



WEEK 42

FRIDAY 20 OCT 2017

BAC PREVIEW

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THIS WEEK

- **Responsible gaming campaign launched by The Senet Group**
- **Macau experiences big uptick in GGR**
- **All change at the top for Jackpotjoy**
- **Second casino green-lit in Gold Coast**
- **Guest Columnist: Samuel Barrett, Director of Gaming, Trustly**

WEEK 42

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NEW JERSEY ENTERS SHARED POKER LIQUIDITY AGREEMENT

Players will have access to prize pools from three states



Representatives from the Government of New Jersey have announced that the state has entered into a shared liquidity arrangement for online poker with fellow US gaming states Nevada and Delaware.

Nevada and Delaware entered into a shared liquidity agreement in 2014, which was designed to enlarge their online poker markets by increasing the size of their player pools and offering bigger prizes to players across both states. A key part of this process is an online gaming platform that has been vetted and approved by each jurisdiction. Revenues are accrued and taxed based on the jurisdiction where the player resides, with gaming regulators from all states included in the agreement able to access and regulate the mutually-used servers housing the platforms. At the time of the signing, terminology was included allowing other states to join the agreement, subject to approval by the governor of the respective state concerned. In a statement announcing New Jersey's signing up to the compact, Nevada state governor Brian Sandoval said: "I would like to thank Governor Christie for joining in partnership with Nevada and Delaware. New innovations and technological advancements are ▶

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THIS WEEK IN NUMBERS

4

The number of American sports associations speaking out against the repeal of PASPA in the US Supreme Court. The organisations were the NCAA, NHL, NFL and the NBA



The rise in online gaming revenues reported by regulators in New Jersey through the month of September

26%



The minimum age at which individuals can bet on horseracing in North Korea according to state news agency KCNA



connecting more people and increasing the capabilities of Nevada's gaming industry. Gaming is one of our oldest industries and it's imperative that we continue to look for new opportunities to explore its full potential in a changing frontier."

New Jersey Governor Chris Christie said: "Pooling players with Nevada and Delaware will enhance annual revenue growth, attract new consumers, and create opportunities for players and internet gaming operators.

"This agreement marks the beginning of a new and exciting chapter for online gaming, and we look forward to working with our partners in Nevada and Delaware in this endeavour."

KEY POINTS

- New Jersey Governor Christie signs up to online poker liquidity agreement
- Players can access prize pools in three states
- Regulators can access state approved shared online poker platform on mutual servers

THE SENET GROUP LAUNCHES RESPONSIBLE GAMBLING CAMPAIGN

Launch coincides with Responsible Gambling Week

Gambling industry watchdog The Senet Group has launched a major responsible gambling campaign to coincide with the launch of a national Responsible Gambling Week in the UK.

As part of this campaign and in tandem with GambleAware, The Senet Group will place stand-alone responsible gambling advertising in a number of live football matches and more than 2000 adverts on channels and programmes across broadcast media.

These adverts are being strategically placed to include periods when a significant percentage of TV viewers are likely to gamble online. The group's target is to have these messages seen 30 million times on television within the next three months.

The Senet Group's Independent Standards Commissioner, Wanda Goldwag said: "We know our messaging works, with

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Rise in group gaming revenues reported in the third quarter of 2017 by global gaming firm GVC Holdings



The minimum age Belgians will be able to gamble online under proposals being introduced by the Belgian Ministry of Justice



Net revenue increase reported by worldwide online gaming services provider Nektan

more than 80% of players recognising our messages to set limits, only gamble what's affordable and not to put play ahead of family and friends. Surveys tell us millions may have changed their gambling habits as a result or taken the campaign as a prompt to raise a gambling concern with family or friends. TV advertising is a key element but we need also to understand and follow our market. There is a generation who watch less television or who do so engage on social media. The gambling sector can reach out to these players and those in Senet membership will always be carrying responsibility messages. We need to be equally smart at getting our messages across, and in a tone that works with this audience."

MACAU GAMING REVENUE UP 22% IN Q3 WHILE MANILA PREPARES FOR DECLINE

Growth across all sectors, largely driven by VIP bacarrat

A winning three-month period in Macau's VIP rooms helped Asia's premier gambling hub reach gaming revenues of MOP67bn

(\$6.2bn) from July to September 2017, rising almost 22% on a year-on-year basis.

According to data released by Macau's Gaming Inspection and Coordination Bureau (DICJ), the VIP segment increased 35% in the third quarter, with bacarrat leading this expansion. Gross Gaming Revenues (GGR) in VIP bacarrat increased 57.7%, to approximately MOP38.69bn (\$4.81bn), compared to the same period a year prior.

Aside from high-rollers, mass-market revenues rose nearly 8% in Q3, reaching MOP28.32bn, compared to MOP26.36bn in the previous year. Mass-market bacarrat, which accounts over 30% of all casino GGR, surpassed MOP20.88bn (\$2.6bn), increasing 7% year-on-year.

Slot machines reported revenues of MOP3.22bn (\$300m) during the 92-day period, jumping 13.4% compared to MOP2.84bn generated last year.

Shortly after the release of Macau's results, more countries in South East Asia posted their financial figures for Q3. After a successful second quarter for the four large-scale private-sector casino operators currently running in Manila, Morgan Stanley said it expects declines of up

2000



Number of adverts into which responsible gambling messages will be placed by The Senet Group, these include print, radio and broadcast media



Limit per spin being considered on machines installed at Casino Canberra in the Australian capital. This limit has drawn consternation from casino patrons



Estimated value of the Okada Manila resort casino, which is reportedly preparing to accept bids for its gaming business from local firms

to 10% in revenues in the Philippines during the July-September period.

According to Morgan Stanley analysts, this drop will be followed by decreases of 8% in EBITDA for three out of the four Manila venues. The investment bank said that EBITDA at Bloomberry and Melco Resorts will be down 5% and 10% respectively. This may have been caused by hefty declines in VIP revenues, 12% for Bloomberry and 27% at City of Dreams Manila, operated by Melco.

The third casino to experience negative numbers is Resorts World Manila, the venue controlled by Travellers International, which is reported to record flat EBITDA in the July-September period. Due to the removal of VIP and mass-market tables on the second floor, GGR at Resorts World could dip down to 9%. Despite this slow performance, Morgan Stanley remains optimistic and still expects a strong fourth quarter to close 2017.

JACKPOTJOY ANNOUNCE BOARD AND MANAGEMENT CHANGES

Board to reshuffle as CEO departs in January

Jackpotjoy has announced the departure of their CEO, Andy Mclver, along with other board and management changes following the company's successful listing last year on the London Stock Exchange.

The 'bingo-led' operator is headquartered in London, offering both bingo and casino games online. The press release on Monday explained that "further operational expertise is needed to ensure the Company is best placed to maximise future growth prospects through its core business segments".

The current board and management changes will see the current CEO Mclver step down on the 31 January 2018.

Simon Sykes, an experienced gaming executive, has been promoted to Group Managing Director and Neil Goulden, is set to become Executive Chairman. Both appointments are set to come into effect from 1 November 2017.

Wykes commented: "I am thrilled by this new challenge at Jackpotjoy plc and look forward to bringing my experience from leading digital gaming businesses to the Company as well as significant operational experience to market leading brands."



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Ladbrokes CORAL GALA CASINO

Goulden said: "Simon is a highly-experienced executive with an extensive knowledge of the bingo sector and considerable expertise in managing high-volume consumer businesses. His experience in the digitalisation of gaming businesses will be invaluable in achieving synergies across our main business segments and to drive the future growth of the group."

Goulden added: "On behalf of the Board, I would also like to thank Andy for the commitment, leadership and integrity he showed during his tenure, which has seen Jackpotjoy plc cement itself as the world's largest online bingo-led company following its successful listing on the London Stock Exchange. We wish him well with his future endeavours."

QUEENSLAND GOVERNMENT AUTHORISES SECOND CASINO IN GOLD COAST

Move comes despite stalled integrated resort proposals

The Government of Queensland has announced this week it has granted permission to build a second casino in the Gold Coast region.

Mayor Tom Tate revealed he had received a written letter from State Development Minister Anthony Lynham in which he pledged support to build a second casino resort on the Australian coast.

Although further details haven't been disclosed, including whether the venue would be located on private or public land, it is expected the proposed second casino would be built on a large Southport site which would include Queen's Park Tennis Club and the Southport Bowls Club.

Following the go-ahead, the state government will shortly launch a campaign seeking international developers and investors. Despite its latest intentions, the state government ended the China-listed ASF's \$2.7bn plans for an integrated resort in the Gold Coast early in August.

"When we get knocked down, we get back up," said Tate referring to the rejected ASF's project. Council will withdraw its

proposal (to build the integrated resort on the Southport Bowls Club site) to ensure everyone has an even playing field and we'll have a look and test the market to see who's got the best option for the city." he concluded.

Meanwhile in the neighbouring State of New South Wales, the poker industry has rejected a proposed AUS\$5 spin limit in video poker machines at Canberra casinos.

Ross Ferrar, Chief Executive of Gaming Technologies Association, said that the attempt to create a separate set of rules had been "a source of great frustration". He suggested unless this rule is discarded or the same stake restrictions were introduced city-wide poker machines would not be viable.

"It is very difficult for us to understand how it would be possible to provide the Canberra casino with unique games with unique machines at a cost that would be anywhere near capable of sustaining a business case for their purchase," he said.

"Developing a game for a poker machine is a complex and very expensive process."

NORTHEAST REVENUE UPDATE

Connecticut, Massachusetts and Pennsylvania join the list of states that posted revenue growth in September, a month which had one more weekend date this year than last.

In Massachusetts, Penn National's Plainridge Park posted its best year-over-year comparison since June 2016, where the property was compared to its inaugural month.

For Pennsylvania, September marks the first month that both slot and table revenues rose for Pennsylvania since September 2016, which was the last time slot revenue grew year-over-year.

Table revenues in Pennsylvania are up for the seventh straight month.

Property	Slot Revenue (\$m)	% change
Connecticut		
Mohegan Sun	\$51.755	+4.96
Foxwoods	\$40.100	+3.94
State total	\$91.855	+4.51
Massachusetts		
Plainridge Park (PENN)	\$14.895	+16.26
Pennsylvania (Philadelphia)	Combined Slot & Table Revenue	% change
Valley Forge Casino Resort	\$9.460	+5.03
SugarHouse (Rush Street)	\$24.055	+3.52
Parx (Greenwood)	\$47.448	+3.36
Harrah's (CZR)	\$21.562	+3.10
Philadelphia total	\$102.525	+3.50
Northeast PA		
Mt. Airy	\$17.313	+8.69
Sands Bethlehem (LVS)	\$47.507	+7.56
Mohegan Sun	\$20.766	-3.56
Northeast PA total	\$85.586	+4.85
Pittsburgh		
Rivers (Rush Street)	\$28.278	+8.02
The Meadows (PNK)	\$20.168	+0.65
Pittsburgh total	\$48.446	+4.82
Elsewhere		
Lady Luck Nemaquin (ERI)	\$3.003	+6.56
Hollywood (PENN)	\$20.312	+3.16
Presque Isle (ERI)	\$11.134	-3.37
State total	\$271.006	+3.86

US STOCK UPDATE

COMPANY	52-WEEK HIGH AS OF WEDNESDAY
Churchill Downs	\$209.10
Boyd	\$28.60
Penn National	\$25.20
Pinnacle	\$24.96
Monarch Casino	\$41.54

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BERLIN AFFILIATE CONFERENCE EVENT PREVIEW

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ABOUT

After the success of last year's event, the Berlin Affiliate Conference is back and bigger than ever. BAC is one of the affiliate industry's most high profile events, bringing together delegates and exhibitors from across Europe to network, learn and conduct business; with 2017's event promising to be no exception.

In 2016, 3,056 delegates - of which 1,695 were affiliates - attended the German capital to conduct business in the online gaming affiliate market, meet new affiliates, and develop their performance abilities. The Berlin Affiliate Conference and Financial Partners Expo is held over three days at Messe Berlin and will once again back onto EiG. If you are in the affiliate industry and looking to expand your horizons then this is a must-attend event for you.

The event is perfect for affiliate managers to meet new affiliates and grow their network, as well as reinforce relationships with their best performing partners. For affiliates themselves, it offers an opportunity to shop around to find the best deals on offer, learn more about the latest traffic generation techniques and to keep an eye on what your competitors are doing. With so many benefits on offer for affiliates, networks and operators, there's no wonder why

this conference continues to attract thousands upon thousands of attendees every year.

AGENDA

With over twenty highly-esteemed speakers sharing their insights at the event, there's definitely something for everyone. This year, BAC offers eight education sessions on the first day alone. First day highlights include a session by former Senior Google Search Quality team member Kaspar





so. With a range of different sessions focusing on this fundamental aspect of the affiliate industry, there's bound to be a great deal of progressive conversations.

Day two of the event explores issues relating to social marketing/ media, with one of the hottest talks of the day being from LADbible, a company that personifies a social media success story. Some of the other sessions on offer are 'Winning Facebook advertising strategies: 5 powerful ways to leverage your results & ROI', 'Earning big links with content marketing: 5 proven strategies for operators and affiliates', and more.

NETWORKING

Welcome drinks kick-off the event's networking opportunities on the first night, which is sponsored by WPN Affiliates. It's the best place for attendees to pick up their badge early and get a head-start on meeting other delegates before the conference has even started.

On the second night of the conference, BAC has teamed up

with UPayCard to bring attendees a networking party that won't be easily forgotten. Held at one of Berlin's most stylish bars in Rykstrasse, BRICKS Club, the relaxed atmosphere gives attendees the opportunity to continue networking late into the night without being completely exhausted for the final day of the expo.

This year BAC is closing with a bang down at Avenue Club, letting you see the conference off in style. If you have yet to visit the club, then be prepared to expect the unexpected. Once you're in, there are two dance floors, plenty of lounge seating and a central bar with drinks flowing all night long.

Finally, make the most of your time in Berlin and attend the event's 'Unwind Session', where attendees get the opportunity to catch-up with new contacts, old friends and finally nail down that client who has been too busy to fit you in at the conference. With an extensive range of networking opportunities, there's no excuse for attendees not to enhance and expand their list of business relationships! ◀

Szymanski who will be talking about all the currently used Google manual penalties, their impact on your website, and how to deal with them swiftly and successfully.

The theme for day one surrounds SEO, which is undoubtedly a topic that will be on most of the attendee's minds. With the world of SEO changing so quickly so are the threats. The malicious SEO tactics being used are increasingly varied, and while some are easy to spot, others are less

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BERLIN AFFILIATE CONFERENCE SPECIAL



SHONA O'DONNELL
BAC EVENT DIRECTOR

What is BAC's main theme this year and why was this chosen?

We split the conference between a whole day of SEO and a whole day on social marketing, with some of the other sessions focusing around business tools for affiliates. SEO is always incredibly popular as its one of the most important tools in an affiliate's toolkit. It is always constantly changing, especially with some of the Google updates happening on such a regular basis.

With a huge range of speakers talking at the conferences, are there any you are particularly excited about?

Our speakers bring a great depth of knowledge and understanding

to the sessions and this will help affiliates to leave with actionable takeaways that really improve the way they do business. We've got some really brilliant SEO speakers who we're really excited about having. For example, Bastian Grim is really amazing, Andy Edwards is notable as he is an affiliate turned operator, he wears both hats now and works in bingo, running Mad About Bingo. He's particularly interesting because he decided to do all of his SEO in-house and was then certified by Christoph Cemper, one of the biggest names in SEO. He really wants to understand everything, he is great at demystifying a subject, and obviously he did some extensive research into the area.

Can you provide more information on the LADbible session?

LADbible are at the conference on the social media day, and we are really excited about that because one of the key aspects of gaming

that does not get enough attention is the social side of things. Obviously LADbible are massively involved in this area, with a huge following and the ability to make things go viral.

We have Alex Donohue who is Head of Partnerships there, and we are excited to have someone from outside of the gaming industry to come and talk to us about what they're doing and how those lessons can be applicable to what we do on a day-to-day basis, so I expect that Alex's session will be absolutely packed out.

What's being offered in terms of networking opportunities and after conference mixers?

As with all of our shows, we have a networking party every evening, with a free bar from 3pm both in the Financial Partners Expo and our own expo. We are currently looking at some of the evening venues in Berlin as it's a really cool underground city, and ▶

we're looking for somewhere that's trendy but is also somewhere delegates and affiliates can continue to network at the same time as we know how important this is. As with our show in Amsterdam, we do have UPayCard confirmed as a networking party sponsor, so we're really excited about that as they really enjoy sponsoring our events and can understand the benefits in a more relaxed environment.

We've also moved to a new hotel for this year's event, The Sheraton Berlin Grand Hotel Esplanade, as there's a much bigger allocation of space and it will be much easier for people to obtain a room and stay there because we know how important networking in the official hotel can be in terms of how much business gets done there.

As an attendee to the event, what will you be most excited about doing or seeing?

For me it's always about the face-to-face time with partners, nothing replicates that. ◀



"Our speakers bring a great depth of knowledge and understanding to the sessions and this will help affiliates to leave with actionable takeaways that really improve the way they do business"

BAC Q&A: KINDRED AFFILIATES



**RYAN
HENDERSON**
HEAD OF
AFFILIATES

Have you got any special events or announcements planned during the show, and what can your affiliates expect from Kindred Affiliates?

With all the recent developments in the affiliate industry, we are keeping things simple at this year's BAC.

We will be taking everyone through our position on regulation and giving some insight on the recent changes we've made to our current brand portfolio, with a focus on how these changes will impact and, we hope, ultimately benefit our affiliate partners. Oh, and we're giving away not one, but two Teslas!

Why is BAC important for you?

BAC ranks behind LAC as our 2nd most important affiliate conference. We use BAC to connect with existing and new affiliate partners about our

plans for the year ahead. Of course, many conversations will focus on the World Cup, but as a group we now operate more casino brands than sportsbook brands and will be addressing how we see that market developing in 2018 and beyond.

What is your main objective when attending BAC?

My main objective is to ensure we have productive face-to-face meetings with those partners we rarely get face time with. BAC is perfectly timed to make sure we are all aligned in how best to develop our partnerships into 2018. Berlin is also a great city in which to find some time to relax with affiliates in the evenings and make the most of the networking opportunities.

An award-winning Marketeer, specialising in customer acquisition and retention across all web-enabled devices. Ryan manages a significant network of industry contacts and regularly works with VIP/Key accounts.

"My main objective is to ensure we have productive face-to-face meetings with those partners we rarely get face time with"

BAC Q&A: ENERGYCASINO



**SIMONA
PINTEROVA**
PR AND MEDIA
MANAGER

What is your main objective when attending BAC?

Affiliate conferences, especially in places like Berlin, give a unique opportunity for us to connect on a personal level with both existing and potential partners. Even though we work in an online world, we very much value the trust and understanding that comes from meeting our partners in person – something that is especially important to us as we move forward in the current uncertain climate.

What are you looking to learn from the BAC?

BAC, coming as it is, hot on the heels of the recent dramatic developments in the European affiliate marketing ecosphere, is going to give us a brilliant opportunity to gauge how others are responding to the challenges. We will be listening carefully to everyone, and hopefully will leave with some useful information regarding possible trends to expect.

Why do you feel Berlin is an appropriate city for the conference?

Berlin is the perfect venue for several reasons. Geographically, it is at the heart of Europe, and has fantastic links to pretty much everywhere, making it one of the most accessible conferences of the year. Germany is also the powerhouse of the continent and an important market in its own right, so it's great to be able to see how things stand locally.

What do you believe will be the most pressing topic at this year's conference?

Without doubt, it will be how operators and affiliates can raise standards, reduce liability and uncertainty, and create sustainable, long-term growth in the face of a rapidly changing and confusing regulatory landscape. Of course, there's going to be plenty of talk about the big UK operators who have, understandably, erred on the side of caution and, related to this, we expect due diligence to be a hot topic too.

Simona Pinterova holds a Master's Degree in International Relations and Diplomacy, and has held key posts in the online gaming sector for several years. She is currently based in Malta, as Public Relations and Media Manager at EnergyCasino and EnergyBet, where she has helped oversee dramatic growth and several successful high-profile sponsorships.



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BAC Q&A: BETSSON GROUP



**EMANUELE
SAROLI**
GROUP SENIOR
KEY AFFILIATE
MANAGER

What are you most looking forward to about BAC?

As with all the iGB Affiliate conferences, we are all looking forward to networking with our existing partners and potential new affiliates, in order to optimise current deals and to discuss new opportunities to improve our partnerships, as well as doing business development.

Considering that the Berlin Affiliate Conference is one of the largest gatherings of gaming professionals, I'm expecting to get insights from the most respected industry experts about the channel's strategies for the future.

What are some of the main topics you think will be discussed by attendees at BAC?

I think the conference main topics will cover SEO new trends and best practices, its technical aspects and tools, the challenges and the opportunities, about conversion optimisation and UX, as well as the latest trends in the industry and insights on how it will evolve.

What can we expect to see at the Betsson stand at BAC?

BAC visitors will have the chance to meet our team of key affiliate managers and to learn more about Betsson Group brands and promotions. They will be able to discuss how to leverage our multi-brand strategy within each market and to improve the performance of our brands on their sites through their marketing activities. Above all, we are all looking forward to seeing all the affiliates at our stand F30!

Have you got any special events or announcements planned during the show?

We don't have special events or announcements, but we recently had a reorganisation to be able to be even more focussed in each budgeted market.

Thus, we'll have the chance to explain to our existing and prospective partners the way we work at Betsson Group, what is coming up in 2018 for our brands and why the top affiliates chose to join the Betsson Group Affiliate program. With four brands offering award-winning sports betting experience, and the World Cup a few months away, there will be plenty of action for all customers and affiliates at Betsson Group!

Emanuele has over twelve years of work experience in a number of well known companies in the gaming industry. Working with Betfair, Full Tilt Poker, 888, Cogetech S.p.A./Izplay and Betsson Group.

TRIALS OF A GAMING START-UP



HELEN WALTON
CEO OF GAMEVY

WEEK ONE: INVESTMENT, PARTNERSHIP... AND A STRANGE LACK OF EXCITEMENT

Helen Walton is the CEO of Gamevy, a new online gaming provider. Having come from outside of the industry, she shares her triumphs and tribulations in navigating this unique market and building a business

Monday morning – and the team is celebrating. Six months of negotiation and back and forth niggles over contracts are finally resolved. Not only are the investment papers all signed, but the money hits our bank account. We all gather round to stare at the figures on the screen. The happiness levels go down a few notches when the invoice from the lawyers arrives a few minutes later. Their finance department seems to work with a dispatch we should all aspire to...

Although exciting, the news means that there is now a huge number of tasks to get on with which have been stalled waiting for the deal. There are employment contracts to be rushed out and a host of paperwork connected to setting up studios in other countries. There are also a lot of people to tell – from possible customers to press outlets.

On Wednesday, we get the disappointing news that one of the developers we were waiting to hire has gone elsewhere. It was always a risk as we've been delaying the contract for a couple of months and we know how talented and in-demand he is.

We start putting out adverts and tweeting again. Naturally we are instantly deluged with emails and phone calls – from recruiters. How anyone thinks that a start-up can afford to spend its precious cash on recruiter fees is a mystery. We also try to step up our hunt for a designer. Part of the problem is that our current designers are so good it seems to be impossible to find anyone who measures up.

By the end of the week, it's sort of hard to remember how excited we were on Monday. We make the effort to head to the pub though and soon we're gossiping away happily together. Before long we're all swapping plans and ideas – they get more ambitious with every pint. It's nice to know we have a chance to do some of them...responsible gambling ... responsible social media?

Over the weekend, the founder of the charity YGAM gets in touch. He's been offered the opportunity to present at an industry event

about responsible gambling. He wants help in creating some banners and leaflets, as well as running a short presentation on how Gamevy has worked with YGAM. I'm happy to help out, but it means shifting lots of things around in the diary.

There's no time to think about it in advance because we're busy planning another event – EiG, where we hope to really build our sales pipeline. As well as trying to create a stand on a shoestring, we're also trying to set up meetings with all the influential people who we want to show the games to. Unsurprisingly, the response to our friendly e-mails is fairly underwhelming. I remind myself of the advice that it takes an average of eight attempts to reach a prospect.

The day of the Responsible Gambling conference means an early start, but the views from Millbank Tower are incredible – it gives a totally different

"Some anti-gambling campaigners refuse to believe the industry is sincere and criticism seems to descend into personal attacks very quickly"

view of London. People are friendly enough, but once again I'm reminded of how unusual it is not having a background in the industry. Again and again I'm asked, "So how long have you worked in gambling?"

Worse is to come. Something of a mini Twitter storm is brewing. Some anti-gambling campaigners refuse to believe the industry is sincere and criticism seems to descend into personal attacks very quickly. It gives me a real insight into why so many people prefer to keep their heads down and hide behind corporate accounts.

At Gamevy we believe in the opposite – being an individual who acts with the same morality at work as we would at home. But after several people asking me how I sleep at night or asking me to comment on a suicide, I understand the urge to hide. I end up impressed with a sense that most people are sincere in their desire to act responsibly, but also that there's a long way to go to build trust.

BAC Q&A: IAFFILIATES

NAVIGATING CHOPPY WATERS

Affiliates have had a bumpy ride over the last few months, from the disappointment of market closures, to the pressures of regulation. However, the team at iAffiliates have been preparing for this and are positioned to prosper

BRACED FOR IMPACT

We all know that the gambling business can hit a bit of turbulence. Here at the Mansion Group, we are buckling up, taking a note of the nearest exit, and preparing ourselves for the long haul.

The good news is: there won't be a crash landing. There have, however been casualties. The biggest one of which being the closure of the significant Australian market but as we have seen this coming and it was expected, it became no more than a slight bump in the ride.

To counter this change, we have already opened our eyes to the next markets. After a five-year legal and regulatory hiatus, Germany is finally open for business and iAffiliates are moving right in to take advantage of this. The addition of the popular, award-winning suite of NetEnt games will prove extremely popular; particularly in the Nordic market.

REGULATION RENOVATION

The Mansion Group will always lead from the front. Pro-active and positioning itself for the future, Mansion has recently completed a revamp of all three of its brands: Casino.com, MansionCasino.com, and SlotsHeaven.com.

These websites now offer end users clean, linear, navigation and multi-platform functionality. You can port your wallet across all platforms, and more and more games come in both mobile and desktop formats. It all adds up to give players a complete online casino experience.

These are all tasty titbits for affiliates and online casino marketers. By widening the scope of services and games on offer, and embracing cross-platform capabilities, the Mansion Group offering looks more appealing than ever. It's a one-stop shop for online casino fans. It enables affiliates to focus marketing resources on a single brand.

COMPLY OR GOODBYE

Of course, it is critically important for the Mansion Group to make sure its affiliate partners comply fully with current UK regulation. The Mansion Group affiliate program - iAffiliates - has a team of account managers tasked with scrutinising partners and helping them make the necessary steps towards compliance.

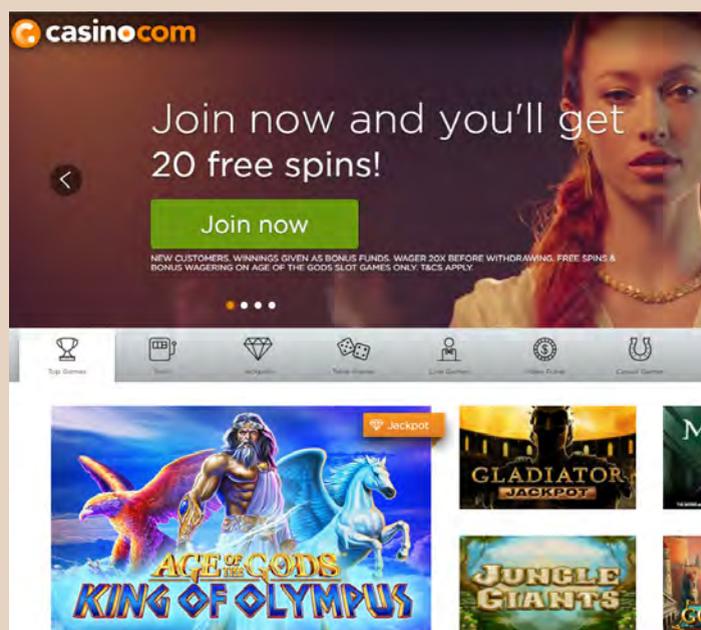
"These are challenging times for the online gaming marketplace and we need to stay on top of our game," said Roi Rinzler, Head of Affiliates at

iAffiliates. "We welcome regulation. It's what allows us to keep trading and driving a successful business.

"Traditionally, our affiliate business role has been about giving partners the tools and resources to operate as successful affiliates. Now, more than ever, we have a function as regulatory oversight, ensuring that our clients conform to specific geographical gaming regulations. Granted, Germany opened up, however in the UK regulation could tighten in an ever-shifting political environment."

The bottom line is, we have been able to mitigate these unexpected market shifts with many positive changes and we are certain that 2018 will be an even better year than the all-time high we hit in 2017.

"After a five-year legal and regulatory hiatus, Germany is finally open for business and iAffiliates are moving right in to take advantage of this"



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GUEST COLUMNIST:



SAMUEL BARRETT
DIRECTOR OF GAMING,
TRUSTLY

GI caught up with Trustly's Barrett to discuss the payments provider's future growth strategy and wider market trends

What are the benefits of being located in Sweden?

It's no coincidence we are based where we are, our founders are Swedish, and Sweden is a tech/financial market and so we have a lot of talent in the market to pick from.

Financial technology has rapidly grown. It's also good for testing as it was a pioneer in various technologies such as mobile banking ID which has helped to revolutionise the industry. By us having our headquarters remain in Sweden we are able to test our products in a technology-friendly environment with great staff.

However, we do see ourselves as a pan-European company as we also have offices in London, Barcelona, Malta and Cologne which allows us to have a great presence across Europe.

What markets are you currently looking to expand into?

As a pan-European company with a presence across 29 European markets, it's taken us a long time to get a product available across so many markets. When we build our new products we have to work with banks in each new market to ensure we have the best product available.

In terms of expansion, we are currently focusing on increasing our offerings in the 29 countries where we already have a presence.

That being said there are markets such as the US, South America and Australia where we would like to have a stronger presence; there is definitely an appetite for merchants to use our services outside of Europe. The focus is on building the product in all 29 European countries whilst still looking for new opportunities where there is an appetite for our services. But we are always looking out to see where there are new pieces of legislation that will help our product to expand into new markets.

How has the introduction of the 'no registration' concept changed your offerings?

We wanted to develop and innovate our product further by offering our customers a frictionless, no sign up registration programme. We also see that our customers want instant pay backs. It's that sort of end-to-end product that we wanted to create. When we came up with the technology behind no registration we realised that a lot of merchants and operators see it as a massive need, as they want to innovate their own business models, but also the players were benefiting from it.

It's a win-win for everyone. It also makes it easier for merchants to fulfil their KYC requirements.

What is Trustly's USP?

Our biggest USP is that we offer instant pay in and instant withdrawals across 29 markets. No other bank transfer provider offers that. No other PSP offers instant withdrawals across the markets that we offer. So for us it's about giving an operator or a player one method across so many different markets whilst another USP is the fact that they can get money back instantly into their bank account. We are not a credit card, we are not an e-wallet, we are literally your bank account. You can take your winnings out of an ATM instantly with us.

Do you believe that PSPs are helped by the developments in cryptocurrencies?

Cryptocurrencies are a huge opportunity for payment methods. It's very rare that someone will be paid in cryptocurrencies, so for people like us we are still going to be the exchange mechanism of converting a regular currency into cryptocurrencies. It's an amazing opportunity to expand our offerings.

For gaming it's definitely being introduced, MGA will be approving it shortly. For us we are super excited. It's just another currency, not a new method of payment. The only hindrance it may have would be the fact that Bitcoin wagers on gaming sites can allow players to get their winnings back after a few minutes. The speed of receiving your winnings is far quicker than a credit card. However, the limitations of Bitcoin being spent means our USP is unaffected by it.

What are the main challenges facing your industry?

The market is incredibly fragmented. We know in Western Europe people love credit cards, whereas certain emerging markets prefer mobile money or other methods. Consumers act so differently in terms of methods of payment. Take Sweden, Norway and Denmark, each market is so different despite the assumption that they might be similar.

The biggest challenge as a result of that is creating one method for all. What we see today is a lot of front-end technology being built on the rails of old technologies. There is nothing new or innovative of the front-end technology being created. Our aim is that you won't have to leave the house on a Friday and bring with you multiple payment methods like Apple Pay, cash and credit cards.

It's about giving the consumers what they want. We need to be relevant in each market, which means huge amounts of work must go in to understanding different behaviours. It's a lot of work but we love it.

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