson is promoted to CEO
- Long-serving employee replacing Ralph Topping on 1 August
- Topping to serve notice on full salary in advisory role

AUSTRALIA

CROWN PAYS \$100M FOR 99-YEAR RESTRICTED GAMING LICENCE

Sydney resort gets green light on coveted casino licence

Australia’s Crown Resorts must pay \$100m to the New South Wales (NSW) government in return for a 99-year

restricted gaming licence from the jurisdiction’s Independent Liquor & Gaming Authority (ILGA).

The entertainment group has five business days to pay the fee – not including a \$5m deposit laid last year – in order to operate Sydney’s second casino within the Crown Sydney Hotel Resort, opening in 2019.

Rowen Craigie, Crown’s chief executive, described the news as an “important milestone” in developing the “truly iconic, six-star hotel”, which is expected to earn the state at least \$1bn in taxes in its first 15 years.

The restricted licence prohibits poker machines, subjects gaming to minimum bet limits and allows only members and their guests to partake, with no access for the general public.

Crown won the rights to build and operate the resort following a fierce bidding war with Echo Entertainment – owners of Sydney’s only other casino The Star.

KEY POINTS

- Crown resorts awarded restricted casino licence by ILGA, ending Echo Entertainment’s monopoly on casino operations in Sydney



GREECE

GREEK BETTING MONOPOLY OFFERS REDUNDANCY TO 75% OF STAFF

OPAP’s new management stay true to word on cutting staff costs

Operator OPAP has begun offering voluntary redundancy to three-quarters of its workforce, according to one of the company’s biggest unions.

Czech-Greek fund Emma Delta purchased a majority stake in OPAP from Greece in 2013. The firm’s new management subsequently said it planned to cut staff and distribution costs.

Union leader Christos Kakouratos said the scheme will run from 30 June to 15 July for approximately 656 of OPAP’s 900 staff, mostly from its retail network of supporting services.

KEY POINTS

- One of Europe’s largest betting companies offering voluntary redundancy to more than 600 staff

NEWS IN BRIEF

ROUNDUP: TRADOLOGIC, CRIMEA/SOCHI

The rest of the week’s key stories on GamblingInsider.com and the web

- Russia’s parliament has passed a bill establishing gambling zones in the

Tweets of the week

“Who’s keeping a tally on the innovative operator promotions to avoid PoCT?”

iGaming Edge
[@GamingEdge]

“With WSOP and 888 planning to pool in NV, one wonders how long before a similar arrangement is struck in NJ.”

Online Poker Report’s Chris Grove [@OPReport]

“I’ve mostly liked the more lenient refereeing but that was ridiculous. Mother Teresa would have shown a yellow there.”
Racing Post editor @BruceMillington on 2014 World Cup refereeing

newly annexed region of Crimea as well as in Winter Olympic host city Sochi

• Binary option software provider **Tradologic** has signed a strategic agreement with **Boylesports**.

GUEST COLUMNIST

"THREE WAYS MOBILE DATA CAN HELP YOU MAKE THE MOST OF WORLD CUP FEVER"



by **Iain Wilcox**,
marketing director

"In 2010, a football fan bet £418,000 that Germany would beat Spain in the World Cup semi-final. He lost. Not a mistake I'd like to have to explain when I got home, but it illustrates the scale of the opportunity bookies have had during this year's tournament.

Estimates from leading i-gaming firms suggest that this could be the biggest betting event in history, with more than £1bn of bets predicted to be placed over the month-long competition.

All of our clients have reported increases in betting activity and improved conversion stats, directly associated with events in Brazil. Already this year's World Cup is breaking records across the globe in terms of TV viewership. This points to a highly engaged audience that, if you market to it correctly, could be very lucrative.

What's the best way of doing this? Naturally there are the traditional routes of TV advertising and the

like. During big events these can be incredibly competitive to secure and therefore expensive. An increasing number of firms are understandably seeking out alternatives.

Among them, Paddy Power, Coral and other brands have turned towards mobile advertising. It's an industry that has grown from just £83m four years ago to an expected £2.05bn today. By 2016, m-commerce is forecast to outstrip TV ad spend and hit £4.5bn.

However, it's no good taking this approach without the right tools and strategy. Effective use of data has to be at the centre of good mobile marketing during events like the World Cup. Recent advances in technology and analytics make it possible to be exceptionally targeted with campaigns.

However, there are important factors to be considered before executing your campaign. Firstly, make sure your data is compliant, opted-in and accurate. There's no point in using a dataset that is full of numbers that don't work and have no hope of being seen by their intended recipients. The aforementioned brands, for example, have achieved 99% successful delivery rates on mobile marketing campaigns during the World Cup, a huge increase on previous years' campaigns.

Secondly, ensure you aren't contacting people who are travelling. The last thing you want to do is contact potential customers at inhospitable hours. With many people on holiday during the summer months, alongside the lucky handful that have been following their teams to Brazil, you could very well catch them while they are in a different time zone. You also run the risk of making them incur a charge for receiving the communication. None

of these are great ways of encouraging positive sentiment towards your brand.

Thirdly, when you are targeting people for a given event, time is of the essence. It's no use texting an offer to potential customers whose phones are switched off. Removing these handsets from your campaign will make sure only those who are going to actually be in a position to bet will receive it. That way companies can confidently reference odds for specific matches, knowing they would be received before the match finishes.

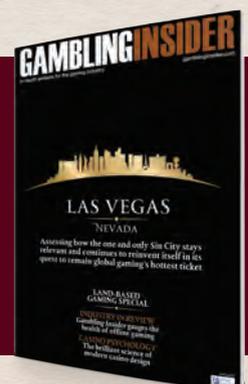
By putting data at the heart of these campaigns, companies can maximise the exposure of their brand to existing customers and potential new players too. This approach has helped gambling brands register new players for 15-21% less than their target Cost Per Registration (CPR), underlining the value that can be gained from using smart data.

Mobile marketing, done properly, gives i-gaming an invaluable opportunity to make the most of events such as the World Cup. By placing smart data at the core of a campaign, businesses can protect their brands, target existing and potential customers in a timely manner and realise efficiencies in their marketing budgets. That way, they can make the most of the big events as and when they come around."

Iain Wilcox is marketing director of Digitonic, a mobile marketing agency. The company recently launched its AMVS tool that allows users to identify handsets that are switched off or are roaming at the time of distribution

Want to be a guest columnist in GI Friday? Write to: editor@gamblinginsider.com

OUT NOW: Look out for the July/August issue of *Gambling Insider's* print magazine, featuring an in-depth Land-Based Gaming Special as we profile key destinations such as Las Vegas and Macau and assess how they stay ahead of the competition





Vermantia presents 360° Virtual!

Vermantia, an innovative and fast growing gaming content provider, presents 360° Virtual, an exciting and rich end-to-end Virtual games service. Through partnerships and in-house design, Vermantia brings to market a full product offering with plug-and-play technology solutions.

Vermantia is launching 5 new premium virtual games including Cycling, Motor Racing, Table Tennis, Badminton and Archery, which will enhance its robust portfolio to 10 games with a wide range of betting markets. This unique portfolio is enriched with additional titles from global frontrunners in Virtual gaming such as Betradar Gaming and Kiron Interactive, and includes Football, Horse Racing, Greyhound Racing, Trotting and Tennis. By the end of the year, Vermantia plans to further boost its offering with an additional 5 state-of-the-art games.

360° Virtual becomes all the more powerful through V-plus Media Platform, delivering end-to-end content broadcast solutions tailored for Retail, Online and Mobile. 360° Virtual technology extends to the provision of integrated self-service betting terminals for an unparalleled Retail experience.

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