



# WEEK 22

FRIDAY 3 JUNE 2022

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CLOSING SOON

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# WEEK 22

FRIDAY 3 JUNE 2022

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## THIS WEEK

- NO NEW CUSTOMERS FOR DUTCH IGAMING
- EVERYMATRIX TAKES A LEAP
- NO SMOKING AT THE TABLE, PLEASE
- SPOTLIGHT FIRMLY ON THE WORLD CUP
- NEW ID RULES FOR DENMARK
- CEO CHANGES FOR TABCORP AND SPORTECH

### GUEST INTERVIEW

Tommy Molloy,  
Sportsbook & Trading Director,  
Pronet Gaming



## AUSTRALIA: ISSUES CONTINUE FOR THE STAR AND CROWN RESORTS

## US ROUND-UP: DRAFTKINGS, PAYSAFE AND CIRQUE DU SOLEIL



# SELF-NOMINATIONS CLOSING SOON



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## The Star could see its Sydney casino licence revoked while Crown Resorts faces a record-breaking fine

▶ Australia's premier casino operators are once again facing regulatory action. Time after time, The Star Entertainment Group and Crown Resorts make headlines for breaching regulations. However, while both are in hot water, a lifeline is within arm's reach for Crown. Unfortunately for The Star, it's sink or swim.

The Victorian Gambling and Casino Control Commission (VGCCC) imposed an AU\$80m (US\$57m) fine on Crown's Melbourne property. In recent months, Crown Melbourne has been embroiled in a protracted scandal over the embezzlement of funds from China Union Pay bank cards.

Crown Melbourne allowed its patrons to use China Union Pay cards to access funds for gambling, facilitating access to nearly AU\$164m.

Using a China Union Pay debit or credit card for gambling purposes is illegal, given China's ban on gambling, and to make matters worse, Crown Melbourne was in breach of Australia's Casino Control Act 1991.

Illegal bank transactions at the casino, which occurred between 2012 and 2016, are said to have generated an estimated revenue of more than AU\$32m for Crown Resorts. The casino operator has faced legal action since this came to light and, more recently, received new restrictions from the VGCCC.

This hefty fine is the latest enforcement action levied against Crown, and the highest fine issued by the VGCCC since amendments were made to the Casino Control Act, raising the maximum penalty from AU\$1m to AU\$100m.

After a string of high-profile departures and resignations at Crown, the organisation's new senior management team has admitted the embezzlement case was illegal and "completely unacceptable."

VGCCC Chairperson Fran Thorn noted that despite appreciation for Crown's cooperation and acceptance of the fine, the record AU\$80m punishment handed down to Crown was appropriate.

Thorn said: "Crown's CUP process was a clandestine, deliberate process, which not only breached the Casino Control Act but was also devised to assist patrons to breach China's foreign currency exchange restrictions."

This may not be the end of disciplinary proceedings for Crown Melbourne either. The VGCCC is considering further action against the operator related to other findings made by the Royal Commission, which may attract an additional fine of up to AU\$100m for Crown Melbourne.

However, this does not appear to have dissuaded Blackstone from acquiring Crown Resorts. The American investment giant remains on track to close a multibillion-dollar deal for the Australian casino operator.

This will likely give Crown some breathing room given its recent legal troubles. But for The Star, no such lifeline exists. Amid an ongoing review into The Star's Sydney casino, the operator has been called "unsuitable" to run the property.

Barristers assisting the probe have recommended that inquiry Chair Adam Bell, SC, find The Star unsuitable to hold a casino licence in Sydney, suggesting that the group is only at the beginning of its journey to remediation.

Counsel assisting the inquiry Naomi Sharp, SC, noted unethical behaviour within The Star legal team and highlighted the improper supervision of its VIP team, as well as very serious failures in risk management frameworks.

"We submit that the evidence in the public hearing establishes that The Star is not suitable to hold the casino licence and that its close associate Star Entertainment is not suitable either," said Sharp.

In recent months, The Star has seen several senior officials step down. Earlier this month, John O'Neill tendered his resignation as Executive Chairman, only a few days before he was due to give testimony at the inquiry.

O'Neill was appointed to the role on an interim basis after former CEO and Managing Director Matt Bekier resigned on 28 March.

Other high-profile departures include Chief Financial Officer Harry Theodore, Chief Casino Officer Greg Hawkins and Chief Legal & Risk Officer, as well as Company Secretary, Paula Martin.

Ultimately, the future does not look especially bright for either The Star or Crown Resorts. Their recent legal troubles will likely be further compounded by Australia's new government, which may take a less favourable stance towards gambling than its Coalition predecessor – though that hasn't stopped the Labor Party from accepting industry donations.

What exactly the future holds for Australia's top two casino operators is hard to say, but it'll probably be a bumpy ride, so buckle up.

**GI Verdict:** The Star and Crown have made many headlines regarding their regulatory transgressions, but these recent developments herald a potential shift in how authorities will punish them. The AU\$80m fine levied against Crown signals a new normal, one where regulators will crack down more severely on any violations. The Star, meanwhile, appears to have been given a glimpse into its future, and it does not look good. Australia's new Labor-led government will take a different tack when it comes to regulation, but likely not in either The Star or Crown's favour.



# THIS WEEK IN NUMBERS

## 2

New deals for LiveSpins, joining forces with Platipus Gaming and Booming Games



## 40+

UEFA Nations League matches covered through Fox Sports and Fubo TV

## \$300,000

Set to be refunded to players in 2022 by 888poker, recovering more money from bot accounts than ever before



## 2

Sponsorship agreements for ComeOn Group; Sliema Aquatic Sports Club and Sliema Wanderers FC

## 554%

Q1 revenue increase in America for Gambling.com



## US ROUND-UP: DRAFTKINGS, PAYSAFE, SYMPLIFY AND CIRQUE DU SOLEIL

High 5 Games has agreed to supply its casino titles to **DraftKings** in a multi-market deal, becoming part of the operator's casino product roster.

To kick off their partnership, a selection of High 5 games have gone live in Michigan ahead of future rollouts elsewhere.

So far, High 5 titles available to Michigan players include Triple Double Da Vinci Diamonds, The Green Machine Deluxe and Platinum Goddess. This deal expands on High 5's existing relationships with operators in the US, and broadens the supplier's North American footprint.

Already, High 5 has agreements with a number of operators in Michigan, New Jersey, Pennsylvania, Quebec and Ontario, where the supplier received a licence in March ahead of the Canadian province's April market launch.

Digital payment platform maven **Paysafe** has unveiled a new programme that will serve its Skril USA digital wallet. The program, designed for high stakes online gamblers, is the American iGaming industry's highest capacity one in terms of instant funding of deposits.

The move follows a more general recent upgrade for Skril USA, which recently saw Paysafe integrate its new digital wallet on the platform, allowing for instant deposits and payouts.

This programme will first be available on the PlayUp USA digital sportsbook, which is currently available in New Jersey and Colorado. In going live, PlayUp USA has become the first iGaming platform in the US market to have Skril USA's VIP

player programme.

**Symplify** will supply its software-as-a-service (SAAS) solution to PlayStar under a new four-year partnership.

Both companies have put pen to paper on an agreement that will see Symplify play a "significant role" in supporting the US-based iGaming operator as it looks to expand its footprint.

As part of their deal, PlayStar will employ Symplify's Onpage AI to tailor users' web experience via machine learning. PlayStar will further employ the supplier's "Campaign and Journey builder" to foster growth in the regulated US market.

Symplify's AI solution, it said, will also "help the business optimise marketing spend and nurture customer sentiment."

**Cirque du Soleil** has launched its latest show, Mad Apple, at Las Vegas' New York-New York Hotel & Casino.

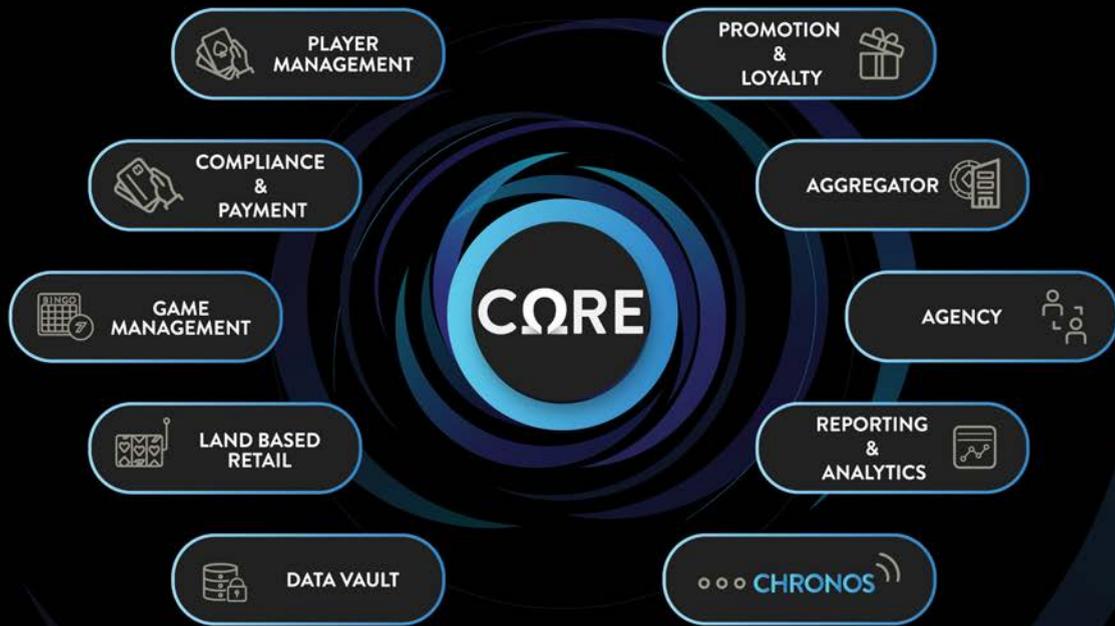
The contemporary circus company has debuted its new production, which it called "a high-energy cocktail of comedy, music, dance and high-flying acrobatics," at the Big Apple-themed property, operated by MGM Resorts, on the Las Vegas Strip. Over the show's 80-minute runtime, audiences are taken on a tour of New York's five boroughs, with sets inspired by the city's recognisable landmarks, such as the Statue of Liberty and the Chrysler Building.

Mad Apple features a variety of entertainment, including stand-up comedy for the first time in a Cirque du Soleil show, with headlining comedians Brad Williams and Harrison Greenbaum, alongside freestyle comedy rapper Chris Turner.

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**3**

New member organisations added to the Global Lottery Monitoring System; CSCF Foundation for Sport Integrity, the Hungarian Supervisory Authority for Regulatory Affairs, and the Greek National Platform

**14 June**

Extended acceptance period for NeoGames' public offer for Aspire Global, which was originally 25 May 2022



**815%**

Increase in games offered since the end of Q4 2021 for Real Luck Group

## NOGA: DUTCH IGAMING MARKET SEES NO RISE IN NEW CUSTOMERS

The Dutch have not increased their gambling since the country's regulated market launched last October, according to new figures from Ipsos and the Netherlands Online Gambling Association (NOGA).

A large increase in new customers has yet to materialise, contrary to some expectations. Approximately 11% of the Netherlands' adult population has gambled online in the past 12 months, roughly the same level when compared to last year.

However, of those who have played online since 1 October 2021, 78% have done so with licensed operators. This means that "Dutch people who previously played online anyway now largely do so in a safe and responsible environment," said NOGA.

Visits to illegal gambling sites, meanwhile, have decreased "drastically." It would further appear that most players find gambling at an illegal site "risky," though 70% of them "do not know how to distinguish a Dutch-licensed provider

from an illegal one."

NOGA also said Dutch citizens are more exposed to adverts for gambling, and that a "large part of the Netherlands" supports "far-reaching restrictions" on such ads. This information came from the Online Gambling Barometer, an annual survey of the Dutch market conducted by Ipsos on behalf of NOGA. Commenting on this year's findings, NOGA's Director, Peter-Paul de Goeij, remarked: "It appears that the channelling of players towards the legal offer is well underway."

However, he added: "The Barometer also shows that 5% of the Dutch population belongs to the risk group for gambling problems, and among young adults this is 8%."

**GI Verdict:** A mixed bag for the Netherlands' iGaming market. People seem to be largely avoiding unlicensed sites, but new customer growth is stagnant. In the grand scheme of things, it's still early doors for the Dutch, and the market's future will depend on these next few months.



## THE WEEK IN QUOTES

*“As part of our transformation of Skrill USA into the go-to digital wallet for American iGaming, we’re delighted to launch the VIP player programme with innovative brand PlayUp USA ahead of a wider roll-out. With VIP players preferring digital wallets over every other payment method, we’re confident that our programme and product upgrade will make Skrill USA the preferred wallet of American operators’ VIP customer segments.”*

**Zak Cutler, CEO of North America iGaming at Paysafe, after the group launched a new programme for its Skrill USA digital wallet that caters to high-stakes online gamblers**

*“We are delighted to have joined the fight against corruption in sport and look forward to working with IBIA; and our colleagues across the industry in tackling match-fixing and all associated fraudulent activity.”*

**BetKing’s Head of Trading Operations Karim Faith after the operator joined the International Betting Integrity Association (IBIA)**

## EVERYMATRIX ACQUIRES LEAPBIT TO BOOST RETAIL SPORTS OFFERING

Supplier EveryMatrix has acquired sports betting developer Leapbit.

EveryMatrix hopes the merger with Leapbit will improve its sports betting product, OddsMatrix, citing an “advanced and proven retail offering” provided by the developer. EveryMatrix is aiming to elevate its OddsMatrix platform to an omnichannel iGaming solution, integrating Leapbit’s software solution, virtual horseracing and lottery products.

Leapbit has had experience supplying technology solutions since 2018, with a number of its core team members learning their trade from Romanian bookmaker Superbet. The merger sees Leapbit’s development team join forces with OddsMatrix in Zagreb, Croatia.

Ebbe Groes, EveryMatrix CEO, said: “OddsMatrix is one of the company’s three pillars and is growing at a tremendous rate already. Retail is a big component of any comprehensive sports betting suite, and by integrating Leapbit’s technology, we can take OddsMatrix to

new levels of complexity.

“We’ve been impressed by Leapbit’s technology and expert team, and we’re looking forward to growing OddsMatrix together by greatly expanding our addressable market.”

Co-Founder and CEO of Leapbit, Bozo Kekez, added: “We’re delighted to be signing with EveryMatrix. The past four years with Leapbit have been more fruitful than expected; we’ve done a lot of work in a short time frame and couldn’t be prouder of this outcome.

“The team is eager to rejoin a bigger company and work from the inside to push the boundaries of innovation within the sports betting software space.”

OddsMatrix reached €100m (\$107.8m) in total bets placed for Q4 2021; with this new acquisition, it’s clear the supplier is looking to diversify its offering.

**GI Verdict:** A growing presence online, this acquisition very much enhances EveryMatrix’s retail offering. Despite digitalisation, retail remains ever-present.



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## BALLY'S RHODE ISLAND CASINOS BAN SMOKING

Bally's Twin River Lincoln and Tiverton casinos in Rhode Island have implemented a ban on smoking at all table games, following calls for a state-wide prohibition at casinos.

This ban comes after protest action from casino workers, who voiced concerns over serious health risks from extended exposure to second-hand smoke at the gaming tables.

Rhode Island Representative Teresa Tanzi has demonstrated her support for casino employees, sponsoring a bill, 2022-H 7855, that would amend state law and see smoking prohibited inside casinos.

Rhode Island regulations currently prohibit smoking in all work environments; however an exemption is offered to casinos. This has proved controversial, and the bill sponsored by Tanzi, if passed, would see this exemption overturned.

Bally's had previously announced opposition to the bill, stating that both the Twin River Lincoln and Tiverton casinos meet regulatory requirements and offer adequate non-smoking sections.

Despite Bally's protests, however, its ban came into effect on Friday 27 May, with Bally's spokesperson Patti Doyle detailing in an email:

"Customers who wish to smoke must leave the table and use a smoking receptacle on the outer perimeter of the table games area. We have posted signage and ashtrays have been removed at the tables."

Smoking was temporarily banned at casinos during the height of the Covid-19 pandemic, but as restrictions were eased, the smoking ban was lifted. However, this decision was met with pushback from casino employees and anti-smoking campaigners.

**GI Verdict:** First New Jersey, now Rhode Island. Anti-smoking fever is sweeping the East Coast. Atlantic City's casino industry continues to rebuff calls for a smoking ban, but is slowly losing ground to a coalition of state lawmakers, casino employees and campaigners. Now, Rhode Island is gearing up for a similar push, one that seems to have met less resistance.

*"In a very short space of time Incentive Games has established itself as the global leader in the field of free to play games, and I'm hugely excited and intrigued to join a remarkable team. Their products are now generating huge amounts of incredibly rich data that are being harnessed to develop a phenomenal roadmap of upcoming products. The challenge of helping elevate those games to the next level was one I couldn't resist."*

**Tiago Vieira on his appointment as Incentive Games' new Head of Data**

*"Nicki is best known around the world as a mega superstar, but we know her as a brilliant businesswoman. Her role as a Strategic Advisor to MaximBet will be invaluable to us. She's built one of the most powerful brands in the world, her own, and she's applying that same savvy and creativity to our lifestyle sports betting brand. I couldn't be more excited to be working with her - she is creative, smart, passionate and bold. There is no one better suited to helping us take this form of entertainment mainstream."*

**MaximBet CEO Daniel Graetzer after singer Nicki Minaj signed a multi-year global partnership with the group**

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### Red Rock Resorts

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8%

## SPOTLIGHT SPORTS GROUP LAUNCHES WORLD CUP SPORTS BETTING HUB

Spotlight Sports Group (SSG) has launched a one-off sports betting hub ahead of the World Cup in Qatar at the end of 2022.

SSG's new hub follows a string of similar products introduced for other major sporting events, including the Winter Olympics, Cheltenham Festival and several major darts tournaments.

The World Cup 2022 will be the first of SSG's sports betting hubs to be filled with live football content specifically.

Each of SSG's solutions will be exclusively available in one territory.

SSG claims its hubs can be integrated directly into a sportsbook via its iframe service and will integrate live odds, add betslip functionality and provide localised content in over 70 languages once installed.

The supplier has confidence in the success of its product, citing internal data from previous hubs. The data detailed that 49% of viewers placed a bet in the same session, after spending an average of two minutes using the site.

Furthermore, 79% of SSG users said they

accessed content included in the operator's hubs to inform them of their betting trends.

SSG's B2B Sales Director, Rob Black, said: "We know from working closely with our partners that product and marketing teams across the industry are hugely enthusiastic about supplying their customers with premium content around major events; but technical roadmaps and queues are getting in the way of innovation.

"We also know, from the research conducted, that these integrated content experiences are both favoured by customers and that they drive huge ROI. We can supply incredible betting journeys that players will love by taking away that technical headache."

**GI Verdict:** Spotlight Sports Group's latest news follows positive results from an independent study, revealing 20% of consumers added an SSG-produced Superfeed game to a betslip in January 2022.

Affiliates may take note of this kind of event-specific strategy for the future.

# SCCG MANAGEMENT

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## DENMARK TO INTRODUCE NEW DIGITAL ID RULES IN JULY



Denmark will introduce new rules regarding electronic ID for online gambling on 1 July, announced Spillemyndigheden, the Danish Gambling Authority (DGA).

MitID, Denmark's new digital identification scheme, will finally replace the country's current system, NemID, this summer. This latter system has been employed for over a decade and is used to access online banking, government websites and certain digital services, such as online gambling.

But NemID, which translates to EasyID

in English, will soon be phased out, to be replaced by MitID, which means MyID.

This has been developed by the Danish government, in partnership with the private sector, to satisfy new security requirements and incorporate more advanced technology.

Operators will be required to transition to MitID, though the DGA said: "It is possible to use both NemID and MitID until NemID is phased out, which means that licence holders will have a period to implement the changes

that MitID requires."

This change has been made necessary by an update to section seven of Executive Order no. 1274 and Executive Order no. 1276, which cover online casino and online betting respectively.

These both state that "the electronic ID must be an electronic ID from a Danish national identification scheme, or an electronic ID approved by the Danish Gambling Authority." The DGA said it will publish a newsletter and update its guide on betting and online casino "as soon as possible."

**GI Verdict:** MitID has been a long time coming. It was originally announced back in 2020 and scheduled for release last year. But after a lengthy delay, it has finally arrived. Most users will likely notice no difference, but for operators, this change may cause some hassle. However, Denmark's new digital ID scheme is overall a welcome change. Given online gambling's growth and technological development in recent years, efforts from governments to keep pace are a positive.

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## HR ROUND-UP: SPORTECH & TABCORP ANNOUNCE BOARD CHANGES

Betting technology company **Sportech** has announced a series of boardroom changes and a trading update, ahead of its Annual General Meeting (AGM) held today in London.

Andrew Lindley, after his appointment in September 2021, will vacate his role as CEO and will not stand to be re-elected as a Director at the AGM.

Sportech has not given details on when Lindley is to leave his role but stated that he will "continue to support the group in concluding various current initiatives in the coming months."

Commenting on his departure, Sportech said: "The Board would like to thank Andrew for his professionalism and services to the company during his tenure as the CEO."

Richard Maguire, currently Non-Executive Chairman at Sportech, will take over as Executive Chairman with immediate effect.

These boardroom changes come after a number of other recent departures. Earlier this month, Sportech announced that



Non-Executive Director Ben Warn was to step down and would not be seeking re-election at the AGM.

April also saw the departure of Giles Vardey, who left his role as Independent Non-Executive Chairman.

And Sportech is not the only company announcing major changes. **Tabcorp** has today announced a series of major changes at boardroom and senior management levels following its

demerger announcement made on 31 March 2022.

Steven Gregg, the current Chairman and Non-Executive Director of Tabcorp, will retire and assume the positions of Chairman and Non-Executive Director of The Lottery Corporation. Bruce Akhurst is in line to assume the role of Tabcorp Chairman.

Tabcorp's Managing Director and CEO, David Attenborough, is also set to retire. Adam Rytenskild, currently Managing Director of the Tabcorp Wagering & Media Department, is set to take over as the new Managing Director and CEO in Attenborough's place.

Also retiring from the Tabcorp board are Harry Boon and Anne Brennan, both of whom will assume the positions of Non-Executive Directors at The Lottery Corporation.

Brett Chenoweth, Raelene Murphy and Karen Stocks are to be appointed as new Non-Executive Directors in their place, once all ministerial and regulatory conditions have been met and approved.

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## APRIL REVENUE

Fantini research looks at April revenue figures from Colorado and Rhode Island.

REVENUE REPORTS: CO, RI	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)	YEAR-TO-DATE	% CHANGE (YEAR-ON-YEAR)
Land-based	\$4.032bn	+4.49	\$15.255bn	+18.60
Sports betting	\$355.609	+77.90	\$1.811bn	+69.43
iGaming	\$410.156	+36.75	\$1.827bn	+67.62

RHODE ISLAND. ALL-SOURCES REVENUE	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)
Twin River (BALY)	\$44.273	+24.34
Tiverton (BALY)	\$12.121	+13.53
<b>Total</b>	<b>\$56.394</b>	<b>+21.85</b>

COLORADO. SPORTS BETTING REVENUE	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)
Online	\$22.192	+27.70
Retail	\$0.380	+103.97
<b>Total Sports Betting</b>	<b>\$22.572</b>	<b>+28.51</b>
<b>Total Handle</b>	<b>\$392.312</b>	<b>+60.49</b>

SLOTS	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)
Twin River	\$36.261	+20.64
Tiverton	\$10.302	+14.29
<b>Total Slots</b>	<b>\$46.563</b>	<b>+19.18</b>

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TABLE GAMES	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)
Twin River	\$8.012	+44.39
Tiverton	\$1.819	+9.41
<b>Total Table Games</b>	<b>\$9.831</b>	<b>+36.32</b>

SPORTS BETTING REVENUE	APRIL REVENUE (M)	% CHANGE (YEAR-ON-YEAR)	OPERATORS
Online	\$1.282	-24.27	CZR
Twin River	\$0.802	-15.88	CZR
Tiverton	\$0.548	+4.95	CZR
<b>Total Revenue</b>	<b>\$2.632</b>	<b>-16.93</b>	
<b>Handle</b>			
<b>Total Handle</b>	<b>\$40.187</b>	<b>+38.38</b>	

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## GUEST INTERVIEW



**TOMMY MOLLOY**  
*SPORTSBOOK &  
TRADING DIRECTOR,  
PRONET GAMING*

*Molloy talks to Gambling Insider on optimising platform technology for complete accessibility.*

### **Platform technology continues to develop at a rapid pace. How does Pronet Gaming remain competitive and continue to supply effective platform solutions into new markets?**

It's vitally important that a platform provider holds itself to the highest possible engineering standards. With this as something of a mission statement at Pronet Gaming, we don't simply focus on technical skills as that is no longer enough in such an international and cross-functional team. Those skills must be complemented by elements including best practice and quality design.

To ensure we are offering the best possible service, we prioritise collaboration and communication skills within our team to ensure it remains agile. We encourage asking for and providing feedback, supplemented by excellent standards of documentation.

As a B2B company, we provide the platform for use by the operator. Regardless of the market, the trend is not to customise the platform for a client, but to have a platform that is entirely configurable out of the box, so different operators can cherry-pick features to suit their unique needs without our teams having to engage in custom development in every instance. This is why documentation is very important because it makes this process easier for our customers. It is great when things are self-explanatory, but when we release new features, it is deemed mandatory that the customer can review what it does, without having to get in touch with consumer support.

### **How do you tailor your platform solution to various markets? How important is it to do this effectively?**

In order for us to be competitive across a range of markets, solid and modular architecture and flexible processes are essential. Consumers can be demanding and want personalised content they can access quickly, which is presented intuitively. This is particularly the case in newer markets, where players are less forgiving than in mature markets when presented with more complex information on-screen, or with UX/UI that is not particularly easy to navigate.

As a result, it is important that our architecture is modular and that our processes and teams are agile. Crucially, this allows for us to achieve unparalleled speed-to-market. Modular architecture incorporates both components and services and we build cross-functional teams around these components. Each of our teams is autonomous, meaning that decisions can be reached quickly, and cross-functional teams can work according to their own road map.

***"It's important to remember this excitement makes for the ideal acquisition conditions, but operators need to be in a position to take full advantage"***

### **How do you change tack between sporting seasons? The football season is nearing its end, what are some operation differences between the end and start of the new season?**

The lead-up to the beginning of a tournament is all about customer acquisition and introducing initiatives that intrigue them and get them on board. Timing is everything when adding these tools to an offering and was certainly the case when we launched our proprietary widgets, which are a

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powerful acquisition tool.

As one tournament ends it is imperative that operators' attention turns to retention and making sure the next one is present in their customers' minds. In fact, operators should look to have their retention plans for the World Cup in place as early as August to avoid negative crossover with the domestic leagues. The last set of Premier League matches before the World Cup are set to take place on November 12-13 and the first World Cup match is on November 21, so operators will barely have time to draw breath between the events. So clearly it can also be a case of changing tact during seasons. Our job as a platform provider is to equip our clients with the tools for them to be successful because we all share in that success.

#### **How will the upcoming World Cup's change to a winter tournament impact platform providers approach to solutions?**

The fact that the tournament is taking place at another time of the year won't have much of an impact on punters interest in the event. However, with massive potential gains to be achieved during the tournament, there's a lot to be gained by looking back Euro 2020 last year, which also took place during extraordinary circumstances as we had to contend with a plethora of varying restrictions across different countries.

The Euros saw Pronet Gaming launch our proprietary widgets, which offered customers quick access to pre-built

accas, following a remodelling of the platform's front-end UI. With the widgets localised to particular markets as well as being mobile-friendly, we were able to offer operators an edge in acquisition and retention.

***"To ensure we are offering the best possible service, we prioritise collaboration and communication skills within our team to ensure it remains agile"***

It's important to remember this excitement makes for the ideal acquisition conditions, but operators need to be in a position to take full advantage. They need to make sure the timing of the PPC campaign is impeccably so that it falls three or four days before the tournament and they have all the right cross-sells in place. By investing in the correct solution, the tournament will be as lucrative as any other year, regardless of when it falls.

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