



WEEK 43

FRIDAY 25 OCT 2019

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SPORTRADAR DIRECTOR:
OPTIMA ACQUISITION
A "SPRINGBOARD FOR
INNOVATION"

SELF-NOMINATIONS NOW OPEN

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THIS WEEK

- Japanese regulator to launch in 2020
- SportPesa CEO Q & A
- GGA London 2020 self-nominations now open
- Camelot withdraws scratchcard variant

GUEST COLUMNISTS:

- Susan O'Leary, CEO, Alderney Egambling
- Sports Betting USA & Investor Summit preview

WEEK 43

FRIDAY 25 OCT 2019

SPORTRADAR DIRECTOR: OPTIMA ACQUISITION A "SPRINGBOARD FOR INNOVATION"



Following Sportradar's acquisition of omni-channel platform business Optima, *Gambling Insider* caught up with Paolo Personeni, Sportradar's Managing Director MTS (Managed Trading Services).

With a lot of choice in the market, what was it about Optima which stood out to Sportradar?

We did a pretty extensive analysis of what was available in the market. There are quite a significant number of platforms out there. They're all different in terms of



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THIS WEEK IN NUMBERS

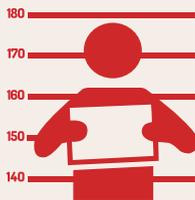


144%

The month-on-month growth of Pennsylvania's sports wagering revenue for September, to \$14.9m

40

People arrested by a SWAT team in California for illegal gambling



\$4.1m

The amount reportedly taken from a former arms dealer by Crown Resorts casinos

\$7,000

Seized by police from an underground casino operation in Phoenix, Arizona



The number of bets placed by AFC Wimbledon manager Wally Downes, breaching the Football Association's betting rules

focus; some of them have a regional focus, some of them are more for the global market; some are feature and function-rich and others are more scalable. The overarching principal for us was to identify a feature and function-rich platform with proven robustness and scalability.

This provides the best springboard to achieve our goal, which is to become the leading force in the turnkey solutions market. It is also a great springboard for us for innovation, which has always been a characteristic of Sportradar. But there are other very important factors, like cultural fit. The people at Optima fit and integrate well into our structure, given their proven expertise, capabilities and passion for the product.

Does this acquisition change your strategy or main focuses in any way?

It's a natural fit but the fact is it will provide something more in regards to our strategy.

We already had in place a partnership programme, where we provide turnkey services to customers in cooperation with our partner platforms. That is going to stay as it is; and, paradoxically, the ties with our partners may even become stronger. Our services will remain standalone and platform agnostic, as there are situations and market segments where the current partnership programme is a perfect fit.

But we always aim to support customer objectives. There are market segments and situations, in emerging markets like the US, as well as other cases, where having the Optima platform will be a natural integration to our services and represent strong acceleration.

Was this merger planned a long time ago or was it an opportunity that presented itself quite quickly?

It didn't come by chance. It's a strategic direction that has built up and matured over the last year and a half. There were a number of market signals; the preliminary work, as you can appreciate, doesn't happen overnight. We looked at a number of platforms to understand which one would be the best fit for our needs. So it didn't happen fast. In addition, Optima was one of our partners already. So we already worked together and were already integrated. It was a progressive partnership which became a full-blown acquisition.

Did the fact Optima was a partner already make the negotiations a smoother process?

Yes, there was a strong element of embedded initial trust. The working relationship of the two teams had already been tested. So, for sure, it made the overall negotiations and transaction easier. We knew how they were organised and their processes. We knew assessing and completing the acquisition was certainly going to be a lot of work. But we started in a good position as we are moving in the same direction, share the same market vision and have the same views about product development. There were also already similarities in terms of organisational processes.

If more chances for M & A present themselves, will Sportradar acquire more firms?

This is the one-million dollar question! We believe Optima is a perfect springboard and exactly what we need to grow in the turnkey platform services.

But Sportradar has traditionally always been active in the acquisition market. We have acquired in the past years companies of different sizes in different areas of our business, which all keep contributing to the growth of Sportradar. Our strategy is based on organic growth and continuous investments in our product and services. But further acquisitions can't be ruled out if they help to complete our product offering and accelerate our growth.



17



The number of Chinese nationals arrested by Malaysian police in a gambling sting

84%



The percentage of UK pubs failing to prevent underage access to fruit machines, according to a Gambling Commission survey

75%

Of Top Games' shares acquired by Gaming Innovation Group, for entry into the Croatian market



JAPANESE REGULATOR TO LAUNCH IN JANUARY

Japan's regulatory body, the Casino Administration Committee, will be established on 7 January 2020, the Japanese Government has announced.

The Committee was originally scheduled to launch on 1 July but societal concerns about increased problem gambling caused a delay until next year.

The Integrated Resort Development Act is expected to come into effect later that month, from 26 January.

The Committee will be made up of one chair and four members, with members to serve terms of up to five years.

It will be responsible for overseeing casino licensing and operations, as well as administering procedures such as revoking licenses.

Japan's Government has emphasised the stringent regulatory conditions it will impose and said the licensing process will involve strict background checks for key personnel.

The Committee will use Nevada and other jurisdictions to serve as reference points for how the checks are carried out. Meanwhile, Wynn Resorts has confirmed

it will no longer bid for a license to operate an integrated resort in Osaka.

The operator will instead turn its attention to the Kanto region, which includes Japan's capital city, Tokyo.

Wynn was the third major operator publicly linked with Osaka's request-for-concept that has passed on the region.

Melco Resorts and Entertainment has adopted a "Yokohoma First" policy, while Las Vegas Sands said it would focus on Tokyo and Yokohama.

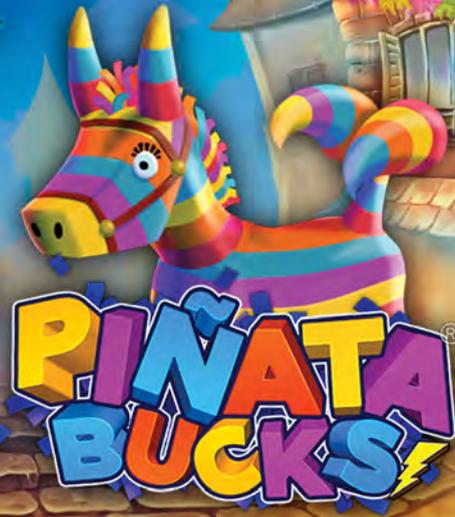
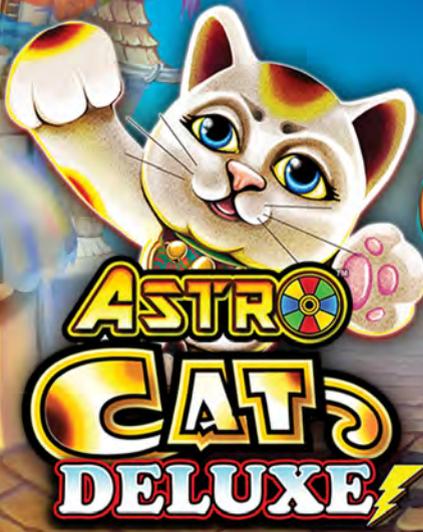
However, MGM Resorts International remains committed to Osaka. In August, MGM COO Bill Hornbuckle told *Gambling Insider*: "Japan is the largest untapped market in the world that we think can be regulated properly and a place we might be able to get to. It represents the economics of something like Singapore.

"There will be three coveted licenses. Each one of them will have an audience of about 30 million if they are spread out correctly. So we're all in. We've taken an Osaka-first position and we want to build something extremely special."

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THIS WEEK'S WINNERS AND LOSERS

WINNERS

Full House Resorts – Entered into online and mobile sports wagering agreements with Wynn Resorts throughout Indiana and Colorado

Sportsbet.io – Will sponsor Brazilian football club Flamengo's shirt from the end of this month and throughout 2020

Sportradar – Appointed former Interwetten CEO Werner Becher as its new Managing Director of US Betting

Intralot – Is able to move forward with its Washington DC sports betting deal following the defeat of an injunction appeal

Wynn Resorts – Another lawsuit was filed against the operator after a former employee alleged he was spied on in his workplace

LOSERS

SPORTPESA CEO: UNREALISTIC TAXES ARE DAMAGING KENYAN MARKET

Sportpesa recently halted its operations in Kenya after the Government imposed a new 20% excise tax on all betting stakes.

Ronald Karauri, SportPesa CEO, spoke exclusively with *Gambling Insider* about the operator's decision to leave the market.

Why has Kenya's new excise tax made it impossible for SportPesa to remain in the market?

We have seen changes in the taxes every single year since the market's inception. There was a lot of confusion surrounding the withholding tax on winnings and how it was being calculated. Then finally we have this excise tax which comes about from a basic misunderstanding of how our industry works. The fact we already have a tax on winnings means the business model completely collapses.

Do you think the excise tax is being used to force unwanted gambling companies out?

I strongly believe it is just a misunderstanding. In some time it might

be clarified but I just hope this doesn't take too long.

It will force the industry underground. There are a lot of offshore operators who still advertise in the Kenyan market because most of the contracts they have are global contracts. There is a huge possibility the revenue that is supposed to remain in the country will be taken into these offshore sites. This means the revenue from taxation the Government hopes to collect is not going to be achievable.

What is the plan for SportPesa moving forward?

We will continue our aggressive expansion but there are some lessons we've learnt from the Kenyan market. We will definitely be looking at markets which are more regulated and more stable, because when you invest in a country you expect your return to come after a number of years. The changes in taxation in Kenya made it very unpredictable for us to have projections for the future.



THE WEEK IN QUOTES

“Right now, we are sending players. The numbers are obviously low but our goal is to send hundreds, if not thousands, a month in 12-16 months. We’ll donate the money we generate from that to charity; it’s not set which charities they are yet and it’s also up to the public to get to us and see which ones they want to promote.”

MrCasinova.com CEO Sirp de Wit talks to *Gambling Insider* on the affiliate’s donation policy

“Now, the online global payments industry is saturated with payment providers and solutions. These provide both competitors and opportunities, because there are more and more niche local payment methods in a country.”

MoneyMatrix Non-executive Chairman Paul Barclay speaks with *Gambling Insider* about changes in the payments industry

GLOBAL GAMING AWARDS LONDON 2020 SELF-NOMINATIONS OPEN

Fresh off the success of the Global Gaming Awards Las Vegas 2019, the window for self-nominations for the Global Gaming Awards London 2020 is officially open.

The London Awards recognise and reward the companies that have made their mark in the dynamic European marketplace over the past 12 months.

Companies can give themselves the best chance of being involved in the ceremony by submitting their self-nominations in any one of a total of 16 categories.

The deadline for companies to nominate themselves for an Award is Friday 8 November.

The final Shortlist will consist of self-nominations and recommendations from the Nomination Panel and the *Gambling Insider* editorial team.

All winners will be revealed at a prestigious afternoon tea ceremony at the Hippodrome Casino on Monday 3 February, the week of ICE London.

This exclusive event is the biggest gathering of top CEOs from the gaming industry in Europe.

Last year’s ceremony demonstrated the competitive nature of the Awards, as 15 different organisations, including PokerStars, Ladbrokes, Novomatic and Evolution Gaming, triumphed across the 16 categories.

The Global Gaming Awards are the most trusted Awards in the industry, gaining respect among industry heavyweights for their rigorous nature.

BetConstruct is the Lead Partner of the Global Gaming Awards London 2020, which are powered by *Gambling Insider*. The voting process is independently adjudicated by KPMG Isle of Man.

[Click here to fill out the short self-nomination form and tell us why your company should join the world’s best at this year’s ceremony.](#)

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“The gambling industry in the UK: there are issues. But these issues are more around predatory CRM. To attack sponsorship – you can be seen to be doing something but are you actually attacking the problem? I don’t think so. But I think definitely restrictions need to be put in place. Just limiting it to one gaming sponsor per club; that’s where we need to be.”

Rory Anderson, Consultant at 12Bet, discusses gambling sponsorship in UK sport at a recent industry conference

“The younger audience are more likely to understand exchanges better than older punters who grew up with retail shops, with hand-written slips as their only outlet for betting. In the digital age, 18 to 25-year-olds can quickly grasp how exchanges work.”

Betconnect Co-founder Daniel Schreiber discusses the popularity of betting exchanges with *Gambling Insider*

CAMELOT WITHDRAWS £10 SCRATCHCARDS; CHILDREN’S COMMISSIONER WANTS LOOT BOXES CLASSED AS GAMBLING

Camelot has pulled its £10 (\$12.98) scratchcards in the UK market due to concerns they might be affecting players who are suffering from gambling addictions.

Lotto bosses have informed shops to no longer sell them, in the interests of player protection.

A Camelot spokesperson is quoted as saying: “Our decision to stop selling £10 scratchcards was based on player protection considerations.

“A part of the ongoing work we carry out is to ensure all our players can play in a healthy and enjoyable way; we became aware that, unlike any of our other scratchcards, these particular games over-indexed among problem gamblers.”

A Gambling Commission spokesperson also said: “After careful consideration of new evidence, both the Commission and the Licensee agreed all scratchcards at the £10 price point should be removed from sale until we are satisfied the risks posed to our duties are mitigated.”

Elsewhere, the Children’s Commissioner for England, Anne Longfield, has called for greater regulation of micro transactions and loot boxes.

Longfield wants to see loot boxes included in gambling legislation after a new report, *Gaming the System*, was published this week.

The report examines the way developers and publishers are increasingly finding ways to encourage users to spend more via potentially exploitative systems.

The Commission spoke with several children who feel they are developing a gambling habit, including a 14-year-old who said he “never gets anything out of it.”

Longfield said: “Children have told us they worry they are gambling when they buy loot boxes and it’s clear some children are spending hundreds of pounds chasing their losses.

“I want the Government to classify loot boxes in games like *Fifa* as a form of gambling.”

PA GAMING GROWS

Pennsylvania gaming revenue grew 5.65% for September, aided by new gaming options, sports betting and online gaming.

However, factor out those new options and the state fell 3.55% as land-based casinos suffered from slot and table game declines.

September's sports betting revenue was a record \$19.371m and it was the first month Pennsylvania sports betting cracked the \$10 million mark.

Online handle was five times more than retail.

Sports betting drove results at Boyd's Valley Forge, where the online and retail sportsbooks, powered by Flutter's FanDuel, brought in \$7.488m in revenue.

That was more than double the next-highest sports betting revenue, which was Rush Street's SugarHouse and was good for almost 40% market share.

Penn National's Hollywood paced online gaming, accounting for over half of total revenue.

LAND-BASED CASINOS

MARKET/PROPERTY	REVENUE (M)	% CHANGE
Lady Luck Nemaocolin (CHDN)	\$3.074	+11.74
Valley Forge (BYD)	\$11.502	+10.05
Rivers (Rush Street)	\$30.816	+3.51
Parx (Greenwood)	\$49.433	+0.50
Hollywood (PENN)	\$19.027	-2.77
Presque Isle (CHDN)	\$10.521	-3.31
Wind Creek Bethlehem	\$41.085	-3.63
Harrah's Philadelphia (CZR)	\$19.822	-6.60
Mohegan Sun	\$17.603	-6.95
Sugarhouse (Rush Street)	\$23.593	-8.93
Mount Airy	\$15.340	-12.65
The Meadows (Penn)	\$17.170	-12.70
Land-based Total	\$258.986	-3.55



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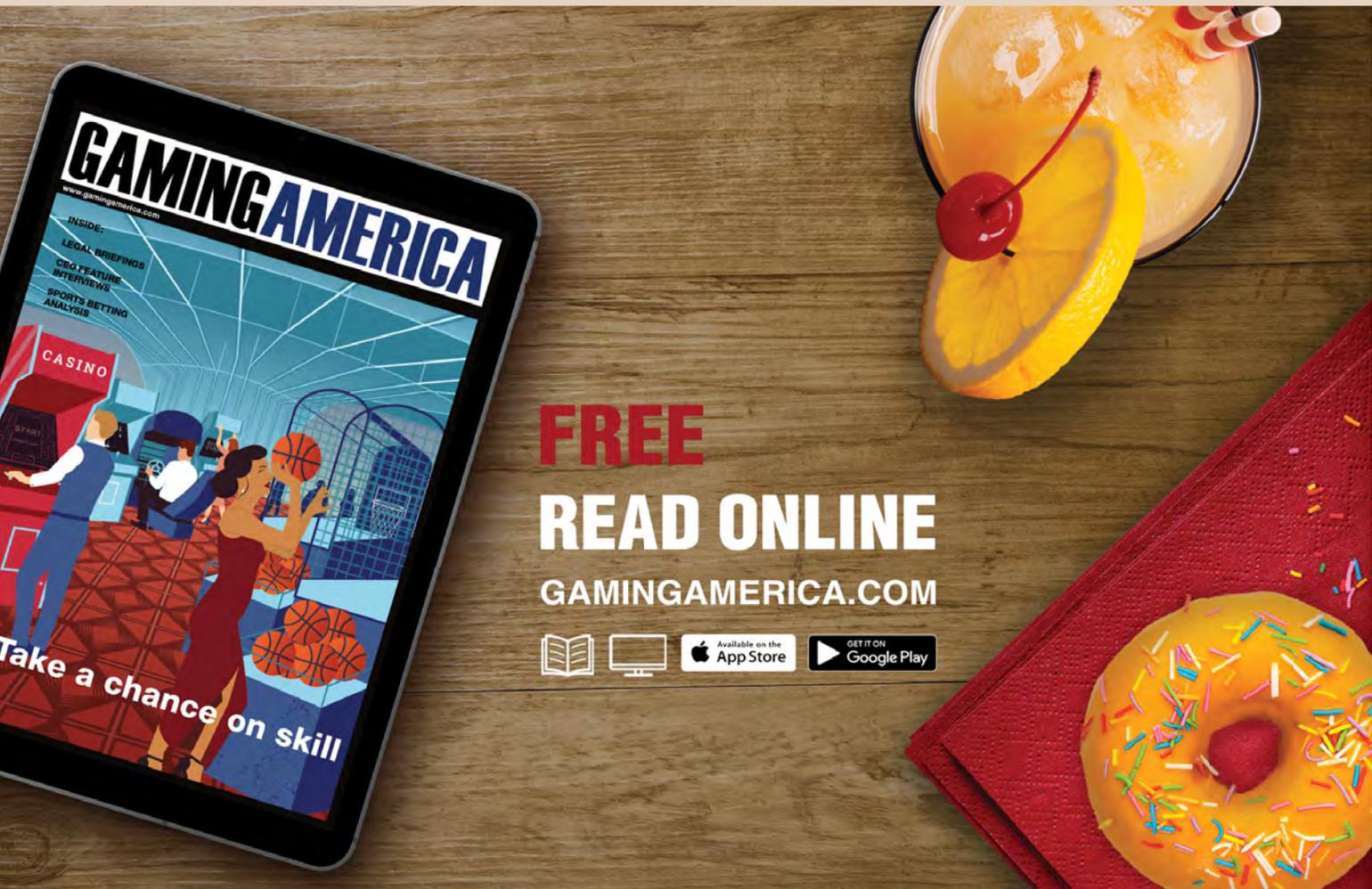
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SLOT REVENUE

MARKET/PROPERTY	REVENUE (M)	% CHANGE
Valley Forge (BYD)	\$8.438	+14.23
Lady Luck Nemaocolin (CHDN)	\$2.747	+8.75
Rivers (Rush Street)	\$24.489	+6.50
Parx (Greenwood)	\$33.900	-0.02
Presque Isle (CHDN)	\$9.559	-3.45
Hollywood (Penn)	\$16.041	-4.61
Mohegan Sun	\$15.394	-4.93
Wind Creek Bethlehem	\$22.728	-6.12
Mt. Airy	\$12.325	-6.72
Harrah's (CZR)	\$15.045	-8.71
SugarHouse (Rush Street)	\$13.455	-9.84
The Meadows (Penn)	\$14.255	-19.26
Slot total	\$188.377	-3.99

TABLE GAMES

MARKET/PROPERTY	REVENUE (M)	% CHANGE
Lady Luck Nemaocolin (CHDN)	\$0.327	+45.27
The Meadows (Penn)	\$2.916	+44.90
Hollywood (Penn)	\$2.985	+8.46
Parx (Greenwood)	\$15.533	+1.67
Harrah's (CZR)	\$4.777	+0.75
Valley Forge (BYD)	\$3.064	-0.02
Wind Creek Bethlehem	\$18.357	-0.36
Presque Isle (CHDN)	\$0.962	-1.89
Rivers (Rush Street)	\$6.326	-6.63
SugarHouse (Rush Street)	\$10.137	-7.71
Mohegan Sun	\$2.208	-18.93
Mt. Airy	\$3.016	-30.67
Table total	\$70.609	-2.35

ONLINE GAMING

MARKET/PROPERTY	REVENUE (M)
Hollywood (Penn)	\$2.987
Parx (Greenwood)	\$1.270
SugarHouse (Rush Street)	\$1.069
Online gaming Total	\$5.326



MARKET/PROPERTY	REVENUE (M)	% CHANGE
PHILADELPHIA:		
Valley Forge (BYD)	\$18.990	+81.70
SugarHouse (Rush Street)	\$28.289	+9.19
Parx (Greenwood)	\$53.605	+8.99
Harrah's (CZR)	\$20.170	-4.96
South Philly Turf Club (Greenwood)	\$0.490	N/A
Valley Forge Turf Club (Greenwood)	\$0.146	N/A
Philadelphia total	\$121.054	+13.38
Same Store	\$104.349	+12.93
NORTHEAST PA:		
Wind Creek Bethlehem	\$41.085	-3.63
Mohegan Sun	\$17.678	-6.55
Mt. Airy	\$15.655	-10.86
Northeast PA total	\$74.417	-5.93
PITTSBURGH:		
Rivers (Rush Street)	\$33.709	+13.23
The Meadows (Penn)	\$17.170	-12.70

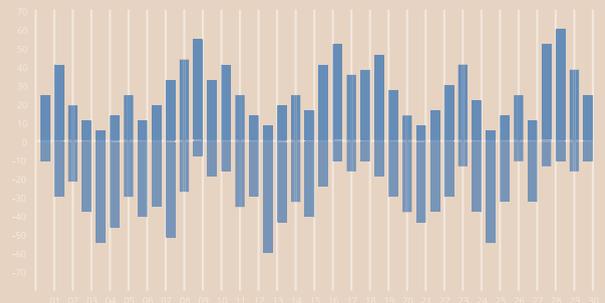
MARKET/PROPERTY	REVENUE (M)	% CHANGE
Pittsburgh total	\$47.986	-2.94
Same Store	\$45.093	-3.12
ELSEWHERE:		
Hollywood (Penn)	\$22.604	+15.51
Lady Luck Nemacolin (CHDN)	\$3.074	+11.74
Presque Isle (CHDN)	\$11.017	+1.24
State total	\$283.682	+5.65
Same Store	\$258.986	-3.55
MULTIPLE PROPERTIES:		
Rush Street	\$61.999	+11.35
Rush Street Same Store	\$62.333	-2.28
Greenwood	\$54.242	+10.28
Greenwood Same Store	\$49.433	+0.50
Churchill Downs	\$14.091	+3.36
Penn National	\$39.774	+1.37

SPORTS BETTING

MARKET/PROPERTY	REVENUE (M)	HANDLE (M)	PARTNER
Valley Forge (BYD)	\$7.488	\$88.546	FLTR
SugarHouse (Rush Street)	\$3.628	\$37.718	Kambi
Parx (Greenwood)	\$2.903	\$21.096	Kambi
Rivers (Rush Street)	\$2.893	\$30.808	Kambi
Hollywood (Penn)	\$0.590	\$3.286	WMH
Presque Isle (CHDN)	\$0.496	\$2.185	CHDN
South Philly Turf (Greenwood)	\$0.490	\$2.317	Kambi
Harrah's (CZR)	\$0.348	\$2.189	SGMS
Mount Airy	\$0.315	\$4.902	TSG
The Oaks (Greenwood)	\$0.146	\$1.162	FLTR
Mohegan Sun	\$0.075	\$0.295	Kindred
Sports betting Total	\$19.371	\$194.505	

MARKET/PROPERTY	REVENUE (M)	% CHANGE
RETAIL		
Parx (Greenwood)	\$1.073	\$7.276
SugarHouse (Rush Street)	\$1.058	\$6.529
Rivers (Rush Street)	\$0.958	\$7.320
Hollywood (Penn)	\$0.590	\$3.286
Presque Isle (CHDN)	\$0.496	\$2.185
South Philly Turf Club (Greenwood)	\$0.490	\$2.317
Valley Forge (BYD)	\$0.376	\$3.418
Harrah's (CZR)	\$0.348	\$2.189
The Oaks (Greenwood)	\$0.146	\$1.162
Mohegan Sun	\$0.075	\$0.295
Mount Airy	\$0.046	\$0.372
Total	\$5.655	\$36.350

MARKET/PROPERTY	REVENUE (M)	HANDLE (M)
ONLINE		
Valley Forge (BYD)	\$7.112	\$85.128
SugarHouse (Rush Street)	\$2.570	\$31.189
Rivers (Rush Street)	\$1.936	\$23.488
Parx (Greenwood)	\$1.829	\$13.820
Mount Airy	\$0.269	\$4.529
Total	\$13.715	\$158.154



GUEST COLUMNIST



SUSAN O'LEARY
CEO, ALDERNEY EGAMBLING

O'Leary discusses how UK gaming will be affected during these times of change

Not only are we racing towards the end of 2019, we're soon to be heading into a new decade and such a fresh start often calls for reflection and a brief pause for thought.

Back in 2016, if asked to envisage the lay of the land in the gaming sector on the cusp of 2020, few would have predicted the radical change in landscape. The online gaming sector is used to rapid evolution; but the seismic shift over the last four years has been unprecedented.

Few would have foreseen the impact of:

BREXIT

Irrespective of personal views for or against Brexit, few thought Brexit would actually happen, let alone the process be so protracted and convoluted. This uncertainty has been an unnecessary distraction for businesses, stunting growth to focus on contingency plans.

DRAMATIC REGULATORY ENVIRONMENT SHIFTS

The UK, once one of the world's most advanced and progressive markets for gaming and ancillary technological companies, has taken a radical shift in direction from being an accommodating jurisdiction to a more hostile environment. This, again, forces businesses to refocus.

CONTINGENCY PLANS CHANGING

For some, Brexit and UK regulatory challenge contingency plans were put in place in haste and operations moved from the UK or Gibraltar to other gaming-tolerant jurisdictions in the EU. What businesses did not anticipate were the restrictions in what they were permitted to do operating from those jurisdictions. Target markets are limited to EU or EEA jurisdictions with post-Brexit hoops to jump through.

INCREASED INCONSISTENCY OF THE REGULATED ENVIRONMENT

Four years ago, many would have predicted regulated markets would have become more harmonised and procedures more uniform; but this is not the case. Businesses and boards must keep up with these unforeseen changes while grappling with structures that may no longer be fit for purpose.

MEGA MERGERS

While consolidation is a normal consequence of uncertainty, not many foresaw the size and scale of the mega mergers of

recent years. I predict more to come in the near future. With boards spending precious time negotiating then integrating post-merger, their attention is shifted from focusing on other strategies. It's also then harder for smaller businesses to compete and make an impact.

In an industry renowned for its perpetual evolution, change is one of the only certainties. When change is rapid though, time for thorough planning may be a luxury. For some it may have been more of a case of the band-aid and multiple extensions rather than knocking the house down and starting again, which may be needed.

Evaluation of the fundamentals needed to thrive and succeed should be the starting point for any business right now. Regulatory licensing and domicile can provide a business with more than mere permission to access a market. The right licensing model and location base for teams can add immense value and help mitigate the challenges referenced above.

Rapid growth and evolution may have led to an ad hoc approach to global licensing – accumulating multiple licenses which may not be complimentary or serving current strategic objectives. Looking to regulatory regimes that are established, well known and run by experienced teams that support the business to succeed, rather than restrict, will reap rewards for those with ambitions of global penetration. EU presence may be a current requirement for some; but it's worth fully investigating the limitations of EU regulatory regimes to ensure access to non-EU, pre-regulated markets will not be inhibited.

Banking and payment processing is also a continuing headache for many in the online gaming sector. It's not going to get easier, with banks already reducing their appetite for risk and increasing controls. The online gaming license your business obtains can have an impact on the banking and payments processing opportunities available.

Put simply, banks will be more inclined to work with well-regulated businesses, which have obtained the highest level of sign off from regulators that have Moneyval and FATF approvals in place – not all jurisdictions can make this claim.

Alderney Gambling is working with many businesses and advisors around the world, assessing structures and putting processes in place to future proof businesses for years to come with licensing from the Alderney Gambling Control Commission (AGCC).

While we may not be able to predict what the next decade has in store, there are certainly protective measures businesses can adopt to ensure their foundations are well set to weather the inevitable storms.

GUEST COLUMNIST



DAN STONE

HEAD OF MARKETING, B2B
EVENTS, CLARION GAMING

*Stone previews the
upcoming Sports Betting
USA & Investor Summit*

Wasn't the Sports Betting USA conference going to be merged into ICE North America?

In a word, yes. As an event organiser who keeps our customers close, we're conscious of not running events for the sake of it - that's in nobody's interest. That's why we merged the Sports Betting USA conference into our launch of ICE North America last May and why the feedback from the industry took us by (pleasant) surprise. They told us they couldn't wait a year for intelligence on what is a rapidly changing market - one which could quickly take advantage of the \$150 billion spent annually on illegal sports betting up until now - so, another edition of the conference was born.

So previous delegates can expect more of the same?

Not really. We approach each edition of an event with a clean slate. In terms of quality of speakers and content, of course I'll say yes. But I can't take credit for that; we have an exceptional Production team who have built an agenda that includes New York State Senator Joseph Addabbo Jr., Assemblyman J. Gary Pretlow - and literally every major sports body you can think of; with senior representatives from the NFL, NBA, MLB, NHL, MLS, PGA and NASCAR all speaking. That's just the Sports Betting USA side of things, taking place in NYC on November 5 & 6.

Another day has been added this year, what's that about?

First, look at some market facts: a legal online sportsbook has just launched in Indiana; Oregon has legalised mobile sports betting; Mississippi's sports betting revenue has doubled month-on-month - sports betting

in the US is taking off. The finance world is sitting up and taking note. This market now represents an incredible opportunity for investors - so we've created a special one-day Investor Summit taking place on Monday, November 4, sponsored by Morgan Stanley, to put the investors and gaming innovators together, to not just learn but to do some serious business.

With two events in play, who can attendees expect to meet?

I'd say I don't like to name drop, but that would be a blatant lie - for the Investor Summit we've got the likes of: 888 Holdings; Catena Media; Columbia Threadneedle; Estars; MGM Resorts International; Moore Capital; Roar Digital.

For the Sports Betting USA conference: FanDuel; Facebook; Google; Iowa Racing & Gaming Commission; Michigan Gaming Control Board; New York Jets; Pechanga Development Corporation; Penn National Gaming; RotoGrinders; Snapchat; Stars Group; Twitter; Vegas Kings; Visa; WarnerMedia; William Hill US; Worldpay Gaming; and the list goes on.

We're guessing this isn't a free-to-attend affair, then?

That would be correct - this is premium-level content, first-rate speakers you just don't get the chance to hear from (and question) anywhere else that I know of. The networking - we're talking business meetings over the course of the event which would otherwise take many months to fulfil. But you know I'm a big fan of *Gambling Insider*, so I'd be happy to extend a 10% discount to your readers - I may live to regret this, but I'll give my email for anyone interested: dan.stone@clariongaming.com.

Where can our readers find out more information?

The website's got everything you might need on there - you can download the latest agenda, see the full line-up of speakers and access the attendee info - so anyone interested should take a look at www.sportsbettingusaconference.com.

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