



WEEK 38

FRIDAY 22 SEP 2017

G2E PREVIEW

Sponsored by



SCIENTIFIC GAMES AND NYX IN SURPRISE MERGER

The two gaming giants see plenty of synergy in deal for future growth

THIS WEEK

- **MGM bids for controversial Connecticut casino**
- **Swedish gaming market shows rapid growth**
- **Betsson's Dutch court challenge collapses**
- **Federal Court further delays Tabcorp Tatts merger**
- **Guest columnist: Bob Hays, SG Interactive Daniel Kashmir, Playtrex**



In a shock announcement on Wednesday, industry giants Scientific Games and NYX Gaming Group Limited announced they have entered into a definitive merger agreement.

Under the terms of the transaction, Scientific Games will acquire NYX and all outstanding shares of the company for CAD\$2.40 per share, equivalent to approximately CAD\$775m (US\$631m).

The strategic benefits of the deal as explained by the companies will be to create a global digital gaming and lottery 'powerhouse'. The agreement will also further accelerate the growth of Scientific Games' Interactive business, whilst doing the same for NYX.

"Scientific Games' acquisition of NYX will provide immediate and compelling cash value for our shareholders, expand the products and solutions we are collectively able to offer our customers and accelerate the execution of our long-term strategic plan," said Matt Davey, Chief Executive Officer of NYX.

"We will now have scale, content and product development capabilities, complementary global infrastructure and access to an expanded customer base. We believe Scientific ▶

CLASSIC TO CUTTING EDGE

Join Scientific Games this year as we unveil the best in gaming – from player-favorite classic titles showcased on our newest platforms, to the most innovative and cutting-edge technologies designed to enhance your entire operation – on the casino floor, behind the scenes, and beyond.



The MONOPOLY name and logo, the distinctive design of the game board and the four corner squares, the MR. MONOPOLY name and character as well as each of the distinctive elements of the board and the gaming pieces are trademarks of Hasbro for its property trading game and game equipment. ©2017 Hasbro. All rights reserved. Used with permission. ©2017 Scientific Games Corporation.

Twitter VPS

Blazing 7s on Twitter VPS

Twitter VPS with Hasbro



Facebook Higher



THIS WEEK IN NUMBERS



Cost of a new casino to be built by the Tulalip Tribe of Washington State



Number of greyhound races to be screened by The Racing Partnership in 2018, following an expansion of their screen presence



The number of German states required to ratify the Interstate Gaming Treaty before the legislation can become law

Games is the ideal partner for NYX, and we look forward to working alongside the talented Scientific Games team.”

Kevin Sheehan, Scientific Games’ President and Chief Executive Officer commented: “This important transaction creates a global gaming and lottery powerhouse. Scientific Games will be a stronger industry leader offering one of the broadest end-to-end portfolios of engaging content, innovative technologies and digital products and services across gaming and lottery.”

“This strategic and financially compelling acquisition combines NYX’s premier digital gaming and sports betting platforms and expansive distribution network to our own global, industry-leading content, technologies and digital products and services. NYX ideally positions us to capitalise on the growing online gaming and sports betting markets.”

It is expected that upon completion of the agreement, Davey will oversee a newly created Digital Gaming and Sports Division at Scientific Games. Moreover, Kevin Sheehan will remain as Chief Executive Officer and President of the newly created global entity.

KEY POINTS

- Scientific Games will pay approximately \$651 for NYX
- NYX CEO Matt Davey will oversee a newly created Digital Gaming and Sports Division at Scientific Games
- Deal will bring sports betting capability to Scientific Games, ready for PASPA repeal

MGM’S CONTROVERSIAL CONNECTICUT CASINO BID

The \$675m bid follows the company’s dismissed appeal to block the construction of a tribal casino

International casino operator MGM Resorts has stunned casino firms and officials in the US state of Connecticut this week by submitting a \$675m bid to build a casino in Bridgeport, Connecticut.

MGM’s unsolicited proposal has caused gasps of surprise in Connecticut, because it follows a federal appeals court ruling which dismissed MGM’s attempts to block the creation of this new “satellite casino” just inside its northern border, only miles from where MGM is building its new resort in Springfield, Massachusetts.

The proposed MGM Bridgeport resort



VizExplorer™

Introducing the most advanced bet recognition and table game analysis solution

TABLEVIZ™ WITH
CHIPVUE™

Get a demo at G2E

Powered by ARB LABS



FACE THE FUN...



VISIT US AT G2E 2017
BOOTH #2659



SALES@ARUZE-GAMING.COM • +1 (702) 361-3166 • WWW.ARUZEGAMING.COM



£150M



Reported cost of regulating fixed odds betting terminals in the UK according to the *Financial Times* newspaper

33%

Drop in profits reported by Greek gaming firm OPAP in the second quarter of 2017



\$30M



Potential costs to be repaid to Shingle Springs tribe by Sharp Image Gaming, following the decision to uphold the tribe's appeal against the company following a 10-year dispute over contracts

would see the building of a 300-room hotel with a 100,000 square foot casino with an estimated 30,000 square foot of retail space. Its completed resort would feature 2,000 slot machines and 160 table games, generating over 7,000 new jobs and an estimated \$316m for the state annually.

If the MGM Resorts bid is successful, the resort will open in 2021. However in order for that to happen Governor Malloy will need to re-open the approval process for a new casino and renege on their existing deal with the Mohegan Tribe and Mashantucket Pequot Tribal Nation, who had previously been authorised to build the new Bridgeport casino.

The bitter legal dispute between the two tribes and MGM over the creation of a new tribal casino in East Windsor, just over the border from MGM's Springfield resort, was only resolved in June when a US Circuit court dismissed MGM's claims that the granting of permission to the two Connecticut tribes to build a casino on non-tribal land put MGM at a competitive disadvantage.

In the wake of this dispute, there is still a lot of bad blood between the tribes and MGM, with tribal spokesperson Andrew Doha questioning the validity of the MGM bid.

Responding to the bid, Doha said: "The idea that MGM is having a 'groundbreaking' for a project that hasn't come close to receiving legislative approval continues a pattern of dishonesty that we saw time and again during the legislative session.

"Simply put, authorisation of this facility would violate the existing compacts between the two tribes and the state which would immediately end the slot payments that currently sends the state hundreds of millions a year in much needed revenue. Our state's elected officials saw through their dishonesty last session, and we expect them to see this latest fib for exactly what it is - another bought and paid for piece of misinformation."

SWEDISH GAMING MARKET GROWS RAPIDLY IN H1

Foreign operators increased revenues by 17%

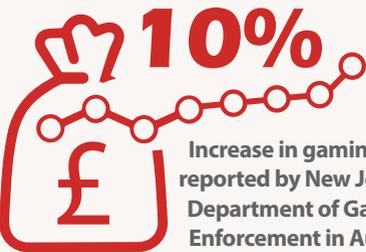
Swedish gaming regulators Lotteriinspektionen have released the country's interim financial results for gaming markets, showing growth for both national and foreign operators.

For local operators, the H1 results might be a little bittersweet. Despite the local

32.4%



Increase in gaming win reported by New Jersey's Department of Gaming Enforcement in August



10% Increase in gaming win reported by New Jersey's Department of Gaming Enforcement in August

Number of new shares issued by Hong Kong-based casino developer Landing International, who are attempting to raise \$230m for their Jeju Shinhwa World resort in Korea



market increasing by 3% in comparison to the same time last year, non-Swedish operators' revenue grew by the far more substantial figure of 17%.

The total revenue for the gaming regulated market reached SEK \$11bn (£1bn) during the first half of 2017, accounting for a 3% increase. Swedish operators took the lion's share of turnover at SEK 8.4bn after net income. Non-Swedish operators made up the other SEK 2.7bn, growing at a faster rate than their local competitors at 17%.

The two major Swedish gambling operators Svenska Spel and ATG both had a mix of results. Svenska Spel, the largest, saw a decrease in their overall turnover of 2% to SEK 4.3bn. Svenska did improve their online gaming sales by 12% and their land-based sales by 5%; whilst ATG managed to trade a total of SEK 2bn, up 3% from last year, and surpassed Svenska Spel's impressive growth online, improving their revenue from internet betting by 14%.

The report shows a healthy Swedish market which is growing at a strong rate with online services expanding even faster. It will now be interesting to see if Sweden attempts to further

regulate foreign operators in order to balance the growth rates between local and domestic operators.

BETSSON CLAIM AGAINST DUTCH GAMBLING AUTHORITY DISMISSED

The firm launched a legal challenge against the country's new gaming regulations

A court in The Hague has dismissed online gaming operator Betsson's claim that the recent clampdown on online gaming operators by the Dutch gambling authority Kansspelautoriteit violated EU regulations, ruling that it was inadmissible in a court of law.

The company purchased the Dutch-facing Oranje Casino and Kroon Casino in 2014 for a combined €100m, with both companies fully compliant and licensed to operate under the Kansspelautoriteit's previously loose regulatory regime.

However in May the Kansspelautoriteit implemented a new set of rules specifically designed to restrict international operators from targeting Dutch players. Under the new rules online



SWORD OF DESTINY



TAKE GAMING AND LOYALTY TO THE NEXT LEVEL: MOBILITY

Innovative barcode reader bezel featuring Zebra technology unlocks a new world of measurable player engagements.



Now every gaming machine, table or kiosk can enable players to seamlessly:

- Utilize reward cards
- Accrue loyalty points
- Redeem coupons or player discounts

...WITH MOBILE DEVICES



[SCHEDULE A MEETING >](#)

to learn more about this game-changing technology at the G2E show

 **ZEBRA**

gaming operators and their affiliates are not allowed to target local players by using typically Dutch symbols, such as tulips and windmills.

In addition, .nl affiliate websites are prohibited from directing Dutch players to .com iGaming websites, with operators who fail to block traffic from the Netherlands being in breach of regulations and subject to financial penalties.

These regulations effectively prohibited both casinos from operating in the Dutch gambling market. In light of this, Betsson launched a legal challenge to these rules, with a preliminary injunction being filed with the court in August, culminating in yesterday's ruling.

A full online gambling bill is currently working its way through the upper chamber of the Dutch government but has made very little progress since its initial approval last year.

AUSTRALIAN FEDERAL COURT DELAYS TABCORP/TATTS \$7BN MERGER

The ACCC and Crown Bet initiated the legal dispute

The merging odyssey between Tabcorp and Tatts continues, as an Australian federal court rules a review of the \$6.9bn deal.

The move had previously been given the green light by the Australia Competition Tribunal and both corporations announced few weeks ago that the merger was soon to be closed. However, the concerns raised by Australian Competition and Consumer Commission (ACCC) in conjunction with the casino operator Crown Bet about the impact on Queensland state's gambling services were sufficient to refer the case to federal court.

The ACCC welcomed the move, saying it believed the tribunal had not properly tested the competition risks and had not given enough weight to the impact on consumers. "We are pleased that the full federal court has set aside the decision, however the reasons for the decision are not yet public," said ACCC chairman Rod Sims.

He added: "The ACCC's application for review was based on three grounds. The first was the tribunal's reasoning that it could only find that the

proposed acquisition was likely to result in a detriment to be considered in the net benefit test if it concluded that there would be a substantial lessening of competition.

"The second grounds were that the tribunal made an error when it failed to compare the likely future state of competition both with and without the proposed acquisition in order to assess competitive detriment.

"Finally, the ACCC argued that the tribunal had made an error in failing to assign less weight to benefits which would be retained by Tabcorp, its shareholders and the racing industry, and not shared with consumers more broadly."

CODERE UP 7% IN H1 REVENUES

The Argentinean and Mexican markets totalled half of the firm's GGR

So far, 2017 has been all smiles for the Spanish gaming operator Grupo Codere. The firm has released its H1 financial results, presenting solid corporate growth bolstered in no small part by its Latin American operations.

Codere has reported €814m in group revenues for the first half of this year, a 7% increase compared to the same period last year when the company posted €760m. This strong performance is mainly driven by the Argentinean and Mexican markets, which generated €300m and €168m in revenue respectively.

The Spain-listed company, which currently operates over 50,000 gaming machines and 4,400 sports betting terminals in Latin America, Spain and Italy, explained in the stock filing that expanding into the markets of Mexico and Argentina had increased its operating expenses to €683m. This expansion strategy would explain why Codere's H1 adjusted EBITDA was €131.5m, a 0.8% drop compared to the same period prior year.

Moreover, the operator reported nearly €65m in group profits, reversing its 2016 interim declines when it only posted €1.6m. Codere also announced it had paid interest expenses of €37m during the period ending 30 June.

Codere says that it is performing in line with the roadmap already established as

part of its full-year targets and will remain focused on this.

SPORTECH'S CEO AND CFO STEP DOWN

Richard Cooper will provisionally take over the company's financial unit

Online sports gaming and technology provider Sportech PLC has revealed that both Chief Executive Ian Penrose and Chief Financial Officer Mickey Kalifa have notified the board of their intention to resign.

Penrose will remain in his leadership role until December 31; whilst Kalifa's resignation is effective from today. However, the firm has informed that Penrose and Kalifa will assist Sportech governance in its leadership transition as Richard Cooper, current Chair of the Audit Committee, takes over the company's finance divisions.

Speaking about his departure, Penrose said: "I have enjoyed my time at Sportech in which the company has enjoyed a transformational period from a rapidly, and many thought terminally, declining UK business with debts exceeding £112m and 5x leverage, into the business it is today."

Kalifa added: "I have been with Sportech for eight years and have thoroughly enjoyed my time at the company and driving the group's successful financial turnaround.

"However, I believe it is time to move to the next stage of my career. I am very confident that Sportech will continue to deliver value for shareholders and customers alike."

Sportech management praised the senior executives' contribution to helping the firm's accountancy. "We would like to thank Ian for the tremendous job he has performed at Sportech; he presided over the transformation of the company from a UK-focused business into a respected, fully licensed and regulated global gaming technology supplier and gambling operator in the US with a strong balance sheet," said Sportech Non-Executive Chairman Richard McGuire.

"Mickey led a remarkable transformation in the company's financial strength as CFO and previously when corporate development director, in prominently driving Sportech's global expansion," he concluded.

OPEN UP NEW MARKETS WITH BETRADAR ESPORTS BETTING

betradar
driven by facts

OFFICIAL DATA
PROVIDED BY



BETTING MARKETS
COMPILED IN
COOPERATION WITH

**DOJO
MADNESS**

Experience
our products at
BOOTH #4135
G2E Las Vegas

1X2

BETTING SOLUTIONS

- 7,500+ eSports matches per year
- 90+ betting markets
- All popular titles



LIVE STREAMING

- Fastest streams available
- 1,500+ live events per year
- All major ESL events



CONTENT SOLUTIONS

- Comprehensive match and player statistics
- Official live scores provided in real time
- Directly delivered from game engine

LOCK IT LINK

NIGHT LIFE



SG INTERACTIVE Experience it at:
SGinteractive.com

©2017 Scientific Games Corporation. All rights reserved.

DATA CENTRE

Provided by fantiniresearch.com



NORTHEAST REVENUE UPDATE: CT, MA, PA

Three more states with regional casinos posted single-digit rises in gaming revenue in August, which had a neutral calendar.

For Massachusetts, August marks six straight months of year-over-year rises for Penn National's Plainridge Park casino.

August was also the sixth straight month of rises for Pennsylvania table revenue and its biggest jump of the year.

Total including slot revenues, the Keystone State rose 2.5%, also its best comparison of the year.

US STOCK UPDATE

Below is a list of US gaming stocks that had 52-week highs this week, with a strong showing by supplier companies:

COMPANY	52-WEEK HIGH AS OF WEDNESDAY.
Full House	\$2.86
Table Trac	\$2.30
Churchill Downs	\$204.15
Inspired	\$13.40
Scientific Games	\$43.20
Eldorado	\$25.45
Wynn	\$147.01
Monarch Casino	\$35.77

CONNECTICUT

CHANGE	Revenue (m\$)	Yr on Yr Change
Mohegan Sun	\$53.892	+6.60
Foxwoods	\$42.100	+0.43
State total	\$95.992	+3.80

MASSACHUSETTS

Penn National's Plainridge Park grew slot revenue 8.48% in August to \$14.221 million.

PENNSYLVANIA

Philadelphia:		
Valley Forge Casino Resort	\$9.991	+7.21%
Parx (Greenwood)	\$48.080	+7.02
SugarHouse (Rush Street)	\$23.070	+2.35
Harrah's (CZR)	\$20.866	-5.25
Philadelphia total	\$102.008	+3.24%
Northeast PA:		
Mt. Airy	\$17.338	+10.65%
Sands Bethlehem (LVS)	\$45.082	+2.17
Mohegan Sun	\$20.687	-1.03
Northeast PA total	\$83.107	+2.99%
Pittsburgh:		
The Meadows (PNK)	\$21.331	+6.93%
Rivers (*Rush Street)	\$27.714	+1.56
Pittsburgh total	\$49.046	+3.83%
Elsewhere:		
Presque Isle (ERI)	\$11.539	+1.35%
Lady Luck Nemacolin (ERI)	\$2.901	-3.78
Hollywood (PENN)	\$18.859	-4.57
State total	\$267.460	+2.51%
Multiple properties:		
Rush Street	\$50.784	+1.92%
Eldorado Resorts	\$14.440	+0.28

G2E EVENT PREVIEW

3-5 OCTOBER, SANDS EXPO, LAS VEGAS

Attracting nearly 26,000 gaming professionals to the lights of Sin City, the Global Gaming Expo is set to be even bigger and better this year. The Global Gaming Expo is known as 'The Show' in the casino-entertainment industry and is one of the world's largest gatherings of gaming suppliers and industry executives. Presented by the American Gaming Association (AGA), the event showcases the technologies, services and products of a wide range of exhibitors, providing the perfect atmosphere to buy, sell, network and learn; it's a must-attend event for anyone in this space.

SPECIAL EVENTS

Global Gaming Awards

Kicking-off the three day event is the highly anticipated Global Gaming Awards ceremony. This program spans

the entire global gaming industry, celebrating the very best companies and people in the land-based and digital gaming communities. It boasts a truly independent judging panel comprised of 60 leading industry business men and women. Now in its fourth year, the awards have become the most trusted accolade in gaming, and the event brings together the most influential individuals in the industry.

Emerging Leaders in Gaming

G2E, American Gaming Association and The Innovation Group will be presenting the sixth Annual Emerging Leaders of Gaming. The program was created to identify and celebrate individuals under the age of 40 who are on the path to executive management or who have achieved this level of success already due to exemplary achievement within their role.

Patty Becker Pay It Forward Award

Gaming professionals across our international industry will gather

together to raise money for the Global Gaming Women Charitable Education Fund, which provides scholarships throughout the year for continuing education opportunities for gaming women.

NETWORKING

If you are looking to reconnect with old industry friends or form new relationships with like-minded people, then this is the event for you. With industry experts on a range of trending topics in the world of gaming, hotel/resorts, and non-gaming amenities, G2E is the event that brings relevant education and emerging business relations to the forefront of the industry.

With a variety of exciting events planned over the course of the three days, there are ample opportunities for attendees to mingle and network. Furthermore, once the sun goes down the list of exclusive parties are endless, allowing attendees to get a real taste of the saying 'mixing business with

IMMERSIVE JAPANESE ENTERTAINMENT

Combining the conventional online gaming experience with unique Japanese Entertainment, by introducing Japanese film, music and animation with gripping storytelling and cutting-edge technology.

Suppling the European Gaming market with compelling, innovative, distinctive content!

- CUTTING EDGE DESIGN AND TECHNOLOGY
- HTML5 ACROSS DEVICE AND DESKTOP
- OUR OWN POWERFUL GAMING PLATFORM

-  Own RGS
-  Licensed
-  Tested
-  Own IP



BOOK A MEETING WITH US! 3 - 5 OCT '17



 **Ganapati Malta**
LTD
A Ganapati Group Company

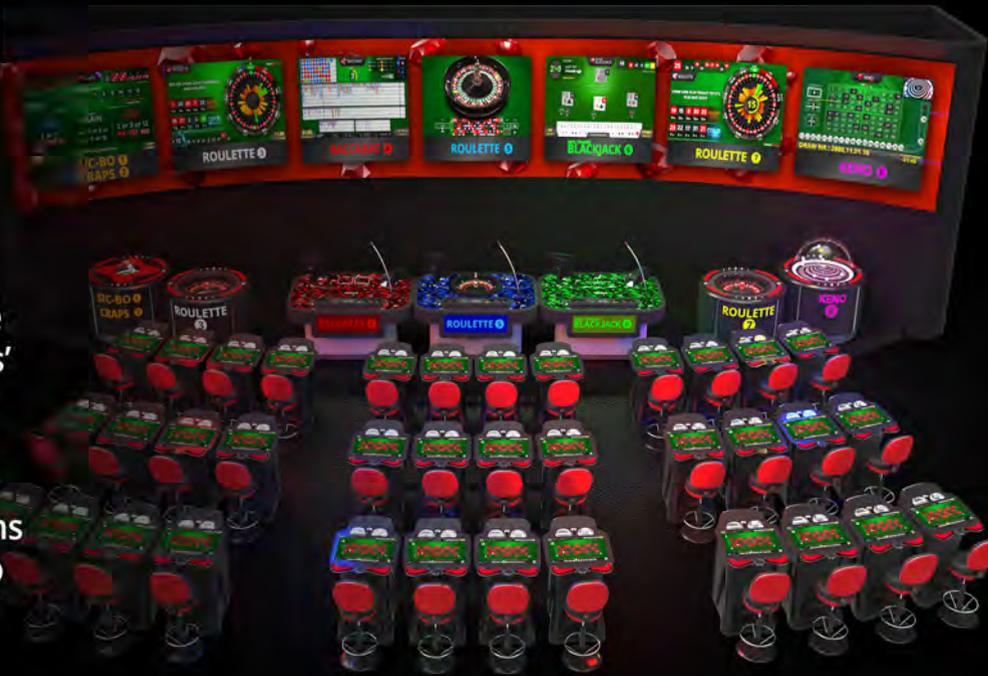
DIGITAL GAMING INNOVATION OF THE YEAR
Tel: +44 (0)20-8004-0888
Email: info@ganapatimalta.com
Web: www.ganapatimalta.com

GLOBAL GAMING AWARDS 2017 BEST INNOVATION
Licensed by 

interblock STADIUM

THE EVOLUTION OF TABLE GAMES

Operators can easily customize their floor space to meet players' needs by adding dealer assist, automated, video generators and/or live tables. Interblock's comprehensive Stadium solutions give casinos even more ways to deliver a premium player experience.



Visit us at the Global Gaming Expo
October 3 - 5 | Booth #1239

interblock
LUXURY GAMING PRODUCTS

www.interblockgaming.com

pleasure! To name a few of the events on offer, there will be a NIGA Networking Reception, the keenly-awaited Cintas Fashion Show, a Casino Talent Buyers Bash and finally the Emerging Leaders Networking Reception.

GI'S TOP TRACKS

G2E sets the bar for gaming professionals when it comes to learning experiences. The event's 'education sessions' have been carefully built by industry experts and will offer an extraordinary scope of actionable content delivered specifically around key industry sectors in carefully curated tracks. With nearly one hundred events available to attendees, here are some of the key sessions to look out for over the three-day expo.

Best Practices: AML and Financial Crime Compliance

It's critical that you stay up-to-the-minute with key developments, news and changes that effect day-to-day operations and impact the future of the industry. This featured speaker and

follow-up panel discussion will focus on regulatory concerns, recent legislation, violations and more. You'll be brought up to date and understand the implications of: casino compliance standards, recent legislative changes, recent incidents of note and much more.

AGA: State of the Industry and Sports Report: Geoff Freeman

President and CEO of the American Gaming Association will provide his annual industry address at G2E, spotlighting recent victories and outlining his vision for potential changes in customer demands and the next-generation gaming policies that will impact our industry.

Competition or Opportunity? Distributed Gaming in the US

Today most jurisdictions have some form of gaming, but no shortage of questions around distributed gaming. This session will take a hard look at the emerging issues on a regional level and the conversations that are happening behind the scenes in grey market areas. Don't miss a debate-style

power-hour that looks at the pros/cons surrounding distributed gaming.

Let's Grow: The Biggest Trends in Tribal Gaming

If you want to stay on top, you have to be aware of where the market is going. You have to be able to anticipate what your customers will want and demand, because if you don't provide it, they will go to someone who can. This session will give attendees an up to date view on shifting demographics, how to keep your business model stay fresh both onsite and online and discover trends that will keep you ahead of the competitive curve.

Avoiding the Security Dogpile

The security takedown makes for great theatre, but it disrupts the operation, costs money and can cause injury. Some companies have resorted to a hands-off policy just to avoid these costly episodes. This session will discuss some proven methods to keep our officers safe and maintain our dignity while maintaining an effective security operation.



STEVE WALTHER
KONAMI SENIOR
DIRECTOR,
MARKETING
& PRODUCT
MANAGEMENT

Why will you be exhibiting at this year's G2E show?

At G2E 2017, Konami is proving its merits in each regard by giving operators a suite of captivating gaming options that welcome players to play on and enjoy the full experience each casino has to offer. Developments like Titan 360, Rapid Revolver, and Advantage Revolution gave a glimpse of what was possible, and now Konami's strength in R&D has extended even further with leading skill-based games, novel multi-station releases, and diverse game styles.

What progress has Konami made in skill-based gaming?

Last February, Konami's Frogger: Get Hoppin' became the first primary skill-based game to launch in Nevada and has since continued to expand to additional markets. Our next skill-based gaming

innovation is a rhythmic dexterity game called Beat Square, which challenges players to compete for top scores by tapping lighted square buttons to the beat of the music. This latest release will be a centerpiece attraction for Konami's 2017 display and we're inviting guests to play and complete for top scores and prizes.

What are the latest trends and advancements that Konami will be showing at G2E?

Konami's proven Concerto Collection of video slots will highlight a variety of game mechanics and captivating art styles, as well as exciting new iterations on proven classics. Tall Concerto Stack and curved Concerto Crescent will feature a large volume of single screen games, including China Shores Great Stacks, Lucky O'Leary Jackpots, and Konami's next releases for its Castlevania series, based on the iconic video game first popularized in the 80s. So much creative opportunity remains to be explored for large portrait-oriented game content. It's opened up new game play possibilities for our developers to create and casino players to enjoy. At G2E guests can expect to see some familiar Konami features with proven

success, and developments unlike anything else on the floor.

Across every type of machine in Konami's Concerto Collection, we're introducing an imaginative mix of progressive game styles. More than 20 unique standalone and linked progressive games will be on display during G2E, including a robust offering of symbol-driven features that give players a watchful sense of anticipation with every spin.

Do you have any special events or presentations planned for the show?

Konami will be hosting on-going skill-based gaming tournaments with Beat Square. This is the industry's first skill-based game with tournament functionality, so there's no better way to experience it than try it for yourself, discover what it's like, and possibly win some prizes.

Lastly for international markets in particular, we are very excited to showcase an entire family of Concerto SeleXion multi-game slots. We will have a comprehensive mix of SeleXion highlights available for guests to explore first-hand, with top functionality across Concerto upright, Slant, Stack, and Crescent.



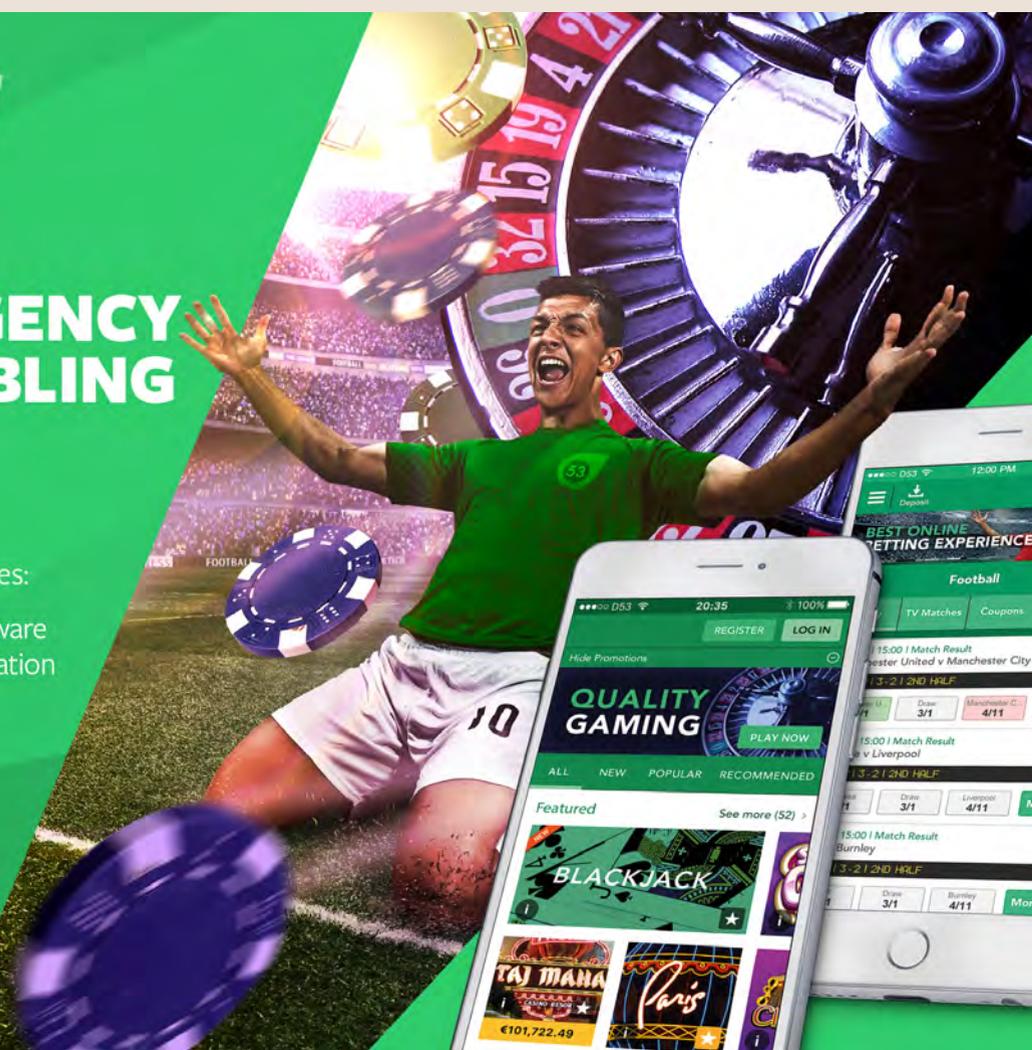
SPECIALIST AGENCY FOR THE GAMBLING INDUSTRY

We can help boost your customer engagement with the following services:

- UX Consultancy
- UX & UI Design
- Web Development
- Mobile Apps
- Bespoke Software
- System Integration
- Branding
- User Testing

Get in touch today

 degree53.com
 info@degree53.com



INSPIRE WITH LUXURY



Jabra®



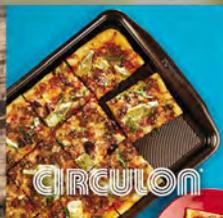
MICHAEL KORS



Roland



GAIAM



CIRCULON



BOWFLEX



THULE



TISSOT

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.

RYMAX
MARKETING SERVICES, INC.™

Incentive Solutions Delivered. Worldwide.



BOB HAYS
VP COMMERCIAL,
SG INTERACTIVE
B2B

Why will you be exhibiting at this year's G2E show?

As the gaming industry's biggest North American trade show, G2E remains an enormous opportunity for us. With so many customers and industry leaders in one place, G2E is a platform for sharing new technologies and taking an unparalleled look into the future of the gaming and lottery industries.

What sort of business do you hope to do at the event?

G2E is an excellent opportunity to engage directly with our global customer base to preview our forthcoming game and technology roadmaps. But we also have some great technology and product innovations to share both in our SG Universe® product suite and our Remote Game Server library. We're excited to share those with our existing customers and potential customers alike.

Why should other firms want to meet with you at the show?

SG Interactive, powered by Scientific Games and its many brands, has one of the most diverse portfolios of gaming content in the world. Our extensive portfolio of proven content is one of the top reasons to visit SG Interactive at G2E 2017. We're constantly expanding our library of content, too. New licenses and original themes are making waves with players and operators, and we can't wait to showcase our content at the show. In addition, we're industry innovators and continue to be first to market with new technologies, features and functionalities that engage players and increase their time interacting with our customers' brands.

Do you have any special events or presentations planned for the show?

On Wednesday, October 4 at 10:30 a.m., Tom Wood, our head of B2B product, will participate in the "Evolution of Game Play" panel with fellow SG Employee Bryan Kelly, SVP Technology, where Tom and Bryan will highlight SG innovation and new technologies. Also participating will be President and CEO of BCLC Jim Lightbody, and moderator Gavin Isaacs. Additionally,

given our long successful partnership with BCLC, highlights of our omni-channel strategies will likely be discussed.

What do you think will be the main topic of discussion amongst your peers at the show?

The lines between content and technology are gradually blurring, and we're going to see a great number of people exploring what this means for the industry. Content isn't tied to one cabinet, device, or platform anymore, and the omni-channel strategy is rising to the forefront of the gaming landscape. I think show attendees will see evidence of this at the show, and it will spark discussion about where games are going, what they mean to players, and how games are created.

What aspects of the event are you most looking forward to personally?

I enjoy spending time with our customers and sharing our continued innovation path and providing an overall view of Scientific Games omni-channel product offering. I'm also looking forward to experiencing the sheer volume of technology on display; the creativity in the industry is driving companies to new technological heights.



PAUL GORDON
RYMAX SENIOR
VICE PRESIDENT
OF SALES

to meet with you at the show?

We are the premier marketing partner for loyalty programs in the casino industry. Player loyalty that rewards behaviour and initiates trial is of the utmost importance to casinos. Firms should meet with us if they want a full year incentive effort or a short term one. And they need to incorporate social media into equation.

Do you have any special events or presentations planned for the show?

We like to drive traffic to the booth and create some excitement by doing giveaways throughout the show. We have over 350 brands, 100 of which are exclusive, and over 15,000 SKU's to offer at various price points. It's important to get new technologies and fashion brands in the hands of clients. It's important to see the excitement level and the thought process of creating a promotion over a brand, SKU or category.

What do you think will be the main topic of discussion amongst your peers at the show?

Several areas will be main topics of discussion:

- How to incorporate loyalty into the growing on line and skill based gaming.
- How to best capture the Baby Boomer spend now that this group has been defined as highly desirable.
- Employee recognition, employee retention and employee recruiting as the industry expands.

What aspects of the event are you most looking forward to personally?

I enjoy the new equipment and technology that is unveiled as well as the licensed machines that cater to a wide variety of players. The expansion of the gaming industry and the economic impact it has in the markets that they penetrate is vital to our economy. We are part of an industry that has become an economic and social impact that is very important. The opportunity to spend a few days with all aspects of our industry is very rewarding.

Why will you be exhibiting at this year's G2E show?

Rymax exhibits every year at G2E since it's the premier trade show for the gaming industry. We think that it's a great way to interact with our current customer base and as the industry expands, introduce our services to new properties.

What sort of business do you hope to do at the event?

Our business is a consultative approach to player loyalty. We plan to discuss new brands that we have on board, trends in redemptions by demographics and introduce new interactive programs via our R-SITE program. [Rymax's Strategic-Interactive-Themed-Events]

Why should other firms want



global. 
gaming
expo



GO 2 EXPLORE

REGISTER ▶

Play our range of US casino games at the  &  booths



@



Las Vegas



Lightning Box is an experienced Australian based slot design studio supplying the global land-based, online, mobile & social casino markets.

www.lightningboxgames.com

GUEST COLUMNIST:



RALPH THOMAS

CHIEF DATA SCIENTIST AND
GENERAL MANAGER, GAMING
DIVISION, VIZEXPLORER

Dr Thomas discusses the management of customer data, the role of AI in making better use of it and wider trends in the gaming industry

How has 2017 been so far in terms of performance for VizExplorer?

2017 has been a great year for VizExplorer so far. We've had an incredible first half, representing a 75 percent increase in sales over the same period last year. We've also increased market share, signed new multi-year ELA agreements and launched a series of partnerships that will deliver solutions to solve some of our casino customers' toughest problems.

Do you have any new products in the pipeline you can share details on?

We're very excited to launch a brand-new table games solution at G2E this year. Without giving too much away, I'll say that it's shaping up to be the most advanced, most reliable table game tracking solution that identifies each bet and can be used to properly rate table game players. There are many other great benefits, and I invite everyone to see it in booth 3630 at G2E this year.

Always focused on fulfilling customer needs, our team is

also working on a tool to help casinos manage their events. We're trying to replace the old method of tracking event attendance using spreadsheets and to give casinos deep analytics on events like slot and table tournaments, concerts, gift giveaways. Hosts tend to be a powerful force in filling events, so we're also looking to merge it with our player CRM and sales enablement solution hostViz™.

In your view how can casinos make more effective use of the customer data they generate?

In my experience, the biggest blocker to getting a solid analytics platform in place is internal politics. Organisations must decide what's more important - analytics or getting their own way politically - because there's a ton of potential to build a more profitable operation through the use of better data by deploying a good analytics solution. Once that solution is in place, we encourage customers to tie as many data sources together to reveal insights in the data they couldn't uncover on their own. Our new CashInsite™ with Everi IQ™ solution, for example, analyses ATM transactions to help marketers understand players spend behavior and assess their overall property loyalty. Finally, experimentation is critical. Good analytics solutions will let you test many different tactics, analyse results to see if it worked, and then execute again based on the successful outcomes. As a data scientist, I encourage everyone to execute-test-analyse as often as you can to get better results each time. ▶

Is AI playing a bigger part in data management for casinos?

Absolutely. One approach to artificial intelligence is machine learning, which is essentially enabling computers to learn without having to be programmed. We're starting to use machine learning to understand how to improve our interactions with customers, to optimally target offers to players, and to understand how ATM use correlates with gaming on a casino floor. As data continues to be collected, there's great potential to apply the insights generated via machine learning to all kinds of specific operational questions—from slot and table game performance to staffing and player development.

What new trends have you seen in player loyalty schemes?

We've noticed a move away from one-to-one offer-based marketing and toward individualised communication of offers to players. However, most casinos have too many segments, and target offers to them without analysing which ones are actually working. By working with them to simplify and properly test player segments, many of our customers are executing lower investment, higher return campaigns.

Another good shift is the move toward profit-based direct mail. In profit-based marketing campaigns, casinos are expanding the universe of players who would potentially qualify for the direct mail campaign and using VizExplorer tools to analyse which ones are most likely to redeem, before selecting the most profitable audience to target.

It's not cheap to produce and send direct mail pieces, and casinos who assess profitability instead of relying on recency before executing campaigns tend to fare better.

Finally, with better analytics comes smarter decisions about freeplay. Our customers are noticing that sending freeplay offers to lower value players is actually unprofitable.

Are we seeing the rewards of omnichannel gaming finally being delivered?

Unfortunately, no. Casinos are not being strategic about the multitude of other options they have for communicating with players. They are still broadcasting, and focusing on offers to drive loyalty and behavior change. Through the use of tools like Machine Learning, K-Means Clustering, Test & Control and Rapid Deployment, casinos should be able to quickly identify communication strategies across all channels that are customised and optimised to their individual customers (in short: one-to-one marketing communication).

Is social media presence and management worth the investment for casinos? How would this integrate into a casino marketing solution?

The most value social media can offer a casino is the huge amounts of data generated about players on these social media platforms, which is now available for businesses to purchase. Social media data on players is an obvious opportunity to augment existing player data to reveal brand new insights that inform marketing activities. One of our non-casino customers has asked us to integrate its customers' social data into our platform, which has helped to uncover deep insights about customer preferences and even inform decisions about which social media platforms to target for its advertising campaigns. ◀



ESPORTS READY?

INBET TERMINALS

Your stable revenue driver



BUSINESS MODELS

Eight business models that cover every market opportunity



RNG –
Gaming Machines



Music Purchase –
Gaming Kiosk



Promotional –
Gaming Kiosk



DAREBS –
Betting Terminal



Loan repayment –
Gaming Kiosk



Trade box –
Trading Terminal



Sweepstakes –
Gaming Machine

Solutions: www.inbetgames.com

White label: www.cafeinbet.com

GUEST COLUMNIST:



DANIEL KASHMIR
CEO, PLAYTREX

BROADENING THE APPEAL OF SOCIAL CASINO

With an estimated \$4 billion in annual revenue, social casino games represent one of the largest segments of the entire gaming industry, but the category's growth will stagnate unless its developers start

to attract a broader audience than they do currently

In many ways, the social casino industry is a victim of its own success. It attracted a flood of users by re-creating the most popular games from land-based casinos - only substituting virtual currency for real money. There are millions of users, and for years they have fed the industry quite well, but signs of a slow-down in user growth have begun appearing on the horizon.

As the traditional social casino audience reaches saturation, developers must find other ways to make their games fun for a broad range of gamers, beyond just their core audiences.

Below, we describe five important ways that developers can make social casino games fun for everyone.

Add Strategy and Skill-Based Gaming

In most casino games, players' fates depend on the flip

of the cards, the roll of the dice, the spin of the wheel. And that's a big part of the allure. But mobile gamers also love strategy games, where they must think skilfully about how to allocate resources, solve challenges, and combat opponents to achieve victory. The next generation of social casino games must combine chance-based gaming with skill-based elements that add a new layer of strategy and tactics to the gameplay. This combination of skill and luck will make the genre appeal to players who want to feel like they have more control over the outcome of the action.

Take Players on a Journey

There's very little sense of journey or adventure in most social casino games, where players' progress is marked primarily by how much virtual currency they've won or lost. But most gamers want to feel as if they are working towards some kind of final outcome or destiny. They want to be taken on a journey in which the experiences build on top of one another, creating a narrative arc that keeps them engaged and entertained. At any point they might face an unexpected opponent, unlock a special power, or stumble across an entirely new challenge. Traditional social casino players might be okay with simple wins and losses, but broader audiences expect more of an adventure. ▶

Make Social Casino Games Truly Social

When “social casino” games first became popular, they were named for the fact that they appeared on social platforms such as Facebook -- not so much for being necessarily all that “social.” Today’s developers realise that the more social features they can integrate into their games, the easier it is to attract a wide audience. Chat rooms, leaderboards, friend invites and other social features have helped traditional social casino developers increase virality and acquire new users organically, but the next generation of games must become even more social by adding more head-to-head challenges, more alliances and team-based gameplay, and more ways to connect friends through the digital world.

Use LiveOps to Make the Games Feel “Alive”

One of the drawbacks of traditional social casino games is that they tend to get somewhat repetitive. The gameplay mechanics themselves are practically identical from game to game, but one way that developers can make the experience more unique and interesting is by using LiveOps. Short for ‘Live Operations,’ LiveOps involves making changes to a game after it has launched so that it continues to feel fresh and new to its audience. Social casino games can leverage LiveOps to readily insert new content, for instance, or to host

worldwide events that strengthen competition and generally increase the level of excitement.

Tap Into Celebrity Power

Celebrity power has been used to sell everything from soda and cigarettes to pavement rollers and candy bars, and the gaming world is no different. Mobile games have gotten in on the act, with apps like Kim Kardashian: Hollywood and Gordon Ramsay Dash proving extremely successful. As social casino developers tap into celebrity cache, they can attract a broader audience by working with celebrities beloved by a broad demographic of consumers. Think not just World Series of Poker champion Scott Blumstein but beloved celebrities like Ellen Degeneres, Tom Hanks or Will Smith.

The Next Generation of Social Casino Games

The social casino industry stands at a crossroads. It can continue down its current path towards slower user growth, or it can reinvent itself. If social casino developers don’t do something soon to appeal to a wider audience as opposed to just their core base, the industry will almost certainly begin to plateau, or worse. But if social casino developers can learn to make their games fun for everyone, the industry faces nearly limitless upside.

At Playtrex, we are choosing option B. ◀

THE CONVERGENCE OF LAND BASED & ONLINE GAMING



Online Operators

Ride the growth of live casino through our premium live casino content.

Land Based Operators

Infinitely extend the reach of your gaming tables through our network.



AuthenticGaming

authenticgaming.com

sales@authenticgaming.com





OBSESSED
with the game



BOOTH
1253