



**WEEK 14**  
**FRIDAY 8 APR 2022**

Sponsored by



**IN THIS WEEK'S ISSUE:**  
**ONTARIO'S BIG LAUNCH & US ROUND-UP**

## You're invited to Kambi's Festival of Sportsbook

register at [kambi.com/festival](https://kambi.com/festival)

- 1,000+ delegates
- 20+ sessions
- 50+ speakers
- One customisable Festival

**KAMBI'S**  
**FESTIVAL OF**  
**SPORTSBOOK**

23<sup>rd</sup> - 27<sup>th</sup> May



**Kambi**



# WEEK 14

FRIDAY 8 APR 2022

Sponsored by



## THIS WEEK

- UK: NEW ADVERTISING RULES
- XLMEDIA CEO TO RESIGN
- NEW CMO AT LEOVEGAS
- FANDUEL'S NEW YORK MARKET SHARE UP 12%
- SCIENTIFIC GAMES SALE
- \$150M BALLY'S REAL DEAL

### GUEST INTERVIEWS

Mikael Lijtenstein,  
CEO, AstroPay

Andrea McGeachin,  
CCO, Neosurf



## ONTARIO: NORTH AMERICA'S NEWEST ONLINE GAMBLING MARKET

## US ROUND-UP: CAESARS, ESPORTS ENTERTAINMENT, GGPOKER & MORE



23<sup>rd</sup>-27<sup>th</sup> May

Kambi

register at [kambi.com/festival](https://kambi.com/festival)

## Canada's most populous province launched regulated online gambling on 4 April, with several operators going live on day one

▶ Ontario's regulated iGaming and online betting market launched this week and suddenly everybody's hungry for a slice of Canadian bacon. And it's not hard to see why.

On Monday 4 April, a handful of lucky operators gained access to more than 10 million potential new players, all of whom can now gamble from the comfort of their own homes.

Regulated by the Alcohol and Gaming Commission of Ontario (AGCO), the province is equal to the US' fifth-largest state population-wise, and hosts Toronto, North America's fourth most populous city and a booming financial hub.

As it stands, Ontario is undoubtedly the most attractive iGaming market in North America right now, but which companies began operations on launch day? Who are the lucky few?

Among them are various familiar faces, including operators 888, BetMGM and Rush Street Interactive (RSI) via its BetRivers brand.

***"But an iGaming market is more than just operators, it's an entire ecosystem encompassing various companies, including suppliers"***

888 has launched its 888casino, 888sport and 888poker brands in Ontario, which represents the latest "growth market" for the operator.

BetMGM, meanwhile, has similarly launched its sports betting and iGaming platform, but perhaps more significantly, Ontario is the operator's first non-US market. To promote the launch, BetMGM has partnered with hockey legends Wayne Gretzky and Connor McDavid.

"Today marks a significant milestone for BetMGM, and a momentous occasion for sports fans and online players in Ontario," said Adam Greenblatt, BetMGM's CEO, on launch day.

"We're confident that customers in Canada will enjoy the unique, interactive and world-class experience that only BetMGM can provide."

For Rush Street Interactive, both the BetRivers website and mobile app can now accept wagers in Ontario. To lead its Canadian operations, RSI appointed Bruce Caughill as Managing Director, and tapped sports broadcaster Dan O'Toole to lead its corresponding promotional campaign.

Richard Schwartz, RSI CEO, said: "We are thrilled to bring millions of Canadian gaming enthusiasts into the expanding BetRivers community, and to deliver the same best-in-class products and trusted services our players elsewhere in the Americas have come to expect and appreciate."

Ontario's market isn't entirely occupied by foreign companies, a few Canadian operators also went live on 4 April. Rivalry Corporation and theScore Bet, both headquartered in Toronto, launched their respective products.

Steven Salz, Rivalry Co-Founder and CEO, commented: "We do things differently at Rivalry. We are aiming to be the sportsbook for the next generation through engaging content and innovative experiences, which entertain and create loyal fans of Rivalry who come back for more."

But an iGaming market is more than just operators, it's an entire ecosystem encompassing various companies, including suppliers.

Evolution is one such company, going live in Ontario on launch day. The company has already begun providing its online casino services to multiple operators, including 888, BetMGM and RSI.

"This is another momentous launch for Evolution in Canada," said Jeff Millar, Evolution's Commercial Director for North America.

"We are really excited that licensed operators in Ontario will have access to our live dealer studios in Europe and therefore to our full portfolio of livestreamed games."

Fellow supplier Kambi joined Evolution, bringing its offer to Ontario. The supplier's Senior Vice President Sarah Robertson told *Gambling Insider*: "Kambi is proud to be up and running, along with our partners, on day one of the regulated market openings in Ontario.

"Today's launch into Canada marks another significant milestone in the growth of our company and extends our track record across North America and worldwide.

"As a Canadian native, I am particularly excited that Kambi's sportsbook, including our hockey offering and Game Parlay product, is now available in Ontario."

Ontario is such an attractive proposition that ESE Entertainment, a video game services provider, has launched a dedicated iGaming division to capitalise on North America's newest internet gambling market.

ESE's CEO Konrad Wasiela, a former Canadian football cornerback, will lead the company's new iGaming division, calling Ontario an "opportunity that cannot be ignored."

"The announcement that Canada will launch a new iGaming market in Ontario is ground-breaking," he said.

"This opens an opportunity that cannot be ignored. Our company has the infrastructure and solutions to provide tier-one services to iGaming companies around the world."

**GI Verdict:** Ontario is clearly an unmissable opportunity, and as we've seen elsewhere, especially in the States, getting in early can make or break an operator's chances. Those companies who went live on day one have a huge leg up over their competition, but it's already looking like quite a crowded market – or at least when it comes to big-name brands. This will likely lead to intense marketing campaigns from all involved, but at this stage, it's hard to say who will come out on top.

# THIS WEEK IN NUMBERS

## \$8.92bn

Won by US casinos in the first two months of 2022, up almost 20% from 2019



## 6th

Consecutive year that inspired Entertainment

has been chosen by the Jockey Club to produce Virtual Grand National races

## \$564m

In January sports betting wagers for Arizona, the eighth US state to accept more than \$500m in bets



## 27 Apr 2022



Reopening date for Palms Casino Resort in Las Vegas following a \$600m renovation project

## 50%

Ownership of Nugget Casino Resort for Century Casinos



# US ROUND-UP: CAESARS, ESPORTS ENTERTAINMENT, GGPoker & MORE

► **Caesars Slots** has entered into a charitable collaboration with The Wildlife Conservation Society (WCS), launching the company's corporate social responsibility project.

The free-to-play social casino game, operated by Playtika and licensed by Caesars Entertainment, has committed at least \$17,000 to the WCS, with donations potentially rising to \$35,000 depending on player involvement.

As part of the collaboration, Playtika will add a new character to the game, known as the Caesars Slots Panda.

Players can name their panda, with new rewards available as they move through the campaign. With every reward a player unlocks, Playtika will increase its donation, up to the maximum of \$35,000.

*"The \$10,000 Main Event in Las Vegas is the pinnacle of every year's poker calendar"*

**Esports Entertainment Group** has completed the "soft play" phase of New Jersey's Division of Gaming Enforcement regulatory process for betting in the state.

Esports Entertainment's brand, VIE.gg, launched on 4 April 2022 in NJ, the same day a plethora of operators and providers went live in Ontario, Canada.

Furthermore, Esports Entertainment supposes it is the first operator to be granted the right to launch full esports betting operations in New Jersey, believing it can capitalise on a state which is the US' 11th most populous and has a reputation for gambling.

VIE.gg will allow gamers to wager on esports teams in real time using official data, with wagering leveraged across games such as Call of Duty, CS:GO, Overwatch, League of Legends and DOTA 2.

In the run up to 2022's **World Series of Poker (WSOP)** Main Event, which is scheduled to take place on Saturday 3 July, GGPoker will host a "Road to Vegas"

tournament series.

The \$10,000 Main Event in Las Vegas is the pinnacle of every year's poker calendar and in the months leading up to it, GGPoker will host a series of online tournaments, giving international players a chance to participate in July's big game.

WSOP 2022 satellite tournaments are already running at GGPoker, it said, with buy-ins starting from \$1. Alongside entry to the Main Event, players who win these satellite tournaments will see their flight and accommodation covered, and will receive other rewards as well.

Digital Gaming Corporation (DGC) is set to partner with **Golden Nugget Online Gaming** to launch in New Jersey and provide its games on the Golden Nugget Casino.

This will include newly launched games such as 9 Masks of Fire™ and HyperStrike™, along with the already-established Assassin Moon™, HyperGold™ and Adventures of Doubloon Island™.

**Vegasino**, a new cryptocurrency-based iGaming platform, is looking to "revolutionise" the online and crypto experience.

Launching soon on the Binance Smart Chain, a blockchain network for running smart contract-based applications, the platform accepts multiple cryptocurrencies, including its native token \$VEGAS, which is currently in the presale phase.

Vegasino has been designed by the team behind Nevada Casino, a previous attempt to capitalise on crypto gaming, but this new venture has been built "from the ground up to address existing online gambling limitations and issues."

To this end, the operator claims to have constructed its new casino based on users' feedback, as well as its own experience.

Kajrak, Vegasino's Chief Technology Officer, said: "We took what we learned from Nevada and put it together with our users' feedback to create something that will be truly a game changer in the space."

The easiest way  
to source casino content

175+  
studios  
with one integration

ZERO platform fees

Powered by



2

New US online  
gambling networks  
released by Game  
Theory Optimal:  
Gaming Review and  
the Shield Network

7

Appointments  
announced by the  
American Gaming  
Association, with  
four promotions  
and three new hires



14%

GGR decline  
for NagaCorp  
for Q1 2022

## CAP TO INTRODUCE STRICT NEW RULES FOR GAMBLING ADVERTISING

The Committee for Advertising Practice (CAP) will introduce new rules for gambling ads as part of its commitment to safeguarding young people and vulnerable audiences.

The new rules will “significantly impact gambling advertisers looking to promote their brands using prominent sportspeople and celebrities as well as individuals like social media influencers, who are of strong appeal to those under-18,” CAP noted.

A strong appeal prohibits content - imagery, themes and characters - that has a strong level of appeal to under-18s, regardless of how adults view it.

Ads will, therefore, not be able to use top-flight footballers and footballers with a considerable following among those under the age of 18 on social media, as well as all sportspeople well-known to under-18s.

Ads will also be prevented from featuring references to video game content and gameplay popular with under-18s, as well as stars from reality shows that are popular among under-18s.

“Our gambling advertising rules have

always placed a particular emphasis on protecting young and vulnerable people and we will continue to review our rules, policies and guidelines to make sure that they are effective,” a statement from CAP read.

CAP added that the rules will come into effect on 1 October 2022.

“The days of gambling ads featuring sports stars, video game imagery and other content of strong appeal to under-18s are numbered,” said CAP Director Shahriar Coupal.

“By ending these practices, our new rules invite a new era for gambling ads, more particular to the adult audience they can target and more befitting of the age-restricted product they’re promoting.”

**GI Verdict:** These new rules have perhaps been a long time coming, given just how much scrutiny there has recently been on the gambling industry, and on sports gambling sponsorships in particular.

Ads containing sportspeople and celebrities are rife, and undoubtedly have a strong appeal to those under the age of 18, so the new rules are a step forward.

## THE WEEK IN QUOTES

*"Teaming up with Intelitics and leveraging their out-of-the-box performance marketing software allows us to go to market swiftly on new initiatives, allowing us to collaborate with hand-picked, high-quality publishers, which will only further amplify our global reach and enhance the value add to our partners."*

**Gavin Moore, Better Collective VP of Group Acquisition Marketing, after the company was added to Intelitics' list of affiliate business partners**

*"I am thrilled to be a part of the Green Jade team and to be a new face in the iGaming industry. One of my main goals is to create a brand message and make sure that our story, through content, is being told in the best and most engaging way possible."*

**Janis Sliede after he was appointed as Green Jade Games' new Head of Content Creation**

## XLMEDIA CEO STUART SIMMS SET TO RESIGN AFTER "ORDERLY HANDOVER"

The CEO of affiliate XLMedia Stuart Simms has announced his intention to resign from the role.

Having informed the board of his desire to leave the position, Simms will remain with the organisation for several months to "facilitate an orderly handover."

The board is now seeking Simms' replacement, targeting someone who can "build upon the transformation of XLMedia" in recent years.

By comparison, Jesper Søgaard, CEO of Better Collective, leads the huge affiliate having co-founded it in 2004, while Michael Daly leads Catena Media, another significant player within the iGaming market, having taken over as CEO on 1 March 2021.

Simms became Group CEO of XLMedia in October 2019, overseeing growth and considerable M&A during that time.

However, XLMedia's financial reports during the period did offer up some stumbling blocks, with certain verticals ending up far from smooth sailing for

the affiliate.

Julie Markey, Interim-Chair at XLMedia, said: "I would like to thank Stuart for his contribution to XLMedia through a very challenging period in our history.

"He departs having expanded our sports footprint in North America."

And Simms added: "During my time at XLMedia, and with the support of my team, we have been able to deliver substantive, tangible change; de-risking the core business whilst moving the company's operational focus towards the growing North American sports market – creating a strong asset base capable of delivering shareholder value for many years to come."

**GI Verdict:** The decision may come as a shock to many in the affiliate industry, particularly to the likes of Better Collective and Catena Media. Whether or not Simms has another interesting offer lined up remains to be seen, but for now he remains on hand to help out XLMedia in its search for a replacement.

# SUZOHAPP

Your Trusted Hardware Partner!  
Sports Betting · Cashless · Gaming



## NIKLAS LINDAHL NAMED PERMANENT CMO OF LEOVEGAS GROUP

Long-time LeoVegas executive Niklas Lindahl has been promoted to the role of CMO on a permanent basis.

Lindahl, who specialises in European markets such as Italy, was made LeoVegas Interim CMO last August.

The exec has now been appointed full-time, however, following four years with the operator.

Lindahl has previously spoken passionately against increasing regulation in the Italian market, exclusively to *Gambling Insider*.

Although this was a view we challenged in the July/August edition of *Gambling Insider* magazine, Lindahl and other commentators have maintained that Italian regulators are harming the regulated marketplace.

LeoVegas itself, meanwhile, has gone from strength to strength, recently celebrating its 10-year anniversary.

Following its full-year results for 2021, the operator reported Q4 revenue of just short of €100m (\$110m).

Reflecting on those results at the time, CEO Gustaf Hagman said: "US expansion, which is extremely interesting, our increased focus on sport and we have also started to build our own games.

"I think we are in the best shape ever to continue to expand and grow LeoVegas."

Lindahl will thus have his hands full as he leads the brand's marketing worldwide.

And North American expansion is no longer restricted simply to the US, with Ontario having now launched its online casino market.

Unsurprisingly, LeoVegas was registered within the province as an iGaming operator in March.

**GI Verdict:** Lindahl will certainly be busy in the months and years to come, with LeoVegas competing on many fronts. Along with their European ambitions, the group, and of course Lindahl, will have their sights set on a bright start to life in the Ontario market, which will be hugely competitive.

*"I am excited to join Delasport's team as Senior Sales Director. Delasport's cutting-edge platform and various solutions help operators to take their business to the next level and I am happy to be a part of it. I look forward to achieving new business milestones together with the team."*

**Inesa Glazaitė upon being announced as Senior Sales Director of Delasport**

*"I am excited to be joining Super Group at a pivotal time for the business. I look forward to working with management to help the investment community understand Super Group's opportunity to enhance shareholder value as we build upon the Betway and Spin brands."*

**Lisa Kampf upon her appointment as Vice President of Investor Relations for Super Group, the parent company of Betway and online casino brand Spin**

# ΩMEGA SYSTEMS

## PLATFORM MANAGEMENT SOFTWARE



OMNI-CHANNEL PLATFORM



PLAYER ENGAGEMENT



VENDOR INDEPENDENCE



OVER 250 INTEGRATIONS



## TAKING STOCK

SHARE PRICES COVER THURSDAY  
31ST MARCH TO 7TH APRIL  
(14:00 GMT)

**Esports Entertainment Group** ↓ 1%  
0.74 USD

**Flutter Entertainment** ↓ 4%  
8,548 GBp

**888 Holdings** ↑ 24%  
229.6 GBp

**PointsBet** ↓ 1%  
3.36 AUS

**DraftKings** ↓ 13%  
17.68 USD

## NEW YORK: FANDUEL TAKES 12% REVENUE MARKET SHARE FROM DRAFTKINGS?

Flutter Entertainment-owned FanDuel gained a notable 12% in revenue market share last week.

The online operator remains the market leader, having usurped Caesars in year-to-date figures with 35% compared to Caesars' 31%. FanDuel also leads the year-to-date handle market, with 36% share. Its closest rival is once again Caesars, which has a 26% share of New York's market handle.

DraftKings has slipped to third in New York's weekly standings, after losing 12% of its market share the same week FanDuel gained 12%.

This marks further progress for the brand, with FanDuel imposing itself to sink DraftKings to third in the New York standings.

Therefore, despite losing its year-to-date lead, Caesars will be glad to have been bumped up to second in the market.

Furthermore, Caesars is the only operator to see significant gains in its share of market handle, rising from 16%

to a 21% share.

Despite FanDuel's revenue gains over DraftKings, both operators' handle market share has remained consistent with the week prior.

DraftKings still has a 25% share of the market's handle, while FanDuel's handle rose by just 2%, from 39% to 41%.

To say FanDuel just made a 2% gain in handle market share is appropriate, given the vast profitability of its latest weekly revenue share.

BetMGM, the joint venture of Entain and MGM Resorts, ranked fourth in terms of handle share at 11%.

**GI Verdict:** While the newly regulated Ontario online gaming market may be dominating the headlines in North America, it's worth remembering that New York sports betting is still very much a hot topic.

The latest figures will give FanDuel a huge confidence boost going into April, especially with events like The Masters arriving this month.

NEW



# Diamond X™

DIAMOND X™ –  
Gaming beyond X-pectations.

Visit: [www.novomatic.com/diamondx](http://www.novomatic.com/diamondx)



NOVOMATIC

## SCIENTIFIC GAMES LOTTERY ACQUIRED BY BROOKFIELD BUSINESS PARTNERS

Scientific Games' global lottery service has been acquired by Brookfield Business Partners.

The agreement will allow Scientific Games to concentrate on the provision of games, services and technology to the global lottery and lottery-administered sports betting markets. Founded in 1973, operation will continue under the name of Scientific Games, Metro Atlanta will remain as the company's headquarters and, similarly, the executive leadership team will consist of the same individuals.

"This marks an exciting new chapter for Scientific Games and positions the company to build on the record growth we achieved in 2021 across all parts of our lottery business," said Pat McHugh, Scientific Games CEO.

"Taking a long-term view of the business, Brookfield is committed to providing Scientific Games with the flexibility and agility necessary to expand our deep product portfolio

to meet the evolving needs of our customers and their beneficiaries."

Established in 1899, Brookfield Business Partners is a global business service and industrial company that focuses on the ownership and operation of businesses offering high-quality products and services.

Back in March of this year, Scientific

players a seamless experience across platforms. Our powerful new strategy required a powerful new identity to distinguish us and our unique offerings and capabilities."

**GI Verdict:** This \$5.8bn deal is significant for Scientific Games Lottery, whose parent company was recently rebranded as Light & Wonder.

***"The agreement will allow Scientific Games to concentrate on the provision of games, services and technology to the global lottery and lottery-administered sports betting markets"***

Games Corporation's gaming and iGaming business was renamed Light & Wonder.

Light & Wonder CEO Barry Cottle commented at the time: "We are thrilled to introduce the world to Light & Wonder, a company that will build great games and franchises that offer

Brookfield sees this rebrand as a strength of the operator, something which has reaffirmed Light & Wonder's market position. Brookfield also notes the financial durability of the operator and its favourable market dynamics as key reasons for the acquisition of Scientific Games Lottery.

**AstroPay**  
SIMPLE, MONEY.

# The world in a wallet.

With AstroPay you can reach the entire world, having a domestic approach for each country and region. We support card payments, instant bank transfers, and most alternative local payment methods so your users can choose how they want to pay.

Contact us: [astropay.com](https://astropay.com)

## BALLY'S, GLPI COMPLETE \$150M REAL ESTATE DEAL

Gaming and Leisure Properties, Inc., (GLPI) on Monday said it has completed a previously announced acquisition from Bally's Corporation. This transaction includes three Colorado casinos and one in Illinois.

The parties said the deal officially

The initial rent for the lease was increased by \$12m on an annual basis, subject to contractual escalations based on the Consumer Price Index, with a 1% floor and 2% ceiling, subject to CPI meeting a 0.5% threshold, the two parties explained.

***"Bally's has approximately 10,000 employees, and its casino operations include more than 15,800 slot machines, 500 table games and 5,300 hotel rooms"***

closed on 1 April.

The transaction involves the land and real estate assets of Bally's three Black Hawk Casinos in Black Hawk, Colorado, and Bally's Quad Cities Casino & Hotel in Rock Island, Illinois, for \$150m in total consideration.

These properties were added to the existing Bally's Master Lease, the two companies said.

GLPI says it is engaged in the business of acquiring, financing and owning real estate property to be leased to gaming operators in triple-net lease arrangements. Its portfolio currently consists of 53 gaming and related facilities and amenities geographically diversified and positioned across 17 states.

Bally's Corporation is a global

casino-entertainment company with an omni-channel presence of online sports betting (OSB) and iGaming offerings. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licences in 16 states. It also owns Gamesys Group, a global, online gaming operator, Bally Interactive, a sports betting platform, Monkey Knife Fight, a daily fantasy sports site in North America, SportCaller, a global B2B free-to-play game provider and Telescope Inc., a provider of real-time fan engagement solutions.

Bally's has approximately 10,000 employees, and its casino operations include more than 15,800 slot machines, 500 table games and 5,300 hotel rooms.

**GI Verdict:** This acquisition, effective as of 1 April 2022, marks a considerable amount of property added to GLPI's portfolio. The deal is not only good for the real estate developers, it is also a significant cost-cutting measure, which will doubtlessly boost the profits of these Bally's-run casinos.

# SCCG MANAGEMENT

## STEPHEN A. CRYSTAL

Founder and CEO, SCCG Management

Email [stephen.crystal@sccgmanagement.com](mailto:stephen.crystal@sccgmanagement.com)  
Mobile / WhatsApp +1 (702) 427-9354

On the Web at [sccgmanagement.com](http://sccgmanagement.com)  
[igaminglaw.online](http://igaminglaw.online)  
[stephenacrystalesq.com](http://stephenacrystalesq.com)

On LinkedIn at [linkedin.com/company/sccg-management](https://www.linkedin.com/company/sccg-management)  
[linkedin.com/in/stephenacrystalesq](https://www.linkedin.com/in/stephenacrystalesq)



## LEADERSHIP AND INNOVATION IN THE GAMBLING INDUSTRY FOR OVER 30 YEARS

### 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.



**UNITED STATES**  
105 E. Reno Avenue, Suite 8  
Las Vegas, NV 89119  
702-427-9354



**CANADA**  
310 1010 8 Ave. S.W.  
Calgary, AB T2P1LZ  
SE114AP



**UK**  
Gateway House  
Milverton Street  
London  
SE11 4AP



**AUSTRALIA**  
Sydney 557/243 Pyrmont Street  
Pyrmont Sydney, NSW 2009



**BRAZIL**  
Souza Dutra Street, 145  
Office 1003, Estreito,  
Florianópolis, SC, Brazil

## MARCH REVENUE REPORTS: MD

Year-to-date revenue has risen 33.8% to \$9.516bn after Maryland kicked off March revenue reporting.

	MARCH REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Land-based	\$7.830bn	+29.33
Sports betting	\$785.574	+57.71
iGaming	\$758.372	+61.35

### MARYLAND

ALL-SOURCES REVENUE	MARCH REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Ocean Downs (CHDN)	\$7.726	+2.84
National Harbor (MGM)	\$67.787	+1.91
Live! (Cordish)	\$62.085	+1.60
Rocky Gap (GDEN)	\$5.659	+1.01
Hollywood Casino (PENN)	\$8.427	-2.64
Horseshoe Baltimore (CZR)	\$18.881	-4.57

<b>Total</b>	<b>\$170.566</b>	<b>+0.82</b>
--------------	------------------	--------------



**SoftGamings**  
BUILD YOUR OWN CASINO

**STAND  
N1-525  
ICE®  
LONDON**

# CASINO AGGREGATOR

➤ **200+ PROVIDERS**    **10 000+ GAMES**    ⬅

SLOTS	MARCH REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
National Harbor (MGM)	\$40.335	+8.01
Ocean Downs (CHDN)	\$6.866	+3.03
Live! (Cordish)	\$42.551	+0.98
Rocky Gap (GDEN)	\$4.993	-1.93
Hollywood Casino (PENN)	\$7.230	-5.67
Horseshoe Baltimore (CZR)	\$12.507	-9.53
<b>Total Slots</b>	<b>\$114.482</b>	<b>+1.55</b>

TABLE GAMES	MARCH REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Rocky Gap (GDEN)	\$0.666	+30.24
Hollywood Casino (PENN)	\$1.197	+20.80
Horseshoe Baltimore (CZR)	\$6.373	+6.96
Live! (Cordish)	\$19.534	+2.98
Ocean Downs (CHDN)	\$0.861	+1.35
National Harbor (MGM)	\$27.452	-5.89
<b>Total Table Games</b>	<b>\$56.083</b>	<b>-0.65</b>



# Embracing ESG, together

Let's work together to empower everyone in Gaming to drive change.

**Because how you grow matters.**

Visit us at ICE London on Stand N6-220 or go to [home.kpmg/cds](http://home.kpmg/cds) to find out more



## GUEST INTERVIEW



**MIKAEL LIJTENSTEIN,**  
*CEO, ASTROPAY*

*Lijtenstein, CEO of AstroPay speaks to Gambling Insider on the difficulties of introducing payment technologies in emerging markets*

### How advanced, generally, is payment technology in emerging markets?

The one commonality these markets, mostly located in Asia, LatAm and Africa share, is the fact that there are billions of unbanked users who are prohibited from accessing traditional financial institutions due to their low-income jobs. All these markets require bespoke and tailored solutions to serve their unbanked users.

The pandemic has undoubtedly caused a boom in online consumption which has dramatically changed the payment landscape in emerging markets and accelerated the development of related technologies.

Although cash is still the most predominantly used payment option in Latin America, the payments ecosystem is fragmented from country to country. Each country operates independently involving different key players and payment methods, meaning that a payment option widely accepted in a country may have few adepts to none in another. A great example is M-Pesa, Africa's most successful mobile money service that provides financial services to millions of people who have mobile phones, but do not have bank accounts, or OXXO in Mexico, a widespread cash-voucher that can be paid in more than 17,000 stores across the country.

Digital banks, digital wallets, payment links and QR payments are some of the developments fintech have brought into these markets and are being widely adopted by the population.

While traditional institutions often have a limited understanding of their customers and operate a more complex product set, fintech will develop a much more comprehensive understanding of their users and therefore simplify their product offerings. This results in much more customer-centric business models and an enhanced customer experience.

**LIVE STREAM**  
CEREMONY ON  
**11 APRIL, 3PM BST**  
[GLOBALGAMINGAWARDS.COM/LONDON](https://GLOBALGAMINGAWARDS.COM/LONDON)

Lead Partner

**BET CONSTRUCT**

Category Sponsors



Official Adjudicator

Powered by  
**KPMG** **GAMBLING INSIDER**

### How different is user behaviour in different markets, such as LatAm and Asia, for example?

For a company to achieve success in any market, it is crucial for them to encompass enough knowledge of payments, players and consumer preferences.

We observed that there is a tendency for people outside these regions to assume that these continents behave as one uniform geography while in fact each region is very complex and diverse, with each country operating with its own preferred payment methods, laws and regulations.

There is a global trend to look for payment solutions that are easy to use, fast and secure and that offer a seamless user experience.

Consumers value the user experience and tend to choose payment options that provide one-click checkouts and frictionless experiences. We are also seeing the shift from cash to digital payments once users have experienced a digital payment for the first time.

Technological availability is key in the adoption of digital payments, as some countries have better infrastructure and public policies to make it accessible to their populations.

Pix in Brazil is an interesting example of how instant payments can further real-time payments and foster financial inclusion in a country where almost 34 million adults still do not have access to traditional financial services. The payment method has been adopted by over 62% of the country's adult population which amounts to approximately 100 million users.

### Has the adoption of digital payments increased as quickly in emerging markets, during the Covid-19 pandemic, as it has in more mature markets?

Undoubtedly, the pandemic has generated a demand for digital payments and emerging markets were not the exception.

As these populations have a greater difficulty in accessing the traditional financial system, alternative payment options have surged as a result. One of the major drivers of this growth has been the access to smartphones together with a better connectivity.

According to a PWC report, there is an exponential growth in mobile phone penetration, which now exceeds

100% in countries like Brazil, and South Africa, India and China with mobile penetration rates of 90%, 84.6% and 76%.

According to the same report, nearly 90% of people under 30 live within emerging markets, who are the age segment that accounts for most online transactions. This group is prone to using new technologies and they have transformed digital solutions into an essential part of how people transact for goods and services.

The number of users these regions have, as well as the surge of new fintech that provides accessibility to online payments for the unbanked populations, are fostering the creation of a payment ecosystem widely accessible for every citizen.

***“Digital banks, digital wallets, payment links and QR payments are some of the developments fintech have brought into these markets and are being widely adopted by the population”***

### Where are we currently seeing the biggest receptiveness to new payment methods?

According to the World Bank, around 1.7 billion adults in emerging markets do not have a bank account or use a mobile money provider.

We believe fintech companies have a leading role in the transformation of the payments industry to ensure financial inclusion, offering users alternative payment options and methods that are most convenient to them. Our role is to understand what users need and provide them with a tailored solution. Our extensive experience in emerging markets has raised our awareness of the needs within these populations, hence why financial inclusion has always been part of our DNA since our inception.

**LATEST ISSUE OUT NOW**

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



## GUEST INTERVIEW



**ANDREA  
MCGEACHIN,**  
*CCO, NEOSURF*

*Neosurf CCO McGeachin  
speaks to Gambling Insider  
on the role of payment  
solutions services for  
iGaming in the metaverse*

### **Hi Andrea. How will providing payment solutions for the metaverse differ from traditional payment solutions?**

The difference will come down to the agility of financial markets and the currency used. Currencies in the metaverse will be more extensive. I dislike, with a vengeance, when people assume this will be crypto. No, it's not just crypto. Crypto is various currencies but currencies are actually going to get even wider. Don't forget, the concept of a metaverse has been around in games for much longer than the current hysteria following Facebook's Meta rebrand.

However, monetisation in the metaverse is really important; use of payments is going to be really important too. What's going to be really interesting is hype vs. the regulations that will be introduced. Monetising in and out of the metaverse is going to be really challenging, but doing this inside the metaverse will be far easier. There will be lots of trading and spending inside the metaverse; I think it could be far bigger than most are imagining.

I'm not the person to understand the in- and-outs of the metaverse, I'm seeing Neosurf's role. For us, focusing on the games arena is the safest bet because we have a deeply researched understanding of what gamers want from the metaverse. We believe that in the future, gamers will be able to own their metaverse purchases and monetise from that. It'll be virtual real estate, and that's trading. People in the metaverse are going to want to have multiple currencies and an ability to see the movement of virtual markets; crypto is the only thing right now that could work in this space.

### **Is there a risk that venturing into the metaverse with payment solutions could backfire? Is there a risk the demand for it will not actually be as big as anticipated?**

It depends what kind of payment solution is being used in the metaverse. Neosurf believes in bridging physical, real-world, fiat money. This is a crucial area that needs to be established once the metaverse launches. The risk is having open and inclusive entities on either side of the fiat and virtual currency

bridge. The other risk is: will the metaverse value become value in the real world? In the metaverse, people won't be able to feed themselves with nutrition and pay household bills. The risk is regulations stopping a bridge between the virtual currency of the metaverse and reality.

It's still a waiting game; everyone is going on and on about the metaverse, but Apple is very quiet. Usually when they're quiet it means they're having a very clever idea. Right now, you can put virtual money into a game, but you can't take it out. In the metaverse, a desire to take money out is going to be massive. The hype is enormous but it's going to need to be flattened down, because there will need to be controls.

These controls will need to follow the trail of money and it must be clear and obvious where money came from and where it is going. At the minute, you can convert fiat to crypto and vice versa. You can use crypto to purchase things specifically, and that purpose could be to hurt somebody. So, when the metaverse takes off, greater legislation of virtual currency will be needed.

***“For us, focusing on the games arena is the safest bet because we have a deeply researched understanding of what gamers want from the metaverse”***

### **Aside from the metaverse, are there any other plans for Neosurf in the near future?**

We want to take a position of integrity and take care of the needs of those in the gaming community. We also aim to evolve financially and manoeuvre smartly to keep pace with constant market shifts. We want to imbed our new metaverse launch product in the heart of every gamer, and so hope to extend our reach geographically. The best way to achieve this is by optimising the user experience. However, just because we're putting in controls, doesn't mean the user experience has to be hampered.

### **Are you looking forward to ICE London?**

Neosurf first went to ICE back in 2017. We've been building up every year but we didn't really have the budget back then. We only managed to get a booth at the back wall, but ended up becoming one of the most visited booths. This is because we serve the best coffee with great baristas; we're now a go to.



# we know what it takes

The journey to victory takes experience, dedication and a desire to push the boundaries. There are no shortcuts. Kambi's passion and heritage in sports betting means **we know what it takes** to succeed, and **we know what it takes** to ensure you become the best sportsbook you can be.

[kambi.com](https://kambi.com)

Meet Kambi at ICE (stand S2-110) and at the Indian Gaming Tradeshow & Convention (booth 466)

# Kambi