



WEEK 20

FRIDAY 20 MAY 2022

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IN THIS WEEK'S ISSUE:
888 ENTERS NEW ERA WITH WILLAM HILL



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THIS WEEK

- KEY CASINO HIRE FOR FANDUEL
- NEW JERSEY SLOWDOWN
- NEW UK GAMBLING RESEARCH CENTRE
- £675,000 WORTH OF GC SETTLEMENTS
- PARTNERSHIP ROUND-UP
- GAMBLING INSIDER TO KICK OFF KAMBI FESTIVAL

GUEST COLUMNIST

Henry Newman,
Co-Founder, BetItRight



888 ENTERS FINAL CHAPTER OF WILLIAM HILL TAKEOVER

US ROUND-UP: KANSAS, CAESARS AND DRAFTKINGS



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888 shareholders have approved the operator's William Hill acquisition. But what comes next?

▶ 888 expects to complete its takeover of William Hill sometime "on or around" 30 June 2022, it said, after shareholders overwhelmingly approved the acquisition.

During an Extraordinary General Meeting (EGM) of the company, 888 shareholders voted on the proposed acquisition, with nearly 307 million votes cast in favour of the move.

This represents more than 99% of all votes cast. By comparison, 819,264 votes were cast against, constituting only 0.27%, while 18,306 votes were withheld.

But more importantly, with shareholders' approval secured, the company has entered the final chapter of an almost nine-month-long saga.

888 won the auction for William Hill's European business back in September 2021, when it saw off all competition with a £2.2bn (\$2.7bn) bid.

This came after Caesars Entertainment acquired William Hill in April for £2.9bn, following an agreement that was reached in September 2020. At that time, Caesars' intention to sell William Hill's non-US assets was to be expected.

Caesars instead sought William Hill's expertise, acquired in the UK's highly competitive and mature sports wagering sector, to advance its own position in the United States' burgeoning betting market.

"Caesars' strategic focus remains on the opportunities immediately evident in the US market at this stage," it remarked in September 2020.

"It believes in the compelling proposition that William Hill's presence in the UK and other, non-US international markets offers to their gaming customers in those markets and believes those businesses have a strong future.

"To best maximise those propositions and support those businesses' long-term ambitions following completion of the acquisition, Caesars' intention is to seek suitable partners or owners who have aligned objectives and approaches."

But was Caesars' decision too hasty? William Hill is, after all, synonymous with sports betting, and despite closures brought on by Covid-19, remains a permanent feature of many UK high streets.

Another question to ponder: what are 888's plans for William Hill? In a few weeks' time, we'll find out; 888 expects to finalise its takeover of William Hill by the end of next month.

This will come alongside the readmission of the company's entire share capital on the premium listing segment of the FCA's Official List, and to trade on the main market of the London Stock Exchange.

Lord Mendelsohn, Non-Executive Chairman of 888 Holdings, commented: "We are delighted with the support of our shareholders for our proposed acquisition of William

Hill and would like to thank them for their continued, constructive engagement as part of this process.

"We look forward to completing this transformational acquisition at the end of June, creating a global online betting and gaming leader through the combination of two highly complementary businesses and two of the industry's leading brands."

While Lord Mendelsohn's words are all well and good, what can we actually expect to see from 888? First and foremost, we have to talk about William Hill's retail business.

888 is a primarily online-focused brand, while William Hill is renowned for its high street betting shops, despite the above mentioned closures.

When 888 was tipped to win the auction for William Hill, there was some speculation that it might accelerate these closures; but its CEO Itai Pazner quickly put any fears to rest.

"We actually see the shops as a core asset of William Hill," said Pazner in a Times interview last November. "A presence on the high street is an added benefit from a brand perspective.

"Some of the biggest online retail companies are now opening shops to create that omni-experience."

In that same interview, Pazner also expressed his confidence in the UK's gambling market, despite concerns about forthcoming regulatory change.

"With all the changes in regulations that could come in, I still think the UK's going to be one of the biggest and most attractive markets for a very, very long time," he remarked.

Pazner may be onto something here. While the US is expected to overtake Europe some time in the next few years, for now, the Old World still edges out the New when it comes to gambling.

Europe's total gambling revenue for 2021 exceeded €80bn (\$84bn), a considerably higher sum than the United States' \$53bn, with most coming from land-based gambling.

This won't last forever and most companies, including 888, have at least one eye looking west, but Europe's many nations still present an unmissable opportunity for profit.

Of those nations, none is more lucrative when it comes to gambling than the UK, where William Hill maintains a significant presence.

As the high street continues to rebound from Covid-19, people are returning to betting shops, and 888 is likely banking on both this and the UK market's future prosperity.

GI Verdict: Acquiring William Hill is a big gamble, and not one that 888 can really afford to lose. With an over £2bn price tag, the British bookie didn't come cheap, and 888 shareholders will be hungry for a return on such a big investment. As many operators plough more and more money into the US, this signals 888's confidence in Europe; but it's a confidence *Gambling Insider* believes is well placed.

THIS WEEK IN NUMBERS

\$47.5m

Revenue for Catena Media for Q1 2022, up 11% year-on-year



AU\$110,000 (US\$77,000)



Maximum fine for Australian operators guilty of promoting gambling inducements, a figure Liquor & Gaming NSW wants to be raised

20

Years after residents of Beloit, Wisconsin voted in favour of the complex, the Bureau of Indian Affairs has approved the Ho-Chunk Nation's application for a casino



1,400

Employees from The Rank Group to receive 150 days of safer gambling and social responsibility training in collaboration with GamCare

20

Years of experience in banking, ecommerce and B2C gaming for new Strive Gaming COO Andrew Holmes



US ROUND-UP: KANSAS, CAESARS AND DRAFTKINGS

▶ Dodge City's **Boot Hill Casino & Resort** entered into agreements with **DraftKings** and **Bally's Corporation** to bring their online sportsbooks to Kansas. Last week, Governor Laura Kelly signed a bill legalising sports betting throughout the Sunflower State, and Boot Hill's operator, a wholly owned subsidiary of Butler National Corporation, is gearing up for launch day. Under the Sunflower State's new legislation, Boot Hill may contract up to three sports wagering providers.

In other Kansas news, **Boyd Gaming** is suing the state over a provision in its new sports betting law. The law allows for 1,000 horseracing machines to stay in operation at the Wichita Greyhound Park. The greyhound park is owned by Phil Ruffin, the owner of Treasure Island, who intends to sell the shuttered racetrack, which has been closed since Sedgwick County voters rejected the use of slot machines at the park back in 2007. Boyd operates Kansas Star Casino, which sits 15 miles south of the Wichita Greyhound Park. The operator believes the state of Kansas is breaching its contract to prohibit similar gaming facilities at non-casino locations.

Pro baseball team the **Arizona Diamondbacks** entered into a partnership with the **Salt River Pima-Maricopa Indian Community**. Under their agreement, the tribal operator's Casino Arizona and Talking Stick Resort have been named the Major League Baseball (MLB) franchise's official casino and resort partners. This will see the properties' branding feature on signage throughout the Diamondbacks' Chase Field stadium, including unique field insignias in front of the home and visiting dugouts. The team will also open a VIP lounge for Casino Arizona and its guests.

Caesars Sportsbook, meanwhile, was named an official sports betting partner of the Indy 500 and Indianapolis Motor Speedway (IMS). The partnership sees Caesars Sportsbook become a sponsor for the remaining IMS races on the 2022 calendar, which began with the GMR

Grand Prix on 14 May, and included the opening of the Caesars Sportsbook Lounge at Pagoda Plaza. Caesars Sportsbook now has access to IMS logos, marks, digital and social media assets, and a variety of exclusive VIP speedway experiences for its users at IMS, available through Caesars Rewards.

Evolution put pen to paper on a deal with online casino brand **PlayStar**. Under the terms of their agreement, Evolution will provide its online live casino and first-person, RNG-based casino games in New Jersey.

The collaboration is in preparation for PlayStar's debut in the US market, set to take place later this year. Live dealer games will be streamed in real time from Evolution's Atlantic City live casino production studio. Players will have access to well-known titles that include roulette, blackjack, baccarat and numerous poker variants.

Payments platform **Paysafe** partnered with **Strive Gaming**, a provider of player account management platforms (PAMs). The payments provider claims its new partnership will help with the multi-state requirements of online operators in the North American market. The deal follows another recently unveiled association between Strive Gaming and Paysafe's iGaming collaborator Golden Nugget Online Gaming. This agreement is in effect in both Arizona and the recently regulated Ontario market.

Finally, **DraftKings** brought its online casino and sportsbook products to Ontario's newly regulated iGaming market. This move marks the operator's entry into Canada and comes after the province launched iGaming last month, becoming North America's hottest market. Ontarians can now use DraftKings' app to place wagers on various sporting events, including the 2022 National Hockey League Playoffs, Major League Baseball, Major League Soccer and, later this year, the FIFA World Cup. "DraftKings' entry into Canada with our online sportsbook and online casino products is a significant milestone in our expansion efforts," said Jason Robins, DraftKings CEO.

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JPY 10.9bn
(\$84.3m)



Q1 2022 net income
for Universal
Entertainment Group

5

Year agreement
between BetMakers
and the Royal Sabah
Turf Club in Malaysia



\$37.5m



Q1 2022 revenue
for GAN, a 38%
year-over-year rise

FANDUEL CONTINUES CASINO DRIVE WITH ASAF NOIFELD APPOINTMENT

Flutter Entertainment's FanDuel has appointed former PokerStars executive Asaf Noifeld as its new Managing Director, Casino.

Not only is Noifeld new to the role, but the role itself is new, and will see Noifeld take responsibility for the oversight of FanDuel's online casino business.

Noifeld moves from PokerStars, another arm of Flutter's, where he served as the Managing Director of PokerStars Casino.

Noifeld has also worked at 888 Casino, working his way up through a variety of roles. Noifeld will operate out of FanDuel's New York headquarters, which heads operations for FanDuel Casino in New Jersey, Pennsylvania, Michigan, West Virginia and Ontario.

President & CEO of FanDuel Amy Howe said: "Asaf brings deep experience building online casino businesses across the globe. I am delighted to add him to our leadership team, as he has extensive knowledge in the space, which will help grow our online casino business in North America."

In January this year, Amy Howe spoke

with *Gambling Insider* on her desire to strengthen FanDuel's sports betting and iGaming offerings.

"We are America's number one sportsbook; we came out of Q2 with a 42% market share and we need to continue to strengthen that moat, particularly on the product side," she said.

"But my second big objective is to elevate the importance of the casino and iGaming segment. It's critically important to our overall portfolio; we're sitting here with Flutter, the largest online gaming operator, and we have tremendous assets we can and haven't yet fully leveraged. So, casino, you're going to see a lot more coming in that space."

GI Verdict: As mentioned by Howe, the group clearly has huge ambitions for its online casino business, so the appointment of the experienced Noifeld is a smart move. Not only is it a smart move, but Noifeld has seemingly gone down as a very popular choice to take on this new, exciting role, which can only be a good sign for FanDuel. The social media response has been strong.

THE WEEK IN QUOTES

“The meteoric rise of online casino streaming has been phenomenal and increasingly a mainstay of our business. Livespins is at the heart of this in driving the streamer community forward with a unique platform and player experience. We are very excited to become a part of that.”

Skywind CEO Hilary Stewart-Jones after the developer signed a partnership with Livespins

“OG Esports has always been a value-driven company, and we want partners that want to support our vision and be part of our journey. When we met with 1xBet they were very passionate about what we are building and they were very excited about doing cool things together. Welcome to the family 1xBet!”

OG Esports CEO JMR Luna on the group's partnership with 1xBet

NEW JERSEY SPORTS BETTING SLOWDOWN “A CONCERN FOR THE INDUSTRY”

New Jersey's online and retail sports betting slowed in April, but wagering still reached \$927m.

This is the first downturn in New Jersey's sports betting market this year, although year-on-year gains in sports betting remain high.

This is backed up by continued momentum at online casinos, where betting volume remains high.

The \$927m generated from New Jersey's sports betting markets is still up 24% on April 2021, when Covid-19 continued to hamper operations.

April's handle was down 17%, however, from \$1.1bn in March. March's figure was given a boost by the hugely popular March Madness.

It is, perhaps, because of March's success that New Jersey's April started to stutter; it is the first month of 2022 in which year-over-year gains were less than 31% (which is still a high number).

April's bets produced \$50.3m in operating revenue, down 8% year-on-

year and 24% from March 2022.

Of April's \$1.1bn handle, \$863.1m came from online sportsbooks.

PlayNJ analyst, David Danzis, said: “So far, the national economic headwinds do not appear to be taking a significant bite out of the gaming industry.”

“But it is entirely possible that as everyday costs increase, people will begin to curtail their betting. Time will tell, but it is a concern for the industry.”

Meanwhile, New Jersey's online casino and poker rooms made \$136.9m in revenue for April, with a daily rolling average of \$4.6m.

GI Verdict: It is interesting, and perhaps ominous, to see the first suggestions of economic hardship having a detrimental effect on the gaming industry. It looks like revenues would've fallen further were it not for the NBA. The hugely popular basketball playoffs have effectively buffered the state from a more dramatic spring slowdown.

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GAMBLING HARMS RESEARCH CENTRE OPENS AT THE UNIVERSITY OF BRISTOL

“Our goal here at NetBet Italy is to create an online entertainment platform that appeals to players at all levels. We are constantly evolving our provider’s list to include both established gaming companies and fresh new talent that caters to specific markets. Our recent partnership with WMG is a strong move for both our brand and theirs, helping us make our mark among NetBet Italy’s players and extending WMG’s reach to a wider audience. We look forward to working more with this talented provider in the future.”

NetBet PR manager Claudia Georgevici on NetBet Italy’s partnership with iGaming provider WMG

The Gambling Harms Research Centre (GHRC) has opened at the University of Bristol. The £4m (\$5m) centre aims to increase understanding and awareness of the dangers of gambling. It is funded by GambleAware, with the charity’s Chief Executive Zoë Osmond describing it as a “major step forward.”

Osmond added: “We are incredibly excited by the long-term benefits this work will bring by driving new public health approaches to reduce gambling harms for a wide range of communities.”

The university has a record of researching gambling issues, and will integrate research from six facilities, across disciplines such as personal finance, psychology and economic and human geography.

The GHRC will work closely with many other establishments when conducting its research, such as the Bristol Digital Futures Institute, the Bristol Poverty Institute and the Bristol Population Health Science Institute.

The centre aims to improve support and treatment for gambling issues through a public health approach, addressing questions such as how gambling is practiced, what initiates harmful gambling and the role social inequalities play in exacerbating gambling harms.

The centre’s Co-Director Agnes Nairn commented: “I think the advent of social media had a big impact on the sheer volume of gambling there is and the directed advertising that comes straight to someone.”

GI Verdict: Given the issue of problem gambling in the UK, the opening of the centre should certainly be celebrated as a tangible step forward, as opposed to the fines or warnings handed out to operators.

But as Osmond notes, it is only a small step in the right direction, meaning there is much more that could and should be done around the UK to reduce gambling harms. GambleAware will be hoping the centre can kickstart a real moment of change.

“This partnership with Ezugi helps us to provide our loyal customers with lots of new and exciting games, and helps us to solidify our position as the number one multi-channel gaming operator across the Baltics.”

OlyBet Chief Performance Officer Tomas Graham on the group’s new agreement with Ezugi

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Tabcorp
5.29 AUD



6%

GC ORDERS TWO OPERATORS TO PAY £675,000 IN REGULATORY SETTLEMENTS

The Gambling Commission has ordered two online gambling businesses to make payments totalling more than £675,000 (\$836,535).

Jumpman Gaming and Progress Play will pay £500,000 and £175,718 respectively for anti-money laundering (AML) and social responsibility failures. Their payments will be made to the National Strategy to Reduce Gambling Harms.

Following investigations by the Gambling Commission, similar concerns were raised in regard to both operators' activity. These included AML shortcomings and a failure to adequately safeguard vulnerable players.

Jumpman Gaming and Progress Play were further found wanting when it came to several social responsibility code provisions designed to identify and mitigate gambling harm.

Multiple incidents were highlighted, including one Jumpman Gaming customer who "lost over £20,000 in approximately six weeks before any consideration was given

to affordability." However, the Gambling Commission did outline mitigating factors, adding that both firms cooperated in a timely and transparent manner.

"We will always clamp down on operators who fail in their obligations to keep gambling safe and crime-free," said Leanne Oxley, Gambling Commission Director of Enforcement and Intelligence.

"We encourage other operators to consider the failings identified in these cases carefully and consider what improvements they can make."

GI Verdict: Of course nobody likes being penalised, and these figures may do more damage to the reputation of both companies than their finances. The hope is this will serve as a warning to operators. Such fines seem to be popping up more and more often, with the GC increasing its focus when it comes to AML and social responsibility failures.

However, critics have pointed out the GC might only really be fining smaller firms and not industry giants for similar failings.

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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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PARTNERSHIP ROUND-UP: WILLIAM HILL, GOLDENRACE, BTOBET

William Hill has announced the rollout of its sports betting and online casino brand in Latvia.

William Hill hopes an increased stake in the Latvian market will boost brand visibility in the country.

The operator notes that a quick entry into the Latvian market was made possible by rebranding its local sports betting brand, 11.lv.

Latvia's 11.lv was acquired by William Hill in 2019 and has been under a local licence since 2012.

The rebrand has coincided with significant Latvian sporting events, including the 2022 IIHF World Championship and the Responsible Gaming Latvian Cup, which both took place in the last month.

William Hill's International Managing Director, Nir Hakarmeli, said: "I am very proud of the work done building the 11.lv brand in the Latvian market, becoming one of the leading brands in the country."

Elsewhere, **GoldenRace** has signed a partnership with Betsson in the Greek

online market. The deal sees the provider become the first and only virtual games provider of Betsson Group in Greece. Through an aggregator platform, Betsson's online players in the country can now play GoldenRace's virtual sports and games.

"At Betsson, we are always listening to our customers' needs and wants; and we constantly strive to provide the very best entertainment to our clients," said Betsson Greece Managing Director Thanos Marinos.

As noted by GoldenRace, the new partnership contributes to its growth in the Greek online market, a country in which the company has been operating with "great success since it obtained its licence in 2021."

Finally, **BtoBet** has signed an agreement with omnichannel operator Ngnatat Sarl Trading, based in Cameroon. The deal, through its certified partner for Africa STM Gaming, will see the operator make use of BtoBet's sportsbook and PAM (player account management)



platform, with the aim of delivering a sportsbook and casino experience on the Bet237 brand. It involves both the online channels and the group's retail network.

"BtoBet's cutting-edge sportsbook platform, with its highly flexible approach, allows our partners to maintain an edge on the competition in the demanding African landscape," said BtoBet CMO Sabrina Soldà.

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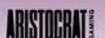
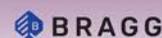
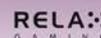
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GAMBLING INSIDER TO KICK OFF KAMBI'S FESTIVAL OF SPORTSBOOK

Kambi's Festival of Sportsbook will take place next week, with *Gambling Insider* Editor Tim Poole hosting an Executive Roundtable to launch the Festival on 23 May.

BetWarrior CEO Zeno Ossko, Christian Polsäter, Director of Sports at LeoVegas, and Paul Burns, CEO, Canadian Gaming Association, will join the Sports Betting Focus: Executive Roundtable.

Together, they will discuss the biggest focuses in sports betting today, along with how they expect the industry to develop over the years to come in key regions such as Europe, Latin America and, naturally, Canada.

LatAm markets have undergone considerable growth in recent years, where online sports betting is currently experiencing a surge due to the region's love of sport and the spread of regulation.

Alongside this, European jurisdictions continue to drive innovation and change, from both a technological and regulatory standpoint.



The session will begin a week-long content series about all things sports betting, covering the land-based and online sectors; as well as trends in integrity, data and esports, among other topics and issues.

Following the panel, Kambi CEO and Co-Founder Kristian Nylén, alongside Chief Commercial Officer Cecilia Wachtmeister, will welcome attendees with a keynote speech.

Other notable talks to look out for

throughout the week include Abios & Esports: Betting For the Next Generation on 24 May, Tribal Sports Betting: What It Takes To Succeed on 25 May; and The Road to the World Cup and Beyond on 27 May.

Gambling Insider's session won't require registration, and is one of many that are free and publicly available. Sign up to Kambi's Festival of Sportsbook to watch the rest of the week's panels.

IN-DEPTH ANALYSIS FOR THE U.S. GAMING INDUSTRY

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INDIANA APRIL REVENUE

MULTIPLE PROPERTIES

Boyd (BYD)	\$35.396	+12.82
Caesars (CZR)	\$101.076	-7.26
Penn National (PENN)	\$43.585	-15.60

SPORTS BETTING REVENUE

	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)	OPERATORS
Blue Chip (BYD)	\$12.677	+122.10	FLTR
Ameristar (PENN)	\$7.074	-0.88	DKNG/PENN
Belterra (BYD)	\$3.346	+7.92	ENT/MGM/Betway
Hollywood (PENN)	\$2.097	-3.75	PENN/PBH
Hoosier Park (CZR)	\$1.934	+373.89	CZR
French Lick	\$0.545	+41.35	RSI
Horseshoe Hammond (CZR)	\$0.478	+693.25	CZR/Kindred
Horseshoe Indianapolis (CZR)	\$0.226	-43.93	CZR
Caesars Southern Indiana^	\$0.212	+67.99	CZR

INDIANA

ALL-SOURCES REVENUE	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)
Hard Rock Northern Indiana II	\$14.29	+2,368.02
Hard Rock Northern Indiana	\$22.364	+256.58
Blue Chip (BYD)	\$24.101	+27.11
Bally's Evansville (BALY)	\$15.833	+21.82
French Lick	\$7.340	+4.74
Hollywood (PENN)	\$17.650	+4.71
Hoosier Park (CZR)	\$21.351	+2.95
Caesars Southern Indiana^	\$21.485	-0.61
Horseshoe Indianapolis (CZR)	\$28.005	-0.80
Rising Star (FLL)	\$4.064	-0.86
Belterra (BYD)	\$11.295	-9.00
Rocky Gap (GDEN)	\$4.993	-1.93
Horseshoe Hammond (CZR)	\$30.234	-21.27
Ameristar (PENN)	\$25.935	-25.44
Total Gaming	\$243.955	+9.42
Total Casino*	\$215.298	+6.12

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GUEST COLUMNIST



HENRY NEWMAN,
*CO-FOUNDER,
BETITRIGHT*

Newman discusses the development of real-time and micro-bet wagers, which he argues can hugely enhance player engagement

The ability to place wagers in-play in real time on a wide selection of events gives customers greater engagement, involvement and excitement during betting experiences. Micro-bets placed during live matches immerse players in the action where the importance of educated decisions becomes paramount in driving betting activity. Customers equipped with expert knowledge are in a stronger position to make the correct call on any number of markets.

The best way to equip customers with that knowledge is through smart technology. Best results involve amalgamating three feeds of information to generate bet prompts for a wide range of betting markets. First is the output of relevant betting information from internal modelling, the core element in the generation of relevant betting information. Then follows a live event feed which delivers key events that occur in-game and, thirdly, there is the bookmaker price feed.

As key events unfold during games, those three information strands combine to generate relevant data and automated sentences – delivered either via an API or a plug-and-play widget – that advises and influences consumer betting decisions.

An example would be if Manchester City score first within the opening 15 minutes of a game; the technology will reference how frequently BTTS 'Yes' or Man City -1.5 on the handicap is settled when they have done this. The engine goes on to suggest a bet leveraging this data. Democratising this data and opening up more betting options gives bettors a chance to wager on games that ordinarily remain unexplored on an operator site; because they now have new, engaging

information to shape decisions.

This strategy has a proven track record of striking the right balance between improving user engagement and activity for operators, while at the same time servicing consumers with evidence-supported betting guidance.

Data science and predictive modelling expertise have been the catalyst for this new in-play concept, and the engagement figures reveal it is delivering impressive operator results. Giving players reasons to place bets increases customer interaction, which means greater bet propensity.

Insightful content ensures users return regularly to find more angles for a particular event on the sporting calendar. Research reveals higher conversion rates around customer engagement, additions to betslip and an overall increased size and volume of bets placed.

Throughout 2021, data from several operators showed that 24% of sports bettors who engaged with the in-play content went on to add to their betslip. Furthermore, there was a 450% increase in usage of the product by customers between launch and the end of the football season.

This is proof that the more consumers become affiliated with bet prompts, the more they return to engage with these types of products. An increase in activity directly generates additional revenue for bookmakers who have hundreds of thousands of site users.

As the in-play products become more alluring for players and operators, it's vital that there are the right responsible gaming mechanisms in place. Any content partnership agreements that are signed mean the product is integrated with the operator's platform and therefore bets can only be placed through the site. Companies should only ever work with responsible operators who are committed to the highest standards of player protection; and who proactively step in when problem gambling behaviour is apparent.

The very nature of bet prompt products means they are used consistently and that helps build an accurate picture of a player and their habits. The more data available the better, and that allows operators to engage with customers who are showing concerning patterns of behaviour. Working closely with operators' tech teams to build out bespoke versions of in-play products means indicators are included that make it easier to recognise concerning patterns.

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