



# WEEK 29

FRIDAY 22 JUL 2022

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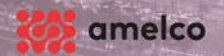
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## THIS WEEK

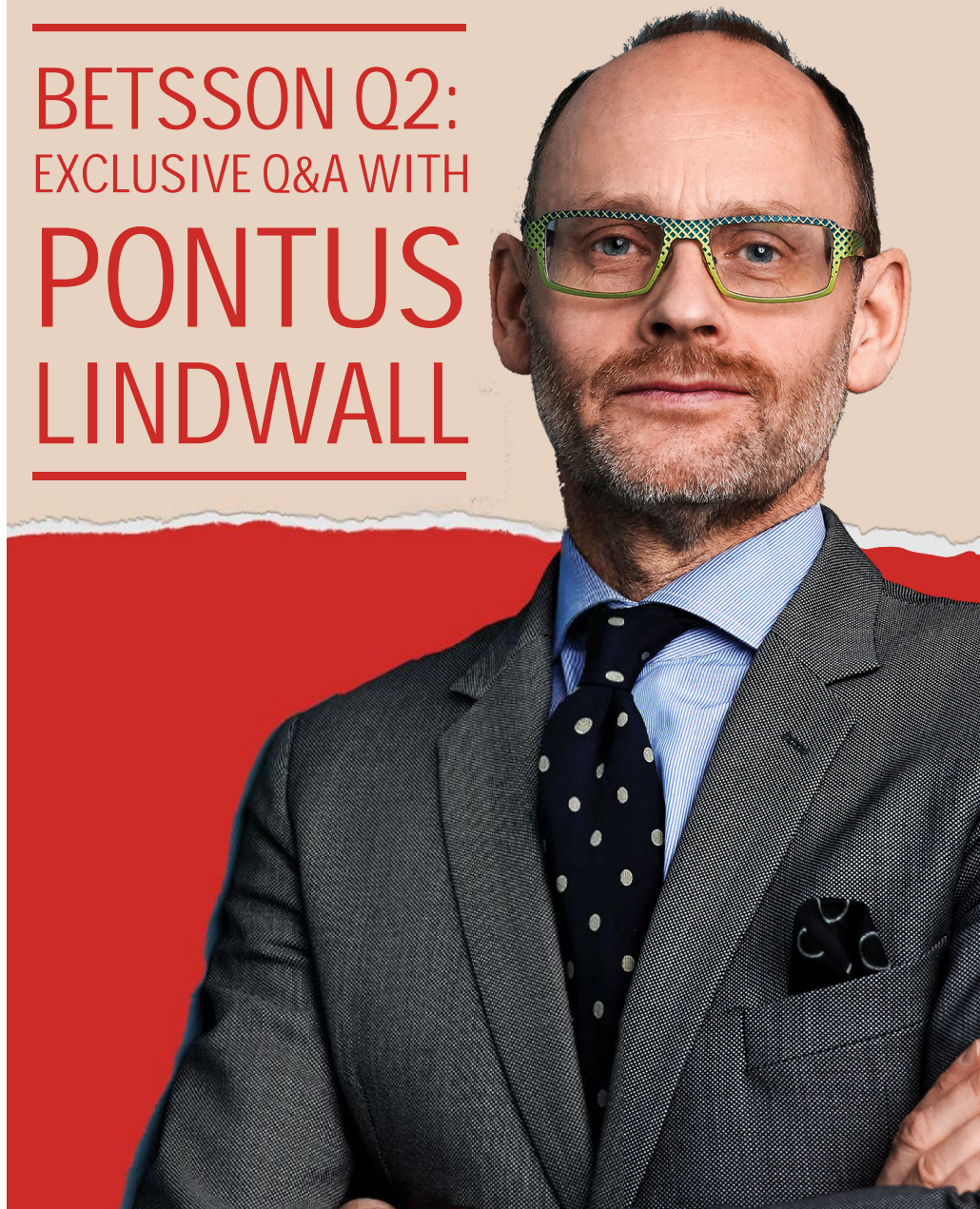
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GUEST COLUMNIST  
Andrew Maclean,  
VP of Sales, Pariplay

# WEEK 29

## FRIDAY 22 JUL 2022

### BETSSON Q2: EXCLUSIVE Q&A WITH PONTUS LINDWALL



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Betsson AB CEO Pontus Lindwall speaks exclusively to *Gambling Insider* after the operator's Q2 report. Discussing the mistakes made by the German market, Lindwall also reflects on sports betting progress, LatAm, the Netherlands and why he is "very proud" of Betsson's 1% Q2 revenue growth for casino

► **Congratulations are in order first of all for Betsson's all-time high Q2 revenue. What was behind the big sportsbook revenue rise? Some favourable results were mentioned in your financial report – but were there any other business reasons behind the growth?**

There were some favourable results but if you look at the margin for the full quarter, it's not that big of an outlier. It's actually the high activity levels that are driving revenue for sportsbook. We've been very successful in the markets where we're sportsbook heavy, so it's a good combination. Maybe this was surprising to us, as well, given the success during a quarter where there were comparably less sporting events. But we're really happy about it.

**On the casino side, there was only a 1% year-on-year rise. What's your take on this and is there any concern on the casino side?**

Absolutely no concern - I'm very proud of that 1%. If you look back a year ago, we had the Netherlands, which was more or less only a casino market. And we also had Germany, whereas today we've more or less pulled out. Keeping that in mind, the 1% growth in casino means we have done really, really well in all other markets. Some of the markets stand out, of course, but in general it's been good on the casino side.

**Betsson's Q2 report mentioned the planned lack of activity in Germany and the Netherlands that you've mentioned there. Could this change at some point, or is this very much dependent on regulations and the market itself changing?**

In the case of the Netherlands, we are in the process and on track as part of this process. We will get a licence at some point in time and start acting in the Netherlands. That's ticking along according to plan, I would say. In the case of Germany, I think not only Betsson but many of the larger operators are disappointed with the way the market has turned out in terms of regulation and the licensing process, which is not very transparent and clear.

So it's sad; it's one of the larger markets in Europe and they've made many mistakes in that process, which makes it difficult for the regulated operators to act on that market. Obviously, as a result, this opens the market up to non-regulated operators. Having said that, we can just wish something will happen to this situation in that market in the future, so that the outcome becomes a bit more sustainable for us.

**LatAm is obviously a huge focus for Betsson. *Gambling Insider* was a little staggered at recent data that showed it still only accounts for roughly 5% of regulated gambling revenue globally. How big can that market become when it fully matures, which could be a while away, especially when sports betting is regulated in Brazil?**

Obviously, with LatAm being so far behind Western European markets on the timeline, and with it being such a large market, we believe this is only the start for LatAm. It can become really big and, if you look at the different countries there, there is regulatory work being done in most of these markets.

So it will be regulated and that will be good for those markets once it happens, if we can expect that the regulations are sustainable – which we believe they will be. As for us, we're in the early days still in LatAm and it's a market where we have managed really well so far; we're really well positioned and there's lots of growth to come from that region.

***“Germany is one of the larger markets in Europe and they've made many mistakes in that process, which makes it difficult for the regulated operators to act on that market”***

**Finally, with Q2 now past us, what are your projections for H2 and your biggest goals for the rest of the year, personally, as CEO?**

I must say, the first quarter this year was good for Betsson. And the second quarter was at least as good as the first one. We have good momentum right now; when you look at the calendar for the rest of the year, we have a lot of sports coming up and a lot of internal projects.

So, from my personal view, if we can keep up with this good momentum and enjoy the upcoming sports and our new projects, I will be very satisfied.





# THIS WEEK IN NUMBERS

## 1,500

Casino workers across eight properties will walk out later this month if new contracts are not agreed with casinos in Ontario



## \$45.2m



Spent by Saphalata to acquire 888's B2C and B2B Bingo businesses

## \$115.3m

Revenue reported by Monarch Casino & Resort for Q2



## PLN296m



Net gaming revenue (NGR) reported by STS Holding for the first half of 2022

## 130

Slot machines to be added to the Casino Trilenium, Casino de Tandil and Casino del Mar establishments in Buenos Aires via Zitro



## SURVIVAL OF THE FITTEST: EVOLUTION EXPANDS US FOOTPRINT

► Evolution has recently expanded its US footprint, launching a new live casino studio in Connecticut and preparing to launch further facilities in Michigan and Pennsylvania.

The supplier's new studio in the Constitution State is the latest feather in Evolution's cap, bringing its total number of live casino facilities in the US to four.

Evolution's Connecticut studio is already servicing clients – namely DraftKings and FanDuel – who can now offer the supplier's live dealer roulette and blackjack games to customers in-state.

Further content will come down the road, including baccarat and lighting roulette. Evolution's Commercial Director of North America, Jeff Millar, said: "Evolution is proud and excited to further expand its North American footprint and to once again help operators be first into a new online market."

He added: "Our studio offers plenty of headroom for this exciting market. There's room to expand to meet licensees' needs, and also room to operate dedicated, exclusively branded tables and environments, which are very popular with both our operators."

Evolution has amassed a substantial live casino portfolio in the US, opening operations in New Jersey, Pennsylvania, West Virginia and now the Constitution State.

But the supplier's Connecticut studio won't be its latest for long as further facilities are planned in partnership with FanDuel.

Together, they have developed and introduced the first-ever FanDuel-branded live dealer studios in Michigan

and Pennsylvania.

A refurbished user interface will guide players on what bets they can place and display their winnings. FanDuel hopes that its live dealer games suite will give newer customers a controlled and streamlined environment to familiarise themselves with.

"Classic casino games will now be available online with an exciting FanDuel-branded live dealer element giving FanDuel Casino players in Michigan and Pennsylvania an interactive casino experience from their home," a statement from the group read.

"A dedicated live dealer studio offers FanDuel the ability to offer players exclusive promotions, and with the addition of live updates with dynamic stats, the FanDuel live dealer games will be attractive to both experienced and novice players."

Going forward, all of the group's live dealer games will now be streamed directly from its studios for customers in both states.

FanDuel Casino is currently live in New Jersey, Pennsylvania, Michigan and West Virginia, while the group's Stardust brand is available at Connecticut's Mohegan Sun Casino.

**GI Verdict:** Evolution has made considerable progress in the US and shows few signs of slowing down. FanDuel, meanwhile, is obviously well known for its sportsbook offering; but this recent casino push could herald a new direction. The group's CEO Amy Howe did suggest to *Gambling Insider* in January that we'd see more on this front from FanDuel. Perhaps this is now coming to fruition?

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# 85%

The stated 'improvement effect' following interventions reported by Kindred Group, up from 77% for Q2 in 2021

# 34%

Drop in revenue reported by New York year-on-year for June



# 50 years



The amount of time ZZ Top has been making music as it prepares to perform five nights at The Venetian in December

## FANDUEL GROUP APPOINTS NEW PRESIDENT AND NEW CCO

FanDuel Group has promoted Christian Genetski to the role of President, while Mike Raffensperger has been appointed to the newly created position of Chief Commercial Officer.

"Both executives will continue their long tenures with FanDuel, during which they have helped steward the company's explosive growth," a statement from the company read.

The promotions, which are effective immediately, provide FanDuel with "important leadership continuity," with each executive having separate and direct reporting lines to CEO Amy Howe.

Howe commented: "It cannot be overstated how seminal both Christian and Mike have been to not only the success of FanDuel but to the industry more broadly.

"Each has helped nurture and evolve FanDuel from innovative upstart to the dominant market leader in sports betting and iGaming. I am delighted to expand their roles as we continue into the future."

New President Genetski will oversee all of the company's business development,

partnership, corporate strategy and government affairs units, and will also be responsible for driving FanDuel's vision and execution of strategic partnerships and new business initiatives. He previously served as FanDuel's Chief Legal Officer.

Raffensperger will oversee revenue generation across the group's sportsbook, casino, racing, daily fantasy and free-to-play platforms, and will also assume oversight for FanDuel's content and programming assets. He previously held the role of FanDuel's Chief Marketing Officer.

**GI Verdict:** The two executives have been crucial, loyal members of the FanDuel Group for some time now, and their experience both in the company and the industry will help continue growth.

It's been a busy few days for FanDuel, who earlier this week expanded its online casino offerings through its first-ever FanDuel-branded live dealer studios in Michigan and Pennsylvania, showing exactly the ambitions it has in different verticals for the months and years to come.



## THE WEEK IN QUOTES

*“Financially, I regard the second quarter as good but not great and not quite reflecting the success we have had operationally. When evaluating our financial performance in the second quarter I also factor in the exceptional development we had during Q1 and Q2 last year which effects the year-on-year percentage growth rate in Q2.”*

**Evolution CEO Martin Carlesund modestly plays down another strong Q2 showing for the live casino giant**

*“Our aim is to see Play’n Go games become as beloved in the US as they are in every other regulated market around the world. We know that each regulated market is different and that this will take time in the US, but we are committed to expanding our footprint across the country.”*

**Play’n Go CEO Johan Törnqvist on being given a Provisional Internet Gaming Supplier licence in the state of Michigan**

## MACAU'S CASINO SHUTDOWN EXTENDED BY FIVE DAYS

Macau's casino lockdown has been extended by an initial five days.

Originally due to finish on 18 July 2022, the closure of the region's casinos is now scheduled to end on 23 July.

Macau's Government intends to distribute \$1.24bn to businesses affected by the shutdown, as the region's 41 casinos are expected to lose \$1bn during the current period of closure.

The real worry, however, is that Macau's current outbreak will continue to persist past this point. The Government is closely following mainland China's zero Covid-19 policy in its application of social distancing measures. Should local cases continue to be reported, Macau's Covid restrictions will persist too.

As part of the local lockdown, authorities have suspended all dine-in services and called a stay-at-home order for all but essential travel. Furthermore, KN95 masks specifically must be worn when leaving the home for essential goods and services. At present, several

Cotai casino resorts have made themselves available as quarantine destinations. The Studio City resort and Broadway Macau were the most recent locations to add themselves to the list, adding over 1,000 rooms to the region's quarantine capacity.

The situation in Macau does not look promising for the three Las Vegas companies with holdings in the region – Sands, Wynn Resorts and MGM Resorts.

**GI Verdict:** At a recent CNBC summit, the CEOs of all three operators spoke of their belief in a Macau resurgence. The region has not managed a recovery anywhere near the operating levels it reached pre-pandemic. A Macau recovery does not look particularly close either.

The news, presumably, is harder to take for Sands, which no longer has its Las Vegas destination as a source of revenue after it sold the Venetian for \$6.25bn in 2021. Singapore and the Philippines have been revenue havens, while Macau continues to struggle.

# SCCG MANAGEMENT

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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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Florianopolis, SC, Brazil





*"The Authorised Person is thus no longer authorised to carry out any gaming operations and is required to settle all outstanding fees that are due to the Authority immediately."*

**The Malta Gaming Authority on why it took the decision to revoke Field of Fortune's gaming licence in the country**

*"While I am happy to finally see the much-delayed response finally released by the Department of Digital, Culture, Media and Sport, I find myself unsurprisingly disappointed with the conclusions made. Overall, this is a huge missed opportunity for strong and meaningful change."*

**Epic Gaming and esports consultant Jonathan Peniket on the UK Government's decision not to ban loot boxes in video games**

## ENTAIN AUSTRALIA PLANS TO DEVELOP "FULLY FLEDGED MEDIA BUSINESS"

Entain has launched several online racing channels in Australia as part of a new media arm, according to a report by the Sydney Morning Herald.

The bookmaker has debuted four online horse and greyhound racing channels under a plan to become a "fully fledged media business."

Andy Hoad, General Manager of Content & Entertainment at Entain Australia, will lead the new media division, which alongside more traditional sports coverage, will also produce written content and documentaries. Adam Hamilton, meanwhile, will support Hoad as Head of Talent & Racing.

"The future of the business is really bound to content," said Hamilton. "It is becoming more than just a wagering business."

Meanwhile, Entain Australia CEO Dean Shannon said: "Our ambition is to have wall-to-wall Australian and international racing broadcasts for customers and build a lot of bespoke content around

that. It's a unique thing that we were doing in Australia."

The division is staffed by a team of roughly 30 people, though is currently recruiting commentators and writers for pre-race programmes and social media content, said the Herald.

It will be responsible for three areas: digital media and broadcast, the live channels and long-form video. Two programmes are currently in the works: a documentary recounting the history and growth of Australian basketball, and a series with three-time Melbourne Cup winner Glen Boss.

**GI Verdict:** Given the latest developments from the company and the recent yet albeit unsuccessful interest in Tabcorp, it's clear Entain has high hopes for the Australian market.

Sports such as horseracing are hugely popular in the nation, and this approach has clearly been carefully constructed as Entain attempts to keep pace with other operators, like Tabcorp and Racing Victoria.

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## POINTSBET AND NCPG LAUNCH PROBLEM GAMBLING RESEARCH PROGRAMME

PointsBet and the National Council on Problem Gambling (NCPG) have confirmed the launch of a research initiative designed to examine online operators' responses to problem gambling.

The programme will analyse the decision-making of over 700 industry, government and clinical stakeholders, looking at responses to simulated situations where customers exhibit signs of problem gambling.

PointsBet USA CEO Johnny Aitken said: "With the rapid expansion of legalised sports betting across the US, a commitment to responsible gambling today will have a direct impact on the future health of players and sustainability of the industry."

PointsBet, the NCPG and the Massachusetts Council on Gaming and Health will issue a survey to attendees of the National Conference on Gambling Addiction and Responsible Gambling 2022. The survey will provide three fictional examples of customers

displaying signs of problem gambling, with participants asked to assume the role of an operator and decide on the most appropriate course of action.

NCPG Executive Director Keith Whyte said: "Online gambling operators are required to provide various responsible gambling tools. These tools should be regularly reviewed and evaluated by stakeholders to ensure they are adequately serving customers."

Results of the initiative are expected to be made available to all survey participants and the public in September 2022.

**GI Verdict:** Given the expansion of legalised sports betting across North America, countless operators are joining the industry at a rapid rate, and many may not be familiar with (or are choosing to neglect) the main principles and issues of responsible gambling. But this is a hugely important topic that the industry must address if it is to gain trust and credibility from the outside. Programmes like this are vital to helping operators understand the tricky ins and outs of problem gambling.

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## SCOTT WHARTON NAMED CEO OF THE STAR SYDNEY AND GROUP HEAD OF TRANSFORMATION

The Star Entertainment Group has appointed Scott Wharton as CEO of The Star Sydney and Group Head of Transformation, pending all necessary regulatory approvals.

He joins the Australian operator from the Commonwealth Bank of Australia (CBA), where most recently he served as a member of the company's Executive Leadership Team as Group Executive, Program Delivery.

There, Wharton was responsible for leading bank-wide transformation efforts, such as the design and implementation of the company's response to the Australian Prudential Regulatory Authority's 2018 Prudential Inquiry Report into governance, culture and accountability.

In his new role, he will report to The Star Entertainment Group's incoming CEO and Managing Director Robbie Cooke.

Interim Chairman Ben Heap

commented: "Scott has exemplary credentials as we drive a Renewal Program across the group. The work he led at CBA has been recognised as one of the most comprehensive reforms of corporate culture in Australia.

"His leadership capabilities, expertise in delivering significant transformation working closely with regulators, together with his commercial skills and experience managing complex businesses, made him the ideal candidate to take on this key position within the organisation.

"Scott has broad business experience. He has led large teams and managed multifaceted change programs with significant budgets in the United States and Asia as well as Australia. We are delighted to have him join The Star at this important juncture."

Wharton has held several board positions and is currently Co-Chairman of Supply Nation, as well as being a

member of the University of Technology Sydney (UTS) Vice Chancellor's Advisory Board.

"I am looking forward to joining The Star at this critical moment in its history," said Wharton. "The Star plays an important role in the economies of New South Wales and Queensland as a major employer and catalyst for the states' tourism industries.

"I look forward to working closely with the team at The Star, as well as regulators and other stakeholders."

**GI Verdict:** Stakeholders in The Star Entertainment Group will be welcoming this news with open arms, given just how much negative press has surrounded the operator in recent times. Wharton clearly has plenty of experience, but at the same time Head of Group Transformation is no easy role right now. Transformation is truly what The Star needs. Just how difficult will that be, though?



# PENNSYLVANIA REACHES \$5BN IN GAMBLING REVENUE FOR THE FULL-YEAR 21-22

Pennsylvania casinos reached a new \$5bn record for gambling revenue for the 12 months through 30 June 2022.

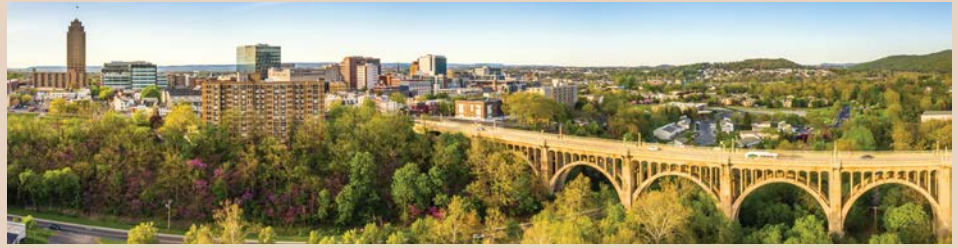
This is the first time Pennsylvania's revenue has surpassed \$5bn, amid increased betting on online casino games, and a post-pandemic resurgence of the Keystone State's land-based slot machines and table games.

These record-breaking figures reported by regulator Pennsylvania Gaming Control Board were 30% higher than the \$3.9bn Pennsylvania reported for the previous year. It is also slightly above the calendar year high of \$4.7bn Pennsylvania reported in January this year.

Pennsylvania's land-based revenue came from 16 casinos, including four new mini-casinos the state authorised in 2017, as well as fantasy sports operators and truck stops.

Casino revenue from slot machines grew by \$2.4bn for the fiscal year, while table game revenue reached \$1bn.

Furthermore, Pennsylvania's online



gambling sector grew again in its fourth year, surpassing \$1.2bn, while sports betting added \$325m to the state's overall revenue.

Pennsylvania was one of the US' first jurisdictions to legalise online sports betting and iGaming. It has expanded its operations aggressively since 2017.

The Keystone State has been level with New Jersey for the second spot in commercial gaming revenue behind US gaming capital Nevada.

It has, however, taken the most in gambling tax revenue since its market launched, according to figures from the American Gaming Association.

**GI Verdict:** Pennsylvania's record-breaking year is proof that its aggressive gaming strategy, in action since 2017, is working. Licensed and regulated for five years, Pennsylvania stands as an example to other states for regulated gambling, showcasing the tax-boost benefits the industry can provide to a region. Pennsylvania offers a varied tax rate depending on the game type, taxing online slots at 54%, while only charging table games with a 16% taxation rate. This taxation model could be an example to other states, rather than the New York model which taxes sports betting operators at 51% across the board.

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## NEW JERSEY REVENUE

Fantini Research partners with *Gambling Insider* to provide weekly gaming industry data. This week, we look at New Jersey's gaming revenue for June.

ALL-SOURCES REVENUE	JUNE REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Bally's AC (BALY)	\$17.657	+52.18
Hard Rock	\$52.132	+25.22
Golden Nugget	\$48.396	+21.12
Ocean	\$32.179	+20.65
Tropicana (CZR)	\$31.645	+15.24
Borgata (MGM)	\$99.600	+1.86
Caesars (CZR)	\$29.016	-2.24
Harrah's (CZR)	\$20.298	-4.91
Resorts	\$46.543	-6.04
Horseshoe Hammond (CZR)	\$28.853	-18.04
Blue Chip (BYD)	\$15.299	-24.22
Ameristar (PENN)	\$19.763	-28.21
<b>Total Gaming</b>	<b>\$401.527</b>	<b>+2.21</b>

MULTIPLE PROPERTIES	JUNE REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Caesars	\$77.601	-0.99

SPORTS BETTING	JUNE REVENUE (M)	PARTNER(S)	CHANGE (%) YEAR-ON-YEAR
Meadowlands	\$21.440	FLTR, PBH	-51.83
Borgata	\$4.803	ENT	-29.90
Resorts Digital	\$4.608	FLTR / DKNG / Kambi	-64.62
Tropicana	\$3.205	CZR	+3,144.00
Freehold	\$1.683	Greenwood	+1,167.00
Hard Rock	\$1.560	Gaming Innovation	+137.10
Monmouth Park	\$0.939	CZR / RSI	-62.99
Caesars	\$0.414	GAN	+60.73
Ocean	\$0.157	CZR	-93.75
Harrah's	\$0.153	LNW	+1,526.00
Resorts	\$0.133	DKNG	-19.24
Golden Nugget	\$0.119	DKNG / CHDN	-32.34
Bally's	\$0.032	LNW / 888	-90.44
<b>Total Sports Betting</b>	<b>\$39.245</b>		<b>-44.93</b>
<b>Handle</b>	<b>\$633.185</b>		<b>-17.43</b>

LEGACY CASINO	JUNE REVENUE (M)	CHANGE (%) YEAR-ON-YEAR	Table Hold (%)	
			2022	2021
Ocean	\$29.670	+29.38	18.8	8.8
Hard Rock	\$44.558	+26.59	20.9	11.2
Bally's AC (BALY)	\$13.547	+20.28	11.5	11.5
Golden Nugget	\$12.571	+3.21	19.0	13.4
Tropicana (CZR)	\$21.456	+1.54	17.8	16.4
Resorts	\$13.716	-0.76	12.0	11.0
Borgata (MGM)	\$54.254	-4.15	11.1	25.4
Caesars (CZR)	\$19.226	-4.16	18.2	16.2
Harrah's (CZR)	\$20.145	-5.58	20.4	16.6
<b>Total Legacy Casino</b>	<b>\$229.143</b>	<b>+6.82</b>		

IGAMING	JUNE REVENUE (M)	PARTNER(S)	CHANGE (%) YEAR-ON-YEAR
Borgata (MGM)	\$40.543	ENT, Pala	+18.10
Golden Nugget	\$35.705	FLTR, GAN, LNW	+29.37
Resorts Digital	\$28.087	LNW, FLTR	+24.68
Caesars (CZR)	\$9.377	888, LNW	+0.13
Tropicana (CZR)	\$6.984	BALY	+12.10
Hard Rock	\$6.014	Gaming Innovation	+4.14
Bally's AC (BALY)	\$4.077	PBH	N/A
Ocean	\$2.352	GAN	+91.58
<b>Total iGaming</b>	<b>\$133.139</b>		<b>+24.37</b>
<b>Poker</b>	<b>\$2.194</b>		<b>-0.71</b>
<b>Online Casino</b>	<b>\$130.945</b>		<b>+24.89</b>
<b>Total Casino</b>	<b>\$362.282</b>		<b>+12.66</b>



GUEST

COLUMNIST

**ANDREW MACLEAN,**  
VP OF SALES AT PARIPLAY,

*Maclean discusses the Dutch regulated market and how potential there remains high, despite the regulatory walls the country has constructed*

### **iGaming in Holland: High hopes and big surprises**

Less than a year ago, the whole industry was waiting for the opening of the Dutch iGaming market with strong anticipation.

With a history grounded in land-based, the launch of regulated online gaming was projected to see the legal market grow to be worth €513m (\$525m) of GGR in 2021. According to a report published by the Dutch Gambling Authority (KSA), the entire market – both regulated and unregulated – was set to shoot up to €1.1bn by 2024, with the aim that 80% of that figure would come from licensed operators.

After a long period of finalising the legislation, the Dutch market opened up in October 2021, and promptly saw plenty of interest and surprise from actors across the whole business, social and political spectrum.

One fact that has probably shocked a portion of the industry is how few major companies have been issued an operator's licence in the country, and the knock-on effect this has had. We've only seen 19 online licences released as of Q2 2022, and while that isn't the final state of play, it is less than was expected.

Some major names are currently not present in Holland. This puts it in a unique position, where there's no secret that there is an appetite for gaming in the Netherlands; but the

cooling-off period required by the KSA and the particularities of the national legislation demand extra patience and precise strategies, such as the acquisition of local companies and operating brands or other type of tactical partnerships.

Early data suggests that the size of the market may be smaller than expected, and with an already congested online environment. However, the current situation allows for the industry to carefully test and plan strategies that can unleash the market's long-awaited potential.

Having conducted extended research on the legal requirements and local player preferences, Pariplay went live in this jurisdiction as soon as it opened. When entering new markets, aggregators with experience should be advising partner operators on localised content to help studio partners be market-ready.

***“Large operators in our network are also expected to go live in the Netherlands this year, which will help studios already integrated in our aggregation platform”***

### **Boosting results with the right content**

As the market continues to grow, it is imperative that operators bring games that appeal to the market tastes of players, rather than trying to force themes, mechanics and features down their throat that clearly don't gain traction.

When it comes to casino content, statistics show that slots are by far the most popular casino vertical for players. In particular, the data points out that high-volatility slots, with simple traditional layouts, low number of paylines - as well as Megaways in Ways games, are comfortably the most popular. In terms of themes, there doesn't seem to be a specific preference, though ancient civilisations and the Wild West

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are more often seen at the top of the charts.

The year of the World Cup also brings exciting opportunities to boost the market. Football is considered the national sport in the Netherlands, and this preference is reflected in the prevalence of online football bets over all other sports available. Is there an opportunity for cross-selling to other verticals? Most likely yes, as the World Cup tends to attract non-traditional bettors inclined to spend some extra entertainment time on casino sites while waiting between matches.

#### Speed to market via compliant tech

Even though game suppliers are not asked for a licence to go live in the Dutch market, they are indeed required to certify their games. How can small studios or land-based creators be ready to enter fast when strict rules are ahead? At Pariplay, we have been working hard to help providers tackle this obstacle.

Being not just an aggregator, but also a studio partner and owner of Wizard Games, we believe similarly structured companies should offer solutions that help suppliers configure their products in a simple and fast way to meet legal requirements in all types of new markets.

In addition, technology should be used to minimise

development workload in getting market-ready, while being supported by compliance teams.

***“With a history grounded in land-based, the launch of regulated online gaming was projected to see the legal market grow to be worth €513m (\$525m) of GGR in 2021”***

The Dutch experience has shown us, once again, that there is no way of knowing what the future will bring in this ever-growing industry; however, data, experience and technology can help us go very far. The real Dutch potential is yet to be discovered, and it is an exciting time for all of us to take the lead in this process.

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## SO IT BEGINS...

The hour of Q2 is upon us, with Las Vegas Sands, Betsson (see our top story) and Evolution reporting their financial results for the year to date. For Sands, decline was inevitable given its heavy focus on Asia, an area that is still suffering badly from Covid-19 pandemic-enforced closures and restrictions.

There was no surprise, however, when Evolution recorded further year-on-year growth – a trend that has been ongoing for some years now. It is only natural, of course, that Evolution's year-on-year growth has dropped from the likes of 100% to 50%, and now 34%.

The live casino supplier's numbers are now at such a high volume that it could not possibly maintain 100% revenue growth every quarter. Even so, with quarterly revenue well into nine figures, it is impressive to still see no signs of live casino

regressing. You know you're a big company when your CEO says 34% growth is "good but not great..."

At the time of writing, we are anticipating figures from operators across the industry, like Kindred Group, and suppliers such as Kambi. Geographically, European gaming markets seem to be offering more stability, although it is mainly Latin America showing promise. Macau (once again) could be set for record low gross gaming revenue for the month of July, according to analysts.

Elsewhere, there is one European market that perhaps isn't offering much in the way of stability: that of the UK.

Outside of banning (or not banning, if you are Fulham Football Club) gambling shirt sponsorships, the Conservative Leadership contest is likely to have some impact on the Gambling White Paper, too. Guest writer Jon Bryan covered the issue for *Gambling Insider* this week: whether it's Rishi Sunak or Liz Truss, we will likely see potential change to what's already been suggested in the Gambling Act review (that hasn't been made public yet). But what's certain is the fact there will be further delay.

For Brits, who this week faced delay after delay simply getting to work during the UK's hottest temperatures on record, policymaking procrastination is nothing new. The gambling industry should be prepared for plenty more.

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