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## THIS WEEK

- **March Madness a hive of illegal betting**
  - **Better Collective makes first acquisition of 2018**
  - **West Virginia legalises sports betting**
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  - **Betting on Football Event Preview Q&As**
- GUEST COLUMNISTS:**
- **Artem Tymoshenko, CEO, Maxpay**
  - **Coral Rousseau, Head of Product Content, Betsoft Gaming**

# WEEK 11

## FRIDAY 16 MAR 2018

### BRAZIL SUFFERS YET ANOTHER MAJOR SETBACK

*The four-year-old gambling bill has once again been rejected by the Brazilian Senate*



For months, there has been fevered speculation that Brazil could become one of the latest markets to legalise a wide range of gambling activities, however, the four-year-old bill has suffered yet another setback this week.

Earlier this week, the Brazilian Senate Committee on Constitutional and Judicial Affairs voted down the piece of gambling reform legislation that would bring the country's legislative framework into the 21st Century.

Senate Bill PLS 186/2014, a bill which would have seen the legalisation of bingo, online sports betting and casino games was dismissed by a 13-2 Senate Committee vote, despite a wide appetite from gaming operators in both Brazil and internationally. Initially, PLS 186/2014 was introduced by Senator Ciro Nogueira in 2014, and was then later amended by Senator Benedito de Lira to include other ▶



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# THIS WEEK IN NUMBERS

# 10m

The number of shares in MGM resorts which have been sold back to them by Tracinda Corp

# \$111m

The revenue generated by Detroit's three casinos during the month of January



The number of casinos which would have been allowed in Arkansas, where proposals to amend the states constitution were rejected by the Attorney General

# KR6M



The revenue generated by the Danish gambling industry during 2017

# \$700,000



The amount donated by Disney and the Seminole tribe of Indians into the Florida Casino Amendment Initiative in February

forms of gambling. In 2017, the bill was scheduled for discussion multiple times, however, committee members failed to get round to discussing the proposal, but that all changed on Wednesday, when the bill became the top agenda at the hearing.

During the hearing, Nogueira and de Lira described the bill as the government's answer to the growing black market operations, as it will direct the revenue from unregulated gambling services into Brazil's state coffers.

Nogueira voiced his disappointment at the vote, saying: "If we don't regulate sports betting, our football will be contaminated. It's very easy to be against. But we do not have the option of having or not having gaming. Let's get the benefits. Today, Brazil is left alone with the mischief of the activity. Money laundering exists as it is today." Sentiments which were echoed by de Lira, who added: "Clandestine games are a reality and cause the problems. All institutions are aware of this. We are trying to legalise an economic activity, which generates employment. We are pulling out legality."

If the bill successfully moved through the Senate, it would have given the Brazilian Federal Government final responsibility for granting concessions for the exploitation of any type of games of chance. It also would have allowed the Ministry of Finance to appoint the federal agencies that would be in charge of regulation and ongoing licensing duties.

A second piece of reform legislation, PL 442/1991, which would regulate the Brazilian gambling sector, is currently pending voting by the plenary of the House of Representatives, although an urgency petition was filed on October 2016 to expedite the voting process.

PL 442/1991 will have to survive a similar vote before it can be sent to the Senate. After this, if the Senate suggests changes to the bill, it will return the legislation back to the House for final approval.

Whilst many are ready to pounce on the chance to operate in this extremely lucrative market, if the proposed pieces of legislation keep on this roundabout route, it seems the window of opportunity for operators, local and offshore, is far insight.

## KEY POINTS

- The BSCCJA voted down the piece of gambling reform legislation
- Senators hit back after the 13-2 vote
- A second piece of reform legislation is currently pending voting by the plenary of the House of Representatives

## MARCH MADNESS A HIVE OF ILLEGAL BETTING

**Approximately 97% of bets placed on the sporting event will be illegal**

The US Supreme Court is potentially only but a few weeks away from ruling on New Jersey's challenge to a law overturn the existing sports betting legislation, just in time for the America Gaming Association to release some jaw-dropping figures on illegal sports betting.

The AGA estimates that only around 3% of the expected \$10bn, set to be wagered on the upcoming 2018 NCAA men's basketball tournament, will be bet legally, through Nevada sports books. This minuscule proportion of bets placed legally only amounts to approximately \$300m.

At present, there are 48 pieces of sports betting legislation active in 18 states, as legislatures across the country prepare to take advantage of this opportunity the repeal could offer.

The AGA has estimated that Americans illegally bet at least \$150bn annually on sports, using bookies, illegal offshore websites, or through sports pools such as popular March Madness basketball bracket pools.

Geoff Freeman, President and CEO of the American Gaming Association comments: "Our current sports betting laws are so out of touch with reality that we're turning tens of millions of Americans into criminals for the simple act of enjoying college basketball."

"The failed federal ban on sports betting has created an illegal, unregulated sports betting market that offers zero consumer protections and generates zero revenue for state and tribal governments. As the Supreme Court considers the constitutionality of PASPA, AGA is focused on working with all stakeholders to put the illegal market out of business and enable a safe, legal way for American consumers to participate in next year's office pool without fear of prosecution."

# 2022



The estimated opening date of the AU\$3bn Queens Wharf Integrated Resort in Brisbane

# \$1.3bn



The price paid by Wind Creek Hospitality, owned by the Poarch Creek band of Indians, for the Sands Bethlehem casino resort

## FIRST ACQUISITION IN 2018 FOR BETTER COLLECTIVE

### *Affiliate network agrees a 'seven-figure' deal with Finnish affiliate network*

Affiliate network, Better Collective, has made its first business acquisition of 2018, agreeing a 'seven-figure' acquisition of Finnish affiliate network, Premium Administration OU.

Better Collective was heavily active in the M&A arena during 2017, agreeing eight other acquisitions, during the last year, with affiliates in a number of key demographic and geographic areas.

Issuing a statement concerning the acquisition, Jesper Sogaard, Better Collective CEO and Co-Founder said: "After eight successful acquisitions in 2017, Premium Administration OU marks our first acquisition of 2018. This is a prime example of how we are using our long term M&A strategy to help us to further strengthen our position on the top of the online gaming European affiliate market."

Mikk Maal, Partner at Premium Administration OU, added: "We are so proud with what we've created in

the past, but at same time we are also excited to see what could happen in our upcoming years with Better Collective. With their resources and know-how, the future looks brighter than what we could have hoped for. We are sure that our loyal readers will see the Better Collective benefits very soon."

## WEST VIRGINIA LEGALISES SPORTS BETTING

### *The state is now the sixth to legalise sports betting*

West Virginia has become the latest US state to legalise gambling within its borders, following the passage of the 'West Virginia Sports Lottery Wagering Act'. The hotly contested bill, previously known as Senate Bill 415, was signed into law by West Virginia Governor Jim Justice, late on Friday evening.

It places regulatory responsibility on the shoulders of the West Virginia Lottery Commission, allowing the states' five gaming facilities to offer sports betting on pro and collegiate sports, subject to a 10% taxation rate on their gross gaming revenue.

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The revenue generated by Nektan in the six months leading up to 31 December 2017

# \$50m



The transfer fee potentially payable by Caesars Entertainment to the Indiana Gaming Commission to proceed with a \$1.7bn casino acquisition deal

The state becomes the sixth state to legalise sports betting, following in the footsteps of Connecticut, New Jersey, New York, Mississippi and Pennsylvania. Many more are considering legalisation, with bills winging their way through legislatures all over the US.

Issuing a press release following the signing, Governor Justice said: "After the US Supreme Court issues its decision on sports wagering, to address any provisions of the legislation that might be in conflict, I will ask the Legislature to look at the advantages of partnering with the major sports league.

"I believe there could be real value to this partnership. I expect the Supreme Court to rule on this issue in the next few months. This approach will allow us to develop a relationship with all the major sports leagues so that it is beneficial to everyone."

## ARISTOCRAT TAKES AGS LLC AND PLAYAGS TO COURT

### The supplier has alleged infringement of its trademark rights

Aristocrat has filed a lawsuit against AGS LLC and PlayAGS, Inc. the United States District Court in Nevada, alleging infringement of its trademark rights for the firm's "Buffalo"-branded slot machine product.

Aristocrat has filed the suit for a number of reasons, alleging federal trademark and trade dress infringements, in addition to unfair competition.

Managing Director of the Americas, Matt Wilson, said: "We will aggressively protect our market-leading brands and intellectual property in every jurisdiction. Buffalo is an iconic game franchise and an enduring player favourite. With this suit, Aristocrat is defending the brand and standing up against trademark and trade dress infringement, consistent with the best interests of customers and our company."

Furthermore, Aristocrat is seeking that AGS be preliminarily and permanently enjoined from all trademark infringement, false designation of origin, and unfair competition. ◀

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### AC FALLS

Atlantic City gaming revenues continued to feel the impact of harsh winter weather with land-based casinos down 8.88% in February following a 12.65% drop in January.

February was one of Atlantic City's wettest months on record.

With this wet weather making an impact, every casino except Golden Nugget fell compared to last year, with Golden Nugget benefiting from lucky play.

On the other hand, particularly low table hold plagued Resorts AC and Caesars during February.

	REVENUE (\$M)	CHANGE (%)	TABLE HOLD (%)	
			2018	2017
Golden Nugget	17,194	+4.72	20.5	14.0
Harrah's (CZR)	28,228	-4.34	23.7	22.2
Borgata (MGM)	54,973	-5.52	17.1	18.6
Tropicana (TPCA)	25,908	-8.37	16.9	17.8
Bally's AC (CZR)	14,225	-12.81	20.4	19.0
Resorts	11,951	-20.91	11.9	19.4
Caesars (CZR)	17,586	-22.97	11.5	16.4
AC Total	170,065	-8.88		
MULTIPLE PROPERTY COMPANIES:				
Caesars	60,039	-12.55		

While the growth in online gaming has slowed over the last year, February's 17.47% growth was slightly better than the 16.5% growth registered in January.

### INTERACTIVE

	REVENUE (\$M)	CHANGE (%)	MARKET SHARE (%)	PARTNER COMPANY
Golden Nugget	7,886	+52.36	35.9	PPB,GAN, NYX
Resorts Digital	3,776	+23.71	17.2	NYX, TSG
Tropicana (TPCA)	3,346	+2.88	15.2	Gamesys
Borgata	3,792	+1.23	17.2	GVC, Pala
Caesars (CZR)	3,192	-8.68	14.5	888, NYX
iGaming Total	21,992	+17.47		
Casino	20,219	+22.16		
Poker	1,773	-18.31		
AC and iGaming	192,057	-6.48		

### US STOCK UPDATE

While no US stocks hit 52-week highs this week, a few suppliers had daily rises of more than five percent.

AGS	\$21.51
IGT	\$30.74
Eldorado	\$37.70

# BETTING ON FOOTBALL

20-23 MARCH, 2018 STAMFORD BRIDGE, LONDON

*A Welcome note from Andrew McCarron, Managing Director, SBC Global*



We are delighted to be returning to Stamford Bridge next week to bring you the fifth edition of Betting on Football, a conference that has fast become one of the most important in the sports betting calendar.

With 1,500 high-level delegates in attendance, over 40 of the sports betting industry's most highly regarded brands exhibiting and 100 football clubs and organisations represented, it is shaping up to be the biggest and most engaging incarnation of the year's foremost sports betting trade event yet. The event has come a very long way in four short years.

But it's the World Cup this summer, and with that in mind we have a conference track dedicated to the tournament on day one. Speakers including Boylesports Managing Director, Eddie Bennett, and DraftKings CIO, Jeffrey Haas, will be tackling topics from engagement and retention to the importance of strategic partnerships, all with a

view to how suppliers and operators can navigate the challenges and opportunities the World Cup presents.

It may be Betting on Football by name, but many of the topics to be discussed at this month's conference are far from exclusive to the beautiful game. The Global Market Profiles track will feature a breakdown of the most pressing international issues for industry leaders. Optima CEO Jacob Lopez will join Ficom Leisure Senior Partner Christian Tirabassi and Jdigital Chairman Mikel López de Torre to assess the licensing opportunity in Spain in what is certain to be one of many highlights.

Of course betting is heading for turbulent waters at the moment, not only with calls to end football sponsorship but increased taxation and regulation for social responsibility and money controls - which is why such a forum is important to the industry at this point in time.

As with all our events, it isn't just about the conference tracks. Once

again we have invested heavily to maximise the amount of networking between delegates. The VSoftCo Networking Lounge, Racing Post Café and Optima Coffee Bar will all be open across the conference's two-day span, providing plenty of opportunities to meet new contacts and catch up with old friends, which is easier than ever with our dedicated event app.

We will also be taking over the South Bank's world-famous Namco Funscape at the end of day one, which features bowling lanes, bumper cars and fully stocked bars.

Day two's evening party will see us return us to the exclusive Under the Bridge nightclub next door to the stadium, Chelsea owner Roman Abramovich's favourite London nightspot.

We look forward to welcoming the industry to Stamford Bridge for what promises to be an unmissable few days of stimulating discussion and networking. See you there!

# LIVE BETTING IS DEAD

UNLESS IT'S GOT  
A PULSE



## BOF Q&A: BETINVEST



**VALENTYN  
KYRYLENKO**  
VICE PRESIDENT  
OF BUSINESS  
DEVELOPMENT,  
BETINVEST

### What are you most looking forward to at Betting on Football this year?

We are excited by the opportunity to meet some of the top people in the industry at the show, allowing us to discuss the main challenges and global tasks for betting on football in the upcoming year. It is very important for our industry to update ourselves on the international developments constantly over time.

This kind of event acts as the perfect platform for sharing knowledge, innovations and support. Networking is great for sharing ideas and industry insights. We believe that it provides

the chance to see things from another perspective which results in new opportunities. Also, another one of the benefits is gaining the advice of our experienced peers which will help us to improve our own product and skills.

### What industry innovation will capture the most attention in 2018?

Our bet is on machine learning. AI continues to take the tech community, and the world, by storm. I think the year 2018 will bring us one step closer towards widespread implementation of Artificial Intelligence in the online gaming industry.

AI is not just a buzzword. As was the internet in its time, AI is much more than a new technology and will reshape technology as we know it. The reason for this is that AI is the science of self-learning software algorithms, that execute tasks otherwise typically performed by humans. It will make bringing personalised offerings to

the players easier, and will increase their engagement. Building software systems that learn from data, rather than following explicit rules hand-coded by human programmers will be the next big thing.

### Are there any specific examples of innovation that you expect to make a big impact in 2018? Or any areas that are missing the introduction of innovative products?

Market share of mobile sports betting customers is increasing day by day. Mobile has become the leading channel for operators. Recently we have seen some important changes in mobile technology itself, making it easier for the developers to achieve more with less time. I expect that making the sports book truly mobile presents one of the biggest challenges in the year 2018, and therefore offers many opportunities for innovations.

## BOF Q&A: DIGITAIN



**SUREN  
KHACHATRYAN**  
CEO, DIGITAIN

### Why are events such as Betting on Football so important for you as a company?

Well-attended conferences like Betting on Football always offer the best venues at which to showcase Digitain's up-to-the-minute product portfolio - not to mention a perfect opportunity to network with fellow veteran peers from the global gaming sector.

With this year's regulatory issues leaving our industry at a bit of a crossroads, wondering which way to turn, it's more important than ever that we take these chances to unite as an industry, debate the respective merits, and define the most sensible path forward through this wooded landscape of regulation.

### What do you think will be some of the other big issues discussed by delegates at the event?

I think the rise of AI in the form of finest machine-learning software is approaching a tipping point for opening up possibilities across the industry as a whole.

Digitain has been in the vanguard of this innovation and technological optimisation, with our easy-to-integrate iGaming Planet solution serving as the culmination of these advances.

Personalisation, for so long the next wave in sportsbook innovation, is correspondingly a step closer for genuine use-cases improving the player-experience.

With these latest information-processing techniques going mainstream, customised content can finally be employed to attract – and retain – all customers, even those who have a broad choice of outlets for their bets.

### What kind of business do you hope to do at the show?

Good business, and plenty of it! Clearly,

though, in order to do good business you must have all the ingredients in place.

Then you can bake your cake and eat it.

I think Digitain's leading sportsbook is accordingly at a timely moment with this summer's World Cup very much taking centre stage at Betting on Football.

With all the ingredients in place, this sportsbook has been leading the charge for our omnichannel offering with some great integrations throughout Europe and eastern Asia and even Africa.

For example, Pokerdom, the biggest online poker operation in the recently integrated our platform to export its active players over to a multi-faceted sportsbook.

This active client-base is perfectly positioned to engage as the Russian World Cup unfolds, representing a happy synergy between peak timings and football's flagship product.

And I can exclusively reveal that delegates will enjoy a special Betting on Football offer if they tie up a deal with Digitain over the two conference days at Stand 25.



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## BOF Q&A: SBTECH



**ANDREW  
COCHRANE**  
CHIEF  
COMMERCIAL  
OFFICER,  
SBTECH

### **Why are events such as Betting on Football so important for you as a company?**

Betting on Football brings leading industry figures together - on the expo floor and during the conference sessions - and is a great opportunity to make new contacts and meet existing clients and suppliers.

### **The World Cup and ongoing legislative issues in the US will be two massive topics at the show, but what do you think will be some of the other big issues discussed by delegates at the event?**

Both those topics are of great interest to the industry and I'm delighted to be taking part in the session "Lands of Opportunity - Americas and Beyond", which will discuss how suppliers plan for the opening of new markets. For SBTech this is of special interest, not only because of the strategic partnerships we have been forming in the US, but also because we pride ourselves on our speed-to-market in newly regulated territories.

As a company that has product innovation at its heart, it will be interesting for us to listen to the discussions on the live betting experience, customer engagement and sporting integrity and responsible gambling. The latter two topics in particular are of vital importance to the sector, and SBTech takes them very seriously as they continue to play major roles in how countries

regulate their respective online gaming sectors.

### **What kind of business do you hope to do at the show?**

This event is a great opportunity to gain insights into what executives are thinking about in terms of the key issues and challenges that are relevant to the industry as a whole, and our commercial team will be exploring a number of new partnerships at the event.

### **Without giving too much away, do you have any exciting presentations or launches lined up?**

We will be showcasing the market-leading features such as Pulse, Action Betting and Add2Bet that enable our operators to offer true differentiation to their players, and we're hoping to have further announcements out by the time BoF starts. Watch this space!

## BOF Q&A: KAMBI



**MAX MELTZER**  
CHIEF  
COMMERCIAL  
OFFICER,  
KAMBI

**Obviously the World Cup and the US's ongoing legislative dilemma will be two massive topics at the show, but what do you think will be some of the other big issues discussed by delegates at the event?**

You're right, the World Cup and the US will be the hot topics. In fact, I'll be appearing on a panel discussing the potential of the US market and why Kambi is so well positioned, while our Head of Content, Gerard Starkey, will be moderating a session made up of operator CEOs talking World Cup plans.

In terms of other subjects, international expansion and how operators best go about that will be high up on the list, which in turn will lead into a debate on technology. A number of CEOs at tier one operators tell me their international expansions plans have been hamstrung due to their technology being unable to meet local requirements.

Kambi's technology has been built in a scalable way, enabling our customers to launch in multiple regulated markets to their own timeline.

This foresight will stand us in good stead for the state-by-state regulation we are anticipating in the US.

**What kind of business do you hope to do at the show?**

In addition to sharing the Kambi story – how we are spring boarding sportsbooks to success, our focus will be on strengthening relationships with both current and prospective customers.

**Without giving too much away, do you have any exciting presentations or launches lined up?**

Attendees will have to come along to our panel discussions to find out!

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## GUEST COLUMNIST:



### ARTEM TYMOSHENKO

CEO, MAXPAY

#### MAXIMISING YOUR PAYMENT METHODS

*Tymoshenko gives GI an insight into the Maxpay ethos, expanding and developing the company and his thoughts for the future*

#### **What is MaxPay's USP?**

Maxpay's main USPs fall into five areas:

- Banking network - Maxpay is a partner of 32 acquiring banks worldwide, covering main Macro regions as USA, EEA, CEMEA, ASIA
- Fiduciary services and legal support including licensing, bankaccount provisioning, incorporation services and tax reporting services
- Maxpay's risk prevention system, Covery, is available to all our partners out of the box. It protects merchants from payment fraud as well as preventing fraudulent user activity and low quality traffic. A flexible decision making engine powered with machine learning algorithms allow it to automate 98% of all decisions merchants have to perform to identify fraudulent traffic.
- Technical infrastructure: a powerful reporting engine, fast integration with a flexible API, support for the main commerce and CRM platforms (Limelight, Konnective, Magento, Drupal, Woocommerce, Telegram)
- We work in cooperation with Ethoca, which allows us to minimise the chargeback ratio of merchants, saving them money and time. We also assume the responsibility for disputing chargebacks received because of fraud, allowing the merchant to keep more profit.

#### **How is your company preparing for the upcoming introduction of GDPR?**

The main aim of GDPR is to ensure the security of personal data. Most of the personal data that Maxpay works with is cardholder data. As Maxpay is PCI DSS 1 V3.2 certified and maintains all required technology, methods and business processes to protect cardholder data, we completely meet the GDPR requirements in regards to security.

Maxpay takes advantage of its strong experience protecting payment information to secure any personal data it deals with. Having extensively researched the GDPR requirements, we also take other steps to be fully compliant with these standards.

Maxpay has improved the effectiveness of business processes to identify, report, manage and resolve any personal data breaches. We have performed data protection awareness training for all our staff. As a business we are ready to present our updated policies to provide users with clear and accurate information of how we handle gathering, transporting and removing personal data.

#### **What factors do you consider when looking for a banking partner?**

We are working with trusted banks that follow the same principles as we do: reliability, stability and flexibility in working with a large number of clients. When looking for a new partner, we definitely look for transparency and consider a strict understanding of bank risk appetite. It is also very important for us if the bank has coverage of tier 1 countries for domestic processing solutions for example in the UK, Germany, USA, Asia, France, etc.

#### **How do you protect your data from attacks by fraudsters?**

We take the safety of our data and our clients' data seriously. Therefore, we have several data centres around the globe and use the latest advanced data protection technologies, which are set up and managed by a team of qualified system administrators in conjunction with the Information Security Department.

With the help of certified specialists, we regularly conduct internal and external penetration tests, which allow us to identify weaknesses and potential weaknesses in the infrastructure and promptly remedy them.

We have organised a monitoring process that allows us to quickly identify attacks from hackers and successfully counteract them or even exclude their influence from our systems.

Thanks to this, Maxpay received the status of PCI Compliant Payment Service Provider Level 1 in 2014 and has successfully passed the annual PCI DSS certification for several years.

#### **You recently detailed your seven payment trends to watch in 2018. In your opinion, which of these seven trends do you feel will have the biggest ramifications for the payments industry?**

1. Artificial intelligence, Big Data and machine learning – these technologies will continue to change the payments industry, making online payments even safer, faster and more stable.
2. Everything turns mobile – for example, the number of in-store mobile payment users in the US is predicted to reach 150 million by the end of 2020: which will represent 56% of the consumer population at that time.
3. Tightening of AML regulations. These are aimed at preventing the use of the financial system of a country or a particular financial institution for the legalisation of proceeds from crime or the financing of terrorism.

#### **What does 2018 hold for Maxpay in terms of partnerships and new products?**

In 2018 we will definitely expand our partners' portfolios, especially in terms of alternative payment providers. Moreover, we are now working on our own personal e-wallet and we plan to integrate our services into all popular messengers in the near future.

## GUEST COLUMNIST:



### CORAL ROUSSEAU

HEAD OF PRODUCT  
CONTENT, BETSOFT GAMING

#### TAKING THE NON-TRADITIONAL ROUTE

*Rousseau explains what developers need to do in order to create a game worth the attention of the ever-demanding millennial generation*

Millennials. They comprise a quarter of the planet's population. They are a bigger generation than the baby boomers before them. They were the first generation to grow up in the age of information, with virtually unfettered access to advanced technology. And now, they are the current mass demographic for the gambling industry. The problem is, most millennials are uninterested in traditional gambling. They love technology, gaming, and, even, gambling, but they are a difficult market for the slot industry to entice. What can appeal to this type of demanding consumer?

Non-traditional games. Games so interesting, so entertaining, and so gratifying that people seek them out. Gone are the days of flashy lights and loud bells bringing in players off the strip. Now is the time for creative story concepts, cinematics, innovative mechanics, and social integration. Now is the time for a gaming evolution.

For years, Betsoft has sought to find creative ways to engage players. Most notable among these are their high-quality animations and cinematics that support rich storylines and engaging game mechanics. Betsoft's games emphasise the gaming experience by producing graphics and play concepts that compete with both mobile and console gaming while offering the reward of real-world prizes. The design philosophy Betsoft Gaming has always embraced has led to the production of several engaging and interactive games. Many past titles fell outside of the constraints of "traditional slots", allowing players a uniquely enjoyable gaming experience, such as the murder-mystery title WhoSpunit, released back in 2013. This game has a dynamically changing story, driven by gameplay with an achievement system and cash rewards. The various elements allow for a different experience each time it is played through, and that has allowed WhoSpunit, to maintain its significant popularity for the past five years. It's a fun engaging title that is almost more about the experience than the prizes.

Another important consideration of appealing to this demographic is where they play their games. 86% of millennials have a smartphone and, on average, they touch it 45 times a day, using it 19 hours a week. That number goes up considerably when the consumer in question plays mobile games. There

were 197 billion apps downloaded in 2017, and the top two categories of apps were clear: 29% were social networking, while 25% were games. Identifying this desire to game on-the-go, Betsoft introduced the ToGo game series in 2011. They then put considerable effort into improving their SHIFT developmental platform. This allows for a high-quality product at a considerably smaller file size, delivering an exceptional gaming experience on all devices.

Simply being available on a smartphone, does not make slots the same as mobile games. Mobile games are seen as unique, and most utilise the freemium model, meaning that players pay in to improve some aspect of their gameplay. What isn't acknowledged often enough are the very concepts that freemium games are built on. These include the same elements of gameplay that slot machines have been utilising for years. The importance of this information is two-fold. Firstly, that means millennials are interested in slot machine technology, they just don't realise they are using it. Secondly, millennials are essentially funneling money into games with the same game concepts as slots for absolutely no payout.

One of the biggest draws of games on the app store is the addictive element of achievements and collectables. Betsoft has already started integrating this into their slot games. They recently launched a new mechanic in the game Legends of the Nile referred to as the "trail system". This "trail system" allows players to collect things from spin to spin. In Legend of the Nile players collect symbols that move them closer to playing a free spins round. In Betsoft's most recent title, Sugar Pop 2, they use the same system to allow players to collect special symbols that eventually lead to new levels and unlock new special candies.

Freemium games almost always include some form of social networking element. Whether it's virtually playing with others, sending friends gifts, or posting to social media, the incredible importance of social networking to millennials is something Betsoft looks to integrate into future games. They are currently developing a game that will allow players to not only socialise, share achievements and post to social media, but also allows for an interactive element they have yet to disclose. Betsoft believes that a game that fulfills the engaging, social, experiential desires of this newest and most difficult of demographics, is the future of the industry. This new market is going to challenge the industry to do bigger and better things that companies are only currently at the cusp of. Betsoft understands that if slot games can evolve to harness those aspects of freemium games, not only can games be developed to appeal to this new demographic, but players can earn a cash payout for playing a game style they already enjoy. This is the direction Betsoft is taking this year with their new game innovations.

*Mar/Apr is available now*  
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