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WEEK 50

FRIDAY 17 DEC 2021

**HARD ROCK INTERNATIONAL
PLANNING GUITAR-SHAPED
LAS VEGAS HOTEL AFTER
MIRAGE PURCHASE**



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HARD ROCK INTERNATIONAL PLANNING GUITAR-SHAPED LAS VEGAS HOTEL AFTER MIRAGE PURCHASE ▼

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Elsewhere in US gaming ▼



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Hard Rock International will take over The Mirage in Las Vegas after reaching a deal with MGM Resorts International

▶ In a multi-billion-dollar transaction, Hard Rock International (HRI) will acquire The Mirage Hotel and Casino from MGM Resorts International.

Ownership of the iconic Las Vegas property is set to change hands after Hard Rock agreed to pay \$1.075bn in cash for its operating assets.

VICI Properties then entered into a long-term lease agreement with Hard Rock, further expanding the companies' existing relationship.

The New York-based trust is in the process of buying the underlying Mirage real estate from MGM Resorts via its \$17.2bn acquisition of MGM Growth Properties (MGP).

Under the terms of their agreement, which remains largely unchanged from the MGM Master Lease, Hard Rock will pay an initial rent of \$90m per year, with a base term of 25 years and three 10-year tenant renewal options.

Additionally, VICI may invest up to \$1.5bn for the redevelopment of The Mirage, though this remains under discussion and is subject to certain conditions.

The trust expects its acquisition of MGP to close in the first half of 2022, while the other transactions should close in the second half of the year.

VICI and Hard Rock have previously worked together on other casino properties, most notably HRI's venture in Cincinnati.

VICI Properties COO John Payne commented: "We are thrilled to continue to help our tenants achieve mutually beneficial objectives.

"By working collaboratively with MGM Resorts to sell The Mirage operations we are able to grow our pre-existing partnership with Hard Rock, as they expand their gaming operations onto the Las Vegas Strip, the most economically productive street in America."

MGM Resorts, meanwhile, expects net cash proceeds from the sale to amount to \$815m, after taxes and estimated fees. The company will also retain The Mirage name and brand, licensing it to Hard Rock royalty-free for up to three years.

"This transaction is a significant milestone for MGM Resorts, and for Las Vegas," said Bill Hornbuckle, CEO and President of MGM Resorts International.

"As part of the team that opened The Mirage in 1989, I know first-hand how special it is, and what a great opportunity it presents to the Hard Rock team.

"I want to thank all of our Mirage employees who have consistently delivered world-class gaming and entertainment experiences to our guests for more than three decades."

Likewise, MGM Resorts Chairman Paul Salem remarked: "This announcement marks the culmination of a series of transformational transactions for MGM Resorts during the last several years.

"The monetisation of our entire real property portfolio, together with the addition of CityCenter and our agreement to acquire The Cosmopolitan of Las Vegas,

will position the company with a fortress balance sheet, premier portfolio and significant financial resources to pursue our strategic objectives."

While the acquisition is still subject to regulatory approvals and other customary closing conditions, Hard Rock has already announced some plans for the site. This includes its intention to build a guitar-shaped hotel on the Las Vegas Strip.

"As part of the team that opened The Mirage in 1989, I know first-hand how special it is, and the great opportunity it presents" - Bill Hornbuckle

• Hard Rock already has a guitar-shaped hotel in Florida, which was previously a winner of Property of the Year at the Global Gaming Awards.

"We are honoured to welcome The Mirage's 3,500 team members to the Hard Rock family," said Jim Allen, Chairman of Hard Rock International.

"When complete, Hard Rock Las Vegas will be a fully integrated resort welcoming meetings, groups, tourists and casino guests from around the world to its nearly 80-acre centre-Strip location."

British bank Barclays served as Hard Rock's exclusive financial advisor for the transaction, while Jones Day served as its legal advisor, alongside law firms Fox Rothschild and McDonald Carano, who acted as special gaming counsel.

Before 2020, HRI had no involvement with the Hard Rock Hotel and Casino Las Vegas. It acquired licensing and naming rights for the property in May 2020, and had promised to bring the brand to the Strip when the right opportunity presented itself.

Hard Rock International is an operator with venues in 67 countries spanning 249 locations, including owned/licensed or managed hotels, casinos, rock shops, live performance venues and cafes.

In 2020, HRI launched a joint venture named Hard Rock Digital, an online sportsbook, retail sportsbook and online gaming platform company.

Hard Rock owns a valuable collection of authentic music memorabilia of more than 86,000 pieces, including an Eric Clapton guitar. Pieces of the collection are displayed at locations around the globe.

GI Verdict: With all parties in agreement on this deal, Hard Rock International is primed to make its debut on the Strip. While visitors to Vegas shouldn't expect any major changes for a few years, the city's skyline may also welcome a unique new addition if Hard Rock goes through with its plans for a guitar-shaped casino. We at *Gambling Insider* will also be keeping a close eye on what MGM Resorts does next...

THIS WEEK IN NUMBERS

40%

Drop in Paysafe's share price as it fell to \$4.24



14%

Increase in Sazka Group GGR for Q3

14

Offshore gambling and affiliate sites blocked, as Australian Communications and Media Authority (ACMA) orders ISPs to eliminate illegal gambling



100,000

Paid subscriptions for the fantasy sports company, RotoWire, in the last 12 months



DKK 1.4m

Deposited by a player and reportedly allowed by Unibet, between December 2016 and 2018, without knowing where the funds originated from (\$213,010)



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

► Stockholder rights law firm Bragar Egel & Squire, PC, has filed a class action lawsuit against **Paysafe**. The action was filed in the United States District Court for the New York's Southern District on behalf of those who purchased or acquired Paysafe securities between December 7, 2020 and November 10, 2021. Upon the news of the suit, share prices fell more than 40%, dropping from \$4.24 per share as of November 11, 2021 to \$3.03 per share. Investors have until February 8, 2022, to apply to the Court to be appointed as lead plaintiff in the lawsuit, the law firm said.

On a positive note, **Ohio** has joined the ranks of states to allow sports betting, with an agreement to be signed into law by Governor Mike DeWine in the coming days. Ohio will be the 34th state to allow legal sports betting, along with the District of Columbia. The state took action to legalize betting due to the siphoning of potential customers to its neighbors in Michigan, Pennsylvania and Virginia, all states where gambling is already legal.

The Ohio Casino Control Commission (OCCC) will regulate the activity and be tasked with establishing a licensing process, design consumer protections, set forth advertising guidelines, and put financial requirements in place under the new law. A 10% tax will be placed on sports betting revenue, and the money due will go toward K-12 education and programs addressing problem gambling. The new law is expected to take effect as early as 1 April 2022.

The Hawkeye State can now be listed among states that have broken sports betting records. **Iowa** shattered monthly sports betting numbers this week, with close to \$290m wagered and state revenue bumping up to \$19.7m. The increase has been largely attributed to an active sports calendar during the month due to college and professional football seasons.

The start of the NHL season and professional basketball season could

also be contributing factors to future records. The state's online and retail sportsbooks were up 229.5% year-on-year, from \$87.2m last November to \$287.2m. And November's numbers were up 2.3% over the previous record holder of October, 2021.

Caesars topped the market with \$104m in wagers, followed by DraftKings at \$75m. These two companies have benefitted most from the spike. They both had a revenue of \$4.7m and \$4.2m respectively. If Iowa maintains a strong performance through the month of December, the state is on track to hit a \$2bn betting handle for the year. Each of the last three months have been record-breaking.

FanDuel and Pat McAfee Inc. (PMI) announced they will continue their current partnership and have added a multi-year agreement that includes measures to ensure future growth. The agreement represents a significant expansion of its previous deal and includes a formalized content partnership.

FanDuel and PMI have been working together for several years. The Pat McAfee Show has become known for delivering content and programming showing how to effectively integrate and deliver live odds and sports betting insights.

The show also provides commentary. FanDuel will remain the official sportsbook of PMI and the Pat McAfee Show, and it will be investing in future content development.

The two companies will continue to deepen and evolve the integration of odds boosts and other promotions across PMI platforms. Part of this includes creating new shows that reflect the daily show's best content, adding customer promotions, adding a series of special edition shows and including live tour events.

"Simply put, Pat McAfee is the sports media industry's fastest growing star and we're thrilled to deepen our relationship with him as our exclusive partner," said Mike Raffensperger, Chief Marketing Officer, FanDuel Group. Pat McAfee agreed and said he is excited about the future.

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Fine handed to Betway from the Swedish Gambling Authority (SGA) after violating its rules on bonuses (\$11,018)

50



Game titles featured by Everi Digital in partnership with Atlantic Lottery Corporation's (ALC) online casinos



9

Further racing organisations sign up to Diversity and Inclusion Industry Commitment

GOLDEN NUGGET OWNER CALLS OFF MERGER AGREEMENT

Golden Nugget's parent company Fertitta Entertainment Inc (FEI) has agreed to terminate its \$8.6bn merger agreement with Fast Acquisition Corp.

The conglomerate run by American billionaire Tilman Fertitta has called off its merger with special acquisitions firm Fast after both parties agreed a \$33m settlement.

This came after they originally reached a deal to combine in February which, had it gone ahead, would have seen Fertitta listed on the Nasdaq.

But Fertitta opted to remain private and sought to terminate their agreement; however, Fast argued this was invalid as it came after the previously agreed on termination date. Eventually, both companies reached a settlement that will deliver \$33m to Fast through a combination of upfront and deferred payments. In a statement, Fast said it will continue to seek a business combination with another company.

Fast's Founder Doug Jacob commented: "FEI is an incredible hospitality empire run by the one of the world's best operators that we have had a first-hand view into for many years now. We wish Tilman

and his team the best of luck as they remain a private company. Through this settlement we ensured we are sufficiently capitalised to seek a new target and we could continue our efforts to maximise value for our shareholders."

Meanwhile, Fertitta expressed his regard for Fast and reiterated his company's intention to remain private.

"I have a lot of respect for the Fast team and will support them however I can as they continue to search for a merger target," remarked Fertitta. At the end of the day we ultimately determined that the right decision for my company was to remain private at this time."

GI Verdict: What's most interesting about this development is that Fertitta Entertainment, Golden Nugget's parent company, has chosen to remain a single entity when many firms are electing to join at the hip with prospective partners. The uncertain financial market means many have opted to consolidate their position, but perhaps this is exactly why Fertitta cancelled the agreement. Taking the company public at this stage may have opened it up to unwanted external pressures. Time will tell...

THE WEEK IN QUOTES

“Stakelogic’s classic and video slots are among the best in the business and are proven when it comes to delivering exciting and thrilling experiences to players.”

Marco Strazzulla, Gaming Manager at StarCasinò, on the arrival of Stakelogic’s online portfolio in Italy

“Despite its maturity, it is still one of the most recognisable gaming brands of all time. We are thrilled to bring this retro classic back to players with novel features including reel-enhancing modifiers, six exhilarating bonus rounds and a Bonus Gamble mechanic.”

Steve Collett, Inspired Entertainment CPO, on launching TAITO’s Space Invaders online and mobile slot game

FITCH RATINGS MAINTAINS MGM RESORTS RATING WATCH NEGATIVE POSITION

Fitch Ratings has maintained the Rating Watch Negative (RWN) position given to MGM Resorts International. It cited the uncertainty related to MGM China’s gaming concession in Macau as a major factor in the decision.

The New York-based ratings agency believes the RWN, which is a reflection of a firm’s worsening credit score, remains appropriate based on the increased near-term credit risk posed by the limited visibility into Macau’s concession re-bidding procedures. MGM China’s current gaming concession expires in June 2022.

This was in spite of acknowledging the MGM Resorts balance sheet had improved recently. Fitch stated: “The longer operations and cashflows remain depressed (e.g. government policy responses to current and future variants), the more maintenance of current credit profiles will depend on issuers taking offsetting actions.”

The RWN, which affects several crucial business indicators, such as share price, investor confidence and credit rating,

could be lifted in the near future when there is greater clarity over Macau’s gaming concession re-bidding process. Fitch also expects MGM Resorts’ strong performance in the US to offset any weaknesses in its Asian markets.

The gaming industry in Macau has come under intense scrutiny in recent weeks. The arrest of Suncity Group’s CEO, Alvin Chau, has left many in doubt over the future of the junket operating model. A number of VIP junket casino rooms have already closed in the area, with several others rumoured to follow.

GI Verdict: While on the surface, this isn’t particularly positive news for MGM Resorts, Fitch Ratings has at least provided a set of circumstances in which the RWT would be lifted. MGM Resorts’ operations in Macau contribute about 20% to the overall group’s pot, which is less than its peers, and the US-based side of the business can swallow any potential losses from MGM China. The bigger concern is the overall situation in Macau, which is gathering greater scrutiny.



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Harry von Behr, Managing Director (Sport) & co-US CEO of Spotlight Sports Group on the company’s joint venture with Dario AS

EVERYMATRIX POSTS PROFIT INCREASE FOR Q3 2021

EveryMatrix has reported €12.6m (\$14.2m) in gross profit for the third quarter of 2021, a 46% increase when compared to the same period last year. The supplier has released its interim financial report, covering the first nine months of 2021. For the period ended 30 September, EveryMatrix saw its gross profit rise by 35% year-on-year to €37.6m, driven in part by expansion in the US market.

Through multi-state casino content agreements with Resorts Digital Gaming and Kindred Group, the provider was able to grow its North American footprint during Q3. EveryMatrix also received a boost to its payment capabilities via partnerships with PXP Financial and Nuvei.

Its EBITDA, meanwhile, for Q3 increased by 12% to €4.4m, and by 77% to €14.8m for the first nine months of 2021.

Ebbe Groes, Group CEO of EveryMatrix, said: “Our expansion plan for the highly attractive US market is progressing very well. We now have an office, an experienced team, a pipeline that is delivering sales and we continue to advance with licensing.”

In addition to its US growth, the group launched several new product initiatives, including an upgrade to its OddsMatrix sports betting data solution. EveryMatrix also added a new division, Managed Services, to provide marketing and operational support.

Groes concluded: “A key part of our growth strategy is to have a well-balanced portfolio comprising our three business segments: casino, sports and platform.

“This mix enables us to have a healthy split of revenues. The importance of this strategy is clearly demonstrated by this quarter’s results.”

GI Verdict: The fact EveryMatrix has turned in such a significant year-on-year profit increase is testament to the way it has conducted business. That EBITDA, or underlying profit, is also up only further cements that position. We have seen more and more in recent years that the gaming industry is all about great content. The gaming provider has been able to secure agreements and grow its operations across North America and, in doing so, take advantage of a boom in digital gambling.

“Gaming is among the world’s most rapidly evolving markets, where players and product developers alike are always looking to try out innovative and futuristic new technology. Using wireless power transfer, Zytronic is revolutionising the look and feel of traditional gaming machines to enhance the gaming experience.”

Dr Andrew Morrison, Zytronic Technical Director, on the company’s new futuristic gaming machine concept

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DECEMBER (09.35AM GMT)

Everi Holdings
19.85 USD



7%

888 Holdings
291.40 GBp



3%

Playtech
746.81 GBp



1%

Kindred Group
98.22 SEK



6%

Scientific Games
59.86 USD



5%

PLAYTECH LAUNCHES WHO WANTS TO BE A MILLIONAIRE? LIVE ROULETTE

Playtech has launched Who Wants To Be A Millionaire? Live Roulette. This is the first live game show experience after it signed an exclusive five-year deal with Sony Pictures Television (SPT).

The game is based on a popular TV show that has been adapted to over 120 countries around the world. Who Want To Be A Millionaire? Live Roulette was created with the help of the SPT team and is the first of three games to be launched.

The gameplay experience is "highly innovative" yet familiar to fans of the popular brand. The game allows players to take part even when they do not have an active bet in play; for example, anyone is allowed to participate in the Millionaire Round, by simply guessing the outcome and playing for fun.

The game also includes several of the TV show's features, such as 50/50, Ask the Audience, as well as a new

addition named Ask the Host. This new feature gives the player a chance to have wrong answers removed based on the level of questions they have reached.

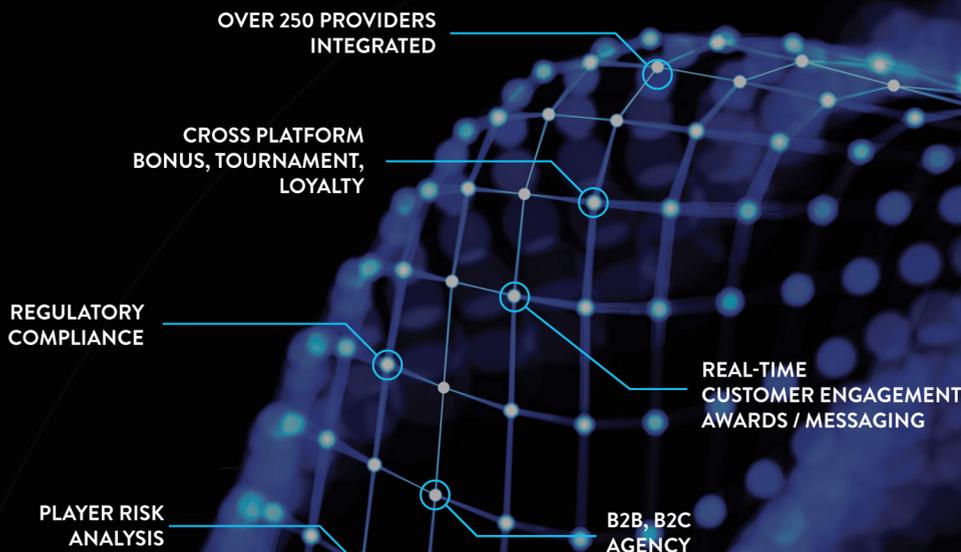
Edo Haitin, CEO at Playtech Live, commented: "Playtech Live is committed to delivering the best possible entertainment experience.

"We absolutely love the opportunity we have to work with the Who Wants To Be A Millionaire? brand and I'm sure players will enjoy the unique experience of the 'Millionaire' brand while playing this game."

GI Verdict: The game's features seem to have been adapted; however, it still maintains the gist of the original show. Many of today's gamblers grew up with this TV show, which makes it interesting to see how many of the users will feel nostalgic and will give the new game a go. After all, Who Doesn't Want To Be A Millionaire?

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PLAYUP APPOINTS NEW USA CHAIRMAN WHILE TAKING LEGAL ACTION AGAINST FORMER USA CEO

PlayUp has announced it has taken legal action against its former USA CEO, Laila Mintas. At the same time, the company has appointed Dennis Drazin as the new Chairman of PlayUp USA. The company had no litigation desire; however, the decision to take legal action against Mintas was considered necessary in safeguarding its own interests.

After PlayUp filed a complaint accusing its regional CEO of a confidentiality breach, as well as inflicting false statements, a Nevada Court granted the company a temporary restraining order against its former CEO.

Currently, the company is focused on its growth strategy in the US market, which is why PlayUp has decided upon the appointment of Drazin as the Chairman of PlayUp USA with immediate effect. Drazin offered his help in the creation of the legislation that led to the US Supreme Court's decision to lift the ban on sports betting.

His new role as Chairman puts him in a position where he has to work directly with the company's leadership team to maximise the



market access holding and to drive additional strategic and operational opportunities.

He commented: "It has been incredibly rewarding to watch the significant

growth of PlayUp in recent months. I'm extremely encouraged by the strong performance of the business, particularly within New Jersey where we have made substantial progress in a short period of time among what may be the most competitive market in the world.

"I look forward to working directly with the team to scale our operations, grow our market presence and accelerate our ambitious plans to further our rapid growth across both the US and Australia."

GI Verdict: According to the restraining order, Mintas is not allowed to make any statements or representations that portray in a negative light or impair the reputation of PlayUp. The former CEO had until 13 December to file a response brief and until 15 December to file a reply brief. The Court had also scheduled a hearing on the temporary restraining order on 16 December; it will be intriguing to follow the decision.

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REVENUE REPORT: WEST VIRGINIA

Fantini Research presents West Virginia revenue for the five weeks ending 4 December, vs. five weeks ending 5 December last year, and vs. four weeks ending November 30 in 2019.

ALL-SOURCES REVENUE

PROPERTY	REVENUE (M)	CHANGE (%)	
		2020	2019
Greenbrier	\$8.581	+104.54	+452.54
Wheeling Island (Del North)	\$9.017	+49.26	+4.18
Charles Town (PENN)	\$42.835	+48.19	+59.39
Mountaineer (CNTY)	\$12.119	+46.99	+33.53
Mardi Gras (Del North)	\$6.781	+31.61	+41.20
Total	\$79.332	+51.00	+55.67
Same Store*	\$63.395	+44.98	+30.25

SLOTS

PROPERTY	REVENUE (M)	CHANGE (%)	
		2020	2019
Wheeling Island (Del North)	\$8.213	+51.98	+2.05
Mountaineer (CNTY)	\$9.068	+42.12	+16.05
Charles Town (PENN)	\$28.333	+39.69	+34.66
Mardi Gras (Del North)	\$4.887	+27.76	+37.57
Greenbrier	\$0.618	+8.25	+29.24
Total Slots	\$51.118	+40.19	+24.89

MULTIPLE PROPERTIES

Delaware North	\$15.239	+40.77	+13.25
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HANDLE

Total Handle	\$100.340	+62.84	+204.35
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TABLE GAMES

PROPERTY	REVENUE (M)	CHANGE (%)	
		2020	2019
Charles Town (PENN)	\$7.975	+96.47	+79.62
Mardi Gras (Del North)	\$7.975	+46.30	+27.56
Mountaineer (CNTY)	\$1.375	+36.63	+26.04
Greenbrier	\$0.787	+30.81	+124.26
Wheeling Island (Del North)	\$0.546	+7.60	-10.14
Total Table Games	\$12.277	+69.01	+58.64

IGAMING	REVENUE (M)	CHANGE (%)
Charles Town (PENN)	\$2.590	+69.26
Mountaineer (CNTY)	\$0.939	N/A
Total	\$7.619	+179.33

*SAME STORE EXCLUDES SPORTS BETTING AND IGAMING.

SPORTS BETTING

PROPERTY	REVENUE (M)	CHANGE (%)		OPERATORS
		2020	2019	
Charles Town (PENN)	\$3.937	+29.78	+182.41	PENN
Greenbrier	\$3.085	+69.04	+326.19	FLTR
Mountaineer (CNTY)	\$0.737	-14.05	+330.30	CZR
Mardi Gras (Del North)	\$0.299	+26.19	N/A	IGT
Wheeling Island (Del North)	\$0.259	+98.14	N/A	IGT
Total Revenue	\$8.317	+36.71	+263.35	

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GUEST COLUMNIST



MLADEN VUCKOVIC,
CEO AT STAKE.COM

What does 2022 hold for crypto betting & gaming? Vuckovic discusses...

2021 has been a year that saw crypto make great strides forward, both in the realm of betting and gaming, as well as the wider world. El Salvador became the first country to accept Bitcoin

as legal tender, while almost 3,000 miles north, Wyoming broke new ground in terms of integrating blockchain technology and passing legislation to accept cryptocurrencies.

The crypto industry is evolving rapidly and faster than traditional gambling. So what does 2022 look likely to have in store?

The hot topic in gaming now is NFTs. At Stake.com, we're yet to make any moves just yet - we'd want to be sure we'd be able to enhance the customer experience first and we're investigating the possibilities; but undoubtedly next year should see advances in terms of crypto gaming embracing NFT technology, with traditional operators sure to follow suit.

I'd also predict that we'll see a wider acceptance of cryptocurrencies across different licensing regimes. Malta missed out on some potential growth by taking so long to allow crypto payments, and I can't see other jurisdictions moving as slowly and therefore missing out on being able to cater for customer demand, which is certain to increase exponentially next year.

Fundamentally, more governments are going to embrace crypto, which in turn means a greater market in terms of the number of potential betting and gaming consumers.

The major cryptocurrencies, Bitcoin and Ethereum, are still the dominant coins in the world of crypto betting as you might expect; but watch out for coins like Litecoin, which is booming in popularity with betting customers and could increase in popularity in 2022.

Watch out for crypto gaming massively ramping up its sponsorship activity around the globe too, forming partnerships with forward-thinking organisations, events and athletes that will be set to benefit not only financially, but in terms of live-streaming potential, unlocking huge new audiences for sports like table tennis, UFC and many more.

What can the traditional betting & gaming industry learn from crypto in 2022?

Traditional betting operators are starting to take notice of what has been successful in crypto, particularly the social features, community aspect and unique games. DraftKings' rocket casino

game is an adaptation of popular crypto crash games, and I could see the traditional sector continuing to take inspiration from what's popular in this world, as the sector pushes forward in disrupting, creatively challenging gambling games and norms that have existed for hundreds of years.

Governments are spending billions of dollars regulating gambling and there are solutions born in the crypto world that can reduce this cost significantly. Using blockchain and provably fair technology can ensure anyone can verify games are fair, while it makes sense for more jurisdictions to get on board as they come to realise the new technology can ensure consumers are safer, which in turn saves on the cost of compliance.

When it comes to engaging with the customer, I firmly believe traditional operators can learn plenty from the community values of the crypto audience. The leaders of our business at Stake are active in the hat function daily, sparring with the players while also finding out about what needs to change and implementing it quickly.

I know many people who got into this industry from a love of the game and my advice for senior management in the traditional space is get out of the boardroom and market research meetings, and engage with customers, from the perspective of a player, directly and more often. You'll be surprised at what you'll learn or remember.

"I'd also predict that we'll see a wider acceptance of cryptocurrencies across different licensing regimes. Malta missed out on some potential growth by taking so long to allow crypto payments, and I can't see other jurisdictions moving as slowly and therefore missing out on being able to cater for customer demand"

Just as the industry grows, the requirement to offer a safe product and experience becomes even greater; and while in the crypto world we've made plenty of progress on self-exclusion and player safety in 2021, there are still improvements we can make, with the objective of using machine learning and artificial intelligence to reliably detect problems before they even exist.

I can also envisage blockchain technology being a major force in improving the KYC and onboarding process, giving operators the opportunity to make instant verification which can streamline the compliance processes across the board for both operators and players, using zero knowledge proofs.

But the biggest prediction of all? As the global uptake of crypto marches onwards in 2022, I'm confident we'll only be a year or so away from crypto betting volumes overtaking traditional fiat currency volumes entirely.

GUEST INTERVIEW



HAMEST SAFARYAN,
SENIOR SALES
MANAGER, DIGITAIN

A day in the life...

How does a typical day in the diary look for a sales manager?

A typical day starts with the morning pipeline meeting with the CBO to discuss

the plans of the day, bring to the table the blockers and find solutions for those.

An average day would be described with a few online demo meetings with potential partners, commercial negotiations with the leads showing interest, contracts and commercials follow up process for the closed deals and, of course, communication with existing partners. Hunting new deals is another interesting part, which keeps a sales manager in relevant form, like daily training for a footballer. The day typically ends with the evening report meeting with the CBO to state the results of the day. All these are, of course, impossible without some 4-5 cups of coffees per day in our beautiful, super comfortable office lounge.

What's the hardest part of the job?

As I always say, the hardest part of my job is not to close a good deal but the hardest part of the deal is to deliver the project to the partner in the correct timeframe and meeting all their expectations.

In general, I give a big importance to delivery, whether it is information you deliver or a product/service. At the same time, it is also crucial to deliver the right information to the right person. Among the responsible and the most interesting parts of sales, I would mention finding the rapport with each type of lead, to be able to quickly identify the personality profile you are selling to and to correctly apply a customised approach to the potential partner. When it comes to selling, what can be very interesting for an operational manager, may seem boring and time consuming for a CEO. So finding the rapport is

the hardest, the most interesting part and may be a guarantee of a successful deal.

What's the best part of the job?

I will probably mention the process of closing a deal and the feeling of unlimited opportunities. A salesperson should always have the hunger for more, the sense of creativeness and confidence in results, by giving the best importance to partner satisfaction. Among the best parts, I will mention as well the attendance of industry expos and conferences, where face-to-face meetings give more credibility to the partnership and give networking opportunities for the industry.

What excites you most when it comes to making a new sale?

The result and the challenge to face, as every new deal is a completely new story, where you learn and recognise your own abilities.

Meeting different cultures and personalities, adapting to their needs and bringing solutions is very exciting. Being lucky to have a few years of iGaming industry experience in both B2B and B2C, representing Digitain as a platform provider now and a gaming operator in the past, allows me to walk in an operator's shoes and bring the best solution when selling the Digitain platform.

Elsewhere... I will not pretend to be indifferent about the bonus I earn at the end of the process!

How competitive is the sales team at Digitain?

The Digitain sales team is a competitive dream team, with the highest level of responsiveness, ready to deliver the easiest sales experience, the most flexible offer and the most support any potential partner can expect. I really enjoy being a part of this team under the guidance and support of Digitain CBO Simon Westbury, who has truly created an atmosphere of family within the team, a feeling of motivation and confidence needed to sell. This is a team of different backgrounds, language knowledge, interests and ages. But with the same level of result orientation, responsibility and loyal commitment to Digitain.

Hamest has worked in the Sales Team at Digitain for 18 months. Prior to that, she had extensive iGaming experience in Sales, Account Management and Project Management. She is fluent in four languages; Armenian, English, Spanish and Russian – all extremely useful in her role, as you can imagine.

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