



# WEEK 25

FRIDAY 25 JUN 2021

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## THIS WEEK

- **Codere Online to go public**
  - **Everi Holdings reports expected Q2 results**
- **Kambi CEO talks 'in-house'**
- **BoyleSports: New bidder for William Hill assets?**

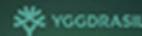
### GUEST COLUMNISTS:

- **Lachezar Rankov, CTO, Pariplay**
- **Lena Yasir, VP of Malta operations, Pragmatic Play**

# BETMGM AND SKY BET CEOS HONOURED IN GLASSDOOR SURVEY



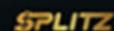
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MGM Resorts and Hard Rock take to the skies



# GEM

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Adam Greenblatt and Steve Birch have something in common. They are both CEOs of digital gaming firms that sit under the umbrella of a larger group. And they've both been deemed some of the best CEOs to work for – and not just in our industry

▶ BetMGM CEO Adam Greenblatt and Sky Bet CEO Steve Birch have been honoured in a Glassdoor survey rankings the best CEOs to work for, having gained positive feedback from Glassdoor users.

Recently, the jobsite released its annual awards that recognises top leaders employees enjoy working for in countries across Europe and North America.

Glassdoor allowed employees to leave anonymous and voluntary reviews about their companies, using the results to rank which CEO was the best to work for.

***“Over the past year, company leaders around the world faced unprecedented challenges to support employees during the Covid-19 crisis”***  
***– Glassdoor CEO Christian Sutherland-Wong***

The list included the top 50 companies in different countries, with there being one for US and UK companies, with BetMGM included in the American list and Sky Bet in the UK alternative.

Once the ratings were tallied up, they showed both CEOs had approval ratings close to 100%.

BetMGM's CEO received an approval rating of 98%, which ranked the executive as the 10th-best US leader to work for.

Greenblatt said: “From the company's inception, we clearly defined the culture we wanted to create, rooted strongly in our core values of transparency, empathy and agility, so to receive this recognition and generous feedback from BetMGM employees is extremely meaningful.

“I look forward to further strengthening our company culture as we continue to support the needs of our growing, talented and ambitious team.”

Meanwhile, SkyBet CEO Birch ranked 21st in UK list, with an approval rating of 97%, falling just behind companies like RSM, ARM and the Office for National Statistics, which had the same approval rating but finished 20th, 19th and 18th respectively.

Glassdoor estimates that around 1.5 million employees left reviews on Glassdoor, which represents a fairly robust sample size. The average CEO approval rating was 73%, demonstrating how high the CEOs in question performed.

In addition, according to Glassdoor, Employees' Choice Award winners for the 2021 Top CEOs and Top CEOs at small and medium companies are decided by using the company's proprietary algorithm.

The algorithm takes into account the quantity, quality and consistency of Glassdoor approved company reviews shared by

employees, reducing any doubts about the validity of the survey.

The list was compiled by reviews that employees left in the past year; when employees leave these reviews, they are asked to report whether they approve or disapprove or have no opinion about their CEO's performance.

As well as the gambling industry, the Glassdoor Top 50 CEOs for 2021 features Chief Executives across a diverse range of industries spanning technology, investment, banking, consulting and many more.

With the list being released in different countries, some CEOs find themselves recognised by employees in multiple countries.

One CEO made four lists: Microsoft's Satya Nadella was listed in the top 50 for American, UK, Canada and Germany, while three other CEOs were mentioned in three different versions.

However, with the broad range of industries covered, the inclusion of both BetMGM and SkyBet CEOs in the top 50 for US and UK is a testament to the gambling industry.

Glassdoor CEO Christian Sutherland-Wong added: “Over the past year, company leaders around the world faced unprecedented challenges to support employees during the Covid-19 crisis.

“Now, the employees have spoken and it is clear that these CEOs excelled and found new ways to support their people when the world of work flipped upside down.

“Through a challenging year, it is inspiring to see top CEOs who, according to their employees, adapted to change, redefined visions and led with transparency while putting the health and safety of employees first.

***“From the company's inception, we clearly defined the culture we wanted to create, rooted strongly in transparency, empathy and agility”***  
***– BetMGM CEO Adam Greenblatt***

“I extend my sincerest congratulations to this year's Employees' Choice Award winners.”

**GI Verdict:** The gambling industry often faces scrutiny, especially in the public eye and consistent bad press across Europe especially.

A lot of the criticism is taken by the sector's leaders and CEOs, so it is an important statement that two of the biggest names in the industry are being recognised by their employees to shine a positive light for once. It seems the industry's employees definitely have a more positive experience than some stakeholders.

# THIS WEEK IN NUMBERS

## C-218



Canada has moved one step closer to legalising single-event sports betting; on Wednesday its new sports betting bill passed through Senate



## 6

Worldpay data showed pre-match betting peaked six minutes before England's first Euro 2020 game against Croatia

## £1.25m



Marie Curie, Prostate Cancer UK, the three Armed Forces charities and Care Radio will receive a share of £1.25m (\$1.74m) from the Betting and Gaming Council, following the Royal Ascot's Britannia Stakes fundraiser initiative

## AU\$16m



Will be available in prize money (US\$12m) for the next racing season in Victoria, Australia, following an uplift in wagering throughout the Covid-19 pandemic

## HK\$177.6m

Net loss for Emperor Entertainment Group in Macau (US\$22.9m), for the year ending 31 March 2021



## MGM RESORTS AND HARD ROCK TAKE TO THE SKIES



### MGM RESORTS



▶ Hard Rock Casino Atlantic City has partnered with Ultimate Jet Charters to launch its own air charter service. But it faces competition from MGM Resorts International – which we will go into more detail on later in this article.

Called “Hard Rock Air,” the new service will feature a 30-seat VIP air charter, which will cater to high-end customers traveling to the resort from specific markets across the US.

The exclusive service will be operated by Hard Rock’s partner Ultimate Jet Charters and the first flight is scheduled to take place on Friday 16 July.

Hard Rock Air is aiming to reinforce Atlantic City as the “premier entertainment destination;” the region will now gain flights from Farmingdale, White Plains, Norfolk, Richmond, Baltimore, Cincinnati, Scranton and Latrobe.

Joe Lupo, President of Hard Rock Atlantic City, said: “We are confident Hard Rock Air is going to take our VIP guest experience to new heights and offer a convenient, seamless getaway that is unmatched in the market.”

Customers on the flight will land in the city and straightaway gain access to Hard Rock’s offerings. Once they reach the airport, customers will be offered private charter check-in as well as complimentary parking.

The package will additionally include overnight accommodations as the venue also features a hotel; patrons will gain ground transportation to and from Atlantic City International Airport.

Hard Rock Air is open to everyone, but customers that use its Wild Card when playing slots or table games may qualify for discounted or complimentary offers.

Those interested can reserve seats via phoning in or completing a contact form online.

As already mentioned, though, MGM Resorts has launched a competing air

service that will take travellers from 75 cities across the US to the Borgata Hotel Casino & Spa in New Jersey.

MGM Direct, the operator’s charter program, will now offer non-stop jet service from markets including Clearwater, Florida; Cincinnati, Ohio; Buffalo, New York; Charlotte, North Carolina; Houston, Texas; Detroit, Michigan and more.

Packages will start from \$553 per person, include round-trip airfare, deluxe accommodations for three nights, and round-trip ground transportation between the airport and Borgata.

The move, of course, provides direct competition for the Hard Rock Casino Atlantic City in New Jersey. Clearly, as the US casino and entertainment sector looks to capitalise on post-Covid-19 life, the race to get patrons back into properties is leading to increased competition – but also innovation.

MGM Executive Director of Charter Services, Sean Farrell, said: “Introducing Atlantic City as a Sun Country Airlines destination is a celebrated milestone for MGM Direct.”

“Since launching the exclusive charter program with MGM’s Beau Rivage resort in Gulfport-Biloxi in 2008, we have hosted tens of thousands of guests as they enjoy a getaway.

“In addition to bringing new and returning visitors to Borgata for unparalleled travel experiences, the air program benefits greater Atlantic City as visitors dine in area restaurants, visit its bustling Boardwalk, enjoy day life and nightlife entertainment, and participate in outdoor activities on the famous New Jersey beaches.”

**GI Verdict:** There is a nice ring to the fact the airways will be so important in restoring the land-based sector to its former glories. It’s a novel concept and, as the race for post-Covid-19 traffic takes flight, it’s all engines go.



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## \$500k



MGM Resorts International has invested \$0.5m into Yonkers Raceway before its reopening on June 9

## 53

Arrested on Monday morning, after Chinese soldiers raided a house in the Muang district in Thailand



## 1%

Increase in vaccination rates in North Carolina since the state launched a \$1m lottery on 10 June. The rise is considered almost insignificant, although the lottery has only just launched

## CODERE ONLINE TO GO PUBLIC VIA DD3 ACQUISITION CORP. II

Codere Online has entered into an agreement with special purpose acquisition company (SPAC) DD3 Acquisition Corp. II.

The deal includes Codere Online Luxembourg, S.A, Servicios de Juego Online, S.A.U and its consolidated subsidiaries Codere Online and Codere Newco, S.A.U.

As part of the agreement, Codere Online will become a public company, making it the first publicly listed online gaming operator in Latin America.

It will continue to be led by the company's Managing Director, Moshe Edree, while the founding partner of DD3 Capital partners will join the Codere Online board of directors.

Moshe Edree, Managing Director of Codere Online, said: "We are thrilled to partner with DD3.

"This deal brings together the renowned Codere brand and our deep expertise in growing online gaming businesses, with a world-class sponsor like DD3 that has a proven track record

of building businesses through a team of seasoned investors.

"By going public and with the new capitalisation, we will be in a superb position to leverage our online business in our core countries of Spain, Italy, Mexico, Colombia and Panama; as well as the City of Buenos Aires, where we expect to start operating in late 2021, to fuel our further expansion in other high-growth Latin American markets."

The collaboration values the combined company at an estimated worth of \$350m, which is double the revenue Codere Online estimated for 2022 (\$150m).

Baron Funds, MG Capital, LarrainVial and DD3 Capital partners have all committed to a private investment of more than \$67m, which will close once the businesses combine.

The business combination has been approved by managing bodies of Codere Online and DD3, as well as the board of directors of Codere S.A. It is expected to be completed during Q4 2021.

## THE WEEK IN QUOTES

*“The Senate’s passing of Bill C-218 earlier today is a historic moment for Canada as it will legalise single-event sports betting. We thank MP Kevin Waugh and Senators David Wells and Brent Cotter for championing this bill, which garnered strong all-party support through both the House of Commons and Senate.”*

**John Levy, theScore Chairman and CEO, celebrates the progression of Canada’s single-event sports wagering bill**

*“This is a huge win for PlayNow.com players and British Columbians overall. We’re excited to soon provide our players these new offerings on PlayNow.com, which is B.C.’s only legal gambling website and delivers important revenue back to the Province of B.C., to support things like healthcare, education and community programs.”*

**Lynda Cavanaugh, Interim President and CEO of the British Columbia Lottery Corporation, also reacts to Canadian betting’s big news**

## EVERI HOLDINGS: Q2 TO BRING QUARTERLY RECORDS

Supplier Everi Holdings has released expected financial results for the second quarter ending June 30 – and it is expecting record numbers.

The Las Vegas-based company said its revenue, net income, adjusted EBITDA and free cash flow will set quarterly records, which will allow it to take advantage of favourable market conditions; to lower its cost of debt and extend maturities through a refinancing of its total outstanding debt.

CEO Michael Rumbolz said Q2 revenue will be in the range of \$167m to \$172m, which will be up from \$139.1m in Q1 2021, and an increase of more than 25% compared to \$129.7m in the pre-pandemic Q2 2019.

The company expects Q2 2021 net income of \$31m to \$34m, compared to \$20.5m in Q1 2021 and \$5.5m in the second quarter of 2019.

Diluted earnings per share are expected to be \$0.31 to \$0.34, an increase from \$0.21 per share in Q1 2021 and \$0.07 per share in Q2 2019.

In addition, Everi expects its adjusted EBITDA will be \$87m to \$91m in the current quarter, compared to \$75.4m in the first quarter of this year and \$64.1m in the same quarter in 2019.

As a result of the higher revenue and net income, free cash flow is expected to be between \$32m to \$36m.

Everi plans to refinance its \$35m revolving credit facility, which is due in 2022, and its \$820m term loan facility due in 2024. It also will prepay in full its \$125m incremental term loan facility due 2024, and redeem the \$285.4m of unsecured notes due 2025.

The company anticipates releasing its Q2 2021 results on August 4, after market close.

**GI Verdict:** Actual results may, of course, differ from these preliminary figures, but the expected increase will provide the group with both joy and relief after a very challenging period.

Everi’s organic growth initiatives have evidently proved efficient, with its gaming machine unit sales also proving to be a huge success going forward.

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*"It's time for DoJ to lift the fog of ambiguity surrounding this important national issue. New Jersey's legal gambling industry – and the many state services and programs supported by gaming revenue and tax dollars – would have been devastated in 2020 without online gaming."*

**New Jersey Attorney General Gurbir Singh Grewal calls for the Department of Justice (DoJ) to rescind its 2018 opinion on the Federal Wire Act**

*"We're so lucky that we're opening at this time. We were going to open one way or another. We planned this a year and a half ago. We announced the date. But it's clearly getting better in Las Vegas."*

**Scott Sibella, Resorts World Las Vegas President, on the opening of the new \$4.3bn resort on Thursday**

## KAMBI CEO: "YOU DON'T DO EVERYTHING IN-HOUSE"

Speaking at Kambi Group's virtual Capital Markets Day earlier this week, Kambi CEO Kristian Nylén gave an insight into the company's plans to accelerate its growth in the global sports betting market.

Nylén firstly outlined the three core areas Kambi focuses on when optimising its sports betting content; technology, risk management and regulation.

"We are very good at making sure the products we are offering in the different regulations are compliant," he said. "We are very often reporting issues we see, but more importantly I think we are very good at not offering events that we, beforehand, believe could be suspicious."

Nylén also believes it is vital for tier-one operators to utilise groups such as Kambi to stay ahead of the competition: "I'm pretty sure that for most operators, if you're not one of the absolute largest, you have to outsource."

"Tier ones that remain vertically integrated get an inferior product, and are overtaken by emerging operators who leverage outsource models. And that

has been very apparent in Europe over the last decade."

Nylén pointed to major global companies, including Apple, Boeing and Rolls Royce, as examples of the advantages of outsourcing and how important it can be going forward.

"We can look at different industries across the world," he noted. "Like Apple, for example. An enormous company, and they still outsource key components in their phones, for instance."

"TSMC is doing their semiconductors. They understand the problem is better off with having a supplier rather than doing everything in-house."

**GI Verdict:** Nylén also pointed to the BBC and Boeing as two further examples of major organisations that rely heavily on outsourcing, reinforcing his belief on just how important this approach is when operating a successful business. His perspective is undoubtedly shared by many across the gambling industry.

With Kambi recording a 55% increase in Q1 2021 revenue, it seems this approach is working for the supplier.

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**Melco Resorts**  0%  
17.09 USD

**SJM Holdings**  5%  
8.26 HKD

**Emperor Entertainment**  1%  
1.14 HKD

**Kambi**  6%  
421.40 SEK

## BOYLESPORTS INTERESTED IN WILLIAM HILL UK BETTING SHOPS

William Hill's UK assets have been up for grabs since not long after Caesars Entertainment took over the betting brand, in a £2.9bn (\$3.7bn) deal.

The new owners immediately agreed to focus on US operations, deeming its UK betting shops unnecessary.

And now a new bidder has joined the race to purchase William Hill's UK stores, with BoyleSports saying it is interested in "acquiring some or all of William Hill's UK shops."

The Irish-based betting brand aims to use its shops to significantly increase its presence in the UK.

There are around 1,400 William Hill betting shops in the UK, with analysts suggesting a sale of these assets could be worth around £1.5bn.

"BoyleSports would certainly be interested in acquiring some or all of William Hill's UK shops, or indeed any other opportunity that makes sense for our business," a spokesperson for BoyleSports said.

"We have made no secret of our ambition to be one of the principal

operators on the UK high street and believe that our retail and digital offerings represents a best in class, safe, and enjoyable proposition for the betting public.

"We already have 21 shops in the UK which, along with our 45 shops in Northern Ireland and our recently upgraded online betting site, gives us a sizeable foothold in the UK retail and online markets. The sale of the William Hill estate presents us with a rare opportunity to achieve the retail scale we have been targeting."

**GI Verdict:** Caesars' decision to sell William Hill's UK shops would have surely been welcomed by a variety of companies, as these assets could be crucial to any business looking to increase its foothold in the UK market.

As well as BoyleSports, companies like Apollo Global Management and 888 Holdings have also shown interest in acquiring the UK assets. With so many bidders, Caesars may now see an added bonus to its William Hill acquisition – a healthy profit on any potential sale.

# GI HUDDLE

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## MAY: PENNSYLVANIA REVENUE SOARS

Pennsylvania's gaming revenue grew 44.39% over 2019 to a record \$417.290m for May, thanks to iGaming and sports betting, which added a combined \$138m.

Sports betting generated revenue of \$37.419m from handle of \$447.465m.

Flutter led sports betting share among operators at 52.2%, with most revenue coming from Boyd's Valley Forge. DraftKings followed at 14%.

iGaming revenue eclipsed \$100m for the first time, with Hollywood Casino, where Flutter and Penn Interactive operate iGaming, bringing in more than 40% of total revenue.

Fantasy sports revenue rose 8.85% to \$1.963m with Flutter's FanDuel taking market share at 50.43%. This is the first time the brand has taken share over DraftKings since June 2019.

There is no year-on-year comparison for legacy casino operations nor is there a comparison for iGaming revenue, since it launched in the second half of 2019.

SPORTS BETTING	REVENUE (M)	OPERATOR	CHANGE VS 2019 (%)
Valley Forge	\$17.944	BYD/FLTR	+7,353.00
Hollywood	\$2.989	PENN	+1,319.09
Parx	\$1.849	Greenwood/Kambi	+188.92
Rivers	\$1.850	RSI/Kambi	+188.60
Rivers Philadelphia	\$1.869	RSI/Kambi	+162.58
Harrah's	\$0.313	CZR/SGMS	+126.59
South Philly Turf Club	\$0.251	Greenwood/Kambi	+48.57
The Meadows	\$5.240	DKNG	N/A
Hollywood Morgantown	\$2.150	PENN	N/A
Mount Airy	\$0.980	FLTR	N/A
Presque Isle	\$0.563	CHDN	N/A
Live! Philadelphia	\$0.530	FLTR	N/A
Mohegan Sun Pocono	\$0.474	Kindred	N/A
Mohegan - Lehigh Valley	\$0.170	Kindred	N/A
Wind Creek	\$0.170	Betfred	N/A
Live! Pittsburgh	\$0.079	FLTR	N/A
<b>Total revenue</b>	<b>\$37.419</b>	N/A	<b>+1,207.52</b>
<b>Total handle</b>	<b>\$447.465</b>	N/A	<b>+1,145.23</b>

MULTIPLE OPERATORS	REVENUE (M)
Flutter (FLTR)	\$19.532
Barstool	\$5.139
RSI	\$3.719
Greenwood	\$2.100
Kindred	\$0.643

IGAMING	REVENUE (M)	OPERATOR
Hollywood	\$41.340	PENN/FLTR
Rivers Philadelphia	\$27.012	RSI
Valley Forge	\$16.278	BYD/FLTR
Mount Airy	\$6.313	Kindred/FLTR
Parx	\$3.944	Greenwood/GAN
Mohegan	\$1.948	Kindred
Caesars Interactive	\$1.777	N/A
Wind Creek Bethlehem	\$1.178	Pala Interactive
Presque Isle	\$0.813	CHDN
Live! Philadelphia	\$0.648	GAN
<b>iGaming Total</b>	<b>\$101.252</b>	N/A

ALL-SOURCES REVENUE	REVENUE (M)	CHANGE VS. 2019
Valley Forge (BYD)	\$45.485	+256.71
Hollywood (PENN)	\$64.138	+195.96
Rivers Philadelphia (Rush St)	\$48.199	+63.74
Mount Airy	\$24.644	+54.26
South Philly Turf Club (Greenwood)	\$0.251	+48.57
Parx (Greenwood)	\$61.611	+14.48
The Meadows (PENN)	\$21.798	+0.92
Mohegan Sun	\$20.701	-0.67
Presque Isle (CHDN)	\$11.122	-4.28
Rivers (Rush St)	\$29.821	-10.02
Wind Creek Bethlehem	\$37.756	-13.54
Harrah's Philadelphia (CZR)	\$16.954	-20.69
Lady Luck Nemaquin (CHDN)	\$2.002	-29.02
Live! Philadelphia (Cordish)	\$20.163	N/A
Live! Pittsburgh (Cordish)	\$8.548	N/A
Hollywood Morgantown (PENN)	\$2.150	N/A
Caesars Interactive	\$1.777	N/A
<b>Mohegan Lehigh Valley</b>	<b>\$0.170</b>	N/A
<b>Total</b>	<b>\$417.290</b>	<b>+44.39</b>

## GUEST COLUMNIST



**LACHEZAR RANKOV,**  
*CHIEF TECHNOLOGY  
OFFICER, PARIPLAY*

*Mutual benefits: Rankov examines the role of content aggregation in an increasingly competitive online marketplace*

The online gaming landscape has changed beyond recognition since such a time when direct integration with operators was the supplier's only feasible avenue for content distribution.

In today's world, for the majority of suppliers that old model fails to cut the mustard in terms of getting their products in front of as wide an audience as possible.

The proliferation of online operators worldwide has increased further during the pandemic, with many land-based casinos choosing to enter the digital sphere for the first time, while the number of regulated markets across the globe continues to grow.

In an online gaming market that is saturated with both brands and gaming content, it is little wonder content aggregation is such a hot trend for suppliers.

The benefits of the aggregation model are clear. It enables games studios to get the maximum bang for their buck, in terms of linking up with operators and players worldwide with minimal effort.

For operators, content aggregation allows them to offer a diverse array of products within their casino lobbies, featuring both established studios as well as those that are only beginning their journey.

This ensures players from all demographic groups are presented with content that appeals to their preferences.

***“The benefits of the aggregation model are clear. It enables games studios to get the maximum bang for their buck, in terms of linking up with operators and players worldwide with minimal effort”***

In functioning as a conduit between the supplier and operator, an aggregator fulfils a wide array of technical requirements and allows for games studios to concentrate on what they do best: developing engaging content. Particularly for younger studios that do not have a proprietary RGS, aggregation can assist with speedy business growth in getting content in front of operators; while partnership programmes in the ilk of Pariplay's

***“By handing over control of integration, compliance and content generation, while also gaining access to an array of promotional and back-office tools, suppliers and operators can focus on getting ahead of the game”***

Ignite can provide additional support in terms of both games development and global distribution networks.

In a fast-changing online environment, the leading content aggregation platforms provide a global solution that allows brands to expand into new markets at speed armed with relevant, localised content.

While regulatory hurdles can form costly and resource-heavy barriers in the direct integration model, aggregators possess both a range of gaming licences and a wealth of expertise that can be utilised by developers, streamlining and accelerating the market entry process through a simple, one-step integration process.

One other important aspect that can be overlooked as an essential element of the aggregator product offering is promotional tools offered by third parties.

Proven to boost engagement and retention rates while increasing ROI, such tools are easily accessed by operators and have the effect of providing differentiation within the marketplace while driving up player lifetime value.

A strong, reliable aggregator partner can also fail if it is not in a position to provide technical support around the clock, and moving quickly to respond to customer requests is another essential part of the modern, competitive aggregator's armoury.

As the mutual benefits of leveraging aggregators continue to bear fruit for providers and operators, this is a trend we can only see growing.

Indeed, as competition within the global marketplace increases, it is becoming ever-more essential for both parties to ensure content portfolios are varied, localised and of the highest possible quality to appeal to players who will only become more discerning.

By handing over control of integration, compliance and content generation, while also gaining access to an array of promotional and back-office tools, suppliers and operators can focus on getting ahead of the game.

*Lachezar Rankov is Pariplay's Chief Technology Officer, leading technological development and acting as the key individual in delivering the product roadmap. He started his career in gaming as a software developer and has spent the past four years working at Pariplay*



**LENA YASIR,**  
VP OF MALTA  
OPERATIONS,  
PRAGMATIC PLAY

*Yasir discusses the current state of live casino games; and why the vertical has so much room for improvement, as external suppliers look to better the fun factor for player engagement*

As a vertical, live casino has been continuously growing in popularity for the past few years. With players from all over the world now able to play casino games from the comfort of their own homes, beloved games like blackjack and roulette can truly be enjoyed anywhere. However, to enhance the player experience and bring it to a whole new level, we need to do more than simply transport staple games into an online format.

This investment needs to consider more aspects, such as time, creativity and market research. Most importantly, we need to ask ourselves the right questions: Do players want new live casino products? And if so, what can be done by suppliers to create an even more engaging experience within the industry?

So much of the current innovation is focused on slots that it seems as though bingo, virtual sports and live casino, among others, are placed second when it comes to game-changing additions. Fortunately, this conception is slowly changing.

As gameshow games become more and more popular, suppliers are starting to give more thought to live dealer products while operators realise the value in them.

A major live casino game launch is now met by as much fanfare, if not more, than the big slots of the month. Big brand collaborations also had a hand in shaping the direction of live casino, with fantastic, innovative products starting to

seep into the wider iGaming consciousness.

Even though live casino seems to be on the right path, there's still so much that can be done to make the games much more dynamic.

Of course, there will always be players who just want to play traditional blackjack or baccarat, but others will be looking for extra value. Things like: Can massive multipliers be added to the mix? Can we incorporate bonus rounds into a gameshow?

The possibilities are endless if suppliers decide to make their live casino titles a priority. Pushing innovation even further and giving players more fantastic experiences should be the goal for all developers.

Something we strive to do here at Pragmatic Play is to look at how we can ensure a player's experience is as immersive as possible. From having the latest streaming technology, to having professionally trained hosts who keep you on your toes, to simply playing thrilling games that come with huge win potential.

Another under-utilised tool in the live casino sphere currently is gamification tools. As we have seen in the slot world, these player engagement instruments now form a key part of any supplier's arsenal.

***"As gameshow games become more and more popular, suppliers are starting to give more thought to live dealer products"***

Adding gamification twists to live casino products allow players to enjoy the experience even further, with additions such as prize drops, free games, tournaments to name a few; all enhancing an experience, much like how it does in a slot environment.

As a brand, our strategy is to give players the chance to enjoy thrilling promotions on live casino products; and our ultimate goal is to make players enjoy the highest level of entertainment.

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