



WEEK 21

FRIDAY 22 MAY 2015

THIS WEEK

- Special iGaming Super Show preview edition
- Updates and interviews ahead of the show
- The latest in the battle to buy BwinParty
- Columnist: David Pope on registration

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TOP STORY

INDUSTRY HEADS FOR AMSTERDAM

iGaming Super Show set to attract over 3,500 delegates



The iGaming Super Show will be visited by thousands from across the industry

The gaming industry is gearing up for this year's iGaming Super Show in Amsterdam. The event, which includes eight co-located conferences, is being held between 23-26 June at the Amsterdam RAI – the largest exhibition space in the Netherlands. The 2015 Super Show is expected to attract over 3,500 delegates, more than 100 speakers and 100+ stands. The eight events will cover payments, player acquisition, regulation and compliance, sports betting, binary/financial and affiliates.

Player Acquisition Strategies

Player Acquisition Strategies is a dedicated conference focused on new and innovative marketing techniques as well as improving current activity, all of which is designed to increase ROI and retention. Delegates will hear from industry leaders and get inside information on the successful strategies of other companies, while take away to-do lists will provide added benefit for those in attendance. Topics up for discussion include social media, digital advertising and player acquisition, television advertising, real-time bidding and PPC. Player Acquisition Strategies costs £499.

CONTINUED ON NEXT PAGE ►

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FROM FRONT PAGE ►**Betting Trends & Strategy track (BeTS)**

Run in association with the Racing Post and Sports Betting Community, and supported by FSB, Betting Trends and Strategies sessions will cover the latest trends, strategies and opportunities in the sports-betting industry. A CEOs panel will see business leaders from across Europe debate the direction in which the sector is heading, while the Asian and African markets are also on the agenda. Key considerations around live streaming will also be discussed, as will the formation of an omni-channel business.

IMGL Masterclass

The free IMGL Masterclass will cover issues such as fantasy sports, regulation in Holland, payments, binary options and digital currencies. The conference content has been created by IMGL, a body aimed at shaping the future of gaming law, and is designed to give delegates from the entire gaming industry access to information and analysis from C-level executives and international thought leaders. Those attending the Masterclass can expect a day of 45 minute conference sessions focused on learning.

iGaming Executive Conference

The iGaming Executive Conference (iGEC) is a paid for Super Show conference strictly only open to C-Level executives working within i-gaming, terrestrial gaming and the lottery markets. The conference content is specifically designed for the needs of executives in the gaming sector and will include some of the biggest speakers in the market, ensuring the sessions are targeted for current business needs and objectives. Speakers include Dr Tom Chatfield, a TED Global speaker and former faculty at Oxford's Said Business, and renowned entrepreneur Brock Pierce. Conference sessions are formatted in a similar way to the TED Talks. The iGaming Executive



Conference is a paid for track at the iGaming Super Show costing £1,295 + VAT and is subject to approval.

Payment Solutions Summit

The Payment Solutions Summit is a dedicated conference focused on the rapidly growing payments sector and will analyse the latest data, opportunities and trends. The conference will provide a comprehensive overview of the entire global payments ecosystem and ensure that delegates will be up to speed regarding the landscape as it exists today, and in the future. The conference content is created in conjunction with an advisory board of industry experts, with topics set to include compliance, fees, digital currency and fraud.

Amsterdam Affiliate Conference

The Amsterdam Affiliate Conference (AAC) is part of the renowned and respected iGB Affiliate series of events, which includes the London Affiliate Conference and Berlin Affiliate Conference, which has recently moved from Barcelona. The two-day event will focus on topics such as SEO, social marketing, digital marketing, PPC, landing page optimisation and a range of other affiliate-related matters. The AAC exhibition is expected to feature

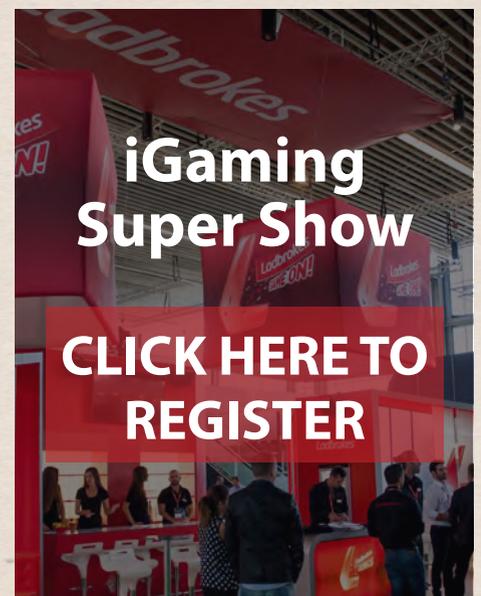
around 70 operators including major brands such as William Hill, Bet365, 888 and BwinParty.

Gaming in Holland

The third edition of the Gaming in Holland Conference is based on the theme of opportunities within a regulated market, with participants including CEOs of operators, lawyers, SEO experts and lottery entrepreneurs. Issues up for discussion include the political aspect of the regulatory process, taxation, the size of both the online and land-based gaming markets in Holland, and market characteristics.

Financial Partners Expo

The Financial Partners Expo is the largest dedicated exhibition for affiliates, binary options brokers and introducing brokers within the retail finance sector. The event will provide an opportunity for those already in the space to network and make new business connections, while newcomers will be able to learn about the business from the leaders of the industry. It will focus on the expanding binary options market, as well as the online FX sector, which presents crossover opportunities within gaming. Conference content has been created in conjunction with iGB Affiliate and Conversion Pros, experts in the affiliate and financial markets.



SUPER SHOW PREVIEW - NETWORKING

“MORE OPPORTUNITIES THAN EVER BEFORE”



Shona O'Donnell
Head of Operations, iGaming Business

Can you give a general overview of this year's networking opportunities and activity across the iGaming Super Show, including AAC.

We have more networking opportunities than ever before to help our delegates maximise their time. We have created specific networking events for different sectors to make it easier for people to make the right connections. Alongside the main parties, which are open to everyone, we also have bingo drinks taking place on Wednesday night – sponsored by Which Bingo – as well as

VIP drinks sponsored by Vantiv. We will have BeTS drinks in association with SBC and sponsored by OpenBet on Thursday evening, and Player Acquisition Strategies drinks and awards. We'll also have an International Masters of Gaming Law lounge area where their members can easily network.

What networking lessons have you learned from delegate feedback from previous years?

In the past, feedback has showed that people find it hard to meet the people that are most relevant to them. We hope that creating specific networking events that tie into specific verticals like bingo or sports betting will allow them to make relevant connections. Feedback from the events is something we take very seriously and our aim is to continually improve all aspects of the events and to make sure delegates, exhibitors and sponsors get the best possible ROI from attending. We also try as much as possible to choose venues for the main parties that have a quiet area where

people can continue to talk and do business and a separate area for those that want to party a bit more.

What aspects of this year's networking are you particularly excited about?

Our VIP drinks are taking place at an amazing location that has served as the Admiralty and the old town hall so it's got great history and lots of secrets to tell. The bingo networking drinks are at the lovely Zuidpool in their canalside beach house, so this is a must attend.

What do you think makes iGaming Super Show networking superior to that of other shows?

It is the only event that brings together the entire online gaming community in one location, from retail finance to affiliates to suppliers and jurisdictions. I think that now more than ever we are seeing businesses and individuals working across different sectors and verticals, so to be able to meet people from all of these in one place is extremely valuable.



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SUPER SHOW PREVIEW

"THE SESSIONS ARE GOING TO BE AMAZING"

Alex Pratt
Head of iGaming
Business, iGaming
Business

In order to provide a fuller flavour of what this year's iGaming Super Show is all about, GI Friday has been speaking to some of the main players involved in the organisation of the leading show. This includes Alex Pratt, head of iGaming Business, who provided some additional detail and comment on what can be expected from this year's event

What do delegates demand and expect from gaming industry events like the iGaming Super Show?

They expect to meet the best quality people in an environment that is prime for business, education and networking. The iGaming Super Show is the perfect solution for this as it allows delegates to attend vertical conferences and networking events with their peers, but also take advantage of a huge exhibition floor where they can gain additional contacts and knowledge outside of their area of work.

How have the iGaming Super Show and Amsterdam Affiliate Conference evolved during the time you've been involved?

They have changed a huge amount since we launched five years ago. When we launched, the brand was confused and we struggled to find a position simultaneously in the B2B and affiliate market. However after a huge amount of work and change we have created a really unique platform. The show is now established and recognised as an event where the entire sector can do business, whether you are a C-level executive, supplier or affiliate.

What's really exciting is that we are just at the beginning of the curve and are already the biggest dedicated i-gaming event, so the future is bright as we expand further into the market attracting even more delegates and exhibitors.

What sort of work goes into creating successful events such as these?

It takes a huge amount of work as it isn't a single show but eight events with a shared exhibition floor. This means we have hundreds of speakers, exhibitors and sponsors to manage as well as the thousands of delegates that are looking to get ROI. This year the event is even bigger and registrations are running at 29% up year-on-year. So while it is even more work, I am definitely not complaining.

What do you think will be the big topics and issues people want to discuss and learn about this year?

Because of the nature of the show the big topics will vary from conference to conference. Overall, I think big topics will be around regulation, new markets, developments and tech such as eSports, daily fantasy sports, Africa and wearables. But this is just scratching the surface with the amount of sessions we have.

What has been your aim with the conference content this year?

Our approach differs from conference to conference but overall we are looking to find speakers that offer insight and take-home information. There is nothing worse than wasting a day sitting in sessions learning nothing. We want delegates to walk out of every session believing it was a good investment of their time.

What have you learned from last year's conferences that you've used to improve this year's show?

The biggest lesson from last year is that delegates liked the niche conferences within the show. They didn't want them to end. We have now organised vertical networking events which range from

a payments dinner at the Supper Club through to sports betting drinks. We have also moved to a bigger hall and invested back into the features themselves so the networking on the show floor will be even better with enhanced VIP areas, bars and business lounges.

Who are some of the major sponsors of this year's show and what are they sponsoring?

We have some really loyal sponsors that have supported us for years such as EveryMatrix, BetConstruct, William Hill, 888 and Bet365. However, this year is really exciting as we have attracted lots of new sponsors and have had to move to a new hall to accommodate them. Examples include Microgaming, OpenBet, GAMING1 and SafeCharge, but the list goes on so check the site for the full list.

It's also worth noting that as well as new sponsors and exhibitors, International Masters of Gaming Law (IMGL) have come on board to run their IMGL Masterclass at the show. This is a really exciting development as it underpins our strategy of attracting other organisations to host their events under our 'roof' and will attract even more delegates to the show.

What aspects of this year's show are you most looking forward to personally?

There are two areas I am most looking forward to. Firstly the sessions, which are going to be amazing this year with some really hard-to-find speakers. Secondly, the vertical networking events, which I think are going to be extremely effective at bringing communities together to discuss specific industry issues and trends as well as do lots of business.

How do you intend to keep developing the shows in future years?

We have lots of plans, but most of all we will continue to listen to the market and adapt to those needs and trends to ensure the event provides the highest ROI whether you are a delegate, exhibitor or sponsor.

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SUPER SHOW PREVIEW - SPONSORSHIP

“A UNIQUE PROPOSITION THAT ATTRACTS HIGH PROFILE DELEGATES”



Olivia Gillibrand
*Head of Marketing,
OpenBet*

Why will you be attending this year's iGaming Super Show with OpenBet?

The iGaming Super Show has really grown since conception and is now a key event on the i-gaming calendar. Hosting the show in June is an excellent mid-year point between other large industry events and this year's iGaming Super Show will be a great opportunity to update the industry on what we have been doing this year and our omni-channel development.

What makes the iGaming Super Show such a standout event on the industry calendar?

The Super Show stands out due to the volume and huge variety of content within the show. It is a unique proposition that attracts high profile delegates, exhibitors and speakers, and one that allows the entire i-gaming industry to gather under one roof.

What is your involvement on the sponsorship side of this year's Super Show?

This is OpenBet's first year at the iGaming Super Show. We have been reviewing our marketing strategy and building our presence within the market and part of this was ensuring that we have a meaningful presence at the shows and conferences, which obviously includes the iGaming Super Show. We have chosen to sponsor the B2B bar because it allows us to showcase our products in a true to life environment and to leverage the social nature of the bar to network and catch

up with people and companies from across the industry.

What are the benefits for you as sponsors?

It will be a great opportunity to build brand awareness and update the industry at a key mid-way point of the year. We can build on the momentum that we have generated as a company this year thanks to our platform's record-breaking performance during the Cheltenham Festival and Grand National.

What aspects of this year's show are you most excited about personally?

For me personally, having not been to the iGaming Super Show for a few years, I am excited to see how much it has grown and developed. The concept is unique and it is testament to the team at iGaming Business that they have been able to make this vision come alive and grow it every year. And obviously we are excited as a company to showcase our products and services to the industry.

iGaming Super Show 2015

23-26 June 2015



SUPER SHOW PREVIEW - CONFERENCES

A selection of some of the standout conferences at this year's iGaming Super Show. (Speaker line-ups subject to alteration/addition.)

FINANCIAL PARTNERS EXPO

**Wednesday June 24th – 12pm-1pm
Affiliate Managers Panel**

An interactive panel of affiliate managers will be advising how to bring out the best in your performance and provide advice on where the industry is currently heading. There are a lot of questions surrounding working with regulated and unregulated brands and this is the perfect panel to find out more about what to look out for and where to go in order to get the best pay-outs. The main focus of this session is to provide affiliates who are interested in gaining further knowledge in this field with expert advice on which companies to work with and who they can trust.

Speakers: Dina Nashef, Head of Affiliation, Banc De Binary
Layth Sanjaq, Operations Manager, Orbex

reasons why retail investors suffer losses and how even though gaming and trading might not sound like a combination that could lead to better trading results, in practice it certainly will. You will learn how to significantly improve both your brokerage and your client's profit/loss ratio and gain a better understanding of how gamification also adds a factor of fun, excitement and education to trading.

Speakers: Nick Bortot, CEO, BUX



PLAYER ACQUISITION STRATEGIES

**Thursday June 25th – 2.15pm-2.55pm
Television Advertising for iGaming**

Big budgets, small screens. Hear how the industry's giants gain an insurmountable lead on their competition in the world's most competitive market through the effective use of television advertising. Learning objective: Taking advantage of multi-screening, addressable advertising, calculating ROI from TV and coordinating campaigns.

Speakers: Guy Tal, Head of Offline Marketing, Ladbrokes

BETTING TRENDS & STRATEGIES

**Thursday June 25th – 10.05am-10.45am
The Big CEO Panel**

Hear some of the industry's leading CEOs and business leaders across Europe debate the direction that the industry is travelling, where it could do better and whether EU harmonisation is a good thing or a bad thing. They will also share their predictions on new opportunities and threats that could change the face of your business in the next 12 months. Learning outcome: insight into industry developments, threats and opportunities.

Moderator: Mark Blandford, Partner, Burlywood Capital

Speakers: Itai Zak, CEO, SBTech
Paul Fisher, Managing Director, Jockey Club Racecourses
John O'Reilly, Gala Coral

IGAMING EXECUTIVE CONFERENCE

**Wednesday June 24th – 4.30pm-5pm
The Future of Wearable Technologies for Gaming**

Wearable technology is the buzz of the entertainment world. This panel looks at the latest, coolest and most bizarre technologies and devices and how they will be applied to engage the next generation of i-gaming customers.

Speakers: Barry Orr, PR Manager, Betfair
Christian Stammel, Founder & CEO, Wearable Technologies
Naoyuki Otsuru, Illusion

PAYMENT SOLUTIONS SUMMIT

**Wednesday June 24th – 12pm-1pm
Withdrawals: How a fast and effective withdrawal solution will lead to higher conversions and more new player sign-ups**

A long-time payment industry veteran and a sought after conference speaker, Meidad Sharon is currently the vice president of sales at SafeCharge International. Drawing from years of experience with gaming and financial industries, Sharon is a pro at demonstrating how simple payment processing and fraud prevention solutions can meet complex needs and lead to maximum profitability and a seamless end-user experience.

Speakers: Meidad Sharon, Safe Charge



**Wednesday June 24th – 4pm-5pm
How Gamification can Lead to Better Trading Results**

It is a fact that it is not easy to make money trading as a retail investor and this has been documented significantly in numerous articles and financial news. If this situation does not change it is highly likely that regulators will sooner or later intervene. This session will explore the



SUPER SHOW PREVIEW - NETWORKING

A selection of some of the networking and social events on offer at this year's iGaming Super Show.



Tuesday June 23rd – 4pm-6pm

Welcome Drinks

Collected your wristband and name badge? Ready to get networking? Then go for some informal drinks in the bar at the Novotel Amsterdam City.

Venue: Novotel Amsterdam City, Europaboulevard, 10, 1083 AD Amsterdam

Tuesday June 23rd – 9pm-late

Opening Night Party

Meet old and new faces and start the event at the Opening Night Party. The team are working hard to secure a venue that will be perfect for business and those who want to make those all-important networks, and pleasure – for those who want to relax and have a dance.

Venue: TBC

Wednesday June 24th – 8pm

Payment Solutions Summit Dinner

Guests of the payments industry are invited to join for a three course dinner taking place at Supperclub from 8pm, where you can relax before the main party and enjoy some of the legendary Supperclub entertainment, making this the perfect way to entertain clients. This event must be pre-booked. To book your table, please contact

lan@iGamingBusiness.com

Venue: Supperclub, Jonge Roelensteeg 21, 1012 PL Amsterdam

Thursday June 25th – 7.30pm-9.30pm

BeTS Networking Drinks sponsored by OpenBet

Sponsored by OpenBet, iGSS invites members of the sports-betting community to join them for some networking drinks to kick off the evening festivities. This must-attend social occasion is hosted just around the corner from the Official Networking Party venue at Players Bar.

Venue: Players Bar, Warmoesstraat 170, 1012 JK Amsterdam, Netherlands

Friday June 26th – 1pm-4pm

Friday Unwind Session sponsored by Intertops

Held at a fantastic beachside location, this will be the perfect place for delegates to unwind after the main event and relax with a few beers. This event is once again kindly sponsored by Intertops and will once again feature the legendary Amsterdam Canal Cruise.

Venue: Zuidpool, Europaplein 22, Amsterdam, Netherlands

playtech

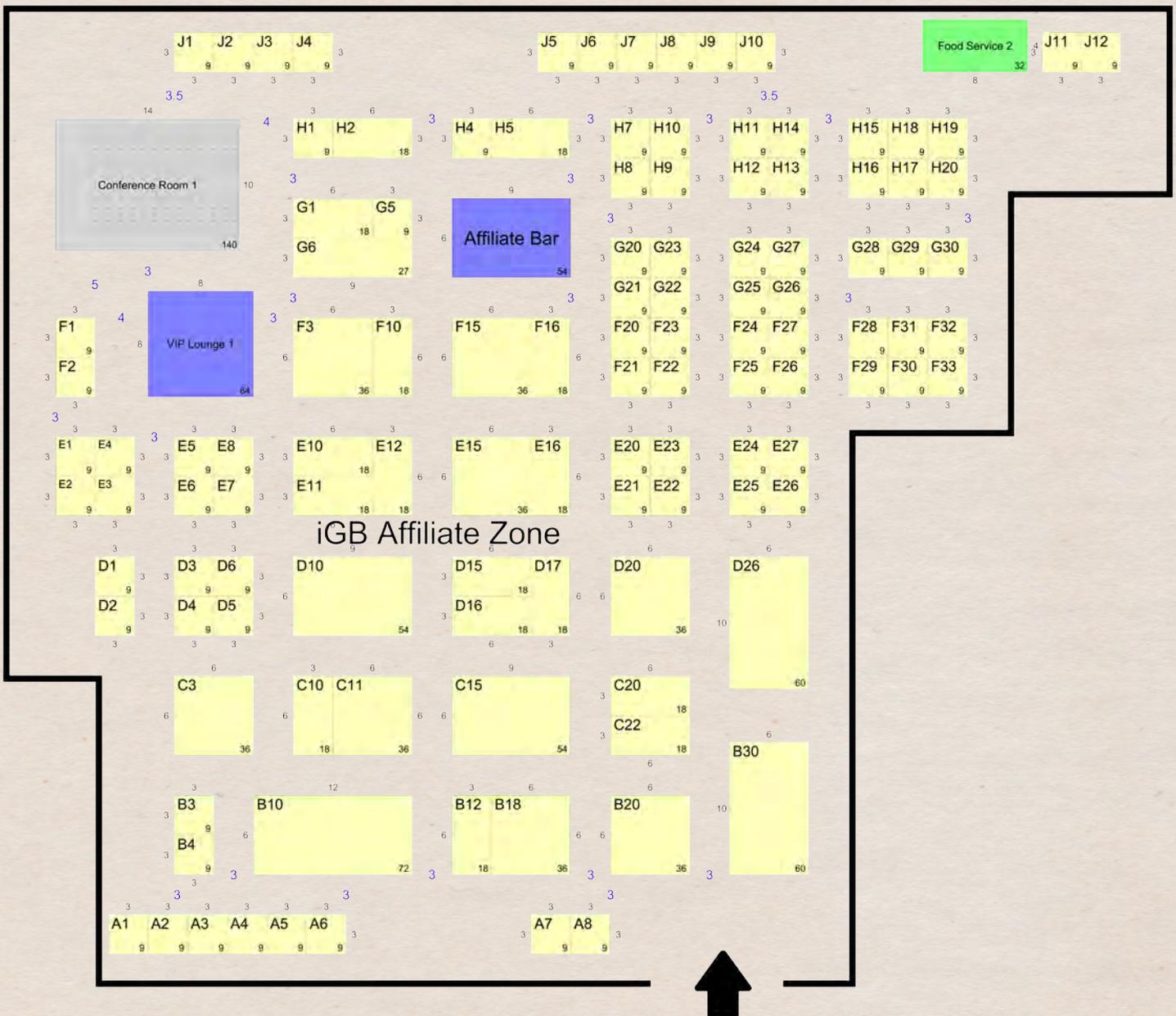
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iGaming Super Show 2015

23-26 June 2015

The iGaming Super Show is the biggest dedicated i-gaming exhibition and conference for the i-gaming industry. In 2015 the show is expecting over 3,500 delegates, 100+ speakers and over 100 stands. The show will have eight events in one location including dedicated payments, player acquisition, regulation and compliance, sports betting, binary/financial and affiliate events. Below is a floorplan to help affiliate delegates navigate what is sure to be a busy and buzzing show.



SUPER SHOW PREVIEW - AAC CONFERENCES

A selection of some of the standout conferences at this year's Amsterdam Affiliate Conference. (Speaker line-ups subject to alteration/addition.)



Wednesday June 24th – 10.10am-10.45am

How to Solve the Biggest Problem for any Affiliate

Charles Gillespie will take you through solutions for solving your biggest problems. Find out how to make dramatic time savings, enjoy hassle-free accounting and robust your business intelligence.

Speaker: Charles Gillespie, CEO, Adge

Wednesday June 24th – 10.50am-11.30am

How Personalisation will Change the Acquisition and Retention game

Personalisation is becoming increasingly important in the digital marketplace and is affecting web, mobile and in-app audiences. Join this session to learn about this impact and to understand how personalisation can increase your revenue as well as how to scale it and maximise results.

Speaker: Andrew Sharland, Managing Director, Fresh 8 Gaming

Wednesday June 24th – 2.45pm-3.30pm

YouTube Optimisation and YouTube Ad Domination

Video is huge and continues to grow year after year – the king of video is Google's YouTube. What techniques, both paid and organic, can you use to get your videos at the top of YouTube. Plus, how can you best convert on

those videos and video ads within Google's ad marketplace.

Speaker: Akiva Ben-Ezra, owner, Ben-Ezra Marketing

Wednesday June 24th – 4pm-4.45pm

Sports Fantasy Panel

The rise of daily fantasy sports betting seems inexorable at the moment, but to a large extent the book has yet to be written, in Europe and the US, about a vertical that is only just starting out. In this session hear from a panel of experts as they analyse this rapidly growing vertical and, importantly, how affiliates can take advantage of this rapid growth.

Moderator: Melissa Blau, Founder and Director, iGaming Capital

Speaker: Shergul Arshad, CEO and Founder, Mondogal



Thursday June 25th – 10.05am-10.50am

Advanced SEO Panel

In this one-hour panel the best of the best from the SEO community will gather to discuss the latest trends.

Speakers: Fili Wiese, SEO Consultant, SearchBrothers.com

Joel Turner, Operations Director, Blueclaw

Thursday June 25th – 11.45am-12.45pm

Advanced Social Media Marketing Panel

Eleven years after the inception of Facebook the term social media is almost becoming obnoxious. Social is no longer something new, but rather something that has at least reached different maturity levels within operators' organisations. Hear from industry experts and what they think of the current state of social media in

the i-gaming space both from a tactical and strategic perspective.

Speakers: Joakim Nilsson, managing director, SCRM Cloud Jeremy Fall, Social Media Manager, Betclix Expert

Thursday June 25th - 2pm-2.45pm

Brand Advocacy - Harness People Power Advertising

Affiliate digital marketers have been the heroes of improving efficiency through digital and programmatic tactics, but the winners are those who work closely with brand and creative pioneers to ensure their story is told through the multitude of potential customer touch points. In an industry with low product differentiation, customer advocacy through affinity to brands becomes increasingly important. Whilst this activity is sometimes harder to measure, there are ways to report ROI. Content affiliates provide a valuable opportunity to engage advocates and advertisers need to utilise them.

Speaker: Emma Loveday, Lead Marketing Manager for Betting & Gaming, The Sun

Thursday June 25th - 4pm-4.45pm

Hunting the Long Tail - The Biggest Opportunity of 2015

A look at how Google is changing search forever thanks to Hummingbird. James Perrott will explain, simply, how we are going from a land of head terms and big volume keywords to one that rewards 'long tail' searches with greater traffic thanks to personalisation.

Speaker: James Perrott, Head of Search and Data, Zazzle Media



SUPER SHOW PREVIEW - VENUE

EXHIBITION VENUE: AMSTERDAM RAI
 The iGaming Super Show 2015 will be held at Amsterdam RAI – the biggest exhibition space in the Netherlands and just minutes away from the official Super Show hotels. In order to accommodate more exhibitors and visitors, the exhibition is moving to Hall 8.



Address: Hall 8, Amsterdam RAI, Europaplein, 1078 GZ Amsterdam, Netherlands

How to get there: Upon arrival, follow the signs to Hall 8, which can be reached from the front of the building, walking to Entrance F for Hall entry.

By train: Located just nine minutes from the city centre, Amsterdam RAI has its own train and metro station, which is easily reachable from anywhere in the Netherlands. When leaving the station, follow signs for the Amsterdam RAI.

By tram, metro or bus: There is a tram stop right outside the venue. Tram 4 runs between Amsterdam RAI (Europaplein stop), Amsterdam's city centre and Amsterdam Central Station. From the Amstel railway station, you can take Metro 51 and Bus 65 to get to Amsterdam RAI. Metro 50 also runs regularly between the Amsterdam Sloterdijk and Gein stations, stopping at the Amsterdam RAI station.

By car: Located right next to the A10 ring road, Amsterdam RAI is easily accessible by car. There is ample car parking spaces,

which are clearly signposted after leaving the ring road.

By plane: Amsterdam Airport Schiphol is just fifteen minutes from Amsterdam RAI, whether travelling by car, train, taxi or bus.

OFFICIAL HOTEL: HOTEL NOVOTEL AMSTERDAM CITY

The official iGaming Super Show Hotel for 2015 will be the Novotel Amsterdam City – a 4-star hotel in the heart of Amsterdam's business district and a mere six-minute walk from the Amsterdam RAI Exhibition and Convention Centre. The RAI train station is only a short walk away and offers frequent connections to Amsterdam city centre and Schiphol, making the hotel ideal for both business and leisure trips.

Address: Hotel Novotel Amsterdam City, Europaboulevard 10, 1083 AD Amsterdam, Netherlands

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LATEST NEWS - TOP STORY

OFFERS MADE FOR BWINPARTY GVC and Amaya in joint bid for operator, while 888 also submits proposal

Operator BwinParty has received two proposals for the acquisition of its business. Online gaming group GVC Holdings last week sent out a statement revealing its intentions to complete a takeover, before confirming press speculation on Tuesday that the proposal would be jointly financed by provider Amaya Gaming. Meanwhile operator 888 Holdings has also announced it has made a proposal for a potential takeover.

GVC's initial statement read: "If the proposed transaction were to complete, it would be treated as a reverse takeover due to the size of BwinParty relative to the company." A new release published by GVC on Tuesday said: "GVC confirms that the execution of this proposal would be jointly financed by GVC and Amaya." Amaya has since confirmed its involvement in the proposal.

According to the Financial Times, the bid consists of €1.5bn in cash and newly issued GVC shares, and BwinParty's poker business would immediately be sold to Amaya. The remainder of the company would be run by GVC's management through a special purpose vehicle jointly owned by Amaya and GVC, with GVC owning a majority.

888 sent out a statement confirming its own proposal to acquire BwinParty on Monday, stating that "888 shareholders representing approximately 59% of 888's share capital have irrevocably committed, subject to customary conditions, to vote in favour of the proposed transaction".

BwinParty said last week that it was "continuing its discussions with a number of third parties and has received revised proposals (including from GVC Holdings)". BwinParty then said in a statement on Monday regarding the 888 takeover proposal: "The board of BwinParty has noted the announcement made by 888 Holdings and confirms that it has received a proposal to acquire

the entire issued and to be issued share capital of BwinParty. The board and its advisers are conducting a detailed review of the proposals received to date and will make a further announcement in due course."

KEY POINTS

- GVC Holdings and Amaya Gaming have made a joint offer to acquire BwinParty, with 888 Holdings also submitting a proposal
- Approximately 59% of 888's share capital have voted in favour of a deal, subject to customary conditions
- BwinParty is to conduct a detailed review into the offers



FINANCIAL

PADDY POWER AND GALA CORAL NET REVENUE UP

Operators report increases

Operators Paddy Power and Gala Coral have both reported net revenue increases. Paddy Power's group net revenue went up 26% year-on-year for the period 1 January to 11 May, while Gala Coral's net revenue climbed 5% to £684.8m for the 28 weeks ended 11 April.

Net revenue from Paddy Power's online operations rose 31%, which was aided by a 41% hike in online sportsbook net revenue, while net revenue from its Australian operations improved 43%. Group sportsbook net revenue went up 28%, while group sportsbook amounts staked rose 21%.

Meanwhile it was confirmed on the same day that Paddy Power chairman Nigel Northridge is to step down from the role on 30 June, to be replaced by Gary McGann.

Gala Coral's net revenue jump was supported by a 38% increase in online revenue to £123.3m. Gross profit rose

5%, up to £492.4m, and its EBITDA went up 10% to £135.4m.

KEY POINT

- Paddy Power recorded a 26% year-on-year net revenue increase for 1 January to 11 May, while Gala Coral's net revenue rose 5% for the 28 weeks ended 11 April

US

NEW YORK ONLINE POKER BILL TABLED

Senator John Bonacic makes latest effort to regulate online poker in the state

A bill seeking to legalise online poker in New York has been introduced for the second consecutive year by State Senator John Bonacic [pictured]. S 5302 differs from last year's bill in that it does not include a so-called 'bad actor clause' that would ban companies that continued operating online services in the US after the implementation of the Unlawful Internet Gambling Enforcement Act (UIGEA) in 2006, which placed a federal ban on online gambling.

The number of operator licences would be capped at 10, with operators taxed at a rate of 15% on gross gaming revenue.

Bonacic and Assemblyman Gary Pretlow, chairman of the Assembly Committee on Racing and Wagering, introduced companion bills to legalise online poker last year, but both were unsuccessful. Should S 5302 be passed, then New York would become the fourth US state to have regulated online gambling.

KEY POINT

- State Senator John Bonacic has submitted a new bill for regulated online poker in New York



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"STREAMLINING REGISTRATION WHILE MEETING KYC"


by David Pope
European
marketing director,
Jumio

"British punters have access to the most sophisticated betting and gaming sites anywhere in the world. Competition is fierce, with sites looking to entice punters in with special offers, market-beating odds and exclusive games. Yet despite all of this, gaming merchants are still making the sign-up process for new customers a complicated and time consuming affair.

With the point-of-consumption tax in the UK being so high at a whopping 15%, margins are being tightly squeezed. This puts a whole new focus and importance on customer acquisition costs. To improve profit margins it is vital that gaming companies ensure they make registration, deposit and payout as frictionless as possible for the gamer.

An overly long and complex sign-up process often results in customers abandoning the account opening process. Customers are being lost before they have even made their first deposit. In a highly competitive marketplace consumers will move their activity between operators to take advantage of sign-up bonuses, favourable odds and loyalty schemes – and the same rule applies to account opening. If the customer experiences

frustrations from the offset, they will simply move to the next operator.

The quicker you on-board a customer, the quicker they play, the quicker money starts to flow and the happier they will be. There is technology out there, such as Jumio's Netverify, which makes the sign-up process more streamlined by turning a customer's mobile device camera or webcam into an ID scanning terminal. It makes it quicker for customers to register and sign-up, and easier for operators to accurately capture customer data, such as age, gender and address. And of course Jumio also helps gaming merchants to meet Know Your Customer (KYC) requirements and reduce fraud.

Often, Know Your Customer is viewed as a necessary pain for gaming businesses, enforced by legislation and regulatory bodies. The principal objective of KYC is to prevent underage gaming and financial crimes such as money laundering and ID fraud which, in the online world, is a big business issue on an international scale.

However, by using the KYC process as a differentiator, rather than box ticking to meet compliance requirements, the sign-up process isn't a chore. Instead it can increase customer sign-up rates, maximise deposits and minimise abandonment. But that's not all. Savvy gaming companies are also using the collected KYC data to make tailored customer offers – adding significant value.

It's not just about ID verifications though. Payment, whether it be deposit or payout, should be hassle-free. Jumio's BAM Checkout enhances the deposit experience and increases conversion rates with a simple and

engaging process for customers.

Mobile devices have changed our world. They have redefined how, where and when gamblers (in particular) interact with the online world. Mobile is starting to take over from the laptop as the dominating driver for online gaming, with predictions from industry consultancy H2 Gambling Capital that 44% of all global gambling revenue will come via the mobile channel by 2018. Keeping pace with demand defines success. Converting mobile traffic into revenue requires an optimised customer experience, and one that is responsive and engaging whilst requiring minimal click-throughs for the customer.

To stay profitable the key is to get your customers gaming as quickly as possible without compromising on security or payment method. We can't change how gamblers want to interact with us and we live in a 'need it in real time' society, so embracing technology to streamline account opening and payments and then making the most of the information you have collected is what will truly make the difference in today's ever more competitive market."

Jumio is a leading identity management and credentials company that helps businesses reduce fraud and increase revenue while providing a fast, seamless customer experience. David Pope is the European marketing director at Jumio Inc

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

OUT NOW: Look out for the May/June issue of Gambling Insider's print magazine, featuring a USA Special as we speak exclusively with Scientific Games president and CEO Gavin Isaacs about his ambitious plans for the expanding provider following some major acquisitions

