



WEEK 29

FRIDAY 19 JULY 2019

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EFL SURVEY EXPOSES MYTHS ABOUT GAMBLING SPONSORSHIP

THIS WEEK

- **GVC reports mixed results post FOBT cut**
- **Trouble for NetEnt in H1**
- **Caesars ready for NY sports betting in August**
- **Hippodrome revenue down for 2018**
- **OIGA 2019 preview, with Interblock Q & A**

GUEST COLUMNIST:

- **Jed Corenthal, CMO, Phenix**



During surveys or science experiments at school, teachers would go over methodology and sample sizes with a fine-tooth comb. If your experiment wasn't up to scratch, you either failed or had to conduct it all over again.

Why then, do the same rules not apply to those scrutinising the gambling industry?

All too often, UK politicians have completely fabricated claims, national newspapers have grossly exaggerated figures and researchers have based extrapolated data on minute sample sizes to promote their anti-gambling narrative.



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THIS WEEK IN NUMBERS

18



The age which the UK Government may raise its minimum requirement to play the National Lottery

2019/20

Flutter Entertainment's Paddy Power brand will be title partner of English Championship club Huddersfield Town for the next football season



€4.76bn



Pari Mutuel Urbain saw its revenue drop 3% year-on-year for the first half of the year (\$5.36bn)

\$283.8m

New Jersey's total gaming revenue for June, up 22% year-on-year



\$230m

The deal secured by Twin River for Eldorado Resorts venues Isle of Capri Casino Kansas City in Missouri and Lady Luck Casino Vicksburg in Mississippi

So it's funny to see the results when the English Football League (EFL) conducted a survey with 27,854 supporters – a strong sample size containing an objective, impartial crowd of many different ages. The findings showed an overwhelmingly positive outcome for the perception of gambling sponsorship.

A 71% majority of fans believed gambling sponsorship within football was acceptable during the recent survey. Of these, 9% found gambling sponsorship acceptable in all circumstances, with 62% deeming it acceptable with responsible gambling safeguards in place.

Just 25% were against football gambling sponsorship, with the remainder not sure. That doesn't exactly scream anti-gambling sentiment, does it?

Importantly, of the respondents, 46% had placed a bet online within the last 12 months, with 13% of fans betting once a week. Only 2% of respondents said they wagered every day.

Even then, the EFL's report was keen to emphasise its responsible gambling partnership with Sky Bet, with the aim of helping that 2% and any other problem gamblers.

But the overall results were clear. There just isn't the hatred for gambling in the UK certain sections of parliament or the media would have you believe. What these survey findings have done is expose the many myths flying around about betting sponsorship.

Coincidentally, Sky Bet was the operator on the receiving end of another positive gambling news story last week, as its appeal against an Advertising Standards Authority ad ban was deemed successful. Common sense prevailed on that occasion and it seems it will again on the topic of sponsorship.

Despite the toxic atmosphere surrounding so much of the UK gambling sector, operators have rallied this summer to increase collective sponsorship levels. Amid the myriad of agreements within English football's top two divisions, 1xBet recently signed partnerships with both Chelsea and Liverpool, while Paddy Power entered a rare shirt sponsorship with Huddersfield Town.

If 71% of EFL supporters think there's nothing wrong with such deals, what leg is there really for bookie bashers to stand on?

Granted, GVC Holdings itself has called for a ban on sponsorship, although many within the industry have labelled this move a PR stunt. A sponsorship ban would reduce both costs and competition for GVC; as the owner of some of the oldest and largest brands in the market, sponsorship is nowhere near as beneficial for the operator as it is for smaller or newer firms.

The remainder of the industry however, stands unanimous. So too, it seems, does the football-supporting public.

It's interesting, but of course unsurprising, to see a lack of mainstream coverage for the survey's results. It will also be interesting to see if the usual suspects suggest the EFL's partnership with Sky Bet has influenced the outcome – the type of question they wouldn't dare asking when the results suit their own agendas.

Then we come full circle to sample size. Here's a little tester for you: keep an eye out for anyone suggesting 27,854 replies isn't a big enough collection of data to be reliable. It's almost guaranteed those same critics will have previously relied on no more than a three-figure sample size.

Genuine research and statistics have become a bit of a rarity in mainstream coverage of the gambling industry. Here, we finally have some concrete evidence and it doesn't look good for the anti-gambling brigade.

Perhaps that's why they don't like using reliable facts and figures.

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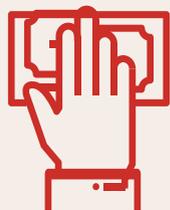
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1xBet announced its third partnership with an elite-level football club in the space of a month, as its deal with Chelsea follows those with Barcelona and Liverpool



\$20
New York casinos opened retail sports betting this week, with the first bet processed being \$20 on MLB's Seattle Mariners

The estimated cost of developing a residential and entertainment district planned for Reno, Nevada, which would be the city's largest project to date



GVC REPORTS MIXED UK RETAIL RESULTS FOR Q2 AFTER FOBT RESTRICTION

GVC Holdings' UK retail EBITDA increased c.£70m (\$86.8m) year-on-year for Q2, in its first trading update since the reduction in maximum stakes on fixed-odds betting terminals (FOBTs) to £2.

The operator, owner of Ladbrokes Coral, has previously said up to 1,000 of its betting shops are at risk of being closed as a result of the maximum stake cut.

Despite the increase in UK retail EBITDA, net gaming revenue for UK retail was down 19% for Q2 and down 10% for H1.

The update released by GVC did not include specific new numbers, but for H1 2018, UK retail over-the-counter net gaming revenue was £277.1m and UK retail underlying EBITDA was £125.8m - both those numbers were on a pro-forma basis.

Total group NGR was up 5% for H1 2019. Pro forma total group NGR for H1 2018 was £1.72bn.

GVC CEO Kenny Alexander said: "The transition to a post £2 stakes-cut environment in UK retail is progressing very well and we believe the Ladbrokes Coral estate is best-placed to take market share."

Alexander also said the operator's joint venture with MGM Resorts, Roar Digital, is on-track for a full online launch ahead of the start of the NFL season in September.

The 50-50, \$200m venture appointed Matt Prevost as its CMO at the start of the year. He previously served as CMO of Coral Interactive between 2011 and 2015.

GVC's share price has fluctuated throughout the first half of the year, starting at 689 GBX on 2 January, but it is currently recovering from its lowest point of 507.5 GBX on 25 March.

The operator's share price sat at 628 GBX when markets opened on 17 July.



THE WEEK IN QUOTES

“When I speak to clubs, they are always very open and willing to work with gambling companies and they understand a sizeable part of their fanbase very much enjoy a responsible bet with a safe, licensed, trusted and stable operator. The clubs want to work with a sustainable and healthy betting industry – the future is bright for these partnerships because they are based on mutual value between the club, the partner and the fans.”

**Vbet Global Marketing
Director, Viktor Hoffmann,
on the relationship between
operators and football clubs**

NETENT'S H1 REVENUE DROPS 3% AS SUPPLIER POINTS TO NORDIC STRUGGLES

NetEnt reported revenue of SEK 837m (\$32.9m) for the first half of the year, dropping 3% year-on-year.

Operating profit for the year up to 30 June was SEK 256m, corresponding to a margin of 48%, with the supplier announcing profit after tax of SEK 240m.

Earnings per share were SEK 1 before and after dilution.

NetEnt said it is currently investing in long-term growth, with an aim to launch broader scale services during 2020.

Therese Hillman, NetEnt Group CEO, said: “The weak development in the Nordic countries continued in the second quarter, particularly in Sweden, where we have seen fewer players and lower ARPU since the new regulation was introduced at the beginning of the year.

“Looking ahead, we continue to invest in increased game

production, a technical platform featuring more functionality, and live casino, to defend and over the longer term increase our market shares in all our markets.”

In Q2, NetEnt signed a customer agreement with DraftKings for operations in New Jersey.

NetEnt’s revenue was SEK 419m for Q2, down 4% year-on-year, with earnings per share at SEK 0.50 before and after dilution.

EBITDA was SEK 201m, which equates to a margin of 48%. The supplier announced operating profit of SEK 130m, with Q2 net profit of SEK 120m.

Hillman added: “The transformation of live casino continues at full speed and we expect growth in the coming quarters from this segment, but it will take a few more quarters before we can see more meaningful revenues.”

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"It's what was expected but at least there's now complete clarity. They finally came up with these guidelines, which took a long time. The debate in the Senate was on 19 February, so after five months, it was about time. There are all sorts of considerations, including political ones."

Gaming in Holland Founder, Willem van Oort, on the Kansspelautoriteit's cooling off period bringing clarity to the Dutch online gaming market

"We can do it with a lot of confidence because it's being done responsibly, and it's being done with organisation here at the lottery that just knows what they're doing. They know how to get this stuff off the ground. The only rule is I want to place the first bet."

New Hampshire Governor Chris Sununu on the state regulating sports betting

CAESARS SPORTS LOUNGE SET FOR AUGUST LAUNCH IN NY; NORTH CAROLINA SPORTS BETTING BILL ADVANCES

The Oneida Indian Nation's joint venture with Caesars Entertainment will open its doors on 1 August.

The Lounge at Caesars Sports will be opened at the Turning Stone Resort in Verona, New York and at Point Place Casino in Bridgepoint, New York.

At Yellow Brick Road Casino, the brand will be launched in time for the start of the NFL regular season, according to the Oneida Indian Nation.

The announcement came as New York operators prepared to launch retail sports betting solutions this week.

Rush Street Gaming's Rivers Casino in Schenectady took its first bets this week and Tioga Downs' venue in Nichols made a soft launch, which will be followed by a grand opening.

The Lounge with Caesars Sports will host LED terminals with high-definition resolution, state-of-the-art odds boards, bars and VIP areas with their own dedicated TV screens across all of its venues.

The facility at Turning Stone will be located at the resort's main entrance.

Meanwhile, a sports betting bill passed legislature in North Carolina, which now

faces its final hurdle of being signed off by Governor Roy Cooper.

The House voted 90-27 in favour of adding sports betting to Class III games offered at two Eastern Band of Cherokee Indian casinos.

Bill S 154 was passed by the Senate in April and saw support from Representative Kevin Corbin and Senator Jim Davis.

Davis is reported to have said: "I've been a champion for expanding gaming opportunities for the Eastern Band of Cherokee Indians for years. I'm happy to play a small part in the good they do for this region."

At the start of the year, it looked like North Carolina would be one of the first states to regulate sports betting in 2019.

However, bill H 929 was introduced by Representative Harry Warren and called for an advanced study of sports betting. Representatives were then unsure about how to proceed with the vertical.

There were also recent debates on banning wagers on college sports, which slowed down proceedings. This language has not been included in the bill passed to Governor Cooper.



WINNERS

Oklahoma sports betting – The state's market is in a very strong position, according to Interblock CEO John Connelly, who believes it will thrive in the coming years

SBTech – The supplier secured a multi-channel platform deal with Finnish operator Veikkaus

Foxwoods Resort Casino – John James has been appointed its new President and CEO, following his time as COO for Morongo Casino Resort and Spa

EveryMatrix – has signed a partnership with mobile customer activation company, Wiraya, which will support commercial expansion for both business

Casino 36 – The operator was fined £300,000 (\$376,155) by the Gambling Commission for anti-money laundering and social responsibility failures

LOSERS

HIPPODROME REVENUE DROPS TO £76.5M FOR 2018

The Hippodrome Casino saw its annual revenue drop 2% year-on-year to £76.5m (\$95.8m) for 2018, in what it described as a challenging year.

The Leicester Square venue reported EBITDA of £5.2m, down 40%, and paid tax of £32.4m, down 2%; its tax burden accounted for 42% of the casino's turnover.

In its annual report to Companies House, the casino referenced increased regulatory and political pressure, slow economic growth and weakened consumer confidence (due to Brexit) as reasons for the difficult year.

The Hippodrome generated £45.7m in gross profit for 2018, down 4% from 2017's results.

Despite declining results, the Hippodrome said it saw an increase in customer visitation. In 2018, 1.7 million people visited the venue, a 4% rise.

It reports however, that customers are increasingly seeking a complete

experience not limited to gambling.

The casino said it is complementing its three live gaming areas, electronics and slots with restaurants, bars and live theatre shows.

A reason for the increase in customer visitation was due to the Magic Mike Live show, produced by actor Channing Tatum. The show had the sixth largest-ticket sale advance in West End history.

In 2018, the Hippodrome was awarded Casino of the Year at the Global Gaming Awards London and the venue said it is well placed to meet the challenges facing the casino industry in 2019 and beyond. However, Casino de Monte-Carlo won the Award the following year.

A statement from the Hippodrome said: "The UK casino market was challenging in 2018. A long, hot summer, increased political pressure and weakened customer confidence in the face of Brexit combined to make growth difficult."

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NJ RISES

New Jersey gaming revenue grew 21.45% year-on-year for June, which was the first month of year-on-year comparisons to include Hard Rock, Ocean Resort and sports betting, which launched in June last year.

Factor out the casinos and sports betting and total gaming revenue still grew 3.5%.

Land-based casino revenue grew 13.74% as the new casinos continued to grow the market. Hard Rock and Ocean's gaming revenue growth is skewed, as the two casinos opened on 28 June last year.

Hard Rock's average daily revenue was down 27.73% this year versus last year, while Ocean's average daily revenue fell 32.98%.

Outside those casinos, MGM's Borgata was the only land-based casino to grow year-on-year.

Sports betting also celebrated its one-year anniversary of operation after launching on 14 June last year. Monmouth Park, Borgata and Ocean were the only properties operating sports betting in June last year.

June's handle fell 14.33% compared to May and fell below \$300m for the first time since October, likely due to added online sports betting competition in Pennsylvania, which launched in June.

Online handle more than quadrupled retail handle.

Internet gaming was led once again by Resorts, which doubled last year's revenue.

Golden Nugget nearly generated as much in internet gaming revenue as land-based gaming revenue.

Online poker grew for the first time in five months.

NJ GAMING TOTAL (Legacy casinos, sports betting and internet gaming)

MARKET/PROPERTY	REVENUE (M)	(%) CHANGE
Hard Rock	\$32.567	+679.62
Ocean	\$21.488	+571.43
Resorts	\$22.473	+13.86
Borgata (MGM)	\$70.947	+7.74
Golden Nugget	\$29.546	+2.20
Caesars (CZR)	\$28.223	+0.83
Bally's AC (CZR)	\$16.125	-7.93
Tropicana (ERI)	\$29.513	-13.90
Harrah's (CZR)	\$24.569	-17.29
Monmouth Park	\$1.246	-45.34
Meadowlands	\$4.382	N/A
NJ Land-based Total	\$283.765	+21.45
Same Store	\$223.397	+3.50

SPORTS BETTING

MARKET/PROPERTY	REVENUE (M)	(%) CHANGE	PARTNER
Ocean	\$0.972	+404.74	WMH
Monmouth Park	\$1.246	-45.34	WMH/RUSH ST
Borgata	\$0.064	-93.49	GVC
Meadowlands	\$4.382	N/A	FLTR, PBH
Resorts Digital	\$2.688	N/A	TSG/DraftKings/Kambi
Golden Nugget	\$0.153	N/A	SBTech/CHDN
Tropicana	\$0.089	N/A	WMH
Bally's	\$0.065	N/A	SGMS/888
Resorts	\$0.034	N/A	DraftKings
Harrah's	\$0.013	N/A	SGMS
Hard Rock	-\$0.004	N/A	Gaming Innovation
Sports Betting	\$9.702	+180.51	

INTERACTIVE

MARKET/PROPERTY	REVENUE (M)	(%) CHANGE	(%) SHARE	PARTNER
Resorts Digital	\$6.927	+106.35	18.2	SGMS, TSG
Golden Nugget	\$13.599	+62.48	35.7	PPB, GAN, SGMS
Caesars (CZR)	\$4.966	+49.91	13.0	888, SGMS
Borgata (MGM)	\$6.034	+49.72	15.9	GVC, Pala
Tropicana (ERI)	\$3.755	+4.03	9.9	Gamesys
Hard Rock	\$2.420	N/A	6.4	Gaming Innovation
Ocean	\$0.357	N/A	0.9	GAN
Internet gaming total	\$38.058	+67.78		
Same Store	\$37.701	+66.20		
Casino	\$36.288	+73.41		
Poker	\$1.770	+0.70		

LAND-BASED CASINOS

MARKET/PROPERTY	REVENUE (M)	(%) CHANGE	TABLE HOLD	
			2019	2018
Hard Rock	\$30.151	+622.74	16.2	0.4
Ocean	\$20.159	+570.24	13.5	9.7
Borgata (MGM)	\$64.848	+6.60	22.7	17.9
Resorts	\$15.511	-5.30	11.9	11.6
Caesars (CZR)	\$23.257	-5.76	16.5	15.8
Bally's AC (CZR)	\$16.060	-8.30	19.2	18.6
Tropicana (ERI)	\$25.670	-16.30	18.0	13.6
Harrah's (CZR)	\$24.556	-17.33	15.4	20.6
Golden Nugget	\$15.793	-23.11	11.4	18.3
AC Land-based Total	\$236.005	+13.74		
MULTIPLE PROPERTY COMPANIES				
Caesars	\$68.838	-8.47		



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OIGA 2019 PREVIEW

Sheila Morago, Executive Director of the Oklahoma Indian Gaming Association, talks us through what to expect at this year's OIGA Conference and Trade Show



We are thrilled to be in Tulsa, hosting the 25th Oklahoma Indian Gaming Association Conference and Trade Show, otherwise known as 'the biggest little show in Indian gaming.' From 22 to 24 July, nearly 3,000 vendors, visitors and guest speakers will make their way to downtown Tulsa to celebrate and advance our industry. If you have never attended the OIGA trade show, you are in for a treat. It is a lively, fun, informative, high-energy assembly of some of the biggest names in the gaming and hospitality industries.

As always, the unofficial kick-off of the Conference and Trade Show is bright and early on Monday 21 July with the John Marley Golf Tournament. Each year, through its John Marley Foundation, OIGA raises

funds to support scholarships granted to students whose parents or guardians work in Oklahoma's gaming industry. Plus, new for 2019, scholarships are being awarded to gaming employees themselves who are pursuing their educations.

On the Monday evening, we're taking our Welcome Party to Tulsa's famous Cain's Ballroom, which from 1934 to 1942 was the broadcast home of Bob Wills and his Texas Playboys' popular radio show. In the 1950s and '60s, Cain's experienced a bit of a lull, but came roaring back into popular culture in the late 1970s when punk rock band the Sex Pistols played there, launching a new era of live music at Cain's that continues to this day.

Tuesday morning will kick off the conference, with a welcome assembly followed by a robust schedule of conference sessions, with tracks and topics for everyone in our industry, from new careerists to mid- and high-level executives.

Session topics will include: The history of sports betting; The state of tribal gaming in Oklahoma; International vendor licensing; Class II / Class III: The ongoing evolution of technology; Wellness plans: Are they really saving you dollars; Here one day, gone the next: A sustainability checklist; and many more.

Tuesday's conference sessions will be followed by our Annual Awards Luncheon, where you'll meet our John Marley Scholarship recipients, and we'll all join in celebration of the recipients of our Chairman's Award for Outstanding Achievement in Indian Gaming and Modern Day Warrior Awards.

After lunch, and with great fanfare, the trade show floor will open, and attendees will enjoy a full floor filled with 175 vendors of every description, from gaming technologies and equipment to accounting and business services, food and beverage, gaming machines, cyber security companies and anything else a person might need. Our Made in Oklahoma section will return to the trade show floor, showcasing Oklahoma's small businesses and artisanal food and beverage producers, including local wineries and distilleries.

The Cox Business Center, where all the conference sessions and the trade show take pace, is in the heart of downtown Tulsa. It's surrounded by hotels and is easily within walking distance of a variety of restaurants and a revitalised downtown comprised of micro-districts, each with their own scene and style.

Downtown Tulsa has a variety of excellent restaurants, with options from barbecue to Italian and Caribbean to Mediterranean. Downtown gives you plenty of options within a short distance, whether you're looking for a casual family-friendly experience or fine dining.

Our conference and trade show is filled with thousands of potential business partners, vendors, session leaders, and new and old colleagues and friends. We are also committed to continuing our important work.

When you aren't in sessions or on the show floor, please explore Tulsa and all it has to offer. Its latest exciting project is The Gathering Place, an international award-winning 100-acre riverfront park which, if you have not seen it, is extraordinary.

PRE SHOW Q & A

JOHN CONNELLY, GLOBAL CEO, INTERBLOCK

Connelly speaks to Gambling Insider about Interblock's plans for this year's OIGA Conference and Trade Show



How important is OIGA on the US gaming calendar for suppliers and operators?

When you look at the significance of the tribal gaming market in North America, which continues to grow on a year-on-year basis, there's two primary shows Interblock heavily supports; that's NIGA (National Indian Gaming Association) and OIGA.

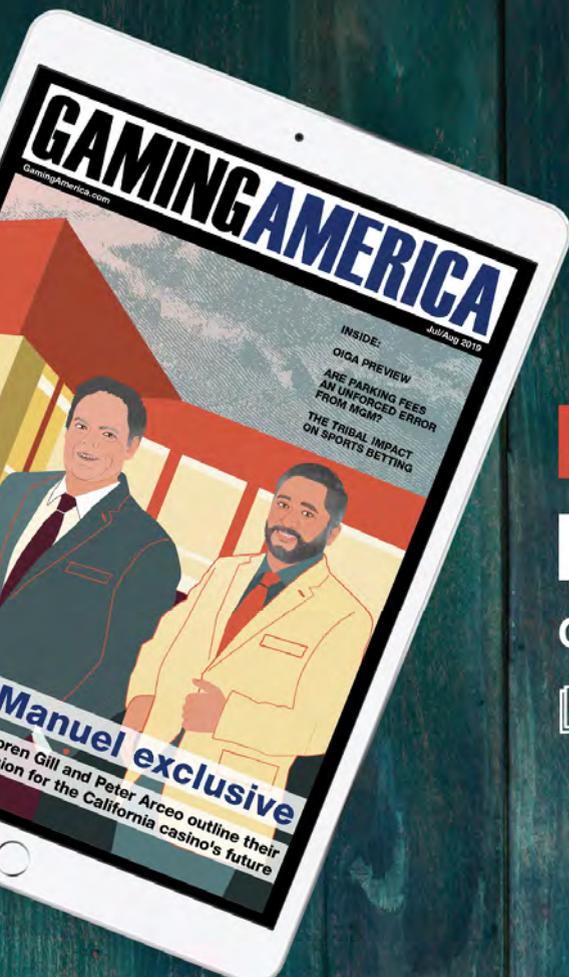
Oklahoma is one of the larger, relatively misunderstood markets from a global perspective. But when you look at the concentration of casinos and the significance of the tribes within the state of Oklahoma, it's massive.

That's especially due to the recent passage of legislation allowing for electronic roulette and craps games within the state. So this is really the

first year electronic table games (ETGs), from a market demand and legislative perspective, are being recognised to this degree.

Every event on the calendar has its own little flavour, from ICE London to G2E Las Vegas. For those who might not have been before, what's unique about OIGA and what sets it apart?

OIGA is obviously concentrated on the Oklahoma market. What Interblock enjoys about the show is there's an excess of 130 casinos within the Oklahoma market of various sizes. So, from a business perspective, the ability to now place ETGs within those jurisdictions and locations provides an incredible opportunity for anyone in the casino business.



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I think a lot of people underestimate the state of Oklahoma; from a population perspective, it may not be considered one of the larger states. However, you have Texas south of Oklahoma, where there are essentially no legalised casinos. You have the Dallas metropolitan area an hour-and-a-half away and Oklahoma bordered by several states with either no gaming or little gaming. That all makes it an incredible epicentre for a migration of players to come and experience a casino environment.

Do you see Oklahoma maintaining that strong position for the next few years?

I think Oklahoma's in a very strong position and has been for a long time. I don't see that dissipating at all. The tribes located within that market are nationally recognised and are very influential in the expansion and proliferation of gaming. So I see Oklahoma remaining a focal point in the central portion of the US for quite some time.

What is Interblock looking to get out of the upcoming OIGA tradeshow? Do you have any specific goals?

With the passage of new legislation in the state, there is just a tremendous opportunity to begin with several of our new products and technology relative to ETGs. Initial indication this year is there's a fairly high demand for the product. So, from an Interblock perspective, we will be introducing several new concepts tailored to all sizes of casino located within Oklahoma.

In Oklahoma, you have quite an array and diversification of venues. So we will be introducing ETGs that are complementary to very large casinos, down to the smaller local venues. We'll be showcasing everything from our larger Stadium concepts to our standalone single-seat Universal Cabinets.

Are there any particular aspects of OIGA you are looking forward to at Interblock?

Generally at OIGA, our primary focus is to meet with partners and discuss

strategy for the coming year. This is tied to some of our new innovation and how we can help some of our customers generate incremental EBITDA, while reducing some of their operating expenses.

ETGs have been successful in doing this, so we'll be spending a lot of time with the major players within the market, looking at how some of our technology can continue to advance that strategy.

"I think Oklahoma's in a very strong position and has been for a long time. I don't see that dissipating at all. I see Oklahoma remaining a focal point in the central portion of the US for quite some time"

GUEST COLUMNIST



JED CORENTHAL
CMO, PHENIX

Corenthal discusses why sports betting moving to the next level depends on streaming technology

Sports betting is growing in popularity at a rapid pace across the US. As more states across the country pass

betting laws, especially for mobile and online devices, the revenue opportunities will dramatically increase for sports leagues, betting operators and consumers. By 2022 alone, it's expected 32 states could offer legal sports betting and with it generate almost \$6bn.

But what many players in the industry are only beginning to realise is the importance of the technology powering today's sports streaming platforms and consumer viewing experiences. As the watching of sports games across OTT platforms continues to grow in popularity, viewers are becoming no stranger to buffering and delays. The delays, or latency, encountered in these streams is making all parties involved in the sports betting industry susceptible to leaving money on the table.

To address this problem and successfully progress to providing the highest quality in-play or live betting offerings, the streaming technology bolstering these platforms needs to be greatly improved.

THE TECHNOLOGY BEHIND DELAYS

Latency delays are nothing out of the ordinary for sports fans in 2019 – especially during major events. For example, during this year's Super Bowl, latency delays were measured anywhere from 28 to 46 seconds behind the in-stadium feed on streaming platforms.

These delays are a by-product of the lacklustre technology used on today's streaming platforms. Most streaming providers are using an outdated protocol developed to stream to large-scale audiences. They cannot however, provide those streams without significant latency.

A newer, open-source protocol developed by Google primarily for chat (e.g. Skype, web conferencing) known as WebRTC was developed, but the off-the-shelf version is unable to scale. So, to stream to today's consumer,

technology must deliver a stream in "real-time" – with little to no latency – which can scale and maintain high quality.

WHAT THIS TECH IS HOLDING BACK FROM SPORTS BETTING

The lack of technology providing real-time viewing experiences is holding back the entire sports industry tenfold. Adequate streaming platforms or providers can create the opening both sports leagues and betting operators need to reach their true potential revenue.

The most evident example of this missed opportunity is when operators must cut a potential betting window short due to delays. As we have seen in the UK, and expect to see here in the US, the majority of betting revenue comes from what is referred to as in-play or 'prop' bets.

These are the in-game wagers bettors crave – not just betting on the outcome of the game but betting on the minute details – from an individual pitch to a free throw. Thus, even a three or four-second delay can make or break that decision. Delays as short as a few seconds result in less time for users to engage and, in turn, become a missed opportunity for revenue to be generated by all parties.

If platforms can optimise in-game betting via a proper real-time experience, the revenue opportunities in this new era of gambling are limitless.

WHAT'S NEXT MOVING FORWARD?

The future of sports betting in the US is bright. In June, sports bettors in New Jersey alone wagered more than \$310m worth of bets – largely due to the state's embrace of mobile betting – and surpassed Nevada in volume of sports betting.

As a state on the forefront of this industry, many others will look to New Jersey's accomplishment as an example of potential success for their own constituents in a blossoming space.

But the only way this industry will be able to find realistic long-term success is if the streaming technology being used is overhauled to allow for real-time viewing experiences at scale.

Sports betting has incredible potential in the US and both businesses and consumers will uncover a plethora of revenue opportunities if the question of adequate technology is answered.

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