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THIS WEEK

- **Las Vegas Strip on lockdown**
- **Macau's winning streak continues**
- **Scientific Games outlines NYX acquisition funding**
- **Three million Japanese have suffered gambling addiction**
- **Guest Columnist: Adam Wilson, Co-Founder, Bookee**
- **Guest Columnist: Bernie Melanson, CEO, Konect Games**

WEEK 40

FRIDAY 6 OCT 2017

GGA WINNERS REVEALED



After months of anxious waiting and speculation, the 2017 Global Gaming Awards winners have finally been announced. Taking place at a show-stopping ceremony in Las Vegas, this year's Global Gaming Awards was one to remember, with twelve companies each taking home one of the coveted industry accolades.

This year was the most successful edition of the awards yet, seeing over 700 influential figures from the industry's most prominent brands gathering at the Bellini Ballroom at The Venetian.

Following months of nominating, shortlisting and judging, the winners were finally revealed, with the awards providing the perfect way to kick-off this year's Global Gaming Expo. The lunchtime ceremony proved fruitful for GGA winners including Wynn Resorts, Scientific Games, Evolution Gaming and bet365 - for the full list see page 3. This year's competition to be named on the Global Gaming Awards 2017 Shortlist had been among the fiercest in Global Gaming Awards history, and the job of choosing a winner for our 60-person judging panel was no easy task. Even though only 12 companies had the honour of taking home an award, every company included in this year's shortlist can be rightly proud to call themselves one of the top companies in the gambling industry. ▶

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COMPLETE GAMING PLATFORM

Many industry heavyweights came back again this year to reclaim their title as best-in-class; however the 2017 GGAs saw a number of winning streaks broken. One of these unexpected wins was in the Land-Based Operator of the Year category, where MGM Resorts International looked to extend their title for the fourth year in a row. However, it was Wynn Resorts that scooped this year's accolade in a close-run contest.

The extremely successful August 2016 opening of the Wynn Palace Cotai, in addition to impressive full-year net revenues of \$4.47bn for 2016 were just two of the reasons the judges put them ahead of the pack, allowing them to be crowned the rightful winner of this prestigious award category.

However, IGT managed to retain its title as Land-Based Product of the Year for the second consecutive year with its mobile-based loyalty scheme, Cardless Connect. Two-time Digital Product winner Microgaming was absent from the final Shortlist this year, but the ingenuity of the products in this category was

as high as ever, with Evolution Gaming taking home the award for its impressive Dream Catcher product.

Global casino brand MGM Resorts was presented with the award for Customer Loyalty Program of the Year. Presented by Vic Gallo, General Counsel at AGS on Monday, the award recognised the success of the company's M life loyalty program, retaining this prestigious title for a third year in a row.

"Congratulations to MGM on retaining this title for an incredible third year in a row," said Gambling Insider Editor, Doug Peck, following the event. "The M life program has consistently kept ahead of its competitors, offering customers a simple yet generous structure made better still with special experiential rewards that customers love."

We would like to thank our category sponsors, IGT, NetEnt, SB Tech, Betradar, AGS, UltraPlay, Agilysys, Ganapati Malta, Authentic Gaming, NYX, Microgaming, Scientific Games and our content sponsor Konami. Without these companies, the awards would not have been possible. Furthermore, we would like to thank our Lead Sponsor BetConstruct for

their consistent dedication in ensuring this year's awards went above and beyond.

We would also like to thank our Nomination Panel, our Judging Panel and KPMG for evaluating 12 months of hard work from all the companies put forward.

In addition to celebrating the industry's best in class, the Global Gaming Awards provided an inimitable opportunity for attendees to meet, learn and exchange ideas.

After a successful fourth year, the Global Gaming Awards has reinforced its reputation as the most trusted awards in the industry and has gained respect amongst industry heavyweights, making it a must-attend event.

Needless to say, the 2017 Global Gaming Awards was a true celebration of an industry that is constantly evolving and improving, awarding those who have gone above and beyond to enhance and develop an unstoppable industry.

We hope you all enjoyed this year's celebration and we look forward to seeing you back again in 2018! ◀



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GLOBAL GAMING AWARDS

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WINNERS

Twelve companies have now been named best-in-class at the annual Global Gaming Awards. From the initial nominations to the final Shortlist, they have overcome stiff competition for the honour of being crowned GGA Winners

LAND-BASED OPERATOR

Winner: Wynn Resorts

Runner-Up: MGM Resorts International

This award looks to recognise the achievements of casino operators around the world who have not only excelled in terms of financial performance, but led the pack in terms of innovation and enhancement. This year's list of finalists gave our judges a tough time in terms of deciding which company was most deserving of this prestigious award. Wynn Resorts took home the title of Land-Based Operator of the Year due to its extremely successful financial results in the past 12 months, including the launch of the impressive Wynn Palace Cotai. The win broke MGM Resorts International's three-year winning streak in this category.

DIGITAL OPERATOR

Winner: bet365

Runner-Up: Paddy Power Betfair

A spectrum of verticals was represented in the Digital Operator of the Year category but only one company could take home the award. After a year of major challenges and opportunities for the digital gaming industry, bet365 has maintained its reputation as one of the world's favourite online betting companies, positioning itself at the forefront of innovation. With more than 19 million customers in over 200 countries across the globe, bet365 has continually ensured it offers its customers an outstanding online sportsbook betting experience. As a firm favourite amongst the judges, bet365 is truly deserving of this award.

LAND-BASED PRODUCT

Winner: IGT - Cardless Connect

Runner-Up: WILLY WONKA GOLDEN TICKET™

This is an award for a single product that has made the most significant impact on the land-based gaming industry in the past 12 months. This can be any product that enhances the gaming experience for the player on the casino floor or makes the process of running a land-based operation more seamless. Once again, IGT has scooped the award for Best Land-Based Product of the Year with its mobile phone-based loyalty scheme, Cardless Connect. This transformational product was chosen as the platform for MGM's M life scheme, and has since proved a hit with a broad demographic of customers as well as casino management.

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DIGITAL PRODUCT

Winner: Evolution Gaming - Dream Catcher

Runner-Up: Sightline Payments - Play+

As with its land-based counterpart, Digital Product of the Year awards a company for a single product that has improved the digital gaming landscape. The quality of this year's final Shortlist is truly indicative of the strength and depth of digital products available in the online gaming industry. However, the company that led the pack this year was Evolution Gaming's Dream Catcher product, transforming play through the clever use of technology. The innovative and exciting product has taken the live gaming world by storm, reinventing the 'Wheel of Fortune' format.

CUSTOMER LOYALTY PROGRAM

Winner: MGM Resorts - M life Rewards

Runner-Up: Caesars Entertainment - Total Rewards

This award recognises one of the essential building blocks of any gaming operator's product offering, one that has been seen as increasingly important in the current market. Similarly to last year, casinos tended to dominate the final Shortlist, and it was MGM Resorts which was yet again able to claim its title as champion for the fourth year in a row. Its M life scheme rewards guests for virtually every dollar spent across 15 MGM resorts, and is regarded as the most popular scheme in Vegas. The M life Mastercard crowns an already strong offering, with the exclusive behind-the-velvet-rope M life Moments experiences also swaying the judges in MGM's favour.

DIGITAL ACQUISITION PROGRAM

Winner: LeoVegas Affiliates

Runner-Up: Ladbrokes Partners

In an industry where affiliate marketing is having an increased impact in the growth and development of online gaming businesses, this category awards companies for their marketing schemes and products that have generated the most traffic for digital operators in the past 12 months. The Shortlist this year included both operators who have run successful programs, and affiliates themselves who have innovated and made a difference to the market. After two previous years of being nominated in this category, LeoVegas were finally able to take the award home this year after narrowly missing out to Unibet in 2016.

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LAND-BASED INDUSTRY SUPPLIER

Winner: Scientific Games
Runner-Up: IGT

This award acknowledges those that may not necessarily be the most visible in a casino or racetrack, but who are intrinsic in supporting operations behind the scenes. The award for Land-Based Industry Supplier of the Year takes into account a supplier's entire portfolio, as well as its volume of new business and financial results. In 2016, this year's winner came in third place, showing what a stellar 12 months Scientific Games has had. GGA's latest Land-Based Industry Supplier of the Year is a leading innovator, with operators in regulated markets all over the world partnering with the firm for its game content, technology, customised programs and managed services that continue to engage today's players in new and exciting ways.

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DIGITAL INDUSTRY SUPPLIER

Winner: NYX Gaming Group
Runner-Up: Playtech

This award celebrates those who are pushing the boundaries and taking digital gaming forward into the future. Suppliers dictate the industry's advances behind closed doors, constructing new games and improving existing ones. Pipping last year's winner, Playtech, to the post, NYX Gaming Group took home the award most coveted by the biggest names in the online gaming product supply industry. Last year, both NYX Gaming Group and OpenBet entered the Shortlist separately; however, the monumental acquisition considerably improved NYX's sportsbetting market supplying capabilities, helping to cement its place as the Digital Industry Supplier of the Year. It's of little surprise they were chosen as an acquisition target by GGA winners Scientific Games due to their product breadth and quality.

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LAND-BASED GAMING INNOVATION

Winner: IGT - SPHINX 4D
Runner-Up: Gamblit Gaming - Gamblit Model G

The Land-Based Gaming Innovation award recognises the work suppliers have put in to ensure the casino industry stays fresh with new, revolutionary ideas and products. This year's winner, IGT, just missed out last year, but the company has maintained its commitment to transforming the gaming industry with products that set new levels of inventiveness in the land-based market. IGT's SPHINX 4D game represents the high calibre of innovation this supplier offers, creating next-generation gaming experiences. Our panel of judges were blown away by the technology, deeming it a genuine game-changer in this category.

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DIGITAL GAMING INNOVATION

Winner: Betgenius - eSports trading
Runner-Up: Quickspin - Achievements Engine

This category was perhaps one of the most difficult to judge due to the nature of the digital gaming industry. One that is relatively young and is known for its dynamism and exciting, innovative products, it's becoming all the more difficult for companies to stand out in this market and meet the ever-changing needs of the customer. Betgenius was awarded the title of Digital Gaming Innovation of the Year with its eSports trading platform. The company is a true eSports trading pioneer, offering up to 50 in-game markets across 15 game titles. Due to huge growth in the scale and support for eSports competitions, Betgenius' innovation is trailblazing for any future operators seeking to capitalise on this.

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RESPONSIBLE BUSINESS

Winner: Sportradar
Runner-Up: GeoComply

This category celebrates those companies who have dedicated their time and efforts into acting responsibly across all areas of operation. This year's final Shortlist included both land-based and digital companies, with those included going above and beyond to ensure their businesses act in a progressive, accountable and conscientious way. Last year's winners GeoComply had to take second spot to Sportradar this year, due to their hard work in helping to stamp out match-fixing in sports betting. The company has set up integrity programme workshops to educate relevant members of betting industry organisations on how events can be manipulated, providing key expertise on how to avoid this pernicious activity affecting the industry.

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EUROPEAN EXECUTIVE

Winner: Mor Weizer
Runner-Up: Gustaf Hagman

The final award celebrates a particular individual who has had the biggest impact on gaming in Europe over the past 12 months. With so many individuals making their mark during this period, it was an extremely difficult task to choose who had clearly made more of a difference in their business' success than their peers. This year Mor Weizer was awarded for pushing Playtech onwards and upwards in an exceptional way. The company posted profit increases of almost 20% in 2016, while branching confidently off into uncharted waters. Amongst a number of things, Playtech expanded into the UK's racecourse market, closing a multi-year deal with Warner Bros and becoming the first operator to successfully enter the Czech Republic online gaming market.

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WINNERS REACT TO THEIR GLOBAL GAMING AWARDS TRIUMPHS

WINNER OF LAND-BASED PRODUCT AND LAND-BASED GAMING INNOVATION: IGT

Sina Miri, Vice President of Systems

“It’s an honour to win Land-Based Product of the Year, it’s a very respectable award and great to be recognised for a product that we worked so hard on”

WINNER OF CUSTOMER LOYALTY PROGRAM: MGM RESORTS INTERNATIONAL

Tony Gladney, Vice President of National Diversity Relations

“We’re proud as a corporation to receive this award, it’s a benefit for our 70,000 employees, and a credit to our strong leadership and our innovative minds that manage our M life rewards program on a daily basis”

WINNER OF DIGITAL GAMING INNOVATION: GENIUS SPORTS

Tom Washington, Head of Communications and PR

“We’re absolutely delighted to win the award in the innovation category, particularly for our eSports product, it’s an area we’ve been heavily investing in. It’s brilliant to be recognised by our peers, and the whole team is very pleased and we look forward to being involved in the Global Gaming Awards next year”

WINNER OF DIGITAL INDUSTRY SUPPLIER: NYX GAMING GROUP

Huw Thomas, Chief Strategy Officer

“It’s a fantastic award for us to win, we have three product areas to our business and so to win Digital Industry Supplier of the Year across all of those is really great news for us. The team is delighted and it was a great event to attend as well”

WINNER OF RESPONSIBLE BUSINESS: SPORTRADAR

Eduard Blonk, Managing Director of Sales

“At Sportradar we’ve always been a company that looks to improve the integrity of sports, in the betting markets we operate in as a service provider, we need to make sure that sports data is as clean as it can be. At the end of the day it’s the consumer that pays the cheque and we need to make sure that what they bet on is as clean and assured as possible”

THIS WEEK IN NUMBERS



The year to which IGT have extended their California lottery partnership



The class action college football lawsuit won by DraftKings and FanDuel



The amount of revenue made from sales by the Texas State Lottery in 2017

MASS SHOOTING IN VEGAS PUTS STRIP ON LOCKDOWN

The largest mass shooting in recent US history brings devastation to Vegas

A horrific mass shooting on the Las Vegas strip has left many dead and hundreds wounded. As a result large parts of the Las Vegas Strip have been put into lockdown. The strip had been sealed off to the public as emergency services dealt with the situation.

Reports are currently claiming that Stephen Paddock, 64, opened fire on festival goers from the 32nd floor of the Mandalay Bay Casino and Resort. As of now approximately 59 people have been killed and more than 500 are injured. This is the largest mass shooting in recent US history.

As per usual the strip was extremely busy on Sunday evening. To make matters worse the shooter opened fire on people who were gathered opposite the Mandalay for a Country Music festival on the South End of the strip. Over 40,000 people attended the Route 91 event that the shooter began firing on.

The Mandalay Bay, which is owned by the MGM Resorts Group, tweeted

the following: "This evening there was a tragic active shooter situation at the South End of the Las Vegas Strip. Law enforcement and emergency personnel responded quickly to the incident and secured the scene. Law enforcement requested that we put hotels in the vicinity on lockdown to ensure guest safety. We will provide more information as it becomes available."

Jim Murren, MGM's Chairman and CEO, in a statement said: "Our hearts and prayers go out to the victims of last night's shooting, their families, and those still fighting for their lives. We are working with law enforcement and will continue to do all we can to help all of those involved."

The Global Gaming Expo went ahead on the Tuesday following the tragic events, with Geoff Freeman, AGA President and CEO commenting: "The gaming industry is a tight-knit community and Las Vegas is the beating heart of our operations. The AGA and Reed Exhibitions will offer our full assistance as the city recovers, and we will strive to honor the victims of this tragic event."



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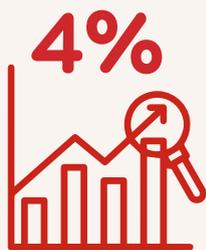
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The estimated increase in cost of the MGM Cotai development due to its later opening



The price tag Playtech paid in acquiring assets from ACM Group

1,651%

The year-on-year increase in Vegas' sportsbooks thanks to the Mayweather vs McGregor fight

MACAU HITS 14-MONTH STREAK OF REVENUE INCREASES

According to analysts, the strong VIP market is behind the positive growth

Macau's monthly gaming revenue continued to grow in September as the world's biggest casino hub extends its 14-month winning streak. According to data posted by the Gaming Inspection and Coordination Bureau, September saw Macau's gross gaming revenue rise 16.1% year-on-year to MOP21.4bn (US\$2.7bn).

Analysts have speculated the cause of the region's record 14 straight months of positive growth is due to strong VIP numbers.

As Macau enters Golden Week, a national holiday, it is expected that the number of Chinese visitors will increase by as much as 5% in the Cotai district. Gamblers from China have helped sustain growth in Macau during the summer since the number of mainland Chinese visitors to Macau surpassed two million in both July and August, according to official data. Moreover, this week the government of Macau will release a

15-year plan to boost tourism with key objectives including plans to rebrand Macau into a multi-day destination and managing local tourism capacity.

SCIENTIFIC GAMES OUTLINES NYX ACQUISITION FUNDING DEAL

The next big industry merger is well underway with a key funding deal planned out

Gaming heavyweight Scientific Games have announced the offering of \$350m in senior secured promissory notes as a method of securing funding for its pending acquisition of NYX Gaming.

The company confirmed that the issue of notes would be a private offering, with the promissory notes due for repayment in 2025. Scientific Games also confirmed that the money would be used to finance the acquisition of NYX and the payment of any associated debts and expenses incurred as part of this purchase.

In a note to investors the firm stated: "The Notes will be guaranteed on a senior basis by Scientific Games and certain of its subsidiaries. The Notes will be secured by

74%

The percentage of Bridgeport residents said to support MGM's proposed local development



The number of minutes Camelot's lotteries website was brought down after a DDoS attack



The penalty suggested by volunteer groups for casino workers caught on Macau gaming floors out of working hours

liens on the same collateral that secures indebtedness under Scientific Games' existing credit agreement and SGI's 7.000% senior secured notes due 2022."

However Scientific Games added: "The offering of the Notes is not conditioned upon the completion of the NYX Acquisition. If the NYX Acquisition is not consummated for any reason, the company intends to use the net proceeds from the offering of the Notes for general corporate purposes, which may include the prepayment of term loan borrowings under the Company's existing credit agreement."

OVER THREE MILLION JAPANESE ADMIT TO GAMBLING ADDICTIONS

New study affirms concerns about problem gambling in the region

According to a government-commissioned report, around 3.2 million Japanese people have suffered from some form of gambling addiction at some point in their life.

The findings reaffirm concerns about pathological gambling in the country. Since a law aiming to legalise casinos

took effect last year, the report showed that over 3.6% of all people interviewed have felt addicted to gambling at some point in their life. This figure, applied to Japan's total population, suggests that 3.2 million people have experienced problem gambling.

The survey of 10,000 adults which received 4,685 valid responses has confirmed that Pachinko remains the most popular game, accounting for the most money spent on gambling. On average, players have been found to spend JPY58,000 (\$515) per month.

Susumu Higuchi, Director of the National Hospital Organisation Kurihama Medical and Addiction Center - the body that oversaw the survey - urged "not only the government but medical practitioners need to work toward better treatment".

He added that data for Japan could not be strictly compared with those from other countries due to differences in methodology; however, the report noted that the figures for suspected gambling addicts in 11 other countries and regions, including the United States, South Korea and Hong Kong were lower, in the range of 0.2% to 2.4%.

The biggest
SCOOPS
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ADAM WILSON
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INFLUENCERS: THE NEXT ERA OF MARKETING
Adam Wilson, Co-Founder of sports betting mobile application, Bookee discusses the importance of 'influencers' and why you should be aware of them

Head over to one of the big social media houses and look for anyone with a substantial following, a feed that generally waxed lyrical about the same topic (sport, music, food or the ultimate 'lifestyle', which is just basically posting photos that somehow glamourise what I'm sure is a fairly mundane existence) and the all-important blue tick. If you check all three boxes, you're an influencer and considered by many to be the modern day pop star.

Take Lilly Singh, for example. Nope, me neither. She has 6.8 million followers on Instagram and has just been announced as *Forbes* magazine's #1 Influencer in the 'Entertainment' category (there are six categories currently, with six more to come later in the year including the hotly anticipated Pets category). Lily has a 27-date tour of New York City later in the year, and was 2016's highest earner on YouTube.

You may be questioning why you are reading about a Canadian comedienne in *Gambling Insider*, and rightly so, but the mist should be parting; brands love influencers. They are the modern day shepherds. If Mark Fishbach, the "horror game commentary specialist" decides that the latest *Resident Evil* game is a dud, Capcom (the game developers) are going to be in trouble. Mr. Fishbach's 7 billion (yes, billion) views on YouTube earned him the impressive accolade of becoming one of the first influencers to be signed to the world's top talent agency, William Morris Entertainment.

So, how does this impact gambling? There is a major "me-too" problem in gambling; products tend to look the same because of over-reliance on legacy technology, which leads to a requirement to out-muscle the competition with promotional tools, which of course leads to over-zealous marketing campaigns with gold being placed literally through post boxes to lure customers in. Having a TV advert offering a 100% sign up bonus is simply not enough, especially if you are a smaller brand; the "race to the bottom" has been given enough inches over the last few years. What is interesting to me is how influencers are playing a part in a much-needed shift in

marketing tactics for all firms, big and small.

Although the industry's most prominent brand endorsement is likely to be bet365 and Ray Winstone, I would not put this into the "influencer marketing" bracket; an influencer has a ready-made audience that they have built up over years of careful social media craft. Ray Winston is simply a very good fit for a very good brand.

An obvious type of influencer that has had its fair share of negative press recently is that of the tipster – individuals that have a skill for betting and who use their audience to drive traffic to betting apps, and in turn often profit from these customers going on to sign up for these accounts (sometimes winning, sometimes losing).

For every honest account (@MattHoltTips, @PaulKingTips) there will be 100 fraudulent accounts that are set up in order just to drive traffic to sites to profit from losses. This is the dark side of the influencer industry, and one that has earned well deserved negative press of late.

This year Bookee used an influencer called Al Foran, who has since gone on to work with many of the leading names in the industry. Al is a perfect fit for the industry as an impressionist who specialises in the sporting world; he has a good following that fits the typical gambling demographic and is really quite talented.

Al's audience trust him – as a small brand looking to gain traction, this is vital – if an influencer gives his backing to a brand by promoting it, you can be sure that should that brand act inappropriately, the influencer will hear about it.

This is why influencers are very careful about who they work with. Arsenal Fan TV has turned a weekly rant (now with a weekly audience of hundreds of thousands of engaged viewer) into a profitable business – and guess which industry laps it up? Before Arsenal Fan TV and Al Foran, Cheeky Sport were early adopters, but you'll also find the big Twitter handles for each team writing blogs for betting brands; @Gunnerblog has always been popular with betting brands.

So why are we as an industry turning to influencers? They tend to be socially aware and reactive to industry news. They are nimble and flexible (though this will no doubt be impacted by the surge in "Influencer Agencies" cropping up).

They can be cost effective and what should be of pivotal importance to all brands is their integrity. Audiences do not engage with a TV ad in the same way that they do with digital; post a bad video and you'll get heckled. This is why we will continue to see brands shift towards influencer marketing and the talent that drives it.



BERNIE MELANSON
KONECT GAMES, CEO

GO VISUAL OR GO HOME - SPORTS BETTING MEETS THE FUTURE
Konect Games' CEO, Bernie Melanson, explains to GI Friday the importance of images in the battle between game play based sports betting vs alpha/numeric sport betting

Most of us have an intimate and personal relationship with our mobile devices like no other piece of technology in the history of humankind. With this mobile device welded to our hands we've become accustomed to how information is displayed on our devices - our daily news, social media feeds displayed in alphanumeric while play-for-fun games are displayed with images.

You've most likely heard the human brain processes images 60,000 times faster than text. According to researchers, the primary reason is that images affect us both cognitively and emotionally.

Cognitively: Graphics expedite and increase our level of communication. They increase comprehension, recollection, and retention. Visual clues help us decode text and attract attention to information or direct attention increasing the likelihood that the audience will remember.

Emotionally: Pictures enhance or affect emotions and attitudes. Graphics engage our imagination and heighten our creative thinking by stimulating other areas of our brain (which in turn leads to a more profound and accurate understanding of the presented material).

MIT researchers also found the brain recognises images within 13 milliseconds of consumption. To put that in perspective, hummingbird wings flap 80 times a second. The brain looks for concepts and patterns first. Then the brain rationalises the object to create a response. Now that we understand speed and comprehension, we need to look at the amount of data. Our digital world has created more data in the past three years than the previous thousand years combined. How does our brain process this amount of data and how do we speed up the recognition and absorption of all this data?

The brain does it with imagery. For example, we recognise this symbol for an emergency exit. Seldom would you see a sign that read like this: "In the event of an emergency, please use this door."

Image Based Display ("IBD") allows our brains to recognise concepts quickly: visual concepts open a road to quick play/bet. Images are far more entertaining than straight alphanumeric. It's time to meet the trend. Why is this important to the sports betting industry?

Sports Betting Meets the Future

Traditionally, sports betting operators present fixtures primarily in alphanumeric format. That information can be very difficult to display simply on ubiquitous mobile devices. More critically, alphanumeric data can overwhelm the recreational player who is also looking for high entertainment value along with their betting experience.

Online casino games have a number of components: 1) storytelling, 2) you can play anytime; and, 3) they're exceptionally visual.

Our team at Konect Games sees evidence that sports betting is taking note from online casinos and creating games with storytelling that are 'exceptionally visual'. Here is why.

Many of our players are trained with IBD. Isn't it time to move sports betting towards an image-based display; a format millennials are familiar with?

We are designing image-based games to attract more recreational players accustomed to playing non-gambling games. Image-based sports betting games make sports betting more engaging for females - a significant global market we never seem to build proper gambling products for and it creates an entertaining and engaging product that generates a loyal customer.

Konect surveyed females at an event in late 2016 and we discovered that 80% preferred betting on image-based games versus the traditional sports book format. When we asked why, the majority of respondents said: "the game looks fun to play and bet; less complicated than those betting fixtures with all the numbers."

With that in mind, let's start using the knowledge that the brain is very quick to recognise images versus text. As an industry, let's be open to designing betting products that attract a large younger (legal) customer base. Decision makers need to look for betting products that deliver ROI but take a new approach that is clean, simple and elegant.

To compare the sports betting industry to the automotive industry, Tesla's Elon Musk didn't invent the automobile. He simply redefined a new method of propelling automotive transportation while designing a beautiful and elegant electric automobile.

The future is trending today.

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