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# WEEK 10

FRIDAY 11 MAR 2022

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STANDING WITH UKRAINE:  
GAMBLING INDUSTRY  
RALLIES TO SUPPORT  
COLLEAGUES

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# WEEK 10

FRIDAY 11 MAR 2022

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## THIS WEEK

- **FanDuel surpasses \$1bn in New York handle**
- **Betfred arrives in Arizona**
  - **888 posts healthy revenue growth**
- **Bragg granted Ontario licence**
  - **Sky Vegas fined £1.7m**
- **Full Global Gaming Awards Shortlist announced!**



### GUEST INTERVIEW:

- **Craig Brown, Head of Delivery, Incubeta**

## STANDING WITH UKRAINE: GAMBLING INDUSTRY RALLIES TO SUPPORT COLLEAGUES



See also page 3

Round-up, round-up:  
Elsewhere in US gaming

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## Following the Russian invasion of Ukraine, the gambling industry has rallied behind its peers and people in the Eastern European country

▶ There has been a general outpouring of support for Ukraine from the gambling industry amid the country's invasion by Russia.

Big-name brands from both sides of the Atlantic, and even further afield, have backed the broader business community's efforts to isolate Russia, while some have even issued statements directly condemning the invasion and Vladimir Putin.

But a few have found themselves caught in the crossfire of Russian aggression, along with millions of other Ukrainian citizens, including EveryMatrix.

Nevertheless, the company's CEO Ebbe Groes told *Gambling Insider* the supplier is "staying strong" despite the emotional turmoil of the war in Ukraine.

Groes said all of the company's female staff members who wanted to leave Ukraine had done so, as had the wives, daughters and sons of male staff.

And the organisation has also been able to utilise its office in nearby Romania to transport staff and personnel from Ukraine.

Groes told *Gambling Insider*: "The Russian invasion of Ukraine affects EveryMatrix deeply since we have over 200 staff there.

"Production-wise, we're doing fine, with servers hosted elsewhere and several other development offices worldwide.

"Emotionally, we're not fine, but we are staying strong inside and outside Ukraine. All female staff who wanted to leave Ukraine with their families have done so by now — as have the wives, daughters and sons of our male staff."

Groes offered his thanks to clients and partners of EveryMatrix, especially for the understanding they have shown during this difficult time.

The CEO further urged anyone wanting to help to donate to the many charities now aiding those affected during this humanitarian crisis.

"Our clients have been very understanding and we are very grateful for that. Our staff has been absolutely wonderful and determined on both sides of the border — and really, I couldn't be prouder of what I've seen!

"Our bank accounts are plentiful — allowing us to spend a bit extra on humanitarian efforts. If anyone wants to help, donate to the Red Cross, UNICEF or other organisations that are now active in this space.

"Much is needed in Ukraine and there are so many ways one can contribute. At EveryMatrix, we're good. Deeply concerned, on edge, but good and determined to see this through!"

Meanwhile, online casino suppliers Softswiss and BGaming have cancelled their participation at ICE London 2022.

In response to Russia's invasion, various gambling companies have offered their support to the people of Ukraine, including native operator Parimatch, who has provided financial donations amid the crisis.

Softswiss and its sister brand BGaming have joined this effort,

offering financial support to charities that are currently helping the citizens of Ukraine.

But due to this campaign, and prioritising both finances and resources for Ukraine — where some of its workers are based — neither brand will be attending April's ICE London trade show.

A spokesperson said: "Due to the situation in Ukraine, we have cancelled our participation at ICE London and other marketing activities. We won't be able to attend because we want to focus on providing financial support to organisations that help Ukrainian citizens."

Elsewhere, a number of GoFundMe pages have been set up by various companies within the gaming sector, along with several organisations donating heavy portions, if not all, of their CSR budgets to help those based in Ukraine.

Among these efforts is Gaming Industry for Ukraine, which aims to raise £250,000 (\$333,000) for Choose Love's Ukraine Crisis Fundraiser.

Choose Love is raising money for essential aid and services for those fleeing Ukraine. Items of particular necessity include medical care equipment, food, shelter provision, clothes, legal support, support for the LGBTQIA+ community as well as mental health support.

Industry analyst and regular *Trafficology* contributor Mark McGuinness told *Gambling Insider*: "I think we should applaud how the industry has responded to an unprecedented event, from individuals to companies offering support."

Besides fundraising, PointsBet, FanDuel and DraftKings, all major sportsbook operators, voted with their feet, withdrawing their support for sporting events in Russia, as well as neighbouring Belarus.

Among the events most likely to be impacted is the Kontinental Hockey League (KHL), which was specifically mentioned by both PointsBet and DraftKings in their respective statements.

Business leaders Karel Komárek, who founded Czech investment company KKCG, and Robert Chvátal, the CEO of Allwyn Entertainment, were even more explicit in their condemnation of Russia's invasion.

In a 447-word open letter, they labelled Vladimir Putin "barbaric" and jointly denounced the "senseless" and "brutal" oppression of the Ukrainian people.

Komárek and Chvátal ended their letter with the phrase "Slava Ukraini" — Glory to Ukraine.

**GI Verdict:** As McGuinness noted, the Russian invasion of Ukraine is an unprecedented event, and the gambling industry's response has likewise been extraordinary. From fundraising efforts to boycotting Russia's sports betting market, companies have banded together to tackle this humanitarian crisis head on. The gambling industry seems to have, by and large, set aside business concerns to focus on how best it can help the people who need it most.

# THIS WEEK IN NUMBERS

## 200

Zitro Digital Glare gaming cabinets installed by Golden Lion Entertainment Group at its venues across Mexico



## 1 million



Women are at risk of gambling addiction, according to Gordon Moody

## 50%

Increase in Q4 2021 GGR for Bloomberry Resorts Corporation



## €10,000 (\$11,000)



Donated by Pragmatic Play to Survivors of Abuse with Resilience (SOAR) in recognition of International Women's Day (IWD)

## 5.7 million

UK citizens fell victim to identity fraud over the last 12 months, according to GBG



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

While the US gambling industry can lay claim to being one of the fastest growing in terms of consumer spend, it also saw the highest increase in digital fraud attempts over the past year. These are the findings of **TransUnion**, which published its Global Digital Fraud Trends Report. Of the industries surveyed by the report, which also included travel and leisure, telecoms, financial services and insurance, gambling came out on top in terms of year-on-year growth of digital fraud attempts.

In California, a ballot initiative promoted by nine Indian tribes is facing a legal challenge from two cardrooms. **Hollywood Park Casino** and **Cal-Pac Rancho Cordova** have filed a lawsuit with Los Angeles' Superior Court to bar the California Sports Wagering Regulation and Unlawful Gambling Enforcement Act from the November ballot. They claim it violates California's constitutional rule that ballot initiatives may only involve a single subject.

Also in California, **Yaamava' Resort & Casino at San Manuel**, a property owned by the San Manuel Band of Mission Indians, partnered with Live Nation Entertainment for its newest offering. The Yaamava' Theater in Southern California secured the booking company's services ahead of its scheduled opening this spring.

Elsewhere in the US, **BetMGM** launched its mobile sports betting offering in Illinois, providing customers across the Prairie State with wagering options and a rewards program. The sports betting and iGaming operator, originally launched as a partnership between MGM Resorts International and Entain, is now able to offer a range of sports betting options through its mobile app. The launch means BetMGM is now operational in 22 US markets.

And in other **BetMGM** news, the operator named Canadian ice hockey player Connor McDavid its latest brand ambassador. The Edmonton Oilers captain and reigning National Hockey

League (NHL) MVP has become the betting brand's first ambassador to be an active professional athlete from one of the big four sports. BetMGM will feature McDavid in its upcoming marketing campaigns, promotions, social media content and fan events.

Meanwhile, **Arizona** sportsbooks fell just short of the \$500m handle mark in December, though still broke the southwestern state's betting record. Online and retail operations in the Grand Canyon State drew \$499.2m in wagers during the final month of 2021, up 7% from November's \$466.7m. December's action capped off a strong first few months for sports betting in Arizona, beating October's previous all-time-high handle of \$486.1m.

**Hall of Fame Resort & Entertainment Company** (HOFV) tapped Rob Borm to lead its burgeoning gaming business. The new hire will serve as HOFV's new Executive Vice President (EVP) of Gaming amid the company's ongoing efforts to capitalise on what it called "significant revenue opportunities within the gaming sector."

National Football League (NFL) player **Calvin Ridley** was suspended indefinitely for violating the NFL's gambling policy. The Atlanta Falcons wide receiver will be suspended for at least the 2022 season. The league stated that Ridley bet on NFL matches in the 2021 season during a five-day period in November 2021. During that time, the player was away from the team on the reserve non-football illness list. Ridley stated at the time that this was to work on his mental well-being.

**Bally's Interactive** announced the launch of Bally Bracket, a free-to-play game that awards a jackpot prize of \$100m to whomever can correctly select all 63 games in the NCAA Men's Division I basketball tournament. The game will also award \$100,000 in extra cash prizes that will be given out at random in increments of one \$50,000 winner, one \$25,000 winner, two \$10,000 winners and one \$5,000 winner.

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Fee for a software gaming licence proposed by Sweden's Ministry of Finance

## 22%

Increase in female poker players across Britain over the past year, according to new research from PR firm Hatch and 888poker



## 25.63 BTC



Donated by crypto operator Stake for Ukraine

## NEW YORK: FANDUEL'S HANDLE SURPASSES \$1BN; WEEKLY REVENUE SHARE DOWN TO 41%

Flutter Entertainment's FanDuel has become the first operator to surpass the \$1bn handle mark in New York, having only launched in the state on 8 January.

In its eighth operating week, FanDuel has increased its market share of handle to 38%, up from 37% the previous week. This is according to figures from the New York State Gaming Commission, compiled by data research company Fantini.

Yet, despite this feat, its latest revenue market share is down to 41% from 49% the previous week. This should not be of too much concern, though; FanDuel's market share of revenue is still up markedly from two weeks ago, when it stood at just 25%.

But if FanDuel is serious about dominating New York, its revenue market share will need to keep rising, with Caesars leading the year-to-date revenue market share at 38%.

It is worth remembering that Flutter's

FanDuel has only existed in the New York market since the start of January. With this in mind, its leading handle market share of 30% (\$1.07bn) is quite staggering.

***"Its latest revenue market share is down to 41% from 49% the previous week"***

**GI Verdict:** Despite a slight reduction in revenue, the popularity of FanDuel in New York is there for all to see. The cumulative sum of all wagers, the handle, has surpassed \$1bn in under three months; Flutter only became active in the New York market on 8 January. Its rise is quite staggering. Should its rise continue, it will only be a matter of time before FanDuel usurps Caesars as leader of the year-to-date revenue market share.

## THE WEEK IN QUOTES

*"I'm pleased to see consistent and significant year-on-year progress by Europe's major gambling brands, including our members, to reduce the placement of advertising on IPR-infringing websites and apps. But there is still more work to do, and we encourage Europe's gambling operators, and their advertising affiliates, to play their part by ensuring their advertising, and its placement, is conducted in a responsible way."*

**Maarten Haijer, EGBA Secretary General, discussing gambling ads on websites that infringe on intellectual property rights**

*"We wanted to do more to help any of our players that may be struggling with gambling addiction. Gamban was the obvious choice for us because of its reliable technology. Other tools are easily bypassed and don't offer the same level of protection."*

*"We can't say that we are 'for the user' without considering the implications of our product on problem gamblers."*

**Time2play Co-Founder Tim Tepass after the affiliate joined forces with Gamban to help promote responsible gambling**

## BETFRED SPORTS LAUNCHES MOBILE SPORTS BETTING IN ARIZONA

Betfred Sports and the We-Ko-Pa Casino Resort have announced the availability of mobile sports betting in Arizona. This follows a soft launch in the state in late January. The Betfred Sports-branded iOS and Android apps will offer a "seamless betting experience that allows the opportunity to wager on any device within the state," read a statement from SCCG Management, a consultancy firm that specialises in sports betting, iGaming, sports marketing and affiliate marketing among others.

SCCG Founder, Stephen A. Crystal, commented: "SCCG is a proud partner of Betfred Sports in securing Arizona market access for Betfred with WeKoPa Resorts."

Customers now have access to dedicated pages for professional and college sporting events, with real-time updates on a variety of betting types. It includes straight bets, in-play wagering, parlays and teasers, with

new customers receiving up to a \$3,000 welcome bonus series upon sign up.

A temporary betting station is currently available at WKP Sports & Entertainment Sports Bar from Thursday to Sunday every week, while the groups will partner to build a state-of-the-art retail sportsbook at the We-Ko-Pa Casino Resort. It is expected to open in late summer this year.

**GI Verdict:** Betfred Sports' expansion into Arizona marks a significant statement of intent from the UK sportsbook. First opening in the US states of Colorado and Iowa back in September 2020, swiftly followed by a Pennsylvania debut in December 2020, Arizona marks the next opening for Betfred Sports since Louisiana went live with betting markets on 28 January. We're still awaiting for Betfred Sports to go live in both Nevada and Louisiana, but it's just a matter of time before it does.



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*"We are very much delighted and thrilled to partner with BWF over the next three years. Badminton is recognised as a worldwide sport and has a fast-growing audience not only in Asia but globally. Joining forces with BWF will help elevate the connection between M88 and its Asian followers to expand its brand visibility in the region. We believe that this partnership will create compelling and sustainable value for both parties."*

**M88 Creative Director Carlos Lopez on M88 Mansion becoming the official betting partner of the Badminton World Federation (BWF) for the BWF Major Championships until 2024**

*"IGT's successful partnership with LOTENAL spans three decades, and within that time frame, we have generated positive sales results to benefit many good causes throughout the country. The addition of IGT's trading advisory services and instant ticket printing as part of the latest contract, along with IGT's advanced technology, will continue to be key drivers of the Lottery's progression."*

**Jay Gendron, IGT COO, Global Lottery, on the group's expanded agreement with La Loteria Nacional (LOTENAL)**

## 888 REPORTS 15% REVENUE INCREASE FOR YEAR ENDED 31 DECEMBER 2021

888 Holdings has reported revenue of \$980.1m for the year ended 31 December 2021, a 15% increase from the prior-year period.

Revenue from regulated and taxed markets represented 74% of group revenue, with 17% growth in revenue from these markets.

The online betting and gaming company reported adjusted EBITDA of \$165m for the period, a 6% increase from the year ended 31 December 2020. Gross profit amounted to \$647m, with profit before tax amounting to \$81.3m.

Highlights for the period included launching 888sport in Germany on a local licence, with the company awarded a licence in Virginia and Ontario, while it is currently in the application process in the Netherlands.

"2021 was a very successful year for 888 as we continued to position the group to become a global leader in online betting and gaming," said 888 CEO Itai Pazner. "It was another record

year from a financial perspective, and we have truly transformed the scale of the business over the past two years.

"This step-change in scale has come from a clear market focus on regulated markets, which now make up three-quarters of revenue, and where we are seeing really positive market share trends."

**GI Verdict:** 888 Holdings has bounced back positively from the Covid-19 pandemic. The company's launches, particularly in newly regulated US states, have proven to be strategically shrewd moves. 888's US expansion aligns with a boom in the online casino/online sports betting market. As such, the regulated states of Virginia and Ontario supply a welcome economic boost to a company hit by legislative fines in the European market, particularly the UK.

# SCCG MANAGEMENT

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### ABOUT US

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.



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## TAKING STOCK

SHARE PRICES COVER FRIDAY  
4 MARCH TO FRIDAY 11 MARCH  
(9.30AM GMT)

**Flutter**  
56.39 GBp  5%

**888**  
193.00 GBp  1%

**Bragg Gaming**  
9.33 CAD  5%

**Rush Street Interactive**  
8.27 USD  3%

**Sportradar**  
12.95 USD  2%

## BRAGG GAMING OBTAINS GAMBLING SUPPLIER LICENCE IN ONTARIO

Bragg Gaming Group has been granted a gambling supplier licence by Ontario authorities, allowing the B2B company to provide its betting content and technology to operators.

The licence, granted by the Alcohol and Gaming Commission of Ontario (AGCO), covers Bragg Gaming's player account management platform, known as PAM, in addition to its portfolio of iGaming and sports betting content.

The Canadian province of Ontario is set to launch iGaming on 4 April, following a legalisation process that will have lasted exactly two years.

Chris Looney, CCO, Bragg Gaming, commented: "This licence is another milestone achievement for Bragg. Hot on the heels of Bragg's recent launches in the UK, which has similar regulatory standards to Ontario, and the Netherlands, where we successfully launched local partner brands on our PAM, as well as content and aggregation products, we are now fully ready to support our Canadian partners as the

market prepares to open up."

Bragg Gaming's licence means it will be able to partner with B2C operators in the province. Operators that have been granted a gambling licence in Ontario so far include the likes of Rivalry Corporation, PointsBet, theScore Bet (a subsidiary of Penn National Gaming) and 888 Holdings.

When fully operational, Ontario is predicted to become one of the largest iGaming markets across North America.

**GI Verdict:** The issuance of a gambling supplier licence for Bragg in Ontario is hugely significant for them. Ontario has been tipped to become one of the largest iGaming markets in the Americas once it launches on 4 April. That estimation includes US markets too, not just Canada. As such, Bragg's Ontario licence will give huge amounts of confidence to executives regarding the company's market position; with Bragg set to be announced alongside the likes of Rivalry, PointstBet and 888 Holdings.



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## SKY VEGAS HIT WITH £1.7M FINE FROM GAMBLING COMMISSION

The Gambling Commission (GC) has issued a fine of £1.17m (\$1.54m) to Bonne Terre, which trades as Sky Betting & Gaming.

It has been dealt this penalty for sending promotional emails to Sky Vegas customers who had self-excluded or opted out of receiving marketing.

The GC notes Bonne Terre breached the conditions of its licence when 41,395 Sky Vegas promotional offers were sent to self-excluded customers, and 249,259 people unsubscribed from the online casino.

The promotional offer in question, "Bet £5 get 100 free spins", is something GC Chief Executive Andrew Rhodes has deemed a "costly error."

He said: "Self-excluded customers are likely to be suffering gambling harm and should not be sent direct marketing that could tempt them back into gambling.

"We would advise all operators to learn from Sky Betting and Gaming's costly errors and ensure their systems are robust enough to always prevent



hard to feel sympathy for Sky Vegas, with warning signs already in place following the penalties dished out to both BetVictor and 888 for similar failures to correctly implement safer gambling. The GC continues to bare its teeth; there's bite as well as a bark, it seems.

the self-excluded, and those who have rejected marketing, from receiving promotional material."

**GI Verdict:** The Gambling Commission's decision to issue a fine over Sky Vegas' breach of licensing conditions comes as no surprise. As the GC continues to endorse and firmly advocate responsible gambling rhetoric, so too does its regulatory action match its words. And it's

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## GLOBAL GAMING AWARDS LONDON 2022: FULL SHORTLIST ANNOUNCED

The Global Gaming Awards London 2022 ceremony is just a little over a month away and we are pleased to announce that the full Shortlist is now ready and available to read.

The Global Gaming Awards recognise and reward the leading companies and most dynamic individuals to have made their mark in the global gaming industry in the past year. The London event celebrates companies' success outside of the Americas.

"This year's Shortlist is proof that the gaming industry is strong and that it can thrive no matter the circumstances," said Julian Perry, Editor-in-Chief of Gambling Insider.

"In their nominations, we have seen companies quote their strong financial results, and impressive number of new product launches amongst other things. Additionally, the land-based casino sector has been up and running again, meaning that we can hopefully leave the Covid-19 pandemic behind us very soon," he added.

As per usual the Shortlist was decided

following a long and rigorous process of self-nominations. Additionally, independent industry experts and consultants were asked to submit recommendations across the 15 categories.

This year's winners are chosen by 60 C-level industry executives, with KPMG in the Crown Dependencies independently adjudicating the process to ensure full fairness and transparency.

"The combination of a thorough selection process, a highly distinguished panel of Judges, and the organisers' commitment to independent verification of the Judges' decisions, means any company or individual that makes it to the final Shortlist should be extremely proud," said Micky Swindale, Partner, KPMG Global Gaming Team.

The winners will be announced at an invite-only ceremony at London's Hippodrome Casino on 11 April. The event will also be live-streamed on [globalgamingawards.com/london](http://globalgamingawards.com/london) for those who can't be present.

The Global Gaming Awards are

powered by Gambling Insider and this year's category sponsors are: Smartico, Altenar, Felix Gaming, AstroPay, Pronet Gaming, EGT Interactive, Sporting Solutions, Digitain, Softswiss, BGaming, Gaming Solutions, Neosurf, Stakelogic, Trust Payments and Bragg Gaming.

"Hard work, success and commitment will be celebrated at the Global Gaming Awards London 2022. We are happy to meet our peers at such a major gathering and we wish the best of luck to all nominees," said Vigen Badalyan, Founder and CEO of BetConstruct, the lead partner of the Global Gaming Awards London 2022.



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## REVENUE REPORT: ILLINOIS

Illinois, Casinos operated at full capacity this year but were limited to 50% last year.

MULTIPLE PROPERTIES	FEBRUARY REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Penn National	\$19.605	+7.98
Caesars	\$44.239	+15.42

MARKETS	FEBRUARY REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
CHICAGOLAND (Joliet Hollywood, Joliet Harrah's, Aurora Hollywood, Grand Victoria, Rivers-Des Plaines)		
<b>Chicagoland Total</b>	<b>\$69.356</b>	<b>+14.12</b>
ST. LOUIS (DKNG at Casino Queen, Alton Belle)		
<b>St. Louis Total</b>	<b>\$6.393</b>	<b>+6.11</b>

\*Same store excludes Hard Rock Rockford, which opened in November.

TOTAL GAMING	FEBRUARY REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Bally's Quad Cities (BALY)	\$3.871	+54.71
Metropolis (CZR)	\$4.603	+44.51
Grand Victoria Elgin (CZR)	\$12.277	+29.17
Aurora Hollywood (PENN)	\$7.820	+28.09
Joliet Hollywood (PENN)	\$6.766	+23.98
Rivers-Des Plaines (CHDN/Rush Street)	\$31.816	+9.57
Alton Belle (PENN)	\$2.162	+6.61
Par-a-dice East Peoria (BYD)	\$4.231	+5.86
DraftKings at Casino Queen	\$5.776	+4.09
Joliet Harrah's (CZR)	\$10.676	+0.06
Hard Rock Rockford (Hard Rock)	\$3.625	

<b>Total</b>	<b>\$93.624</b>	<b>+19.97</b>
<b>*Same Store</b>	<b>\$89.999</b>	<b>+15.33</b>

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## GUEST INTERVIEW



**CRAIG BROWN,**  
*INCUBETA*  
*HEAD OF DELIVERY*

*Incubeta's Craig Brown talks to Gambling Insider about the growing influence of iGaming*

### **How is online gaming becoming more distinct compared to traditional gambling?**

Online gaming and gambling were helped significantly by the pandemic, particularly in the US, where it had really only just been legalised in the previous 12 months. This meant physical casinos and sportsbook locations had to close, driving everyone online. This was further helped by masses of people being furloughed (UK), as well as government stimulus cheques that were given (US), meaning many people had more time and some 'free' money.

In addition, the ability to access online gaming anytime, anywhere, exposed players to continual promos and the subsequent personalisation that can be driven. This has made the online experience significantly better for many of today's customers than traditional physical locations.

### **What signs do advertisers need to look out for when identifying investable iGaming companies with potential for long-term success?**

If I had the money to buy/significantly invest in an iGaming company I'd be looking for three things.

The first is proof that they have an operations system and legal approach that allows them to scale, as more countries and US states continue to legalise online gambling.

The second is that they have their data sorted and understand the value of it. This industry is one of the only ones where customers engage with you in multiple ways on a daily basis. This means customer data can be exceptionally rich, if logged properly. Having internal data allows you to build

profiles to increase the value of your acquisitions and give a long-term scalability to the business.

And, lastly, I'd be looking for a business that is focused on the next two years, not just the next two months. Acquisition for online gaming is expensive, but if you can retain customers and understand what that retention means from a revenue standpoint, the high short-term costs will be paid back in the long run.

### **Why is it so important to think long term? And what are some of the short-term dangers?**

When it comes to digital media, everything is auction based, meaning those prepared to pay the most will gain the best advertising positions. If one advertiser values a new customer at \$1,000 because they are looking at them over a 90-day value, versus another valuing them at \$2,000 because they are looking at 180-day value, that second advertiser is going to be able to bid significantly more to acquire customers, and win more auctions and gain more customers.

***"The potential ability to build a casino inside the metaverse is definitely an interesting one, which could bring the social element back into online gambling"***

### **If competitors more focused on long-term ROI are able to be more aggressive in their acquisitions, over those with short-term goals, how are they able to fund this? Must most rely on loans? What are the success rates of taking such risks?**

In the US, where it is a net new market, many of the big players are huge players in the retail casino space, partnering with European brands or daily fantasy sports companies, so already have significant revenue streams to fund themselves. With these experiences, most businesses see this as a relatively low risk investment.



**CLICK HERE TO VISIT THE GLOBAL GAMING AWARDS WEBSITE FOR THE FULL DETAILS OF THIS YEAR'S SHORTLIST** >>

***“When it comes to digital media, everything is auction based, meaning those prepared to pay the most will gain the best advertising positions”***

**How do iGaming companies identify the right acquisitions? I.e., the ones with long-term value? What is it they are looking for long-term to trigger investment?**

This is where the iGaming industry can really lead. By analysing the entire data base of their customers, looking at deposit sizes, bet amounts, frequency of play, demographic data, it allows you to build a really clear idea of whether someone is going to be highly valuable after their first couple of days of playing with you. Using this information to feed machine learning algorithms in marketing platforms will allow the algorithms to find more players of value.

**What are some of the technologies at play that allow online gaming to flourish?**

The technologies that are really going to allow you to succeed are those that can ingest your internal data, putting

it in a format that allows the advertising engines to process that data. The pinnacle for this is using Google Cloud and Big Query to organise, analyse and manipulate your data before pushing it into Google Analytics. Once it's in Google Analytics, it's very easy to push Google Ads, which is the ultimate acquisition machine.

**Lastly, how do you see the iGaming industry evolving over the next 5-10 years? What are some of the technological trends you think may take off? And which parts of the sector do you expect to see struggle as technology becomes more and more advanced?**

I continue to see this industry growing globally. Google and Facebook are both building teams to specifically help this industry. In five years' time, I fully expect all states in the US to be legal, as they try and take advantage of the tax dollars that can be made and the deficits from Covid-19, meaning the opportunity will only continue to grow.

The potential ability to build a casino inside the metaverse is definitely an interesting one, which could bring the social element back into online gambling.

However, there are always risks in investing heavily in these areas. I don't see tech hindering this industry, but rather businesses taking a punt on the wrong technology, and it not working out for them.

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A close-up portrait of Andrea McGeachin, a woman with curly blonde hair, looking slightly to the right. She is wearing a dark blue blazer over a light blue top. The background is a plain, light-colored wall.

“ In this industry attitude is everything.  
Every member of our team values  
our merchants' business and their players.  
We focus on the whole story. ”

**Andrea McGeachin - CCO - Neosurf**

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