



Sponsored by

AffiliateCon *Sofia*

THIS WEEK

- **India looks to legalise sports betting**
- **New Jersey's first casino launches DFS**
- **Brazil takes a stand against offshore operators**
- **Big wins for US lottery suppliers**
- **Guest Columnist: Elliott Banks
General Manager,
Casino Screens**

WEEK 29

FRIDAY 21 JUL 2017

DRAFTKINGS/FANDUEL DEAL ABANDONED

The two industry giants have called off the proposed merger following the Federal Trade Commission intervention



The proposed merger between DFS heavyweights DraftKings and FanDuel has officially been cancelled; a month after the Federal Trade Commission (FTC) filed a lawsuit to block it.

Back in November 2016, DraftKings and FanDuel agreed to merge on a 50/50 ownership basis. Nonetheless, the FTC filed a lawsuit aiming to block the merger last month, stating that any proposed merger would create a corporate entity with an 80% share of the DFS market and thus violate US Federal anti-trust laws.

This seems to have been the straw that broke the camel's back, with both companies reviewing their respective positions. FanDuel CEO Nigel Eccles commented: "FanDuel decided to merge with DraftKings last November, because we believed that this deal would have increased investment in growth and product development thereby benefiting consumers and the greater sports entertainment industry.

"While our opinion has not changed, we have determined that it is in the best interest of our shareholders, customers, employees and partners to terminate the merger agreement and move forward as an independent company."

Both companies are now free to resume their contest for supremacy in the US daily fantasy sports market, but the fierce rivals have agreed to continue to cooperate in promoting and lobbying the cause of DFS with state authorities throughout the US. ▶

AffiliateCon

WHERE THE **AFFILIATE** IS THE **VIP**

AFFILIATES GO FREE! REGISTER NOW

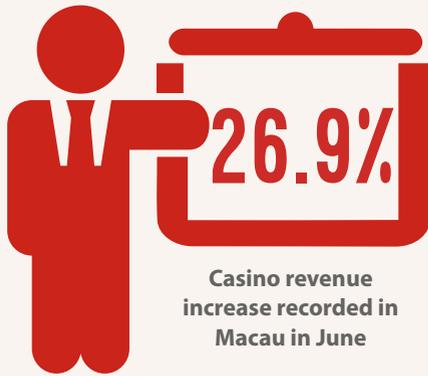
WWW.AFFILIATECON.COM

**12 & 13
SEPTEMBER**

THIS WEEK IN NUMBERS

99%

The proportion of illegal gambling activities eradicated in the Malaysian state of Penang, according to State Police Chief Datuk Chuah Ghee Lye



Casino revenue increase recorded in Macau in June

Speaking to *GI*, Carl Rohsler, Partner at Squire Patton Boggs comments: "The spectacular growth of the two companies reflects the lack of gambling opportunity for many in the US – but also shows how those who find a way to offer a quasi-gambling product are tapping into a huge market – just like the online poker market of a decade ago.

"It's not surprising that competition authorities have reacted against a deal that would have created a 90% market share company – but the fault lies also with a regulatory system which does not create sufficient legal bases for sports – related gambling products to co-exist.

"I think that we can expect both companies to continue to do well in a marketplace that probably has room for more competition rather than less – but where regulatory complexity makes the development of a competitive market quite tough."

KEY POINTS

- DraftKings/FanDuel merger has been cancelled
- FTC filed a lawsuit to block the merger last month

- Both companies decided it was in their best interests to call it off

INDIA CONSIDERS LEGALISING SPORTS BETTING

India's Sports Ministry has begun drafting legislation

Informal consultations are already underway with various stakeholders in the government to draft a piece of legislation that would legalise online sports betting. The illegal betting market in India is worth a staggering \$150bn and the government have been eager to implement a regulatory framework.

Even though most illegal activity is done through local bookmakers and unregulated offshore websites, the ministry believes making it legal could be a major boost for the economy.

Sports Secretary Injeti Srinivas is likely to sign a Memorandum of Understanding in which online sports betting will be one of the key points. He comments: "The UK has one of the most effective gambling laws. We hope to understand their system and see if it is possible to introduce it in India.



THE SIMPSONS

Contact your Scientific Games sales representative today to get *The Simpsons* on to your casino floor.

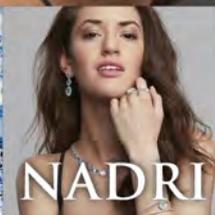
SG
SCIENTIFIC GAMES

WMS

INSPIRE WITH LUXURY



Klipsch



Rymax Marketing Services, Inc. makes implementing player loyalty programs simple.

With access to over 350 top brands and more than 15,000 in-demand product rewards, our programs will inspire and empower players to increase spend and further their engagement. Our customized, proven solutions will help your casino property boost gambling activity, create new revenue streams and drive repeat business.

Contact us today for a customized solution that's right for you.

866.RYMAX.11

www.rymaxinc.com



Copyright © 2017 Rymax Marketing Services, Inc. All rights reserved.

Incentive Solutions Delivered. Worldwide.

£15.7M

Revenue recorded by Gaming
Realms for H1 2017

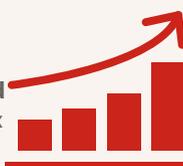


16.07.17

Opening date of the
Gongzi Jeju Casino in
South Korea

26%

Revenue growth recorded
by Betsson for the first six
months of 2017



\$4.5BN

Tax take in Michigan
from the state's three
casinos since gambling
was first permitted 20
years ago

"The department is preparing a MoU with the UK and the aspect of betting will be included therein in order to understand the mechanism and evolve a view on the possibility of its introduction in India."

NJ'S FIRST CASINO LAUNCHES DFS

**Resorts Casino Hotel launched
DFS product FastPick**

Resorts Casino Hotel has become the first casino in Atlantic City to launch a daily fantasy sports product that allows customers to play in live contests for money.

On Monday, *The Associated Press* reported that the Resorts Casino Hotel had launched FastPick in tandem with Resorts Digital Gaming, a DFS game in which players choose head-to-head matchups of real-world athletes from the NFL, NBA, MLB and English Premier League.

FastPick customers play against the house rather than against each other, with wagers that start as low as \$5 for payouts that max out at \$100,000.

"I'm very excited about this new business," said Resorts President Mark

Giannantonio. "We expect it to be exciting for our online customers, and soon, for those who play at our casino.

"The idea has always been for the brick-and-mortar casino to be integrated as much as possible with our online business."

The move marks the expansion of daily fantasy sports into a new casino market. At first, the DFS contests will only be available online, but Resorts Casino Hotel hopes to set up kiosks soon running across the casino floor.

BRAZIL TAKES A STAND AGAINST OFFSHORE OPERATORS

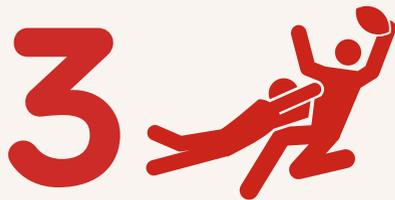
**Brazil looks to block payments
to offshore gambling sites**

Senators in Brazil are considering introducing measures that would ban Brazilian gamblers from making payments to offshore gambling websites.

The PLS 213/2017 bill, introduced by Senator Ciro Nogueira, aims to close a legislative loophole that allows local residents to spend an estimated \$951m per year, gambling online via international gambling sites.



Season to which Winamax will act as principal sponsor to Ligue 1 side Angers SCO



The length in years of BetSafe's agreement to be the main sponsor of Saracens Rugby Club

Under the terms of the proposed legislation, the Brazilian Central bank will be obligated to create rules and mechanisms which prevent Brazilian customers from using their credit or debit cards as a means of electronic payment to gamble on offshore gambling websites.

Two separate and very different pieces of legislation concerning the legalisation of gambling have been bouncing around the two chambers of the Brazilian government for some time now and show little sign of being passed.

According to figures released by the Brazilian Legal Gaming Institute, \$6.4bn is generated annually from illegal gambling services, with the government losing an average of \$2bn in potential gambling taxes.

BIG WINS FOR US LOTTERY SUPPLIERS

Scientific Games and IGT sign with Colorado and New York

This week, two major lottery deal announcements were made. The first will see IGT's contract with the New York Lottery extend by three years. The

partnership began in 1986, with the contract extension commencing on 6 August, 2017.

"As the leading provider of cutting-edge lottery solutions, IGT is committed to supporting the growth and innovation of its customers.

"We are grateful that the New York Lottery has chosen to continue its partnership with IGT, allowing us to assist in their future growth," said Jay Gendron, IGT Senior Vice President, WLA North America Lottery.

Furthermore, Scientific Games has secured a six-year contract with the Colorado Lottery, acting as the primary instant games provider.

Laura Solano, Colorado Lottery Director comments on the newly signed partnership: "The Colorado Lottery has proudly re-invested more than \$3bn to Colorado's great outdoors, and Scientific Games has been instrumental in helping us achieve our proceeds goals.

"They've been a great partner for more than 30 years, and continue to demonstrate a commitment to the integrity and quality of our scratch games." ◀

DATA CENTRE

Provided by fantiniresearch.com



INDIAN GAMING REVENUES RISE

Indian Country gaming revenues broke a record in fiscal 2016, hitting the \$30 billion mark for the first time.

Gaming revenue at tribal casinos grew 4.4% to a new record of \$31.2bn.

This puts Indian gaming revenues at about 75% of US commercial casino revenues, which in calendar 2016 hit \$40.687bn, according to Fantini's National Revenue Report.

All seven of the National Indian Gaming Commission's administrative regions grew gaming revenues during the year:

CITY	REVENUE (\$bn)	PERCENTAGE CHANGE
Sacramento	\$8.381	+6.3
Oklahoma City	\$2.265	+5.7
Portland	\$3.177	+5.1
Phoenix	\$2.932	+4.4
Tulsa	\$2.295	+4.0
Washington, DC	\$7.261	+3.8
St. Paul	\$4.884	+1.1

The breakdown of what states fall into each region can be found at <https://www.nigc.gov/images/uploads/reports/2016GamingRevenueDistributedbyRegionChart.pdf>.

US STOCKS

For the third week in a row, only three gaming stocks in the US hit 52-week closing highs:

COMPANY	CLOSING HIGH AS OF WEDNESDAY
Boyd	\$26
Caesars	\$13.15
Churchill Downs	\$183.95

GUEST COLUMNIST:



ELLIOTT BANKS GENERAL MANAGER, CASINO SCREENS

Can you explain the work that Casino Screens does? What is the USP that you offer to your partners?

At Casino Screens, we manufacture and

supply gaming machine monitors, touch screens, digital signage and custom display solutions. One of the ways we differ from other screen providers is our unrivalled lead conversion, from enquiry to build and delivery we look to be the fastest to deliver at the best price, without compromising quality. Also, we offer outstanding after-sales service and support along with flexible supply options, including scheduled stock hold, which can be at one of our locations or a third-party depot managed by our shipping partner in the country of our customer's choosing.

What have been the main issues you have had to overcome in getting to where you are now?

I wouldn't say we have experienced issues as such, I would say there have been challenges. The main challenge we have overcome is generating interest in our products, as the 'new guys' we have had to be clever in getting our products in front of the people that count, and when we managed to get them there we were faced with explaining why they should switch from their current contracted screen provider to us. We carefully studied what was being used and worked out a way to adapt our product to take all the necessary features and eradicate the redundant ones, with a focus on delivering high-performance solutions with a precise cost.

Is second screen content now expected in slots play?

I do not know from a professional level whether second screen content is expected but it does seem to be a popular and growing requirement, you can see from being on the floor it draws a crowd! I have found myself standing in the middle of the gangway between slots watching people enjoy the jackpot or feature reels that have taken them to a second screen.

If I can offer my perspective as someone who enjoys slot play, I actively seek out the terminals and games that incorporate second screen content - I feel it adds a spark to the gameplay that allows you to become immersed in its features, it draws in new game players and I feel I am getting more bang for my buck. Second screen content is something we expect will continue to grow and develop.

How often do your customers request bespoke screens, as opposed to your 'off-the-shelf' products?

We try to avoid the 'off-the-shelf' process - our reason for this is no two customers have the same needs, albeit many are similar in what they are looking to achieve. What is right for one will be over spec or under spec for another. Avoiding 'off-the-shelf' allows us to tailor pricing to maintain our competitive edge, we take the customers' needs and build a product that matches this, and avoiding un-used features allows us to avoid overpricing products.

Have you seen growth in demand for touchscreen monitors?

The market is competitive and more land-based enterprises in new markets are emerging. Casino Screens are ready to meet this demand and deliver outstanding service and first-class products to our expanding global client base.

Can you expand on the 'Four Factors of Casino Screens', and how these set you apart in a crowded marketplace?

In that article that we put together on LinkedIn, we emphasised our commitment to our partnerships, efficient stock management and quality. What we were trying to convey was that in screen supply it isn't all about price. You can buy a cheap monitor and the quality won't be great, or you can buy a more expensive monitor and the chances are you are going to get a product that lasts, OR you can buy a Casino Screens display and get the best of both, amazing pricing, extended product lifetime all wrapped up in a tailored solution that meets all your needs.

It's been excellent to see that people are taking the time to read the article covering this. I was slightly sceptical regarding the impact that LinkedIn could have but since spending more time utilising it as a tool for marketing and connecting with the people that count I have wondered how I ever got on without it.

What are the main developments we can expect to see in casino signage over the next two to three years?

It's hard to forecast but one thing is certain, Casino Screens has taken its seat at the table and our principles in quality assurance and client experience will extend beyond our already dedicated roster of clients. I'd like to take this opportunity to thank those clients who believed in our products and our vision, and we look forward too many years representing and meeting their display needs. No matter how the market evolves or develops Casino Screens will be ready.

Elliott Banks is the Operations Manager at Casino Screens. He started this division of the business in 2015. During this time he has been responsible for developing the UK and International client base. He has nine years' experience in developing and manufacturing bespoke solutions for gaming companies. Since starting Casino Screens he has developed strong relationships and a solid global customer base.



JULY/AUGUST ISSUE OUT NOW

Click **HERE** to view