



WEEK 7

FRIDAY 14 FEB 2014

THIS WEEK

- Integrated Resort plans for South Korea
- Guest column: Daniel Solomou on mobile
- ICE attendance sets new record
- Tweets of the week

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TOP STORY

PENNSYLVANIA JAIL THREAT FOR GAMERS

New legislation would introduce fines and imprisonment for online gamblers



Mario Scavello. [Photo: Pocono Tourism]

Online gaming in Pennsylvania would be punishable by a jail sentence under new legislation unveiled by Republican State Representative Mario Scavello. Internet gambling is illegal in the Keystone State but there are currently no sanctions for breaking the law. However HB2052 would introduce penalties for wagering online. A first violation, graded as a summary offence, includes the possibility of up to 90 days in prison and a fine of up to \$300. A second violation is graded as a first degree misdemeanour and could lead to a year in jail and a fine of up to \$2,500, while subsequent violations could result in higher fines.

“Even though it is against the law, use of online gambling sites is on the rise across Pennsylvania,” said Scavello. “If we don’t act now to enact strict penalties for this unlawful activity, I know that use will only grow in the years ahead.”

Scavello said he was introducing the Bill because online gaming could be “harmful” to children, adding that it was also difficult to address compulsive online gambling. He also labelled

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internet gaming sites as money-laundering outlets for “terrorists and organised crime rings” while opining that online gaming hurts legitimate businesses and jobs in the state.

Pennsylvania is facing a deficit of up to \$1.05bn by the end of the 2014 fiscal year, and last December the State Senate passed a resolution directing the Legislative Budget and Finance Committee to “study the current condition and future viability of gaming” in the region, including the impact that online gaming may have on the state’s tax revenues and employment at its current land-based casinos.

In April 2013 Democrat Tina Davis introduced a Bill which would allow existing land-based casino licensees in the state to apply for online gaming licences, while the following month saw the introduction of legislation from Republican Paul Clymer – a supporter of Scavello’s new Bill – which would ban all forms of online gaming. However neither piece of legislation gained any traction during the legislative session.

KEY POINTS

- New legislation would make online gaming in Pennsylvania a jailable offence.
- First violation could trigger 90 days in prison; second violation could be one year.
- Finance Committee currently assessing viability of online gaming in the state.

ASIA

GENTING PARTNER WITH LANDING FOR KOREA CASINO COMPLEX

IR planned for Jeju Province

Casino operators Genting Singapore have agreed a deal with Chinese property developers Landing



International Development for the creation of a \$2.2bn integrated resort in South Korea. Set to open in 2017 in Jeju Province, a popular destination for wealthy Chinese tourists, the complex will include a casino, luxury hotels, shopping mall, theme park and residential facilities. The agreement represents Genting’s first move into South Korea.

Korea is currently an area of focus for major operators, with Las Vegas Sands last year expressing an interest in the country. Caesars Entertainment had an application for a casino licence rejected in June 2013, although reports suggest that the firm have filed an application for another preliminary screening alongside investment group Lippo, their partners in the project.

Paradise-Sega Sammy, a joint venture between Japanese video games firm Sega Sammy and Korean casino and hotel company Paradise, are to create an integrated resort on Yeongjong Island after agreeing a deal with Incheon International Airport.

Of 17 casinos currently licensed in South Korea, only one, Kangwon Land [pictured above] in Gangwon Province, is open to Korean residents.

KEY POINTS

- Genting Singapore to create \$2.2bn integrated resort in South Korea.
- Operators partner with property development company Landing International Development.

INDUSTRY EVENTS

ICE ATTENDANCE HITS NEW HIGH

24,000 delegates defy tube strike to break show record

This year’s ICE Totally Gaming conference set a new attendance record as nearly 24,000 gaming industry professionals flocked to the Excel Centre in London. Despite a tube strike in the capital, a total of 23,891 delegates visited the show, which boasted 503 exhibiting companies, an eight-channel conference programme and a plethora of free seminars.

Kate Chambers, portfolio director at ICE organisers Clarion Events, said: “Our campaign was Sensational ICE and I hope the experience lived up to that pledge. However, you are only as good as your last event and our job now is to reflect, identify the areas in which we could have done better, continue to do the things we did well



ICE Totally Gaming drew a record crowd

Tweets of the week 

“A mysterious old slot machine in Vegas hasn’t paid out its jackpot in 20 years, is up to \$2.3 million.”
Wall Street Journal’s @TomGara

“You realize when playing games, is not all about graphics. Placement of functionality is just as important.”
iGaming specialist at InUse @StaffanSchroder, on mobile slot games

“I’d much rather the WSOP guarantee a min-cash being worth \$30,000 than a \$10 million 1st prize. Would attract more players for sure.”
UK PokerNews editor Matthew Pitt [@YorkyPuds]

and work in partnership with the industry to deliver on behalf of the industry once again in 2015.”

KEY POINTS

- ICE Totally Gaming breaks attendance record with 23,891 delegates.

NEWS IN BRIEF

ROUNDUP: AMAYA, RATIONAL, EVOLUTION

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

- Providers **Amaya** have completed the sale of their online casino operator subsidiary **WagerLogic** to **Goldstar Acquisitionco**.
- **PokerStars** and **Full Tilt** owners **Rational Group** are exploring a move into online sports-betting.
- **Evolution Gaming** are to provide a live casino service for **Danske Licens Spil**.

GUEST COLUMNIST

“HOW MOBILE HAS CHANGED ONLINE AND OFFLINE GAMBLING”



by **Daniel Solomou**
SEO and digital comms manager

“There’s no escaping the fact that the introduction and subsequent growth of mobile gambling has led to a more consumer-driven market. It’s all about the convenience of your audience in 2014 and if an operator cannot provide this to an adequate level they will be overtaken by someone who can. It’s become quite apparent that

players have grown fond of the ability to play wherever they like.

But more than this, players have come to expect precisely what they want, when they want it. They expect to be able to access their favourite games on mobile and now they expect these to be of the highest standards too, with no low-quality, pixelated images or functionality issues. They also now take for granted the ability to play games on a mobile device straight from their main account, depositing and withdrawing money with ease and even resuming games after taking phone calls.

Understandably online gambling businesses feel a necessity to keep up with these ever-expanding demands, which is why we are likely to see even more mobile and tablet games appear as the year progresses. But what about those companies that operate predominantly offline? The popularity of mobile gambling has seen people move away from traditional gambling at a steady pace, but in reality there’s no reason why land-based gambling operators such as casinos can’t embrace these opportunities in mobile, using them to their own advantage.

Without needing to change the focus of their business, a company could launch a mobile app with relative ease or consider mobile advertising to ensure they are still in the best position to capture the attention of their audience. Those brands in the slightly more preferable position of providing an online and offline gambling experience should focus on uniting their online and offline marketing to make the most of the mobile trend. For example,

a mobile user may be presented with an offline-only discount when visiting their social channels, or receive a voucher via email upon downloading an app for the first time. Similarly it makes sense to promote your online offerings offline as well for maximum impact.

Another interesting concept is the view that mobile is widening participation into the market in general. Rather than the common view that this trend is stealing customers that would otherwise be spending their money offline, there is the idea that by reaching so many new potential customers, mobile gambling is actually simply just widening the consumer base. If there is real substance behind this view, it could mean that offline casinos are actually benefitting from the progressions of mobile operators, albeit in a slightly less direct way.

Either way it is clear that mobile gambling doesn’t necessarily signal the end of offline gambling. However, neither is it something anybody can afford to ignore, regardless of where they operate.”

Daniel Solomou is an SEO and digital communications manager at Netplay TV, where he covers a large amount of industry research in order to keep Netplay TV’s casino brands (such as supercasino.com) ahead of the game in terms of online marketing and player satisfaction

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*LET'S MAKE
THIS A NIGHT TO
REMEMBER...*

*LET'S FORGET THIS
EVER HAPPENED*



SOME THINGS ARE BEST FORGOTTEN...

ICE IS NOT ONE OF THEM.

3-5 FEB 2015, EXCEL LONDON.