



WEEK 10

FRIDAY 9 MAR 2018

Sponsored by

AffiliateCon *Sofia*

THIS WEEK

• **Will Hill exits Down Under**

• **Paddy Power Betfair revenue on the up**

• **Louisiana leaves DFS legislation up to the citizens**

• **Scientific Games announces SG Digital appointments**

• **GGA Las Vegas Self-Nominations now open**

GUEST COLUMNISTS:

• **Serge Mukhanov, CEO, Connective Games**

• **Lars Lien, Founder and CEO, Luckbox**

CARNEY CALLS FOR CRYPTOCURRENCY CLARITY

UK institution seeks to address cryptocurrency confusions



Mark Carney, the Governor of the Bank of England has called for greater clarity on cryptocurrencies, stating that they should be regulated in the same way as the rest of the financial services industry.

In a speech to students at Edinburgh University, Carney extolled the virtues of moving forward on cryptocurrency regulation, adding that not doing so “risks foregoing potentially major opportunities from the development of the underlying payments technologies”.

Over the last six months, cryptocurrencies have been the subject of fevered media speculation, most notably bitcoin, where damaging speculation drove price fluctuations from a high of \$20,000 in December 2017, bottoming out at \$8,000 at the end of February.

International jurisdictions around the world are currently wrestling with the implications of cryptocurrencies, with many experts in the field claiming that a lack of knowledge and clarity, particularly from regulatory authorities, is harming the growth of cryptocurrencies.

Wading into this minefield, Carney added: “A better path would be to regulate elements of the crypto-asset ecosystem to combat illicit activities, promote market integrity, and ▶



MARC KENIGSBERG
Keynote: Content Trends - Cryptocurrencies

Sofia
AffiliateCon

15-16 MAY - SOFIA EVENT CENTER, BULGARIA

FREE TICKETS FOR AFFILIATES



TAL ITZHAK RON
Keynote: Legal Trends

THIS WEEK IN NUMBERS



The total amount of revenue Maryland casino generated in February 2018

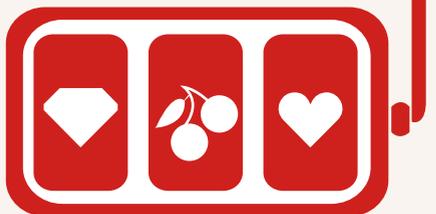
52.8%

The year-on-year fall in Ainsworth Game Technology's net profits during the first-half of FY2018



The majority stake GVC acquired in Republic of Georgia online gaming firm, Crystalbet

56,548



The current total number of slot machines Grupo Codere operates across Spain

protect the safety and soundness of the financial system. The time has come to hold the crypto-asset ecosystem to the same standards as the rest of the financial system. Being part of the financial system brings enormous privileges, but with them great responsibilities."

So what does an intervention by such an internationally recognised financial authority like the Bank of England mean for the expansion of cryptocurrencies as a whole?

Firstly it adds legitimacy, for all their obvious financial advantages (i.e. speed of transaction, anti-money laundering possibilities etc.), regulators differ wildly in their treatment of cryptocurrencies, having a regulator like the Bank of England publicly speaking out about them can serve as a beacon for the sector. Secondly, it serves as a marker for the evolution of cryptocurrencies, showing how far they've come since the launch of bitcoin in 2009. Finally, it gives investors piece of mind that their financial institutions are considering what to do about cryptocurrencies, lending some much needed stability to what has been an especially volatile market over the last six months.

Anies Khan, Head of Gaming at Jumio, welcomed Carney's comments: "In response to Mr Carney's recommendation that crypto-asset exchanges are held to the same regulatory standards as those that trade securities, we would advise that the UK's regulatory bodies follow the model that is already in place in Europe and the USA."

John Caldwell, Director of Advocacy for the CasinoCoin Foundation, gave *G* his opinion of Carney's comments: "Personally, I would welcome sensible crypto regulation. I'm just not sure that it's possible to have practical regulations, from the established financial hierarchy, that would also allow crypto to flourish and do what it was designed to do. Also, for Mr. Carney to say Bitcoin has, to this point, failed as a currency, in my opinion, is like saying the internet was a failure in 1991."

KEY POINTS

- Bank of England Governor speaks out on crypto
- Carney calls for regulation of crypto in same way as other financial services
- Industry welcomes comments by the Governor

WILLIAM HILL EXITS AUSTRALIAN MARKET

Will Hill sells Australian division in multi-million pound deal to CrownBet

William Hill, has divested the entirety of its Australian division to Australian operator, CrownBet, in a deal worth £175.9m. The move comes almost five years after the company entered the market, and ends William Hill's exposure to the Australian gambling industry.

Announcing the decision to divest the business on the company's website, William Hill CEO, Philip Bowcock said: "The disposal follows a strategic review of the business, launched in January after its profitability came under increased pressure due to the recent credit betting ban and the likely introduction of a Point of Consumption tax."

In 2017, William Hill were forced to accept a £238m impairment charge on the value of its Australian business, effectively writing off these funds. It was a move which saw the bookmaker forced to report a pre-tax loss of £75m in its 2017 full-year financial results. Thus forcing the company to admit that it was "reviewing the future plans for the business, currently considering both organic and inorganic options".

As Bowcock mentioned, Australian authorities across many of the Australian states have toyed with introducing a 15% Point of Consumption tax on sports betting, reducing the company's profit margins even further. Bowcock added: "The disposal will allow William Hill to focus on continuing to grow our UK Online and US businesses." CrownBet themselves have only recently been acquired by The Stars Group, with the poker and betting giant concluding a \$117.7m deal to purchase a 62% majority equity interest in the Australian sports betting operator from current CrownBet CEO, Matthew Tripp.

SPORTS BETTING BOOSTS PADDY POWER BETFAIR REVENUE IN 2017

Operator bullish for 2018 after reporting substantial rises in the prior year

UK and Ireland sportsbook operator, Paddy Power Betfair, has reported a 13% year-on-year rise in its total revenues in its full-year 2017 financial results.

Total revenue for the group during 2017 amounted to £1,745m, beating the previous

9%

The percentage increase in Scientific Games' revenue during Q4 2017



total revenue figure of £1,551m, reported during 2016. The company attributed this growth to a 16% rise in its sportsbook revenue. Favourable sporting results during Q4 2017 drove an 18% rise in underlying EBITDA, which amounted to £473m during the year, exceeding previous guidance estimates of between £450m-£465m.

Announcing the 2017 results, Peter Jackson, Paddy Power Betfair Chief Executive, commented: "We saw the benefits of investing in our customer propositions in 2017, with Sportsbet launching a number of product features that give extra value to customers and Betfair moving to a clear market leadership position in its football pricing."

In January, the company fully integrated its European platform, allowing it to focus its resources on developing customer facing products. "Our scale, leading customer propositions and strong balance sheet mean we are well positioned ahead of the regulatory and fiscal changes expected in the UK, Australia and the USA. Our strengths in operating efficiently and responsibly will enable us to build a business that can sustainably generate shareholder returns over the long-term."

betting, with DFS being banned since 1991. Moves to ban DFS gaming followed a well publicised action against a 1-900 number fantasy football contest that operated in the state at the time.

Nonetheless, the bill must first pass through both the Senate and the House of Representatives before it can be passed to the governor for approval and any vote can take place.



£8m - The amount Ladbrokes Coral plans to cut in sports sponsorships ahead of the UK Government's ruling on FOBTs

SCIENTIFIC GAMES ANNOUNCES SG DIGITAL APPOINTMENTS

Operator getting ready for a busy 2018

Scientific Games has announced the appointment of Ashley Sandyford-Sykes as senior vice president of its SG Digital team. Sandyford-Sykes previously held a number of executive roles in the gaming industry, and has lectured on slot product development and content strategy. In his new role, Sandyford-Sykes will have full executive responsibility for SG Digital's nine game studios, from the 1 May onwards.

This latest arrival follows the appointments of Keith O'Loughlin as senior vice president, putting him in charge of sportsbook and platforms, Dylan Slaney as senior vice president, in charge of gaming, and Chris Armes who will serve as SG Digital's CTO. All four will report directly to SG Digital COO, Jason Walbridge.

Matt Davey, SG Digital CEO, welcomed the senior level appointments saying: "We've formed an extremely powerful team of technology and product leaders who are moving quickly with a dual focus. Firstly, maturing our EU-centric development and product capabilities to better support our larger UK and EU customer base, and secondly, establishing new capabilities in North America to meet the growing demand for our gaming products and be prepared for sportsbook expansion, should the US become a newly regulated market."

In addition, the company have announced that current Scientific Games' Legal Director for the UK, Sue Dawson will take on the additional role of Deputy General Counsel for SG Digital, while Ryan Ripley has been appointed to the post of interim CFO for the brand. Davey added: "As SG Digital, as an executive team, as individuals, our goal is to deliver on our customer-driven, product-led strategy with clear focus at speed. As SG Digital and across the entire Scientific Games Corporation, we are on our way."

\$229.5m

The total amount Eldorado agreed to sell two of its regional properties for, to fellow casino developer and racetrack operator, Churchill Downs

LOUISIANA LEAVES DFS LEGALISATION TO RESIDENTS

Legislation would introduce state-wide referendum on legalisation

Proposals calling for the legalisation of daily fantasy sports contests have been introduced by representatives in the US State of Louisiana. Representative Kirk Talbot introduced House Bill 484 earlier this week, with the bill seeking to exclude paid entry daily fantasy sports contests from existing Louisiana state laws prohibiting gambling but only subject to a public vote on the issue. HB484 would see the creation of the Louisiana Fantasy Sports Contests Act, providing the mechanisms required to both legalise and regulate DFS contests in the state, giving the Louisiana Gaming Control Board the final say on any regulatory framework being used in the state.

However, the final decision on legalisation of DFS contests rests with citizens of Louisiana themselves, who if the legislation advances further, will go to the polls in a state-wide referendum on 12 October 2019.

State laws currently ban online gambling, online lottery and sports



The number of gambling machines Penang police destroyed during the Op Dadu operations in the state between 2015 and last year



Lead Partner

BET CONSTRUCT

GLOBAL GAMING AWARDS LAS VEGAS SELF-NOMINATIONS NOW OPEN

The first stage of the Global Gaming Awards Las Vegas 2018 has begun, with the self-nominations process opening its doors to candidates hoping to be crowned victorious at the opulent ceremony in Las Vegas.

This year's event marks the fifth instalment of the GGAs, where companies from around the world are celebrated for having a substantial impact on the gaming industry in the past 12 months.

The Awards will once again consist of 12 industry-wide categories, recognising and rewarding innovation and achievements across both the digital and land-based gaming sectors.

GI now invites companies to submit their self-nominations for one or several of the categories. Organisations or executives can either nominate their own firm, themselves as an individual, or a colleague, for their achievements over the previous 12 months. Please see below for GI's Guide to see which category you or your company fall into.

The Global Gaming Awards are brought to the industry by Gambling Insider, in association with G2E Las Vegas, BetConstruct as the Lead Partner, and finally, with the whole process independently adjudicated by KPMG Gibraltar.

Submit your self-nominations at www.globalgamingawards.com/vegas/ to submit your self-nominations

GGA VEGAS 2018 CATEGORY GUIDE



LAND-BASED OPERATOR OF THE YEAR:

This category looks to recognise the achievements of casino operators who have not only excelled in terms of financial performance, but led the pack in terms of innovation and enhancement in the last 12 months. In many ways, land-based venues are considered to be the backbone of the global gaming industry, and this category rewards the company who has gone above and beyond to create the best possible customer experience.



LAND-BASED PRODUCT OF THE YEAR:

Technology is one of the main differentiators in the modern-day casino offering, so it's no surprise that the Land-Based Product of the Year category is one of the GGA's most varied. Any product can be nominated if it improves the experience of the player, or the ability to run the casino for the operator. This category is not only limited to games either – the award is open to any piece of equipment, technology or feature that has played a part in enhancing the overall land-based casino experience.

DIGITAL OPERATOR OF THE YEAR:

This award covers the entirety of the online sector, recognising those companies which are driving forward the dynamic and rapidly-evolving online gaming industry. The company receiving this recognition, and indeed those nominated, will need to have achieved something truly special in the past 12 months to make themselves stand out in what is a crowded and very competitive marketplace.



DIGITAL PRODUCT OF THE YEAR:

Similar to its land-based counterpart, this award covers any feature or innovation that has improved its particular sector in the past 12 months. Nominees in this category can range from any vertical in the online space, not just games, whether it's a payment or management system or a hardware development, nothing in the interactive space is discounted.

LAND-BASED INDUSTRY SUPPLIER OF THE YEAR:

This award acknowledges those who work behind the scenes, offering products and services that continually strive to meet the demands of the player. Whether you are a manufacturer, a supplier, or a provider, this category seeks to recognise the dedicated efforts of those who drive the brick-and-mortar casino and retail betting development. Whether it's to develop, construct, or improve the games, terminals and other hardware that goes into making the modern day gambling experience as enjoyable as it is.

DIGITAL INDUSTRY SUPPLIER OF THE YEAR:

This category rewards the providers that the industry is relying on most to take digital gaming forward to the future. In an age where the digital space is growing and changing on a week-by-week basis, these are the suppliers that are the forces behind the evolution. The Digital Industry Supplier of the Year Award praises the role that these companies play in providing operators with the tools to keep the gaming industry booming.

CUSTOMER LOYALTY PROGRAM OF THE YEAR:

Often one of the most unrecognised areas in the gaming industry, the customer loyalty program has one of the biggest impacts on the player's relationship with the operator, in turn making it an essential part of any thriving business. This award serves to acknowledge the gaming industry provider whose loyalty scheme is a truly rewarding one for its customers. It recognises those firms whose commitments to putting customer rewards at the heart of their operation sets them above others in the industry.

PROPERTY OF THE YEAR:

A new addition to the GGAs Las Vegas, this award seeks to recognise properties who continue to evolve and adapt to the needs of an ever-changing consumer base. Whether you are a world-renowned casino, a newly renovated property, or a casino that has just started to make its mark on the industry, there is one thing you all have in common, pushing the boundaries with the land-based casino experience. The land-based casino industry would not exist without singular properties which deliver customer experiences that keep patrons coming back time after time.

PRODUCT INNOVATION OF THE YEAR:

The gaming industry would come to a standstill if it were not for the companies that continue to take great strides in terms of innovation, giving the customers what they want before they even know themselves. This is another new addition to the GGAs this year, and one of the few categories that combines both the land-based and digital sectors, making it one of the most prestigious awards to win. Recognising a changing industry, product trends and importantly adapting to those trends should be the bread and butter of any gaming industry company. Those companies whose products have been truly innovative over the last twelve months are recognised and honoured with this award.

SLOT OF THE YEAR:

For many casino patrons, slot-based games are the first aspect that springs to mind when thinking about their casino experience, having been a mainstay of the land-based sector for many decades now. This Award recognises the slot game which has truly set itself apart from other games on the casino floor. This is the first time Slot of the Year has been included in the GGAs, with *G/* including this category because the slot industry deserves to be recognised on its own, solely for the value and importance this sector plays on the casino floor today.

RESPONSIBLE BUSINESS OF THE YEAR:



The principle quality of any great gaming firm, beyond producing the best products for its customers, should be to have a commitment to responsibility, beyond just being there for their customers. A culture of responsibility should be engrained in the company DNA, covering all aspects of their business. This category seeks to recognise those firms who don't just fulfil that objective, but go above and beyond in areas of responsibility.

EXECUTIVE OF THE YEAR:



Executive of the Year is the only category in the awards that recognises the individual's efforts instead of the company as a whole. It seeks to acknowledge and recognise one truly unique executive in the global gaming industry, who has successfully steered their respective company or organisation on the path to greatness. It serves to pay tribute to those at the helm of the industry's biggest names, individuals whose efforts serve to drive the industry forward as a whole.



MOBILE

RETAIL

ONLINE



EXPERIENCE IS EVERYTHING

Playtech is the power behind Omni-Channel gaming. Playtech ONE delivers a seamless, anytime, anywhere experience across any product, on any device using a single wallet.

Committed to safe and responsible play.



DATA CENTRE

Provided by fantiniresearch.com



OH RISES

Ohio gaming revenues continued their rise in February, up for the 14th straight month.

Results were hampered by Belterra Park, which closed mid-February due to the Ohio River flooding.

Factor out Belterra Park and the state would have been up 2.81 percent.

PROPERTY/MARKET	REVENUE (\$M)	CHANGE (%)
Scioto Downs (ERI)	\$13.845m	+10.16
Thistledown (JACK Entertainment)	\$10.171m	+9.20
Hollywood Dayton (PENN)	\$9.015m	+7.87
Hard Rock Rocksino	\$19.968m	+2.94
JACK Cincinnati (JACK Entertainment)	\$17.053m	+2.70
Miami Valley Gaming (CHDN/Del North)	\$12.632m	+2.61
Hollywood Toledo (PENN)	\$15.675m	+1.44
Hollywood Columbus (PENN)	\$18.619m	-0.26
JACK Cleveland (JACK Entertainment)	\$16.271m	-1.32
Hollywood Mahoning Valley (PENN)	\$9.521m	-1.91
Beltterra Park (PNK)	\$4.308m	-35.52
State total	\$147.078m	+1.05

PROPERTY/MARKET	REVENUE (\$M)	CHANGE (%)
CINCINNATI		
JACK Cincinnati (JACK Entertainment)	\$17.053m	+2.70
Beltterra Park (PNK)	\$4.308m	-35.52
Cincinnati total	\$21.361m	-8.27
CLEVELAND		
Thistledown (JACK Entertainment)	\$10.171m	+9.20
Hard Rock Rocksino	\$19.968m	+2.94
JACK Cleveland (JACK Entertainment)	\$16.271m	-1.32
Cleveland total	\$46.410m	+2.68

US STOCK UPDATE

Only two US gaming stocks hit 52-week highs this week:

Eldorado	\$35.25
Churchill Downs	\$273.15

GUEST COLUMNIST:



SERGE MUKHANOV
CEO, CONNECTIVE GAMES

BREAKING DOWN THE WALLS
Mukhanov evaluates why traditional land-based poker players lack trust in online games, and how these issues can be overcome

A large number of land-based poker players still lack trust in online games. Despite licencing and regulation, the random number generators (RNGs) used to decide the outcome of games are still a cause for concern. While almost all operators and suppliers have their RNGs stringently tested, audited and approved by independent labs, some still believe the shuffling of the deck and the dealing of the cards can be rigged in favour of the poker room.

This is not so much of an issue amongst younger players, many of whom have grown up with computers, laptops, smartphones and tablets that can be hooked up to the internet. They are the video game generation, and, if anything, have more trust in algorithms and RNGs than they do humans. For them, they are happy to play online knowing that the hands being dealt and the outcomes of the games are fair, honest and free of manipulation.

But more traditional land-based players provide a huge opportunity for online operators to drive new sign-ups and boost liquidity. In most cases, they have been playing poker for many years, are passionate about the game, and, once open to online play, provide operators with stability and brand loyalty. That said, overcoming these issues is easier said than done, and operators will have to pull out all of the stops if they are to engage them.

Here are three ways this can be done:

1. BE TRANSPARENT: Operators should create a dedicated information section on their website that covers who they are, who runs the business, what licences they hold, the technology platform they use, etc. In addition, they should have a section that explains what a random number generator is, how it works, and why game outcomes are fair. They should also explain that RNGs are tested by independent third parties, and link to certificates that prove this.

Another way in which operators can be transparent is to publish an encrypted archive of RNG results in advance. Once the game has been played, a key is given to players to unlock the archive and check the outcome.

2. NEW TECHNOLOGIES: The best way of overcoming trust issues is to leverage new technologies that have been created with this in mind. When it comes to how the cards are dealt, there are several innovative

solutions. This includes products where the cards are dealt in person and shot on video. The video stream is provided to the online player, and the data from the human shuffle is sent electronically to the poker client and is replicated in the hand dealt online.

For those that are uncomfortable with RNGs, it is as close to a human shuffle as you can get while playing online.

3. CUSTOMER SERVICE: A big part of building trust among players is customer service, and taking a personal and tailored approach to each player. By being on hand 24/7 across telephone, email and live chat, operators can reassure players who may have questions about the outcome and fairness of games. When it comes to traditional players, it is vital for operators to offer telephone support.

“THESE TRADITIONAL PLAYERS ARE ALREADY POKER FANS, THEY JUST NEED ENCOURAGEMENT AND SUPPORT IN TAKING THEIR LAND-BASED PLAY ONLINE”

This goes slightly against the grain, with younger players happy to chat online or over email. Indeed, the rise of customer support chat bots proves just how comfortable these players are with automation, technology and artificial intelligence, but when it comes to more traditional players, it will simply frighten them off. These are players who really value human interaction and contact, so it's important they can speak with a real person.

These are just some of the ways online operators can look to engage traditional land-based players, build trust, and drive them to their digital poker rooms. Of course, other methods include marketing – sponsoring land-based tournaments and games – as well as offering rewards that span both bricks-and-mortar and online play. In isolation, each method will help, but when combined they make for a more effective approach.

In some ways, it is easier to migrate traditional poker players online (by overcoming trust issues) than it is to try and tap into the psyche of younger players who are distracted with a wide range of entertainment options – video games, Netflix, etc. These traditional players are already poker fans, they just need encouragement and support in taking their land-based play online. And that should make them a top-priority target for operators looking to drive new sign-ups and boost liquidity.

GUEST COLUMNIST:



LARS LIEN

FOUNDER AND CEO, LUCKBOX

SIZE DOESN'T MATTER

Transparency is critical to 'cleaning up' eSports and online gambling

The eSports scene has experienced meteoric popularity and growth over the last decade, exploding from a hardcore niche to a full-fledged sports industry, with dedicated analysts, casters, players, spectators and, of course, a thriving gambling sector.

The increase in popularity of competitive video games has caught the attention of advertisers, who are pouring millions of dollars into the production value of tournaments. Companies such as Asus and Intel, spend millions promoting and organising tournaments. Smaller companies, such as SteelSeries and Razer, sponsor teams and players. Sponsorship deals include paying a salary to players, providing them with professional equipment. In South Korea, giants like Samsung and Korean Telecom own teams outright. Much like Nike's and Adidas' sponsorships of teams and players in physical sports, the successes of these teams and players help grow the brands of these companies.

The developers of these games aren't relying just on sponsors and third party tournament organisers. Both Valve and Riot Games hold multi-million dollar tournaments that draw tens of thousands of live spectators and hundreds of thousands of enthusiastic fans to tune in at home. The biggest Dota 2 tournament of the year, The International, for example, featured a staggering \$24.7m prize pool and a peak five million concurrent viewers. Riot Games' 2017 League of Legends World Championship, meanwhile, was watched by over 60 million people worldwide. To put this into perspective, the 2017 baseball World Series averaged approximately 17 million viewers.

Even professional teams are starting to take notice of the crowds. The Philadelphia 76ers recently purchased Team Dignitas, and retired basketball star Rick Fox owns team EchoFox. It is clear that the line between traditional sports and eSports has been getting increasingly blurred.

Of course, an influx of money and viewership invariably leads to a secondary monetisation of the sport. Betting on sports has been a staple of society for thousands of years, dating back to ancient times. As such, it is little surprise to anyone that the rise of eSports has also seen a rise in eSports gambling. With both crowds and tournament prize pools growing every year, one thing is clear – eSports are here to

stay and companies like Luckbox are keen to bring sanity and regulation to the wild west of this new frontier.

It does not matter about one's opinion on gambling or eSports, the fact remains that eSports betting is poised to become a billion-dollar industry by 2020, and regulators are taking notice – already several notable controversies have shown us the need for regulatory intervention. Governments around the world are starting to crack down on unregulated online eSports betting, and parents are starting to worry about underage gambling. Additionally, shady gambling websites pop up and disappear regularly, often cheating customers out of their money in the process.

Today, safety and security are a number one concern for all major players trying to differentiate themselves from the competition in this new sector – and Luckbox is no different. By leveraging the crowdfunding ability of an ICO or Initial Coin Offering, Luckbox is embarking on a mission to clean up eSports betting. Luckbox believes that by providing transparency and openness to customers and contributors they will succeed where others have failed, and position themselves as a legitimate, lawful service, to help combat the large number unethical operators looking to make a quick buck in an emerging market. On our website, we have published a whitepaper on their operation, with a detailed overview of the regulatory work involved, as well as a roadmap and an explanation of how our cryptocurrency will work. Public sale of the coin is scheduled to start soon. As well as ethical motives, being fully regulated makes sense from a business point of view, particularly when it comes to marketing. With licenses in place, Luckbox will be able to use mainstream marketing channels to achieve mass market appeal and, crucially, be listed on app stores. The aim is to rub shoulders with the big traditional operators but be purely dedicated to eSports.

To further that, Luckbox has been accepted into Google's prestigious Top Tier programme, which grants Luckbox access to a team of Google experts that will help guide Luckbox on areas ranging from market strategy and user experience, to KPIs, industry insight and execution. Luckbox hopes it can leverage Google's vast resources and expertise to show investors and users that it is serious about regulatory compliance and legality, and that it's here to stay.

Bookmakers around the world are grappling with a familiar, but largely unprecedented new industry, and Luckbox hopes it has the winning formula – a transparent, crowdfunded initiative that brings safe, regulated betting to a new demographic of sports fans.

JAN/FEB ISSUE OUT NOW
Click HERE to view

