



Sponsored by



## THIS WEEK

- **New 888 CEO unflustered by US competition**
- **DraftKings CEO on live casino strategy**
- **Nevada's Super Bowl betting decline**
- **Mybet returns via Kambi**
- **GUEST COLUMNIST:**

**Stuart Godfree, Managing Director, Mkodo**

# WEEK 06

## FRIDAY 8 FEB 2019

# GGA LONDON 2019 WINNERS ANNOUNCED



Industry companies are celebrating success, after the winners of the Global Gaming Awards London 2019 were revealed.

The second Global Gaming Awards London took place at an esteemed afternoon tea at the Hippodrome Casino, with the event being the biggest gathering of industry chief executives in one room at any time of the year.

The winners in 16 categories were confirmed, receiving their Awards as recognition for operational excellence displayed across the past 12 months.

Being nominated for an Award is a momentous achievement for any gaming company, with the Awards being the most trusted and respected in the industry.

The winners were decided by an expert panel of 50 judges, who submitted their first and second choice in each category.

We would like to express our sincere thanks to BetConstruct, the Lead Partner for this year's Awards, and our category sponsors: Inbet Games, Pragmatic Play, SG Digital, Asia Live Tech, ActiveWin and Betradar.

The Global Gaming Awards are powered by *Gambling Insider*. KMPG Isle of Man adjudicated the voting process, to ensure full transparency. Below is a full breakdown of the top three positions in each category.

## BETCONSTRUCT



AI Powered  
**THIRD EYE**

SPORTSBOOK | LIVE CASINO | CASINO SUITE | RETAIL SOLUTIONS | DATA FEED SOLUTIONS

UK | USA | FRANCE | GERMANY | CYPRUS | MALTA | URUGUAY | PERU | MEXICO | UKRAINE | SOUTH AFRICA | LATVIA | TAIWAN | PHILIPPINES | BRAZIL | ARMENIA

www.betconstruct.com



Adjudicated by: **KPMG**

# WINNERS LONDON 2019

Lead Partner



## BETTING SHOP OPERATOR

WINNER: *Ladbrokes*  
JOINT RUNNER-UP: *Tipico and William Hill*



## ONLINE SPORTS BETTING OPERATOR

WINNER: *Bet365*  
RUNNER-UP: *Sky Betting & Gaming*  
THIRD: *Bwin*



## RETAIL SUPPLIER

WINNER: *Betradar*  
RUNNER-UP: *SBTech*  
THIRD: *BetConstruct*



## ONLINE SPORTS BETTING SUPPLIER

WINNER: *Kambi*  
RUNNER-UP: *SG Digital*  
THIRD: *Betradar*



## **CASINO**

WINNER: *Casino de Monte-Carlo*  
RUNNER-UP: *Hippodrome Casino*  
THIRD: *Holland Casino*



## **ONLINE CASINO**

WINNER: *LeoVegas*  
RUNNER-UP: *888Casino*  
THIRD: *Mr Green*



## **CASINO SUPPLIER**

WINNER: *Novomatic*  
RUNNER-UP: *Scientific Games*  
THIRD: *Merkur Gaming*



## **ONLINE CASINO SUPPLIER**

WINNER: *Evolution Gaming*  
RUNNER-UP: *NetEnt*  
THIRD: *Microgaming*



## **CASINO PRODUCT**

WINNER: *NetEnt – Jumanji*  
RUNNER-UP: *Mr Green – Live Beyond Live*  
THIRD: *IGT – CrystalCurve*



## **PAYMENT SOLUTION**

WINNER: *Trustly*  
RUNNER-UP: *PayPal*  
THIRD: *Easy Payment Gateway*

Sponsored by:





## **CORPORATE SERVICES PROVIDER**

WINNER: *Continent8 Technologies*

RUNNERS-UP: *BMM Testlabs*

THIRD: *Gaming Laboratories International*

Sponsored by:



## **ONLINE BINGO OPERATOR**

WINNER: *Jackpotjoy*

RUNNER-UP: *Gala Bingo*

THIRD: *Svenska Spel*



## **ONLINE POKER OPERATOR**

WINNER: *PokerStars*

RUNNER-UP: *Svenska Spel*

THIRD: *888Poker*



## **AFFILIATE PROGRAMME**

WINNER: *Bet365 Affiliates*

RUNNER-UP: *LeoVegas Affiliates*

THIRD: *1xBet*

Sponsored by:



## **CORPORATE RESPONSIBILITY PROGRAMME**

WINNER: *Kindred Group – Player Safety Early Detection System*

RUNNER-UP: *Mr Green Ltd – Green Gaming Predictive Tool*

THIRD: *Senet Group – When the Fun Stops Stop campaign*



## **CHIEF EXECUTIVE**

WINNER: *Kenny Alexander – GVC*

JOINT RUNNER-UP: *Pontus Lindwall – Betsson*

*Jesper Svensson – Betsson Malta*

Sponsored by:



*Rob Wood accepting on behalf of Kenny Alexander*

# THIS WEEK IN NUMBERS

Gambling ads seen by children per week on average in the UK, with Advertising Standards Authority data showing this is less than in 2012



## ¥21.94bn

Revenue posted by Konami's Gaming & Systems segment for the nine months ending 31 December 2018 (\$200m), a 6% growth



## 250



Delegates attended KPMG's Isle of Man eSummit, themed around a rallying cry of "Raising Standards Together"

Different types of side bets within BetConstruct's new games Dragon Tiger and Baccarat Super 6



## \$1.69bn

Wynn Resorts' operating revenue for Q4, an increase of 4% year-on-year

## 2%

The fall in year-on-year group revenue announced by Rank Group for the six months ending 31 December 2018

## 888 CEO: WE'RE NOT WORRIED ABOUT US COMPETITION

After more than 14 years with 888 Holdings, Itai Frieberger was recently replaced by Itai Pazner as the operator's CEO.

It was significant industry news, to say the least, and *Gambling Insider* caught up with the new man at the helm to discuss his plans and ambitions for 888 in the years to come.

**Congratulations on your appointment. This will be your eighth role within the company – what advantages does that kind of company knowledge bring you?**

It gives me a deep and wide inter-company knowledge. It's a very smooth transition into the CEO role. When you grow within a company, you know the company very intimately. I've been through some very, very good periods in the company and some challenging periods in the company. I know some of the mistakes made in the past and that gives me an advantage.

**To what extent do you see the landscape of the US market changing once some of the established European operators make their mark?**

If you look at the UK sports betting market, which is probably the most sophisticated and competitive market, there are at least tens – if not more – operators in one market. We're competing in that market. Obviously, there will be more competition in the US, but there will be some operators who find it challenging to enter the market. Licensing, platforms and data centres all present issues. It's not trivial to enter the US market. We have had a headstart there, which is good. Like in every market, we expect competition but we don't enter any market thinking we'll be there alone. We're not worried about that.

**Where do you want to see 888 in five years' time?**

I'd like to see 888 as a much more dominant player in the sports betting field. Looking back at 2018 – we haven't released our numbers yet, but we released the first half – wasn't as good, in terms of performance, as we were used to in the years before. Accelerating growth in the next three years is important.

## DRAFTKINGS CEO: CUSTOMER DEMAND CHANGED OUR CASINO STRATEGY

DraftKings CEO Jason Robins says customer demand made it "very clear very quickly" the operator needed to enter the casino market.

Back in September, Robins was quoted as saying: "I think it's a different business; it's the hospitality business. The knowledge of how to run casinos is so different. We're not positioned too well to do well in casinos."

However, when asked by *Gambling Insider* about the change in approach, Robins explained the pace of DraftKings' recent success had led to high customer demand for the product.

Subsequently, DraftKings Casino was incorporated into the operator's existing New Jersey sportsbook in December.

Robins exclusively told *Gambling Insider*: "A lot of customers had been asking us for casino. When I spoke about casino initially, it would have been right after the launch of sports betting.

"We're very nimble as a company. As we get more information and data, it became very clear very quickly our customers wanted us to launch that product.

"Ultimately, they wanted the loyalty points that come from playing across DraftKings products. We thought it was important to retain customers and give them the best experience."

Robins was speaking to *Gambling Insider* at ICE London 2019, where numerous topics were discussed, ranging from New Jersey sports betting to his early days working at Vistaprint. There, he juggled his full-time job with DraftKings, resulting in 100-hour working weeks. Nowadays though, DraftKings' entrance to the gaming world means Robins is still a very busy man.

Register for free to read the full interview when it is published



## THE WEEK IN QUOTES

*"We made several acquisitions and the integration of those companies took a lot of attention. Consequently, we spent less time focusing on our own company, so we fell behind a little bit. The plan was to stop doing M & A and focus on our own business to get that back on track."*

**Pontus Lindwall speaks to *Gambling Insider* exclusively for the CEO special**

*"Clearly, the culture is very mature among grocery retailers. What they do really well is understanding different customer needs and changing the core proposition around them. Gaming can definitely learn from that."*

**Polymatica CEO Mark Hinds speaks to *Gambling Insider* about data analytics**

### WINNERS

**Paddy Power Betfair – has moved into the online betting market in Georgia, acquiring Adjarabet**

**Gaming Innovation Group (GiG) – Hard Rock Hotel & Casino Atlantic City has launched its land-based and online sportsbook in New Jersey, powered by GiG**

**Sky Bet and Bet365 – will attempt to increase the speed of their in-play products by launching a Fast Player Statistics Feed**

**Macau – casinos saw gaming revenue drop 5% year-on-year in January, the industry's first decline in 29 months**

**Operators in Britain – have been warned by the Gambling Commission over their use of gagging orders**

### LOSERS

## NEVADA SPORTSBOOKS SEE SUPER BOWL DECREASE

The Nevada Gaming Control Board (NGCB) has released figures showing \$145.9m was bet on this year's Super Bowl at the state's 200 sportsbooks.

This was a decrease from last year's total of \$158.6m. Until last weekend's game, the betting total had grown year-on-year from \$82m in 2010.

Following the repeal of the Professional and Amateur Sports Protection Act last May, this was the first year where legal single-game Super Bowl bets were taken outside Nevada.

Sandra Morgan, NGCB Chairwoman, said: "Unaudited figures show a sportsbook win of \$10,780,319 was recorded on wagers, totalling \$145,939,025. This resulted in a hold percentage of 7.4%."

Last month, a study from the American Gaming Association (AGA) said US players would bet \$6bn on the NFL's season finale.

Nearly one in 10 US citizens planned to place a bet on Super Bowl LIII, according to the Morning Consult data.

Speaking before the game, AGA President and CEO Bill Miller said: "More Americans than ever before will be able to place their bets with legal sportsbooks now operating in eight states, generating valuable revenue for state, local and tribal governments and increasing fan engagement with the game."

Considering the build-up, the state of Nevada will no doubt be disappointed to have suffered a year-on-year Super Bowl fall. However, the NGCB need not worry too much, as total gaming revenue in Nevada rose 3% year-on-year to \$11.92bn for 2018.

This included a sports wagering growth of 21% to \$301m, while revenue from roulette games rose by 5% to \$384.1m.

## KAMBI TO RELAUNCH MYBET IN GERMANY

Kambi has signed a multi-year agreement to relaunch Mybet in Germany.

Following the insolvency of its previous owner, Mybet Holding SE, the sportsbook was withdrawn from the market last year after 15 years of operation. The brand and digital assets have been purchased by a new investment group, however.

The deal will see Kambi provide Rhinoceros Operations Ltd with its full range of managed services to launch a sportsbook with other brands under the ownership.

Kristian Nylén, Kambi CEO, said: "The story of Mybet illustrates why operators cannot afford to rely purely on the strength of their brand and history in a market. Online sports bettors are increasingly promiscuous, so operators must ensure they have sufficient scale in their product investments to provide exciting sports betting experiences at all times to remain competitive."

The relaunch is expected to take place during H1 2019.

Nylén added: "We are excited by the potential of Mybet. The brand remains strong and, with the quality the Kambi sportsbook offers, we believe Mybet can once again become a leading player in the German market and elsewhere."

Tobias Carlsson, CEO of the Rhinoceros Group, said: "Our agreement with Kambi is one of the cornerstones on which we will build the future of a great brand. Mybet was one of the pioneers in the German sports betting field, and together with Kambi and our other partners, we will do everything in our power to revive that legacy and bring players the experience they desire and deserve."

Kambi claimed success at this year's Global Gaming Awards London, winning Online Sports Betting Supplier of the Year.

## MD RISES

Maryland casino revenue grew 7.21% to \$136.995m in January, led by MGM National Harbor's 11.89% growth.

In fact, every casino except Gaming and Leisure Properties' Hollywood Casino Perryville grew revenue.

Churchill Downs' Ocean Downs went up against its first full month of table game operations, and table game revenue fell 12.15%.

MARKET/PROPERTY	REVENUE (M)	(%) CHANGE
National Harbor (MGM)	\$56.223	+11.89
Rocky Gap (GDEN)	\$4.019	+9.16
Live! (Cordish)	\$46.293	+6.32
Ocean Downs (CHDN)	\$4.818	+6.06
Horseshoe Baltimore (CZR)	\$20.186	+0.57
Hollywood Casino (GLPI)	\$5.456	-4.26
<b>State total</b>	<b>\$136.995</b>	<b>+7.21</b>

MARKET/PROPERTY	REVENUE (M)	(%) CHANGE
<b>SLOT REVENUE</b>		
National Harbor (MGM)	\$29.428	+10.41
Ocean Downs (CHDN)	\$4.310	+8.71
Live! (Cordish)	\$31.072	+8.09
Rocky Gap (GDEN)	\$3.381	+7.97
Hollywood Casino (GLPI)	\$4.773	-2.01
Horseshoe Baltimore (CZR)	\$11.318	-5.26
<b>Slot Total</b>	<b>\$84.284</b>	<b>+6.26</b>
<b>TABLE REVENUE</b>		
Rocky Gap (GDEN)	\$0.638	+15.91
National Harbor (MGM)	\$26.795	+13.57
Horseshoe Baltimore (CZR)	\$8.868	+9.16
Live! (Cordish)	\$15.221	+2.87
Ocean Downs (CHDN)	\$0.508	-12.15
Hollywood Casino (GLPI)	\$0.683	-17.50
<b>Table Total</b>	<b>\$52.712</b>	<b>+8.76</b>
<b>BALTIMORE/WASHINGTON AREA</b>		
National Harbor (MGM)	\$56.223	+11.89
Live! (Cordish)	\$46.293	+6.32
Horseshoe Baltimore (CZR)	\$20.186	+0.57
<b>Baltimore/Washington Total</b>	<b>\$122.702</b>	<b>+7.76</b>

## NATIVE NATION EVENTS

# Sixth Annual Tribal General Manager & Casino Executive Exchange

Feb. 24-26,  
**2019**

**Talking Stick Resort  
Scottsdale, AZ**

For more information, visit

[www.nativenationevents.org](http://www.nativenationevents.org) or call 201.857.5333

## GUEST COLUMNIST:



**STUART GODFREE**  
MANAGING DIRECTOR,  
MKODO

**Godfree discusses Apple's latest guideline changes and what they mean for gaming companies**

It goes without saying digital advancement and the emergence of new technology have changed the way the betting, gaming and lottery industries work. New opportunities have transformed the way customers engage with the product and there is no denying mobile is becoming the preferred way to have a flutter or play a slot game.

A report published by the Gambling Commission in March 2018 estimated nearly 40% of the British market's total remote gross gambling yield (GGY) is now generated through operators' mobile channels. This is forecast to exceed 50% by 2020. However, for some market leaders, mobile is thought to account for as high as 75% of GGY.

Having an outstanding digital and mobile product is therefore no longer an option, but a necessity for the betting and gaming industry, especially when attracting and retaining the younger generations.

So, let's talk about mobile apps. It is of course vital to have an app which is easy to use and offer your customers a great experience. However, there are things operators need to consider before even submitting an app to the App Store for it to not be rejected by Apple.

Recently, the American tech giant started enforcing a guideline requiring apps, including those operated by sportsbooks, casinos, bingo providers and lotteries, to have a minimum level of native functionality.

The 4.2 update in the Apple Review Guidelines requires apps to be sufficiently different from a Safari browsing experience and must "include features, content and user interface that elevate it beyond a repackaged website."

Apple has been enforcing the updated guidelines and clamping down on new apps being submitted as so-called "wrapped websites." It is also proactively targeting and rejecting updates to existing apps with minimal or no native functionality.

This is likely to affect brands both big and small in the betting and gaming industry, where it has been common practice for apps to be wrapped versions of an operator's website.

The App Store is one of the best platforms for discovery, with a significant response to advertising call-to-actions

from TV and radio coming through App Store searches. Rejections can be very costly, both in terms of resubmission work and time to market, not to mention loss of revenue, and can easily be avoided if an app is native, developed and optimised to respect the Apple guidelines.

As a mobile technology specialist, Mkodo has over a decade's experience in submitting mobile apps to the App Store and advising on App Store optimisation, as well as Apple's Review Guidelines for the betting, gaming and lottery market.

This should not be underestimated, as it is very important to work with a partner who understands what the App Store and Google Play Store require to ensure your apps are not rejected.

There are a couple of questions operators should ask themselves before submitting apps to ensure a smooth process and avoid disruption. For example, can the app load and provide some user interaction with little to no network interaction? Does the app offer enhanced native functionality over the mobile website? Does the app leverage native UI features?

It might also be worth considering creating native headers, footers and responsible gaming components. These are just a couple of things to consider, as there are numerous Apple guidelines which could trip operators up.

As the industry continues to see increased activity from mobile users, operators have no choice but to invest time and money into ensuring their apps are compliant. Simply put, they must offer a unique experience to the end user if they want to thrive in the competitive mobile betting and gaming market.

*Stuart Godfree co-founded Mkodo with Sue Yoxall in 2001, taking the opportunity to bring an innovative technology-based service to the rapidly developing gaming market. He has worked within the wireless solutions industry, and has sat on the board of the Mobile Data Association, for a number of years and is passionate about everything related to mobile applications.*

***"The 4.2 update in the Apple Review Guidelines requires apps to be sufficiently different from a Safari browsing experience and must include features elevating it beyond a repackaged website"***

**JAN/FEB ISSUE OUT NOW**

**Click [HERE](#) to view**

