



# WEEK 40

## FRIDAY 30 SEP 2016

### THIS WEEK

- The GGA took place on Monday, kicking off G2E
- 12 awards presented at the Venetian
- MGM Resorts and IGT take two awards
- Winners react to their triumphs

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#### TOP STORY

## GGA 2016 WINNERS REVEALED

12 categories awarded, voted for by the industry



MGM Resorts put in another excellent performance at this year's Global Gaming Awards, scooping its third consecutive Land-Based Operator of the Year trophy, while also retaining its title for Customer Loyalty Program on the back of the success of M life rewards.

The winners of the twelve awards handed out at this year's ceremony in Las Vegas needed to impress a panel of 60 independent judges, whose backgrounds span the full length and breadth of the gaming industry, with their votes audited by KPMG Gibraltar.

The industry gathered in a packed Venetian Ballroom at the Venetian Palazzo Congress Centre on Monday 26 September, to see in this year's awards ceremony luncheon and the kick off to the Global Gaming Expo.

The award for Digital Operator of the Year went to 888 Holdings for 888poker.com, a first Global Gaming Award win for an operator seeking to challenge the dominance of PokerStars in the online poker industry.

A wide spectrum of verticals was represented in the ten operators shortlisted, from online poker and sports betting to the new darling of the US that is slowly finding a firm foothold in Europe, Daily Fantasy Sports.

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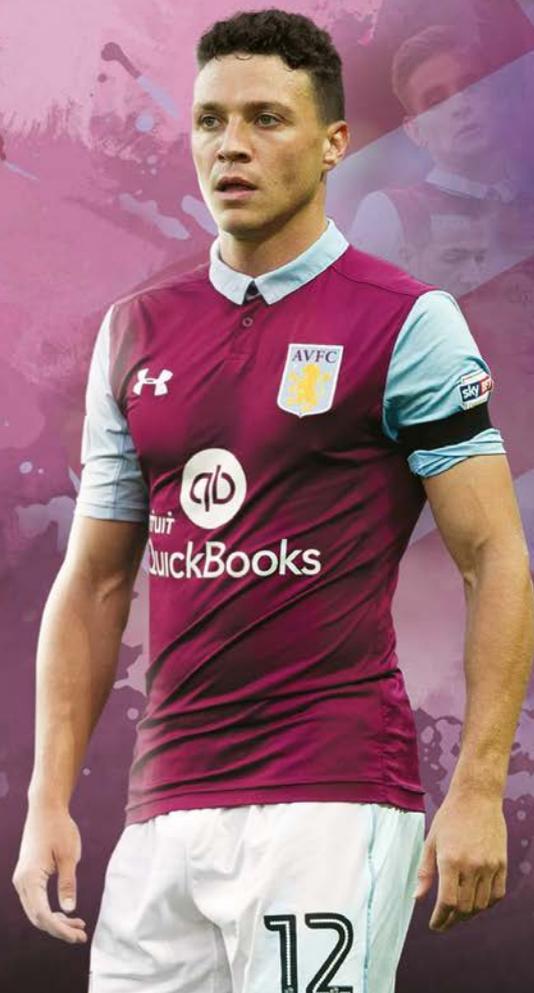
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## FROM FRONT PAGE ►

IGT's Playspot saw it scoop the award for Casino Product of the Year, the product displaying the value casino operators are placing on the development of mobile products within the walls of their casinos.

The supplier picked up its second award of the day in the Land-Based Industry Supplier category, its innovations in slot play recognised as its Wheel of Fortune slot celebrates its 20th anniversary.

In an exceedingly competitive category, Playtech scooped the award



for Digital Industry Supplier, going one better than its runner-up finish in 2015, the judges clearly impressed by the excellent financial results complimenting its impressive range of supplied verticals.

Victory in the Digital Product of the Year category went the way of Microgaming, as it did in 2015, the supplier coming out ahead of its competition thanks to the success of its fully customisable Quickfire platform.

NYX Gaming Group saw off stiff competition to claim victory in the Digital Gaming Innovation category for its Witch Pickings slot, the game notable for its immersive graphics and a bonus engine offering endless mix-and-match feature combinations.

This year's prize for Land-Based Gaming Innovation was awarded to Scientific Games for SG Universe, a mobile gaming solution selected by more than 125 casinos via 91 apps.

As the second mobile product to be awarded in a land-based category, SG Universe highlights the importance



that the judging panel and the wider gaming industry as a whole believe these products will have on the development of the land-based casino industry moving forward.

Unibet won its first ever Global Gaming Award this year, taking home the title for Digital Acquisition Program of the Year after finishing as runner-up in the Responsible Business category last year.

With affiliate marketing being such huge business in digital gaming, understanding the affiliate industry



and developing a culture and program that promotes harmony and cooperation with affiliates has never been more important, with the ten companies shortlisted all doing sterling jobs of that in 2016.

This year's title for Responsible Business was awarded to GeoComply, the firm's technology leading to safer regulated digital gaming in casinos and regulated states in both the USA and further afield.

Aristocrat CCO Maureen Sweeny's victory as North American Executive of the Year rounded off this year's



Global Gaming Awards presentation.

The North America Executive of the Year is a new category for 2016, aiming to recognise the excellent work done in the continent by senior executives of some of the most impressive operators and suppliers in the industry.

Belying its infancy, the category proved one of the most fiercely contested, with Steve Rittvo, Nicky Senyard and Jason Robins among those unlucky to have missed out.

The Global Gaming Awards are powered by Gambling Insider

and presented to the industry in association with G2E Vegas, the American Gaming Association and Reed Exhibitions.

NYX Gaming Group was the Lead Partner of the Global Gaming Awards 2016, the third year it has taken up the role, with the awards handed out by Gambling Insider Editor Alex Hammond and Micky Swindale of KPMG Gibraltar.

Category sponsors for 2016 included Scientific Games, NetEnt, Betradar, American Gaming Systems, Agilysys, Microgaming and IGT.



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# THIS WEEK IN NUMBERS

The facts and figures that have caught our eye in the past seven days



The size of the suit reportedly filed by Anthem Sports and Entertainment against DraftKings, claiming DraftKings has reneged on its obligations to them as part of a commercial deal between the two



Designation of the bill filed by to the Senate by US Senator Tom Cotton, seeking to ban online gambling in the country



The year from which Sportradar will serve as the "Official Provider of Real-time NBA League Statistics", under a multi-year deal signed with the National Basketball Association



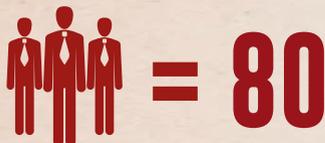
€5m – Collective operating loss incurred by French licensed online operators in 2015, according to regulator ARJEL.



Size of the jackpot won by a Norwegian man on NetEnt's Mega Fortune slot, playing on the Betsson.com website



Size of the settlement Caesars Entertainment has reached with the majority of creditors owed by Caesars Entertainment Operating Co, its bankrupt operating unit



The number of jobs online bingo operator Tombola will create in Sunderland as part of its growth strategy



The year to which Tipbet's deal as the Official Betting Partner and Premium Sponsor of the German Basketball Bundesliga will run



The number of eBingo sites Leisure and Resorts World will get back, after Philippine regulator PAGCOR reversed its revocation of the locations



# WINNERS REACT TO THEIR GLOBAL GAMING AWARDS TRIUMPHS

Three victorious companies on what their GGA success means to them

## IGT

*IGT will be taking two Global Gaming Awards home from Las Vegas, winning Land-Based Industry Supplier of the Year and Casino Product of the Year*

*Renato Ascoli, CEO North America Gaming/Interactive, said: "It's an honour to receive such significant recognition at the 2016 Global Gaming Awards."*

*"Winning Land-Based Industry Supplier of the Year and Casino Product of the Year illustrates IGT's leadership in innovation."*

*"Our next generation gaming solutions are designed to propel our customers' businesses forward and provide players with new and exciting ways to experience gaming and entertainment."*

*"These awards continue our positive momentum as we look forward to a successful G2E."*

## Microgaming

*Microgaming clinched the Digital Product of the Year title for the third year running, its multi-operator Quickfire platform clearly impressing the judging panel.*

*Andrew Clucas, Director of Quickfire, said: "This win highlights the incredible progress of Quickfire since launching in 2010."*

*"It's great to see the industry celebrate the content, flexibility and innovation of Quickfire."*

*"The platform has emerged as the product of choice for operators who require immediate access to the best online gaming content from Microgaming and select development partners."*

## Aristocrat (Maureen Sweeny)

*Aristocrat CCO Maureen Sweeny was named North America Executive of the Year at this year's Global Gaming Awards, while the company was also the runner-up in the Land-Based Supplier category and took third place for Casino Product of the Year for its Lightning Link product.*

*CEO Jamie Odell said: "Aristocrat aims to make the best possible products to help our customers grow, and deliver on our mission to 'create the world's greatest gaming experience, every day'."*

*"These awards, and the progress the company is making, are the result of sustained efforts from across Aristocrat's global team and I thank all team members for their contribution."*

*"Recognition of this kind only makes us strive harder to better serve our customers in the future."*

*"We look forward to sharing our exciting range of new games, cabinets, system solutions and innovations with customers over the course of the show."*