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WEEK 26

FRIDAY 30 JUNE 2017

AIR REVIEW

SCORCHING
SPORTS BETTING

The panel is set to be heard in



- SportPesa signs sponsorship deal
- Hills pulls out
- Guest Column: Barzely, Head Business Development at Pragmatic



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THIS WEEK

- Melco buys Hard Rock out of Cyprus casino project
 - Hungarian licensing regime incompatible with EU law
- SportPesa cancels Kenya sponsorship deals
 - Hills pulls out of Israel
- Guest Columnist: Yossi Barzely, Head of Sales & Business Development, Pragmatic Play

WEEK 26

FRIDAY 30 JUNE 2017

AAC PREVIEW

SCOTUS TO HEAR NJ SPORTS BETTING APPEAL

The appeal is set to be heard in October



The US Supreme Court has confirmed that it will conduct a review of a previous court decision which, if rejected, could pave the way for the legalisation of sports gambling at New Jersey's casinos and racetracks.

Supreme Court justices will review an August 2016 ruling by the Philadelphia-based 3rd US Circuit Court of Appeals that an earlier 2014 New Jersey statute permitting sports betting at casinos and racetracks effectively violated the Professional and Amateur Sports Protection Act 1992 (PASPA), which prohibits such gambling in all states except Nevada, Delaware, Montana and Oregon.

The previously unlawful 2014 statute would ban wagers on state college teams and limit bets to people aged 21 and older at casinos and racetracks if reinstated by the court. ▶



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THIS WEEK IN NUMBERS

8.9%

Year on year rise
in mainland
China's lottery
sales for May



£150,000

Fine imposed on Lottoland
by UK Gambling Commission
for misleading advertising



€82.2M

Value of online
gambling market in
Portugal between May
2016 and 31 March
2017, as revealed by
the Portuguese gaming
regulator, Serviço
de Regulação e
Inspeção de Jogos

Several major American sports bodies have voiced opposition to the law, namely the National Collegiate Athletic Association, the NFL, the NBA, the NHL and Major League Baseball.

The appeal to review the ruling is being spearheaded by New Jersey Governor Chris Christie, who claims that the reintroduction of the 2014 law would reinvigorate New Jersey's gambling industry and generate as much as \$1bn worth of bets in the first year alone.

In the appeal Governor Christie points to an earlier 1992 Supreme Court decision which said that the US federal government may not "commandeer" the regulatory powers of individual states, claiming that this infringes on state sovereignty, as laid out in the US Constitution.

Geoff Freeman, President and CEO of the American Gaming Association, said: "We are pleased the Supreme Court appears to have responded favourably to our arguments as to why they should hear the case.

"We are hopeful their engagement will provide further encouragement for Congress to take the necessary steps to create a regulated sports betting marketplace in the United States."

Confirmation that the court will hear Christie's appeal comes despite officials in the Trump administration previously urging justices not to hear the case.

The case will be heard when the Supreme Court enters its next term in October.

KEY POINTS

- The US Supreme Court will hear NJ's sports betting appeal
- The case is set to be heard this October
- The AGA has welcomed the decision

MELCO BUYS OUT HARD ROCK FROM CYPRUS CASINO PROJECT

The development will become the largest casino in Europe

Melco is set to purchase Hard Rock International's 35.37% stake in the

bet365 affiliates



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20.5M



Visitors to Macau from mainland China in 2016, according to brokerage Sanford C. Bernstein



Stake in Playtech offloaded by Teddy Sagi



\$150BN

Estimated illegal market for sports betting that currently exists in the US, according to the American Gaming Association

Cyprus development that is set to become the largest integrated resort in Europe.

Melco's holding in the resort now stands at 70.74%, with local firm CNS Group retaining a 29.26% stake.

The announcement comes in the wake of the Cypriot government's granting of formal permission for the group to begin construction of the mammoth casino in the coastal town of Limassol.

The proposed casino will include 136 gambling tables and 1,200 gambling machines, whilst the adjoining hotel will have a 500-room capacity, a health spa and a 1,500-seat concert hall.

The rumoured cost of the build is approximately \$558m and will create around 4,000 jobs during the construction.

Cyprus' President, Nicos Anastasiades deemed the project to be the island's largest ever tourism-related investment that is set to attract around 300,000 additional tourists to the East Mediterranean Island annually.

With tourism making up more than 20% of Cyprus' economy, the €500m plus project is expected to bring the government around €100m in annual tax revenue.

Late last year the operators were awarded the sole Cyprus casino license after the other two contenders, Nagacorp and Bloomberry Resorts, dropped out of the race.

CJEU RULES HUNGARIAN LICENSING REGIME INCOMPATIBLE WITH EU LAW

Current regulatory regime is 'overly restrictive and unfair'

The Court of Justice for the European Union (CJEU) has ruled that Hungary's licensing framework for online gambling places overly restrictive and unfair conditions on European operators looking to enter the market.

In a case brought to court by Kindred Group through its Unibet brand, the CJEU found the Hungarian licensing regime to be in contravention of Article ▶



\$101M

Annual revenue generated by New Jersey's iGaming market, according to njonlinecasinos.com



The final season to which LeoVegas' sponsorship deal with Norwich City will run



The decrease in profit in 2016 experienced by Macau Slot Co Ltd, the region's only sports betting firm

56 of the Treaty on the Functioning of the European Union, which prevents member states from disrupting cross-border trade and services.

Having updated its licensing framework in 2014, Hungary proposed allowing the country's brick-and-mortar establishments to apply for online licenses, while online sports betting was to be restricted to the state run monopoly, Szerencsejáték Zrt.

It also required that outside licensees be classified as "trustworthy", which has been interpreted by Hungarian legislators to mean that they had operated games of chance in Hungary for no less than 10 years.

International operators complained that these measures were biased towards domestic operators, and levelled that the provisions were not written in a clear enough manner.

Commenting on the court's decision, Maarten Hajer, Secretary General of the European Betting and Gaming Association, said: "The Court reiterated that member states must guarantee that national regulation

on online gambling services meets objective, transparent, non-discriminatory and proportionate criteria.

"Only a properly regulated and transparent online gambling market can ensure that the consumer is channelled to the regulated offer.

"The Court's ruling is a clear message to other gaming authorities, including the Dutch Gaming Authority, that they must not enforce regulation that does not comply with basic EU law.

"We expect these member states to reconsider and lift these enforcement measures as they are acting in violation of EU law. Their actions do not serve the interest of consumers, they fail to channel the consumers to reliable providers, instead they merely prop up failed regulation."

SPORTPESA CANCELS ALL SPONSORSHIP DEALS IN KENYA

Government tax hike on gaming revenue blamed for withdrawal

Kenya's leading sports betting company, SportPesa has terminated

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its sponsorship deals with various football clubs and the Kenyan Premier League due to the governments substantial tax increase on gaming revenue.

The Finance Bill imposing the 35% tax rate on all gambling revenue was signed into law a few days ago. The substantial increase has been highly criticised as an unfeasible sum as operators were previously working with a rate of just 7.5%.

SportPesa Founder and CEO Ronald Karauri announced on Twitter that the company would be "giving notice to clubs and unions that from 1 January we will withdraw all sponsorships". Karauri claimed the repercussions of the new Finance Bill would negatively affect the company's business operations.

Speaking to local media outlets, Karauri adds: "The expected financial projection will force the closure of firms and that there's no company in the country which has the

capacity of complying with the tax. The tax bracket is not fair as some operators can barely sustain their businesses."

SportPesa currently sponsors two of Kenya's biggest football teams, both Gor Mahia and AFC Leopards, in addition to the KPL and the Kenya Football Federation.

Whilst SportPesa will be cutting all ties with Kenya-based companies, business will remain as usual with its foreign sponsorships, such as Everton and Hull City.

Initially, the Finance Bill had sought to tax gambling revenue at 50%, however this was amended to the 35% rate before President Uhuru Kenyatta signed it into law.

The increase was aimed at deterring minors from betting and to promote responsible gambling with the younger generations. However, Karauri states: "The gaming operators in Kenya are likely to stop funding and carrying out corporate social responsibility projects and this will put a lot of youths out of jobs."

WILLIAM HILL PULLS OUT OF ISRAEL

200 employees made redundant, operating costs blamed



TUK-based sportsbook operator William Hill is to close its online operations in Israel, at a cost of more than 200 jobs.

The company have revealed to leaptar.com that 200 of its 250 Israel based employees would be made redundant and that the company's offices at the Azrieli Towers in Tel Aviv will be vacated. ►

A small number of the group's key employees in Israel will be offered the chance to relocate to the company's head office in the UK or elsewhere in Europe.

Sources at the company have confirmed that it has begun to meet with its Tel Aviv-based employees to explain the company's decision further.

A spokesperson for William Hill told iGaming Business: "Our colleagues in Tel Aviv have made an excellent contribution to the success of William Hill Online and we are grateful for their hard work over the years.

"A number of colleagues in the Tel Aviv operation will be offered relocation packages to William Hill in London, Gibraltar and Krakow. William Hill currently have offices in Wood Green and Shoreditch and will establish a new central London office hub later this year combining its current Shoreditch operation and functions formerly located in Tel Aviv."

William Hill began its Israeli operations in 2008 in a joint online venture with Playtech PLC,

who jointly operated a number of assets and technology platforms in Israel before the bookmaker bought them out in 2013 at a cost of £424m.

Since then Israel has become an increasingly expensive place in which to operate with a strong Shekel, low unemployment levels and rising real estate prices making it a less attractive for technology companies with many choosing to outsource their business to lower cost locations elsewhere.

PORTUGAL ISSUES SEVENTH GAMING LICENCE

Sports betting operator Figueira Company Praia gets green light

The Portuguese gaming regulator - Serviço de Regulação e Inspeção de Jogos – has issued the country's seventh online gambling licence to sports betting operator Figueira Company Praia.

The operator will provide its sports betting offering through its CasinoPortugal.pt website, becoming the third company to hold a sports betting

licence in the country, joining Bet.pt and Betclic Everest.

Betclic was the first operator to launch in Portugal's regulated online market in May 2016.

The Portuguese Council of Ministers implemented legislation in June 2015 to open up the market to international operators, bringing to an end the monopoly of government-owned charity entity Santa Casa da Misericórdia de Lisboa.

Both Betclic and Bet.pt are also licensed to offer online casino in the country, taking the total of operators supplying the vertical in the country's regulated market to four, alongside Pokerstars.pt and EstorilSolCasinos.pt.

Online casino and poker are taxed at between 15% and 30% of gross gaming revenue, capped once annual income reaches €10m, while Portugal imposes a turnover tax on sports betting of between 8% and 16%.

The regulator revealed that the online gambling market in the country was worth €82.2m between May 2016 and 31 March 2017. ◀



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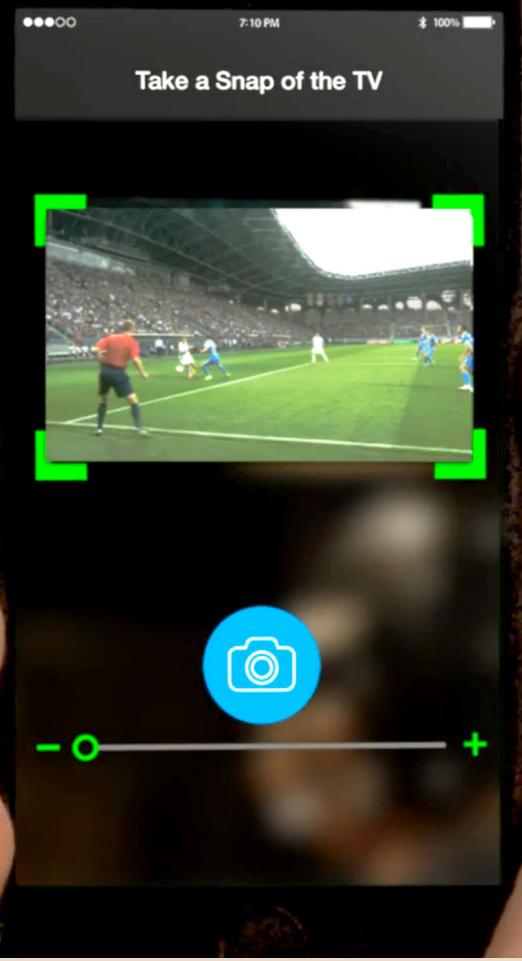


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US, CANADA SLOT MACHINE SALES RISE

According to the latest numbers released by Fantini Research, land-based slot machines are enjoying a period of significant growth.

Slot machine sales in the United States and Canada increased 13.6% in the first quarter to 18,600 units thanks to new and expanded casinos, Todd Eilers of Eilers & Krejcik Gaming reported.

Scientific Games was the top game sales supplier for the quarter in revenue and games sold in the US and Canada. Aristocrat jumped into second in revenue while IGT shipped the most machines.

A decline in Latin America, Australia and New Zealand led to a 0.4% sales decrease internationally to about 14,900 machines.

Casino systems revenue grew 3.3% to about \$125 million.

See the table opposite for the latest in US-based gaming company stock performance.

Provided by [fantiniresearch.com](#)  FANTINI RESEARCH

US STOCKS

Several gaming companies saw stocks hit 52-week closing highs this week

Company	Closing High as of Wednesday
MGM Growth Properties	\$29.60
Everi	\$7.46
Canterbury Park	\$11.26
Scientific Games	\$27.05
Penn National	\$22.03
Gaming and Leisure Properties	\$37.37

iGAMING SUPER SHOW ORGANISER

SHONA ODONNELL



I'm delighted that there are going to be some significant expansions to the iGaming Super Show this year. For example, we have been able to increase the iGaming Executive Conference to a two-day event due to popular demand, and we have some fascinating presentations and sessions for 2017. The theme is 'Disrupters', and one of the most disruptive developments in the industry has been the increasing

use of Artificial Intelligence (AI) in all areas of iGaming. Jeremy Waite from IBM will perform a live demo of Watson, the company's Jeopardy-winning AI, to demonstrate the impact machine learning is now having on digital marketing. He will be using live data collected at the show, and the session promises to really demonstrate the real-time power of this technology.

Another disruptive element to the lottery market has been the emergence of lottery messenger and lottery betting companies, and I'm pleased to say we will also be joined by Nigel Burrell from Lottoland, whose insurance-based model has shaken up the traditional lottery industry.

Also brand new this year is the Global Lottery Messenger Forum, which was again borne out of demand for a dedicated conference to this fast-growing vertical. This will run on Tuesday in the Novotel, and is aimed at anyone involved in the

secondary lottery industry. I think the CEO Panel here will be a highlight as it presents a rare opportunity to hear how those at the forefront can see current trends developing and shaping the secondary lottery market.

The IMGL Masterclass is returning with three sessions this year, with one session on the future of regulation in the Netherlands being of particular interest. Given the current uncertainty and rapid pace of change I think this session will be essential for all operators in the European market.

I think delegates will enjoy the ever-popular welcome drinks even more this year, as we move outdoors to the beach and bar at Strandzuid. The space has just undergone a huge refurbishment and the new pontoons out into the water will provide the perfect backdrop for kicking off the show. It really is an incredible space, and I'm looking forward to seeing faces old and new there in just a few weeks!



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iGAMING SUPER SHOW



11-14 July 2017, Amsterdam

The iGaming Super Show is one of the most prestigious and well attended expos in gambling, bringing together delegates and exhibitors from across the full spectrum of the industry to network, learn and conduct business. The single largest event for the online gaming industry, it is now in its seventh year, with more than 4,500 expected to attend at

the Amsterdam RAI, the biggest exhibition space in the Netherlands.

Spanning four days, this year's show will begin on Tuesday 11 July with the Global Lottery Messenger Forum Conference, which kicks off a packed four days of conferences, business and networking in one of the world's greatest cities. Please see below for a rundown of this year's conference agenda.

Venue

This year's conference returns to the Amsterdam RAI, which sits a mere ten minute train journey from the city centre. There are parking facilities to cater for over 5,000 cars, while there is a direct train to Amsterdam RAI station for those arriving at Schiphol Airport

Networking

No gaming industry trade event would be complete without an impressive array of networking opportunities, and this year's show in Amsterdam is no different. An opening night party

will take place at Club Air, sponsored by UPayCard, while YIP Fellows and Cafe Zwart will host the official closing party on day three. A Friday unwind session sponsored by Intertops should provide the perfect way for attendees to unwind after a show that will have no shortage of points to reflect on.

AGENDA

Global Lottery Messenger Forum – Day one, Novotel Amsterdam City Hotel

Co-located within the iGaming Super Show for the first time in 2017, this is the only global event for the lottery messenger and betting on lotteries industries. Bit8 CEO Angelo Dalli and James Oakes, Director at Zeal Investments are among this year's speakers.

Talks to look out for:
Lottery CEO Panel – 10.45-11.30
Where are the tier one operators? – 14.45-15.30

SBC Betting Forum – Day two, Conference Room One

The Betting Trends and Strategies Conference has been renamed this year as the SBC Betting Forum. It will provide attendees with a comprehensive look at the latest trends, strategies and opportunities in the sports betting industry, taking in mobile, in-running betting and risk management.

Talks to look out for:

State of the industry – 10.15-11.15

Are customers price sensitive?

– 16.00-16.45

iGnite – Day two, Conference Room Four

This conference is a must attend for anyone looking to take in the latest trends in the gambling industry, with a number of brands showcasing their innovations as part of conference that is new for this year's iGaming Super Show.

Talks to look out for:

1X2Network presents:

Iron Dog – 14.00-14.30

Spot the ball – 15.15-15.45

Amsterdam Affiliate Conference and the Financial Partners Expo – Days two and three, Conference Room Two

The Amsterdam Affiliate Conference is a two-day conference dedicated to focusing on SEO, social marketing, digital marketing, PPC, landing page optimisation and much more. This year's Financial Partners Expo will be held in partnership with IGB Affiliate, aimed at bridging the gap between brokers and affiliates.

Talks to look out for:

The future of SEO – 16.00-16.45 (Day 2)

Surviving the app store –

12.00-12.30 (Day 3)

iGaming Executive Conference – Days two and three, Conference Room Three

This conference is open exclusively to C-level executives in the gambling industry, catering exclusively to their intelligence and business needs and featuring some of the biggest speakers in the global market. Increased to two days this year by popular demand, the event will also include private networking opportunities and entrance into the VIP programme.

Talks to look out for:

IBM's Watson: Making the best

better – 12.00-13.00 (Day 2)

Very scary things – 14.30-15.30 (Day 3)

IMGL Masterclass – Day three, Conference Room One

The IMGL Masterclass will bring delegates information and analysis from an internationally respected body of C-level executives and thought leaders looking to shape the future of gaming law. The conference content has been created by the IMGL and those in attendance can expect a day of learning focusing on issues including fantasy sports, regulation, payments and taxation.

Talks to look out for:

Liability of operators, suppliers

and affiliates – 10.30-11.15

Legal update: Europe and

Africa – 12.00-13.00

Payment Solutions Summit – Day three, Conference Room Four

Maintaining a robust and cutting edge payments solution is of increasing importance for businesses in this industry – this conference will provide dedicated and in-depth coverage on this rapidly growing sector, analysing the latest data, opportunities and trends.

Talks to look out for:

The future of money – 10.30-11.15

Crypto – 16.45-17.30

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HOT PICKS: GI SINGLES OUT SOME OF THE SPEAKERS TO LOOK OUT FOR AT THE IGAMING SUPER SHOW 2017



Speaker: Mitsuya Fujimoto, CEO, Ganapati Malta
Session: Not just a game, it's an endless platform
Date/Time: Wednesday 12 July, 12:15-12:45

Why attend?

Having built an impressive CV across multiple roles in the entertainment industry, Mitsuya Fujimoto worked in the television and music businesses before making the move into online gambling with Ganapati.

Fujimoto will be hosting a presentation entitled "Not just a game, it's an endless platform" on day two, showcasing new game She Ninja Suza and displaying never before seen images of the forthcoming release. He will also explain the ethos that fuels Ganapati's games and creative endeavour, expanding on how the firm's multi-platform approach enables it to embrace new concepts.



Why attend?

Andrew Zarnett currently works as Deutsche Bank's Gaming, Lodging and Leisure High Yield Debt Analyst, and is also on the Executive Committee of the Leverage Debt Group. In 2005, Zarnett was named number one in the Institutional Investor All Star Team covering gaming and lodging.

He will be presenting a talk on the economic implications of large vs. small markets for iGaming. The growing preponderance of regional regulation and market segmentation means this talk will provide excellent analysis of an area of increasing relevance to global operators.



Speaker: Priya Thakoor, Head of Digital Strategy, Barclays Africa Group Ltd.
Session: Payments focus: Africa
Date/Time: Thursday 13 July, 14:45-15:30

Why attend?

Priya Thakoor has more than 20 years of experience in the field of digital strategy, from running her own start-up, building eCommerce capabilities at Africa's largest fashion retailer and transforming the digital estates of one of the South Africa's largest banking institutions.

She will be lending her wealth of experience to a discussion exploring how to deal with the challenge of optimising payments for African markets, taking an in-depth look at subjects including digital adoption, payment usage and behavioural patterns.

HOT PICKS: GI SINGLES OUT SOME OF THE SPEAKERS TO LOOK OUT FOR AT THE IGAMING SUPER SHOW 2017



Speaker:

Will Mace, Head of Kindred Futures, Kindred Group

Session: Very scary things

Date/Time:

Thursday 13 July, 14:30-15:30

Why attend?

Will Mace is the Head of Kindred Futures, and has been with Kindred since 2014. During this time Will has been responsible for shaping the group's approach to transformational innovation and developing the Kindred Futures team and concept.

This talk will offer a look at some of the biggest disruptive technologies in iGaming, providing a window into the industry's future. Mace will be joined by Vidar Duvnas of Betspawn and Jez San of Funfair Technologies.



Speaker:

Morten Roende, Director of Education and Association Development, International Masters of Gaming Law

Session: Regulatory enforcement in the Netherlands and in other EU countries (extended session)

Date/Time:

Thursday 13 July, 14:00-15:30

Why attend?

Morten Roende is a renowned expert in gambling regulation, having worked as legal counsel to the Danish Gambling Authority and helped to draft the much-lauded Danish online gambling reform.

Also serving as conference Chair, Morten will be hosting a talk on regulatory enforcement in the Netherlands and in other E.U countries, revealing all the latest developments.



Speaker:

Harry Lang, Marketing Director, Pinnacle

Session: Retaining champions – how to encourage brand loyalty

Date/Time:

Wednesday 12 July, 14:45 - 15:30

Why attend?

Harry Lang is a Marketing Director at Pinnacle, a global sportsbook and online casino company which is known for its market leading odds, high stakes and 'winners welcome' policy. He has worked in marketing for over 15 years and has worked for some of the biggest players in the iGaming industry including WMS, bwin.party and Mecca Bingo. Harry will be discussing the role that affiliates play in customer retention, with an emphasis on customer retention versus the increasingly high cost of new customer acquisition.

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AMSTERDAM AFFILIATE CONFERENCE: SHOW PREVIEW

AMSTERDAM AFFILIATE CONFERENCE

The Amsterdam Affiliate Conference is one of the highlights of the year for the iGaming affiliate community. We asked Event Director Shona O'Donnell for her highlights for this year's show



We'll be opening the event with a presentation setting the scene through a broad overview of what's currently happening in the industry, before focusing in on the constantly changing world of search. We have some great speakers but if I had to pick some of the industry heavyweights, Bastian Grimm and Chris Cemper are

both extremely well-known and I'm delighted to have them presenting.

Chris and Bastian both operate at the leading edge of the industry and they will be talking about the impact of the latest Penguin update and the penalties it imposes, which is particularly relevant at the moment.

One subject we'll be covering in more detail this year is App Store SEO (ASO), and this is the first time we've devoted a whole panel on it to reflect its increasing importance. There aren't as many rules around app store optimisation as there are around Google or internet search in general. As delegates will learn, there are a lot of opportunities for people to bump their apps up the ranking.

Day Two is more focused on the business tools affiliates need, and one particular highlight will be the presentation led by our Head of Online Content Jake Pollard. We conducted an industry-wide survey of affiliates so Jake will be presenting the findings and deep diving into what the results mean in practical terms for our delegates.

Also on Day Two is a panel that will discuss the practicalities of selling an affiliate business, which is especially pertinent given the level of M&A activity in the industry at the moment. We want to give affiliates all the tools they need to make a clean exit, so the session will look at different possible strategies, from trade sales to operator buy outs, to embarking on a fundraising round.

I'm also excited to welcome digital marketing specialist Sarah Sangster to the event for the first time, who will be leading a session on growth through Social Media and the type of content that works on these platforms. Equally interesting will be Nick Duddy's presentation on viral marketing; he will share his secrets on how you can measure the traction of viral content which will be immensely useful for any affiliate utilising viral content.

Overall I think there will be something for affiliates whatever their background or strategy, and I look forward to seeing everyone there on 11 July.

HOT PICKS: GI SINGLES OUT SOME OF THE SPEAKERS TO LOOK OUT FOR AT THE AMSTERDAM AFFILIATE CONFERENCE



Speaker:

Bastian Grimm,
Managing Director
at Peak Ace AG

Session: Welcome to a new world:
Crawling, indexing
and ranking in the age
of a mobile-first world

Date/Time:

Wednesday 12 July, 12:00–12:30

Why attend?

Bastian Grimm is Director of Organic Search at Peak Ace and a renowned expert for large scale, international SEO. He has spoken all around the world at almost every major industry event. Prior to running his own companies, he set up and trained in-house SEO teams for brands including Fox Mobile Group.

The first talk that Bastian will host provides affiliates with in-depth insights on changes and improvements necessary to dominate SEO in 2017 and beyond.



Speaker:

Christoph Cemper,
Founder & CEO
of Link Research
Tools, Link Detox
and Impactana

Session: Top 10
SEO Mistakes
to Avoid

Date/Time:

Wednesday 12 July, 12:30–13:00

Why attend?

Christoph C. Cemper is one of the most recognisable names in SEO, having developed the first internal tools in 2006. Christoph introduced the technology and formal process for ongoing link audits in 2012 as well as pro-active removal and "disavow" of bad links.

Christoph will be discussing all the SEO mistakes you need to avoid. If you are looking to improve your website's rankings and avoid a Google penalty, this talk is a must.



Speaker:

Nick Duddy,
Founder of Miratrix

Session: Why
App Store
Optimisation?

Date/Time:

Wednesday 12 July, 14:45–15:15

Why attend?

Nick Duddy's company Miratrix focuses on organic and in-organic app growth. Nick himself is also a YouTuber and a Research Associate at UCL, researching the Google Play Store and Apple App Store algorithms.

Nick will be speaking about the importance of App Store Optimisation, whilst explaining how operators can attract and convert organic search traffic from the app store. Delegates will gain some worthwhile intel into the best practices app developers can use in order to convert traffic efficiently.



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IGSS SPECIAL: Q&A WITH MICROGAMING



**Anna McChesney,
PR Manager at
Microgaming**

What new products will you be showcasing this year?

For the third year running we are

exhibiting at the iGaming Super Show in Amsterdam, delivering ice cream to over 4,000 attendees. We are located right at the entrance of the B2B hall, at stand N1.

The bright and fun stand is themed to match our new EmotiCoins online slot, which is launching to Microgaming and Quickfire operators on 2 August 2017. It celebrates the prevalence and popularity of emoticons, which are used by 92% of the world's online population* and have become a medium for brands to communicate and interact with their audience. Interestingly, including emoticons in Facebook posts can increase the number of comments/shares by 33%,

while Tears of Joy is the most tweeted emoticon with over 16.5 billion tweets to date! With this in mind we believe we are delivering a game with a theme that is extremely relevant to our operators' players.

The ice cream stand is fully themed and visitors can enjoy an emoti-cone from a choice of 10 different flavours, including Smiling Mango, Strawberry Heart Eyes or Vanilla Filled with Tears of Joy. As you can see, we're all about bringing a bit of fun to the show!

What's more, during the event, we will also be announcing a new brand licensing agreement. It's a classic, and the game will be launching later in the year.

What are the advantages of attending iGaming Supershows over the other events?

The iGaming Super Show is a key event within the online gaming calendar. It's a great exhibition to showcase our latest content and meet with existing customers. For the last two years we've had great feedback on the show from

the Microgaming team, and I'm sure this year's event will be bigger and better!

Will you be attending any speaker sessions this year?

It's always difficult to fit everything in during the event, but the team will absolutely be attending the sessions that are most relevant. The show has combined multiple events into one super conference, which I think will make it easier for attendees to get to all the various sessions. It's going to be a busy few days!

What do you think the hottest topic will be for delegates this year?

Content is always a hot topic of discussion, and it's something that is relevant to all attendees: B2B suppliers, operators and affiliates. It's a perfect fit for us, with a host of exciting and diverse games due to launch in the second half of the year and beyond.

*2016 Emoji Report, Emogi Research, November 2016

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IGSS SPECIAL: Q&A WITH iAFFILIATES



What are the advantages of attending AAC over the other shows?

Every show is important to attend as this is our platform to see and to be seen with our affiliates and an opportunity to meet existing and new partners. Our goal is to either start new relationships or strengthen old ones and the AAC conference is a great opportunity for that.

The benefits from this show will include: introducing new products, promoting new features, and of course, a chance

for us to meet face to face with affiliates in the industry.

What offers will you be bringing to help sign up new affiliates, and what are you offering existing affiliate relationships?

We offer our 70%-60%-50% promotion which is a revenue share plan for new affiliates and consists of a three month affiliate bonus. After the first three months, a customised plan will be created. Existing affiliates already have custom made plans but also benefit from CPA or other Rev-Share deals after the initial three months.

This Year, iAffiliates is going to introduce Casino.com's upcoming product changes which both new and existing affiliates can pass along to their players. These include new features

such as Welcome Bonus free spins, a new SlotsHeaven mobile site, and the introduction of Netent games.

What do you look for in a new affiliate partner?

iAffiliates is looking for long term relationships, and we believe transparency and honesty are the keys to mutual success. As long as we set our expectations properly and fairly at the beginning and see results, affiliates will enjoy and benefit from the professional treatment and worthwhile revenues with us.

We have professional, dedicated account managers and are an established affiliate program with many existing clients. However, we are always looking for new affiliates to work with.

iAffiliates is looking for long term relationships, and we believe transparency and honesty are the keys to mutual success



We take your entertainment **personally**



A large green rectangular overlay is positioned in the center of the advertisement. In the background, there is a hooded figure with a beard looking upwards, and a woman with purple hair holding a teal-colored poker chip with a large 'L' on it. A hand wearing a black glove holds the top edge of the green box. On the left, a hand wearing a red and gold glove holds the bottom edge. The green box contains the following text:

**60% Revenue Share
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High Conversion Rate

**Exclusive Weekly
Promotions**

**New games released
monthly**



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IGSS SPECIAL: Q&A WITH ACTIVEWINS

Natalie Merrison, Director of Affiliate Marketing at ActiveWins



What are the advantages of attending AAC over the other shows?

Shows outside of the UK tend to draw more of our European affiliates and gives us a great opportunity to build relationships beyond our shores. We have relationships with affiliates all over the world, and new affiliates join the industry all the time, so

it's the perfect chance to catch up with more webmasters.

Are there any speakers or sessions you will be looking forward to in particular?

The talk on new data protection regulations is one I am looking forward to attending, as it's important to stay on top of how the industry addresses

compliance. We always find the time to attend the conference parties, too!

With the football season about to start, how does this benefit or harm your business?

Sportsbook is a key vertical for ActiveWins for Betfred and Totesport. Many sportsbook affiliates attend AAC, so it's a good time to put finishing touches on campaigns to prepare for the season ahead.

What offers will you be bringing to help sign up new affiliates, and what are you offering existing affiliate relationships?

New affiliates can enjoy a special conference-exclusive deal of 60-50-40% rev share on ActiveWins brands for the first three months, and Nektan affiliates receive 50% revenue share for the first three months. Our team also meet existing affiliates to review current campaigns and optimise where we see there is room to move.

GUEST COLUMNIST:

YOSSI BARZELY

HEAD OF SALES &
BUSINESS
DEVELOPMENT,
PRAGMATIC PLAY

INDEPENDENT GAMES STUDIOS THRIVING IN REGULATED MARKETS

The iGaming industry, like so many other business sectors, is subject to a fast-paced consumer culture. In managing this business situation in the supply chain, operators need a vast volume

of new content as well as recognisable staples when recruiting and retaining profitable online gamblers for their particular regulated business model. In this context, it is understandable that operators have gravitated to established gaming platforms, studios, and developers to supply their mobile and online brands' gaming content – but with so many more innovative, independent games studios beating the higher barriers to entry, there's also a new breed of supplier that can differentiate their product and brand offering.

Most iGaming businesses now operate in a landscape that changes on a regular basis, with positive challenges such as newly regulated markets and complexities within technical compliance and increased scrutiny from governments on consumer protection, along with corporate social responsibility factors to consider. While the rules with which to adhere in many countries are still in a state of flux, the tax burden on operators has increased along with the demands of experienced and knowledgeable players. If you factor in these complex operational and organisational challenges and an increasingly competitive and extremely fast-moving consumer landscape, you would assume that young studios faced almost insurmountable barriers to entry.

Regulation within the supply chain isn't an inhibitor

However, as an independent games studio, Pragmatic Play welcomes regulation and sees it as an opportunity. Why? Well, in terms of delivering a regulated omnichannel games library to operators, getting it right in the right

markets is paying dividends. Being a small studio, it's able to focus on innovation, problem solving, and the provision of customised and personalised solutions.

We know that players are becoming more discerning and demanding when it comes to deciding where to spend their hard-earned entertainment money. Offering a gaming experience that works across multiple regulated markets is certainly the future and having exclusive content and high-quality products with solid mechanics is a part of that. With this in mind, smaller studios may be challenged with increasing costs to enter a fairly fragmented landscape but with less technical debt, they're also able to respond to market changes more quickly with a flexible approach to their product offering.

Looking at the industry, independent gaming studios have significantly upped their game over the last couple of years, with an increasing volume of content and high-quality options open to operators. This means that we push each other, widening the door to innovation as an industry and through healthy competition, offering the ability to differentiate a brand through tailored and customised gaming content.

At Pragmatic Play, we continue to invest in people and technology to ensure our business delivers the highest standard of regulatory compliance and a product set of new and engaging games that appeal to each local market segment our operators serve.

Yossi Barzely is Head of Sales & Business Development at Pragmatic Play, the multi-award winning game studio. Pragmatic Play has grown rapidly since it launched in August 2015 and now boasts a vast portfolio comprising over 150 proven slot, table and other games and supporting 18 languages and all major currencies.

Pragmatic Play is a provider of mobile and desktop digital video slot, classic slots, table games, video poker and other games for the online gaming industry. The company boasts a portfolio comprising over 150 proven slot, table and other games and supporting 18 languages and all major currencies.

Pragmatic Play is wholly owned by IBID Group, the internet business investment development company that is focused on investing in and buying companies across a number of different sectors, predominately internet-based companies.

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*2016 Emoji Report, Emogi Research, November 2016.

