



Sponsored by



WEEK 47

FRIDAY 26 NOV 2021

M&A RACE: TEN-FIGURE DEVELOPMENTS FOR PLAYTECH & ENTAIN

INCREASE YOUR INCOME WITH 1XBET PARTNERS!

30 000 partners



High commission up to 40%



SCAN TO REGISTER!



WEEK 47

FRIDAY 26 NOV 2021

Sponsored by



M&A RACE: TEN-FIGURE DEVELOPMENTS FOR PLAYTECH & ENTAIN

THIS WEEK

See also page 3
Round-up, round-up:
Elsewhere in US gaming

- **Genius Sports' Q3 report shows company growth**
- **No more Double Dutch: Austria gains Holland Casino CEO**
- **Payback time: HMRC refunds Rank Group slot machine VAT**
- **Roadblock: Florida's sports betting slows down**
- **An Ode to Camelot: National Lottery ticket sales boom**

GUEST COLUMNIST:

- **Sean Bowen, CEO, Push Technology**



WORLD LEADING BETTING COMPANY



JOIN NOW

Somewhat of a traffic light system is developing in the race to buy Playtech, as some companies get the green light – and others pull out. Elsewhere, it comes as no surprise that Entain is bidding for yet another operator...

▶ Ever since Aristocrat opened the bidding for online gaming supplier Playtech, new parties have regularly entered the group chat (so to speak) and placed offers of their own. So much so that in this week's latest developments, one bidder has already dropped out of the race. Indeed, Gopher Investments, 4.7% owner of Playtech, has withdrawn its interest in submitting a formal offer to purchase the organisation.

Previous reports had suggested a \$4bn bid from the investment firm, outweighing Aristocrat's \$3.9bn offer. However, Gopher has now confirmed it will not officially enter the running to purchase Playtech, although this will have "no bearing" on its existing agreement to acquire Playtech's financial trading division, Finalto.

Alongside Aristocrat's existing bid, which promises a number of synergies and the combination of a formidable industry giant, the cooling of Gopher's involvement may have been prompted by further interest in Playtech from JKO Play Limited. The organisation has been formed by ex-Formula One team owner Eddie Jordan and new business partner Keith O'Loughlin, a veteran of Scientific Games.

Playtech has confirmed discussions with JKO are at an early stage and, given O'Loughlin's industry knowledge, there's certainly a case to consider any reasonable offer. Following Aristocrat's initial bid, one of Playtech's largest shareholders, Jason Ader, spoke exclusively in *GI Friday* encouraging even more offers from IGT, Scientific Games and the like. While those exact brands haven't yet stepped forward, Ader has certainly got his wish in terms of generating extra interest in the supplier.

This flurry of bids appears to have been encouraged by Brian Mattingley, a man on a mission to put Playtech on the market since leaving 888 Holdings to become Chairman of the Board in March of this year.

Both Aristocrat and JKO Play present viable options for the online casino provider, which alongside its live casino offerings also possesses a sports betting portfolio. More bidders may yet come to the table, although for now at least, Gopher will not be participating in any sprint to the finish line.

The M&A Olympics

There are some brands that go hand in hand with any mention of M&A: Entain is certainly one of them. Having concluded an acquisition of its own already this year (buying Enlabs AB), rejected a takeover offer (MGM Resorts International) and seen DraftKings pull out of making a formal \$22bn bid for the operator, Entain has been no stranger to M&A speculation this year.

Given the organisation's history of takeovers – Ladbrokes merged with Coral and was taken over by GVC Holdings, now Entain, after a series of earlier acquisitions – it is no surprise to see it pursuing further activity.

According to reports, Entain has made a \$1bn buy-out offer for Estonian operator Olympic Entertainment Group (OEG), as it targets greater market share in Eastern Europe. Entain's main focus here is the operator's online business – OlyBet – alongside operations in Lithuania and Croatia.

GI Verdict: Entain's approach to M&A reminds *Gambling Insider* of a shark – in a good way. Ignoring any approaches from larger sharks (i.e MGM Resorts International) it continues to seek smaller firms to acquire regardless of external pressures. Much has been made of Entain's continued M&A over the years, and whether it truly adds up to an efficient business. But if it's going to keep buying companies, it may as well be market leaders in new territories (like OEG).

"The front runner? In *Gambling Insider's* book, that is still Aristocrat. Its position of strength is such that it can afford to offer slightly less than rival bidders"

As always, the looming spectre of DraftKings hasn't fully left the room yet. If DraftKings does one day reach a deal to purchase Entain, it may well be keeping an eye on which brands the operator is seeking to purchase in the meantime.

As for Playtech, there is less certainty for now – but it's a good problem to have for a supplier that could soon be spoilt for choice. O'Loughlin's industry knowhow, combined with Jordan's connections and resources, certainly make for a respected bidder. You can now see exactly why O'Loughlin left Scientific Games – and with every confidence he could still make an impact in the online gaming industry.

The front runner, though? In *Gambling Insider's* book, that is still Aristocrat. Its position of strength is such that it can afford to offer slightly less than rival bidders. Given the success Aristocrat has enjoyed in recent years, including multiple victories at the Global Gaming Awards, combining with Playtech's B2B and live casino assets could create an absolute industry monster.

Naturally, it would be silly of the Playtech Board not to wait it out and see which other bidders come to the table. Aristocrat, though, remains in pole position – which is a shame for Formula One maestro Jordan.

THIS WEEK IN NUMBERS

1,300

Lotto NZ stores achieved NZ\$136m revenue in New Zealand for FY21 (US\$94m)



106%

Q3 profit increase for Atlantic City casinos

\$291m

Sale of land near Calder Casino agreed by Churchill Downs



0

Margin campaign launched by Cola.bet as the brand expands in Africa



£100m



Invested by Flutter Entertainment in longstanding relationships with the racing industry through media rights, sponsorships, hospitality, marketing and the levy over the last year (\$133m)

ROUND-UP, ROUND-UP: ELSEWHERE IN US GAMING

► **Michigan's** online and retail sportsbooks generated nearly \$500m in wagers for October. Additionally, the state's online casinos reached a new high, generating \$110m in revenue. Michigan's online sportsbooks accepted a record of \$463.6m in bets for October, up 31% from September and surpassing the previous record of \$359.5m set in March. Combined with \$34.2m in retail betting, the state's total handle set a record of \$497.6m in wagering, up 29% from the previous month.

In addition, **Atlantic City's** nine casinos saw their cumulative gross operating profit more than double in the third quarter of 2021, according to New Jersey's Division of Gaming Enforcement (DGE). The regulator reported gross operating profit for the state's nine licensees that amounted to \$310.8m, a 106% rise from the same period last year. Net revenue, meanwhile, came to \$968m, a more modest but still impressive 54% increase.

New Jersey lawmakers, meanwhile, are in no hurry to implement a smoking ban in Atlantic City's casinos. State Senate President Steve Sweeney said there has been no discussion in regard to pending legislation that would prohibit smoking in Atlantic City's nine casinos. Sweeney made this announcement on the same day that anti-smoking campaigners held a news conference urging New Jersey's lame-duck legislature to pass the bill.

The Indiana Gaming Commission selected **Churchill Downs** as the operator for the new casino in Terre Haute, despite not having received a gaming licence yet. Until the issue is resolved, Churchill Downs will receive a 'certificate of suitability' which allows the company to start the process of establishing a casino. The omission added that Churchill Downs can request an extension of the certificate beyond the 180-day limit.

In a blow to sports betting in Florida, the **Seminole Tribe** has been forced to cease accepting online wagers after a judge overturned the state's gambling compact with the tribal operator. US District Court Judge Dabney Friedrich

determined that any such betting violated the Indian Gaming Regulatory Act (IGRA), siding with the owners of Magic City Casino and Bonita Springs Poker Room who had previously challenged the deal signed into law by Governor Ron DeSantis. (Read more on this later in this edition).

However, sports betting will make its debut in **Maryland** after a commission approved licences for five casinos. In a 5-2 vote, the Sports Wagering Application Review Commission awarded in-person sports betting licences to Live! Casino and Hotel in Hanover, MGM National Harbor in Oxon Hill, Horseshoe Casino in Baltimore, Hollywood Casino in Perryville and Ocean Downs Casino in Berlin.

Chicago has released the five proposals it has received to create a casino, resort and entertainment complex, and another step has been taken toward the Windy City having a marquee destination for bettors. The proposals are slated to be presented to the public on 16 December. The next steps in the process — in which the city begins negotiations with the selected applicant — are slated to begin early in the new year. The license winner will be able to operate a temporary casino in the city for 24 months (with the opportunity for a 12-month expansion) before the final version is completed.

Pennsylvania-based casino and racetrack operator **Penn National Gaming** has partnered with several historically black colleges and universities (HBCUs) to launch a new science, technology, engineering and maths (STEM) scholarship program. Over five years, the company will earmark more than \$4m in funding for scholarships and internships.

Elaborating on a decision that took many by surprise earlier this month, **Wynn Resorts'** Chairman of the Board of Directors, Phil Satre, has provided some words of explanation as to why CEO Matt Maddox stepped down from his role. Satre insists there was no rancour in Maddox's decision, nor was the company at all dissatisfied with it. Maddox was simply after new life experiences.



RELA::
G A M I N G

7 DEC 2021

DRIVING DIFFERENTIATION

€10,000



Donation will be raised by iSoftBet for Movember and the success of its campaign for the men's health charity (\$11,200)

\$18bn

Expectation for 2022 in global market expansion initiatives for Bragg Gaming, hoping to increase its total addressable market six-fold



5%

Increase in Sweden's Q3 2021 gambling revenue

ERWIN VAN LAMBAART APPOINTED CASINOS AUSTRIA'S NEW GENERAL DIRECTOR

Erwin van Lambaart has been appointed the new General Director of Casinos Austria AG.

He is currently CEO of Holland Casino and will move into his new Board of Management on 14 March 2022; effective from 1 April 2022, he will take over the position of General Director.

Since March 2021, when Bettina Glatz-Kremsner had announced she would no longer be available for a contract extension as General Director, the nomination committee has screened, examined and assessed numerous national, and international, candidates according to the criteria defined by the Gaming Act.

Out of a total of three applications "of excellent quality," Van Lambaart was unanimously voted as the best candidate to succeed Glatz-Kremsner.

The new General Director is a proven casino and gaming expert, having led Holland Casino through a restructuring and made an important contribution in regard to positioning the company within the Dutch market.

Van Lambaart reflected: "Casinos Austria enjoys an excellent reputation in the international gaming industry, which we will continue to expand together with the managers and employees in the years to come.

"So, I'm really looking forward to the upcoming tasks. Together we will provide our guests and players with the best gaming experience, hospitality and entertainment, with a focus on the highest safety standards and responsible gaming.

"I will contribute all my experience to make a sustainable contribution to the well-being of the group of companies, together with the employees in these challenging times. It will be my great pleasure to live and work in Austria."

GI Verdict: It's no secret that Lambaart has some big shoes to fill following Glatz-Kremsner's whopping 30-year stint with the company. The route he has now chosen poses an interesting notion... could he possibly believe the Austrian market is deemed better than the Dutch, and is this perhaps down to harsher regulations in the Netherlands?

THE WEEK IN QUOTES

“We look forward to having Tipico onboard to help us elevate our fans’ experience during what we hope will be a very special playoff stretch.”

Pádraig Smith, Colorado Rapids Executive VP & General Manager, on Tipico serving as the presenting sponsor of Major League Soccer (MLS) club

“We believe our work over the past few years has reshaped the industry, but we never want to rest on our laurels. Diamond Fruits Megaclusters is an example of how the slots format can be pushed and pulled in new directions, simply by thinking outside the box.”

Nik Robinson, Big Time Gaming CEO, on the release of its new slot exclusively with Flutter Entertainment brands

RANK GROUP RECEIVES £77.5M TAX REFUND FROM HMRC

Rank Group will receive a £77.5m (\$104m) windfall after reaching an agreement with Britain’s top tax authority over its VAT refund claim.

The UK-based operator, which owns several brands such as Grosvenor Casinos and Mecca Bingo, claimed a refund of VAT paid on slot machine income in the seven-year period from April 2006 to January 2013.

Rank and Betfred both launched a tax tribunal against Her Majesty’s Revenue and Customs (HMRC), saying they had been charged VAT on FOBTs (fixed-odds betting terminals), even though similarly to roulette wheels, they are exempt from VAT.

A settlement has now been reached, which includes interest that Rank expects will amount to roughly £5.5m. Corporation tax will also be owed on both sums, to be paid at a 19% rate. Rank said it “intends to use the proceeds to strengthen its balance sheet and to fund continued investment in its transformation programme.”

This development follows a decade-long dispute between Rank and HMRC, which culminated in July 2021 when the First-tier Tribunal — a body which hears appeals from citizens against decisions made by government departments — ruled in favour of the gambling firm’s claim.

The Tribunal’s judgement found that operators were not liable for VAT on a wide range of betting machines because they were similar in nature to tax-exempt devices, such as casino roulette wheels and games found on online gambling sites.

HMRC declined to appeal against the ruling, and a 60-day extension was agreed for both parties to resolve an exact sum.

This followed on from a verdict when Betfred was awarded a tax rebate for similar reasons.

This news comes after Rank published its results for the first quarter of the 2021/22 fiscal year, in which it saw its net gaming revenue grow by 69%.



Leading Affiliate Marketing Software for iGaming

- ✓ Real-time statistics
- ✓ Anti-Fraud Intelligence
- ✓ Dedicated Account Management

“Being awarded the opportunity to offer PointsBet’s market-leading speed and ease of use, unrivalled slate of betting options, and overall, in-play excellence is a great achievement and responsibility.”

Johnny Aitken, PointsBet USA CEO, on the company gaining its sports betting licence in Virginia

“This exciting initiative allows us to contribute to that success by adding FanDuel’s proven product capabilities and cutting-edge services. We’re looking forward to being a part of this initiative, offering players a new service and the next generation of fantasy sports in Brazil.”

Amy Howe, FanDuel CEO, on the company’s announcement of its DFS initiative in Brazil

GENIUS SPORTS REPORTS 70% REVENUE GROWTH FOR Q3

Genius Sports saw Q3 group revenue grow by over 70% year-on-year in the third quarter of 2021, reaching highs of \$69.1m, driven by growth across all segments of the business.

On a constant currency base, Genius’ revenue increased by 60%. Betting technology saw revenue grow 48% to \$43.6m, with this driven by price increases on contract renewals and renegotiations with existing customers, support of new customers and increased utilisation of content. Revenue from sports technology increased 159% to \$11.6m, and media technology saw revenue increase 114% to \$13.9m.

Genius incurred a decrease in its group EBITDA, which was negative \$0.4m, with revenue growth offset by strategic investments and data rights costs.

Mark Locke, Genius Sports Co-Founder and CEO, said: “Genius Sports’ growth is accelerating at an unprecedented level that far surpasses our original expectations. We are capturing more opportunities than ever before, underpinned by the broad adoption of

official data by the entire ecosystem.

“While only months into our first NFL season, we are even more confident of the long-term prospects of the partnership. We are transforming the global sports betting market through our progressive investment in technological innovation, and we will continue to do so for years ahead.”

Nick Taylor, Genius Sports CFO, added: “We anticipate continued strong revenue growth as the market continues to expand and evolve, while preserving the option to reinvest in the business to fund strategic growth initiatives and drive long-term sustainability and scale.”

GI Verdict: Genius Sports is on the road to success with a positive outlook on its Q4 results and 2022 progress. Not only has the company achieved large revenue increases, it has announced multiple partnerships with big names such as Caesars, DraftKings, Entain, BetMGM, Golden Nugget Online Gaming and more. Despite all this, however, our *Taking Stock* section shows that its share price has fallen dramatically. Go figure.

ΩMEGA SYSTEMS

PLATFORM MANAGEMENT SOFTWARE



OMNI-CHANNEL PLATFORM



VENDOR INDEPENDENCE



PLAYER ENGAGEMENT

TAKING STOCK

SHARE PRICES COVER THURSDAY
18 NOVEMBER TO THURSDAY 25
NOVEMBER (09:30AM)

Playtech
765.00 GBp ↓ 1%

Genius Sports
9.91 USD ↓ 31%

Evolution
1,138.40 SEK ↓ 22%

Elys Game Technology
3.59 USD ↓ 10%

Kindred Group
105.25 SEK ↓ 4%

FLORIDA SPORTS BETTING HITS EARLY ROADBLOCK

The Seminole Tribe has appealed a federal judge's ruling that would put a stop to sports betting in Florida.

Dabney Friedrich, a US District Court Judge, determined that the State's gambling compact with the tribal operator violated the Indian Gaming Regulatory Act (IGRA) by allowing online betting, contradicting the statute's requirement that players cannot wager on non-tribal land.

Since the servers that processed the bets were on tribal lands, the state and Seminole Tribe insisted that this rule did not apply, but Friedrich thought otherwise.

Siding with the owners of Magic City Casino and Bonita Springs Poker Room, who filed the lawsuit against the deal signed into law by Florida Governor Ron DeSantis earlier this year, Friedrich called the defendants' argument a "fiction." "In its own words, the compact authorises such betting by patrons who are 'physically located in the State [of Florida] but not on [the Tribe's] Indian Lands,'" said the District Court Judge in

her 25-page opinion on the ruling.

With her decision, the Tribe's prior gaming compact is reinstated, which took effect in 2010 and will remain until it expires in 2030, or Friedrich's ruling is itself overturned.

Under the old agreement, the Tribe would be in violation of federal law should it continue to offer online sports betting.

In a statement filed with the court, Marcellus W. Osceola, Chairman of the Seminole Tribe, said: "The Tribe's online sports betting authorised by the compact is now in operation, and is generating millions in revenue per week."

GI Verdict: Having only come into being at the start of November, sports betting in Florida could be dead on arrival.

While the appeal could result in a temporary stay of execution, we at *Gambling Insider* think players in the Sunshine State shouldn't get their hopes up. However, with a potential \$2.5bn in jeopardy after Judge Friedrich's ruling, the powers that be may intervene to save the state's gambling compact. The Seminole Tribe will certainly be fighting this.

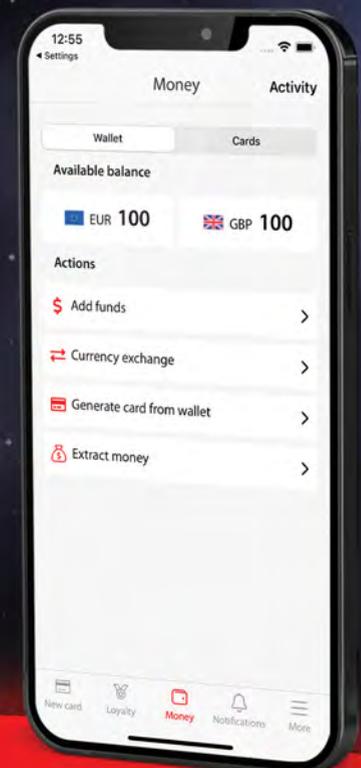
AstroPay

SIMPLE, MONEY.

The digital wallet chosen all over the world, now in Europe.

+ 3.5M users
+ 200 payment methods
+ 500 merchants

astropay.com



CAMELOT REPORTS RECORD-BREAKING NATIONAL LOTTERY SALES FOR H1

Camelot has announced its highest-ever first-half National Lottery ticket sales, reporting £3.9bn (\$5.3bn) for the first six months of the 2021/22 financial year.

“Our profit was once again aligned with returns to Good Causes at the half-year stage and will be around 1% of sales for the full year in accordance with our licence. In total, £45bn has now been raised for National Lottery Good Causes – 65% more than the most optimistic Treasury forecasts”

This represents an increase of £107.3m or 3% over the same time last year, driven by strong performance from its draw-based games segment,

which includes lotto, as well as steady retail recovery. But above all else, Camelot credited the Tokyo Olympics for its record-breaking growth in H1.

The National Lottery embarked on its largest-ever brand campaign for the 2020 Games that ran all summer, while Camelot went on to orchestrate two ‘Homecoming’ events at Wembley that were broadcast on BBC One and Channel 4.

In addition, ticket sales growth contributed to a 7% rise in money generated for ‘Good Causes,’ which came to £884.5m in total, up from last year’s £863.7m despite unclaimed prizes – which are handed over to Good Causes – being down by 59%.

“I’m delighted to announce another record sales performance for the National Lottery. Crucially, this meant we were able to deliver growth in returns to Good Causes, prizes paid to players and Lottery Duty to the Treasury,” said Camelot Chairman Sir Hugh Robertson.

“Our profit was once again aligned

with returns to Good Causes at the half-year stage and will be around 1% of sales for the full year in accordance with our licence. An incredible £45bn has now been raised for National Lottery Good Causes – 65% more than the most optimistic Treasury forecasts at the time of launch.”

Over £2.7bn was awarded to players in prize money, up by £30.6m and creating 184 new millionaires. Moreover, Camelot highlighted what it called “continued digital innovation” which it deemed responsible for record online sales that amounted to £1.6bn, up by £4.6m or 0.2% from last year.

GI Verdict: The Tokyo Games undoubtedly had a massive effect on Camelot’s performance in the first half. While a slight dip in sales is to be expected going forward, other segments also showed healthy growth and look likely to continue growing at a good rate. With Camelot’s National Lottery licence set to expire in 2024, it will be pushing to drive every area of growth possible.



THE MOST PRESTIGIOUS AWARDS IN THE INDUSTRY

Lead partner

BET CONSTRUCT

Category Sponsors

ALTENAR

DIGITAIN

Official Adjudicator

KPMG

Powered by

GAMBLING RESOLVE

OCTOBER REVENUE REPORT: NEW YORK

ALL-SOURCES REVENUE	OCTOBER REVENUE (M)	CHANGE (%)	
		VS 2019	VS 2020
Tioga Downs (Am. Racing & Ent)	\$8.485	+70.11	+8.90
del Lago (Peninsula Pacific)	\$15.630	+66.87	
Batavia	\$6.232	+52.87	+23.25
Rivers Schenectady (Rush Street)	\$16.748	+52.68	
Saratoga	\$11.573	+49.33	+10.50
Resorts World Catskills (Genting)	\$19.586	+42.34	+22.49
Vernon Downs (Am. Racing & Ent)	\$2.356	+40.85	-7.31
Resorts World (Genting)	\$55.080	+38.63	+8.21
Hamburg Fairgrounds Buffalo (Del North)	\$5.715	+36.88	+9.68
Jake's 58 (Del North)	\$21.117	+27.11	+12.02
Empire City Yonkers (MGM)	\$53.183	+21.86	+8.91
Finger Lakes (Del North)	\$9.408	+19.34	+9.70
Nassau OTB at Resorts World (Genting)	\$23.185	-23.36	+5.10
Reno	\$62.703	+13.29	+9.89
Sparks	\$15.226	+31.81	+23.11
North Lake Tahoe	\$2.089	-18.86	-11.06
State Total	\$248.296	+27.41	+10.88
Racino Total	\$187.848	+20.57	+8.90
Casino Total	\$60.448	+54.66	+17.54

MULTIPLE PROPERTIES	OCTOBER REVENUE (M)	CHANGE (%)	
		VS 2019	VS 2020
American Racing & Ent	\$10.841	+62.76	+14.49
Delaware North	\$36.239	+26.39	+11.04
Genting	\$74.888	+38.78	+10.44

SPORTS BETTING	OCTOBER REVENUE	CHANGE (%)		OPERATORS
		VS 2019	VS 2020	
Rivers Schenectady (Rush Street)	\$949,784	-11.62	-5.19	FLTR
del Lago (Peninsula Pacific)	\$503,241	-34.75	-12.08	DKNG
Resorts World Catskills (Genting)	\$222,437	-52.68	-56.07	GENIUS SPORTS
Tioga Downs (Am. Racing & Ent)	\$43,152	-85.96	-71.74	RSI
Total Sports Betting	\$1.719M	-34.49	-23.04	

MARKETS	OCTOBER REVENUE (M)	CHANGE (%)	
		VS 2019	VS 2020
CENTRAL NEW YORK			
Central New York Total	\$27.394M	+44.77	+12.15
CAPITAL REGION			
Capital Region Total	\$28.321M	+51.29	+12.10

GUEST COLUMNIST



SEAN BOWEN,
*CEO, PUSH
TECHNOLOGY*

*Bowen discusses the future
of real-time data streaming
in sportsbook applications*

The global online gambling market is experiencing strong growth, driven by ever-escalating Internet access, mobile phone ownership explosion and changing regulations which are opening large, new and promising markets. As a result of recent favorable legislation, the United States is predicted to be one of the largest online sports betting and Internet gambling (iGaming) market opportunities, with forecasts ranging up to \$39bn and \$14bn respectively, by 2033 (source: Goldman Sachs).

In addition to these market drivers, the recent pandemic shuttered bricks and mortar gambling establishments and halted sporting events, encouraging more players to go online. With 1.6 billion players worldwide and revenues of \$72.02bn forecast for 2021, the global online gambling market is expected to reach \$112.09bn in 2025, expanding at a CAGR of 12% (Online

Gambling Global Market Report 2021 Research and Markets).

Many of the prominent iGaming companies took advantage of the business hiatus caused by the pandemic, to accelerate their digital transformation initiatives for online gaming; in preparation for the reopening of sporting events and also to counteract new restrictions to retail betting and casinos. In addition to adding and enhancing online casino games, many iGaming companies expanded and enhanced their sportsbook offerings.

A “sportsbook” is a website hosted by a company that accepts bets on anything from sporting events to politics and horseracing. Sportsbook operators depend upon the speed and efficiency of high-volume data handling, the ability to easily accommodate huge scale when popular events occur, and they must be faultlessly reliable.

They are required to ingest, process and deliver real-time streaming data for odds, live scores and statistics, in-play betting, event visualisation, reliable cash out, and promotional offers – to provide a hyper-personalised and engaging experience.

***“Sportsbook operators depend upon
the speed and efficiency of high-volume
data handling”***

**GI
HUDDLE**



50+ EPISODES

25,000+ VIEWS

30,000+ FOLLOWERS



**1 LEADING
PODCAST**

**INDUSTRY
LEADING
PODCAST &
INTERVIEWS**



JOIN THE HUDDLE!

gamblinginsider.com/gi-huddle

For these iGaming initiatives, data is the currency of competitive advantage. The size of data packets, speed and frequency of data transmission and updates, and the “intelligence” of data handling, are critical factors for successfully generating revenue expansion opportunities.

As the amount of data to be harnessed and managed has grown exponentially, new technology platforms have emerged which facilitate innovative architectures that can handle the escalating streaming data volume.

“IGaming companies who use an intelligent event data platform as a foundation for their sportsbook application have: cut their development time, seen an increase in matched bets, reduced their infrastructure and support costs, and received an up to a 90% reduction in bandwidth costs”

Such architectures require an Intelligent event data platform that is specifically designed to support high-volume event stream processing in the modern digital business environment, offering significant advantages.

iGaming companies are using these platforms to speed up development and shorten go-to-market time for innovative new offerings:

- Control and secure the gaming event-data flowing to and from millions of online betting customers.
- Reduce costs of development and ongoing operations.
- Simplify back-end processing applications.
- Streamline deployment and assure regulatory compliance for geographic expansion.
- Deliver hyper-personalised and enriched individual user experiences to engage and retain players.

An intelligent event data platform makes it easy to consume, process and enrich, deliver streaming event data reliably and at massive scale, while also reducing bandwidth usage. These modern day platforms have three core components:



- Data Gateway – consumes data of any size, format or velocity from any source and prepares the event data for distribution.
- Data Wrangling – enables in-flight enrichment and organisation of event data in a flexible and hierarchical topic tree structure for efficient distribution.
- Data Distribution – delivers event data reliably and at massive scale in real-time using delta-data streaming, fine-grained access control and flow control features.

In addition, security is an ever-present challenge on edge networks and a mandate for iGaming transactions. These platforms must have flexible “hook-in” authentication mechanisms and a fine-grained, role-based security access control system to meet iGaming organisations’ security requirements.

The core expertise of the majority of iGaming companies lies in the development of gaming applications, not in developing and optimising streaming data technology. iGaming developers and software architects often struggle with the complexities of creating event-driven, real-time web, mobile, and IoT applications because they are not data “wrangling” experts.

Intelligent event data platforms are purpose-built to handle the unique, real-time data ingestion, processing, and delivery challenges among data sources, applications, users, and devices for iGaming companies.

iGaming companies who use an intelligent event data platform as a foundation for their sportsbook application have: cut their development time, seen an increase in matched bets, reduced their infrastructure and support costs, and received an up to a 90% reduction in bandwidth costs.

LATEST ISSUE OUT NOW

Click [HERE](#) to view





INCREASE YOUR INCOME WITH 1XBET PARTNERS!

30 000 partners



High commission
up to 40%



Contact us:

Site: 1xbetaffiliates.net

Email: support@1xbetpartners.com

Telegram: [@help_1xpartners_bot](https://t.me/help_1xpartners_bot)



SCAN TO REGISTER!