



Sponsored by

affiliatekitchen

THIS WEEK

- **Genius Sports and Sportradar in dispute**
- **Gambling Commission denies approving Gamstop scheme**
- **Macau GGR 8% down**
- **Tottenham ends 1xBet deal**

GUEST COLUMNIST:

- **Andrew Morgan, Director of International Strategy, ICS**

WEEK 36

FRIDAY 6 SEPT 2019

CLOSING GIBRALTAR'S BORDER: DOES ANYONE WIN?



Gibraltar is very much in the dark at present when it comes to its gambling industry. With Brexit in the balance, the industry says it is preparing for the worst-case scenario, but managing this is going to be a daunting task.

This is due to the high volume of employees who commute into Gibraltar on a day-to-day basis. I understand the complexity of the situation more than most, having worked for an operator based in Gibraltar for the best part of 18 months.

affiliatekitchen

REGISTER YOUR BRAND TODAY
www.affiliate.kitchen

AFFILIATES COME IN ALL SHAPES & SIZES



THIS WEEK IN NUMBERS

1



Paddy Power has launched its first NFL daily fantasy sports product for customers based in the UK and Ireland

30

Days for players to self-exclude, as part of The Royal Society for Public Health's Scroll Free September campaign



4-5 Sept



The dates Next Gaming will take part in the Casino Esports Conference this year, held at the Luxor in Las Vegas

2

Betfred has signed a two-year extension to its sponsorship of Rugby League's Championship and League One competitions



I chose to reside in Spain and travel into Gibraltar five days a week. It wasn't the easiest commute at times, due to the volume of people attempting to cross the border for work.

But because of the lack of housing and the high cost of rent in Gibraltar, it comes as no surprise thousands of EU citizens opt to live in southern Spain.

When I was making the move in 2016, a £1,000 (\$1,209) budget per month in Gibraltar would allow you to rent a one-bed studio flat, often where your pull-down bed almost ends up in your kitchen area.

For the same price, you could easily rent a three-bedroom flat or small villa on the beach in Spain. For me, it was a no-brainer and thousands of others clearly agree.

At one point during my stint, there was a rumour the border was going to shut entirely due to Brexit. I was provided with a laptop to work from home, while those based in Gibraltar would still be able to work from the office.

It was a mad situation yet, fortunately for me, the border remained open. This however, is a situation which very much remains a possibility if there is a no-deal Brexit.

Andrew Lyman, Executive Director of the Gibraltar Government's Gambling Division, said: "There is now more focus and some angst around 'no-deal' planning and what that means at an individual level. Most operators have already planned for a worst-case scenario basis.

"We are hoping for the withdrawal of Article 50 or for a managed exit. The industry can deal with IT structures and EU licensing issues, but the border remains a concern."

The logistics of a large proportion of an operator's staff working from home certainly aren't ideal and ask the question of whether companies should continue to keep offices in Gibraltar.

Bet365 chose to move a large part of its team to Malta, but others such as William Hill, Ladbrokes Coral and 888 remain in the British territory.

Operators like William Hill have offices in the UK, Israel and the US, so it is capable of re-locating employees if necessary. But this isn't feasible for every operator based in Gibraltar, which does pose major problems if the border is to close.

John O'Reilly, CEO of Rank Group, said: "For EU nationals who travel across the border to work in Gibraltar, the challenge is whether that is still going to be okay for everybody from 1 November onwards.

"I hope logic and common sense prevails. Gibraltar is important to the economy of that area of southern Spain, so it doesn't help anybody, not least the local community."

O'Reilly is right in what he says. With a large majority of operator employees based in southern Spain, they are contributing to the local towns; but if they are forced to move, you are removing a sizeable chunk of money from the community, which would have a negative impact on southern Spain as a whole.

With so much uncertainty over the border, it remains up in the air whether the gambling industry will continue to operate on the Mediterranean shore over the next few months, let alone years.

But, let's be clear, it won't just be Gibraltar which suffers if there is a no-deal Brexit. It would make sense for Spain to co-operate and help keep the border open. Whether that actually happens is anyone's guess.

€1.26bn

In H1 revenue for Novomatic (\$1.39bn), a 2% year-on-year fall

36

Suspects arrested by police in east China's Zhejiang Province, for allegedly helping gamblers wager ¥542m (\$75.8m)

**£2.2m**

The fee Better Collective has acquired UK-facing sports betting site Mybettingsites.co.uk for (\$2.6m)

GENIUS SPORTS AND SPORTRADAR IN SUBLICENSING DISPUTE

Genius Sports is still open to sublicensing betting data rights for top UK football leagues to third-party suppliers, as long as they meet internal guidelines. This however, does not currently include Sportradar, *Gambling Insider* understands.

Sportradar has threatened legal action against Genius in a row over the supplier's exclusive rights to competitions including the English Premier League, English Football League and Scottish Premier League.

Genius acquired the rights from Football DataCo earlier this year, denying any obligation to enter into sublicensing agreements with other data suppliers.

Sportradar claims Genius' attempts to block competition by entering into the exclusive agreement without sublicensing the rights infringes on UK and EU competition law.

A source close to discussions said Genius' focus on providing top UK bookmakers with access to its data before the start of the football season meant sublicensing deals were not possible.

Genius is open to negotiations with third-party suppliers, as long as they meet internal guidelines relating to the unofficial acquisition

of data, most notably in not collecting sports data from within stadiums – in breach of ticket conditions.

A spokesperson for Sportradar told *Gambling Insider*: "Genius has refused to provide commercial terms, despite Sportradar's repeated requests. If we had a sublicense made available to Sportradar, we wouldn't be scouting in the stadiums in the first place."

On top of this, Sportradar says Genius' internal guidelines are hypocritical due to the supplier's collection of unofficial data through TV and radio.

While there is a common understanding among data suppliers that unofficial data is collected across several competitions, Genius believes it is only data collected within stadiums which infringes on its official rights.

Gambling Insider understands no official offer has been made by Sportradar for the sublicensing rights. Despite being open to deals with other suppliers, there are also no clear signs Genius has held discussions with other companies.

It is unclear whether Sportradar will follow through with its threat of legal action.

**EVEN
BET
GAMING****World-Class
Online Poker
Solutions
for Integration**

Certified by

evenbetgaming.com

GLI®



QUINEL

THE WHOLE WORLD IN YOUR HANDS

EUROPE
LIVE DEALER

ASIA
NETWORK ANCHOR



FREE PLAY



HTML5 Compatible
PC / Mobile

www.n2-live.com

THE WEEK IN QUOTES

“The fact we have 80,000 hotel rooms on the Las Vegas Strip, with an airport a stone’s throw away from those resorts and so much to do when people come for an event, we really amplify the fan experience here more than any other city.”

MGM Resorts International Chairman and CEO Jim Murren discusses sport in Las Vegas with *Gambling Insider*

“It’s hard to ignore the storm clouds on the horizon. Racing needs to work with its partners in parliament and the betting industry to ensure these issues are being appropriately managed.”

Racing Post Editor Tom Kerr addresses horseracing’s problems with *Gambling Insider*

EXCLUSIVE: GAMBLING COMMISSION DENIES APPROVING GAMSTOP SCHEME

The Gambling Commission has informed *Gambling Insider* it has not confirmed the approval of Gamstop’s proposed scheme, which will see betting operators lose their license if they decline to sign up to Gamstop.

Gamstop is an independent service which launched in April 2018. It allows gambling addicts to self-exclude from gambling websites for periods of six months, one year or five years. Each time a self-excluded player attempts to log in to a betting site, Gamstop blocks the attempt until the period is over.

However, despite reports from The Daily Mail and The Guardian claiming approval for Gamstop’s scheme was set to take place at some point this week, a spokesperson for the Gambling Commission has told *Gambling Insider* the information is inaccurate.

He said: “Gamstop will be a helpful additional tool for users

and it is important to get it right. Gamstop is working towards providing us with the necessary assurances to allow us to trigger the requirement for all operators to become members.

“We cannot bring the condition into force until that information has been received, considered and taken to our board for a decision on commencement.

“Our board would also decide on the length of the implementation period. But there will be at least four weeks between notification of license commencement and the condition coming into force.

“It should be recognised the majority of operators are already fully integrated with Gamstop. Gamstop regularly provides information to operators, so all of them have sufficient notice.”

Gamstop did not respond to *Gambling Insider’s* request for comment.

“Affiliates have the advantage that we can remain honest and transparent across our operator partners, making sure users of our platforms are completely aware of what they are engaging with when placing a bet. That’s why it’s always better for affiliates to give an honest review of operators.”

Better Collective Senior Director, Content & Brand, Shane Anderson, talks to Gambling Insider about affiliate honesty

“Stars Group wanted to accelerate the development of their sports betting business and it was an offer I simply couldn’t refuse.”

Fox Bet CEO Robin Chhabra speaks exclusively to Gambling Insider for the upcoming US CEO Special

MACAU CASINOS SUFFER BIGGEST GGR FALL OF 2019 FOR AUGUST

Gross gaming revenue (GGR) in Macau fell 9% year-on-year for August, to MOP24.26bn (\$2.99bn), representing the region’s biggest percentage drop in 27 months.

Macau casinos saw GGR decline for the second month in a row and fifth overall so far in 2019, leaving accumulated gross revenue at MOP198.2bn, a fall of 2%.

The impact of Typhoon Lekima slowing visitation levels was an unfortunate one-off circumstance for the casino sector.

However, more pronounced factors such as ongoing protests in Hong Kong, a slowing Chinese economy, the US-China trade war and continued regulatory pressure on junkets are harder to ignore for Macau’s operators.

Declining VIP revenue is also a concern for Macau, as casinos prepare to focus more on the mass market.

In their Q2 reports, various operators reported falls in VIP

revenue, including Wynn Resorts.

At Wynn Palace Macau, the operator generated revenue of \$628.9m, up just 1% year-on-year, while table game turnover in VIP operations was \$13.3bn, a decrease of 5%.

At Wynn Macau, meanwhile, revenue of \$546.5m was made, up 0.6%. Most notably however, table game turnover for VIPs was \$9.3bn, down 33%, while table drop in mass markets was \$1.3bn, up 4%.

MGM China increased its revenue by 26% to \$706m. But MGM said this was the result of a continued ramp up of operations at MGM Cotai, following its opening in February 2018.

June’s performance in Macau, when casinos saw GGR grow 6%, remains the peak for 2019, while April and August were particular low points, with GGR falling over 8%.

G2E

Set yourself up for success at Global Gaming Expo (G2E) – the largest gathering of global, commercial and tribal gaming professionals in North America. Take advantage of new educational content that is actionable and experience first-hand the new products and innovative technologies showcased in the Expo Hall. G2E has everything you need for your casino floor and across your entire operation – from traditional casino fare to sports betting, non-gaming amenities and digital products – G2E is where your business growth is accelerated.

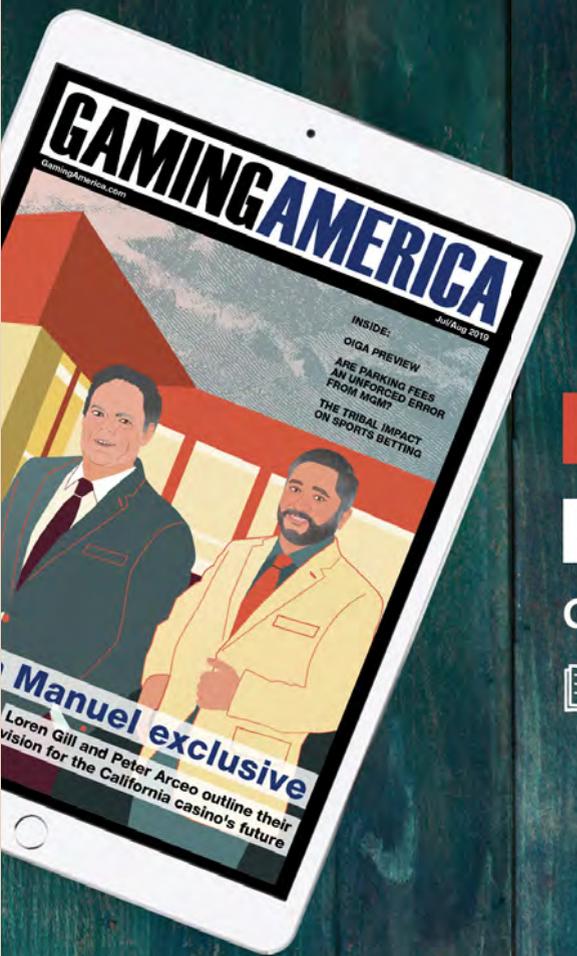
2019 | EDUCATION OCTOBER 14-17
EXPO HALL OCTOBER 15-17
SANDS EXPO, LAS VEGAS

REGISTER NOW: [G2E2019.COM/GAMBLING-INSIDER](https://www.g2e2019.com/gambling-insider)

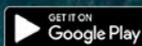
global
gaming
expo

PRESENTED BY:
 AMERICAN
GAMING
ASSOCIATION





FREE
READ ONLINE
GAMINGAMERICA.COM



THIS WEEK'S WINNERS AND LOSERS

WINNERS

Fox Bet – Launched its new sportsbook in New Jersey

Racing Post – Extended its international horseracing offering to cover 15 new territories

The Hong Kong Jockey Club – Has demanded Betfair Australia pull its Hong Kong racing betting exchange

ComeOn – Decided to exit the UK market and focus on “more favourable” jurisdictions

Intralot – Reported an 8% year-on-year fall in H1 revenue to €378.1m (\$416.4m)

LOSERS

1XBET PARTNERSHIP WITH TOTTENHAM TERMINATED

1xBet's partnership with Tottenham Hotspur has been terminated amid an investigation into the operator's global activities.

The operator was the English Premier League football team's African betting partner since August 2018, permitting 1xBet to use images of Tottenham players for advertisement purposes across the continent until 2022.

An investigation by The Sunday Times recently brought to light several issues with 1xBet's global activities, including the promotion of a casino that employed topless croupiers, bets on children's sports and advertising on illegal websites.

A spokesperson for the Gambling Commission recently confirmed to *Gambling Insider* the regulator was investigating 1xBet and its ties to supplier FSB Technology.

The operator's British-facing website was taken down when the investigation began.

The future of its relationship with other teams remains unclear.

In July, 1xBet announced a series of high-profile football partnerships, including additional Premier League teams Chelsea and Liverpool and Spanish La Liga club Barcelona.

The operator is reported to be one of the biggest advertisers on websites that provide illegal streams of Premier League and La Liga matches.

Its adverts are promoted on these websites alongside the logos of Chelsea, Liverpool and Barcelona.

The Gambling Commission has written to all three Premier League teams with 1xBet partnerships, to make clear any promotion of the operator in the UK could risk unlimited fines and up to 51 weeks' imprisonment.

Responding to the claims and investigations, a spokesperson for 1xBet said: “We take very seriously the allegation 1xBet's brand has been promoted on prohibited sites.

“This was done, from our understanding, through certain third-party networks, and without our prior knowledge or consent. We have launched an immediate internal investigation to ensure we improve our monitoring in this regard.

“We are in touch with the Gambling Commission, with whom we are co-operating fully. We wish to reassure you our application for a full UK operating license is on track and we are fully committed to the UK market.”

ONLINE LEADS PA SPORTS BETTING

Online and retail sports betting in Pennsylvania generated \$5.080m in revenue for July, from \$59.332m in handle, with online leading the way in both.

Online revenue accounted for 57% of the total, while online handle was 66%.

Rush Street's SugarHouse led the state for online and retail.

Total revenue grew 63% month-on-month.

Four casinos operated online sports betting, with Flutter's FanDuel launching with Boyd's Valley Forge on 22 July.

STATE TOTAL

MARKET/PROPERTY	REVENUE	HANDLE (M)
SugarHouse (Rush Street)	\$2.057 M	\$26.451
Rivers (Rush Street)	\$1.158 M	\$14.343
Parx (Greenwood)	\$751,129	\$7.200
Valley Forge (BYD)	\$422,703	\$5.048
Hollywood (Penn)	\$196,188	\$1.772
Harrah's (CZR)	\$186,574	\$1.701
South Philly Turf Club (Greenwood)	\$151,556	\$1.864
Valley Forge Turf Club (Greenwood)	\$110,553	\$789,502
Presque Isle (CHDN)	\$45,469	\$162,781
Total	\$5.080 M	\$59.332

RETAIL

MARKET/PROPERTY	REVENUE	HANDLE (M)
SugarHouse (Rush Street)	\$530,421	\$4.288
Parx (Greenwood)	\$414,730	\$3.551
Rivers (Rush Street)	\$384,576	\$4.416
Hollywood (Penn)	\$196,188	\$1.772
Harrah's (CZR)	\$186,574	\$1.701
Valley Forge (BYD)	\$168,146	\$1.788
South Philly Turf Club (Greenwood)	\$150,074	\$1.864
Valley Forge Turf Club (Greenwood)	\$110,162	\$789,502
Presque Isle (CHDN)	\$45,469	\$162,781
Total	\$2.186 M	\$20.333

ONLINE

MARKET/PROPERTY	REVENUE	HANDLE (M)
SugarHouse (Rush Street)	\$1.527 M	\$22.163
Rivers (Rush Street)	\$773,642	\$9.927
Parx (Greenwood)	\$333,070	\$3.649
Valley Forge (BYD)	\$254,557	\$3.260
Total	\$2.888 M	\$38.999



LEAD PARTNER

BETCONSTRUCT

WE ARE PROUD TO WELCOME KPMG ISLE OF MAN AS OFFICIAL ADJUDICATOR FOR THE SIXTH YEAR IN SUCCESSION



CATEGORY SPONSORS



PRESENTATION CEREMONY:
OCTOBER 14 / SANDS EXPO LAS VEGAS 

GUEST COLUMNIST



ANDREW MORGAN

DIRECTOR OF INTERNATIONAL STRATEGY, ICS

Morgan explains why online sportsbook operators must prioritise translation

The global online sports betting market is currently rife with opportunity.

This is certainly the case for brands looking to expand their geographical reach into new jurisdictions.

From Asia to Africa via the US and Europe, markets continue to embrace regulation and licensing, with great swathes of the map turning from grey to white.

Of course, operators are all too aware they must enter these new markets with a highly localised offering if they are to engage players and build trust and loyalty.

For many, this means changing currencies and payment options and ensuring they offer the right odds on the right sports for that country.

Some even tweak the design and layout of their sportsbooks so they align with local cultures and player preferences; this is certainly true for markets where mobile dominates, like Africa.

These are all valid steps to take when creating a localised online sportsbook offering; but to truly engage punters in new markets, operators must prioritise translation.

Why? Because all the hard work put into localising an online sportsbook can be instantly undone if on-site content has been poorly translated or not translated at all.

Just imagine how you would react to landing on a sportsbook that had just launched in the UK, where the language used just didn't make sense or words were misspelled.

You would click off the site and go elsewhere. Punters in new and emerging markets will react exactly the same way and once this brand damage has been inflicted, it is tough to repair.

This is particularly the case in an industry where trust is of paramount importance. That's why it's crucial for operators to get translation right from day one, with the content they publish on their site tailored towards that specific audience.

So how can this be achieved? The first thing to do is avoid over-reliance on automated translation providers.

These tools are fine for basic translation, as well as for consistency, but should not be used to translate an entire sports betting website.

They can certainly aid understanding, but they are just not up to the job of accurately changing content from one language to another in the majority of cases.

Instead, operators should work with knowledgeable human translators who are 1) native speakers in the language of the country the brand is entering and 2) understand the sports betting sector.

This is because one of the biggest translation hurdles to clear is terminology. There are so many betting-specific terms which don't translate into other languages or dialects.

Human translators with sports betting market knowledge can tap into their vocabulary to find the best word or phrase to use instead.

This is particularly important in languages such as Arabic, where the more specific betting terms such as accumulator or parlay may not exist.

Additionally, there are some words that are not translated at all and the word used in English is the same as in other languages.

For example, in Swedish slot games, the English phrase 'free spins' is more regularly used as opposed to 'gratis snurr'.

Getting translation right is vital across an entire sportsbook, from the welcome offer to the odds via any news, interviews and guides published as part of the operator's content marketing activity.

But it is particularly important when it comes to terms and conditions, ensuring punters in new markets know exactly what operators expect of them and vice versa.

Operators must also be mindful of compliance and clearly articulating any wagering requirements, limits or restrictions placed on bonuses and promotions. This is only possible with accurate translation.

In terms of best practice, we always recommend translated content is proofread by a second native reader to guarantee quality. A third check should also be done once the content is live.

By prioritising translation, sportsbook operators entering new markets can make sure the efforts they put into localising their products are not wasted.

They will also be able to engage players in these markets and quickly build trust which, over time and so long as a top-rated experience is provided, will turn into incredible loyalty.

SEP/OCT ISSUE OUT NOW

Click **HERE** to view

