



# WEEK 06

FRIDAY 11 FEB 2022

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**BIG GAME, BIG BETTING:  
SUPER BOWL LVI SET FOR  
HIGHEST-EVER WAGERS**



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# WEEK 06

FRIDAY 11 FEB 2022

## BIG GAME, BIG BETTING: SUPER BOWL LVI SET FOR HIGHEST-EVER WAGERS

### THIS WEEK

- Entain remains an Avid buyer
- Evolution and FanDuel sign extension
- Promotion in the Ocean
  - Kindred, we have a problem
  - Yet more growth for Evolution

#### GUEST INTERVIEW:

- Peter van Tuyl, COO, Omega Systems

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



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## When the Los Angeles Rams meet the Cincinnati Bengals on Sunday 13 February, millions of Americans will have real money riding on the outcome – via legal wagers

▶ This year's Super Bowl is set to be bigger than ever before as more Americans than in any previous year are able to wager in their home states, and many from their homes outright.

Compared to 2021, 45 million more adults can place bets in their home states, made possible by a surge in legal sports wagering.

Since this time last year, Arizona, Connecticut, Louisiana, Maryland, North Carolina, North Dakota, South Dakota, Washington, Wisconsin and Wyoming have all launched legal sports betting markets.

This brings the US' total up to 30 states, plus Washington DC, that currently host live, legal sports betting markets, with three more awaiting launch.

Consequently, this has pushed all pundits' expectations into overdrive, with various outlets and organisations touting multi-billion-dollar handle estimates.

And these predictions are not merely wishful thinking. According to research conducted by the American Gaming Association (AGA), a record-breaking 31.4 million adults intend to wager on Super Bowl LVI, up 35% from 2021.

Based on its research, bettors will wager an estimated \$7.61bn on Sunday's championship game, a \$3.33bn (78%) increase from last year.

Of those planning to place a bet on the Big Game, 18.2 million people will make traditional sports wagers online, at a retail sportsbook or with a bookie, while 18.5 million Americans intend to bet casually with friends or as part of a pools or squares contest.

Either way, both groups are up from 2021. Traditional bettors have experienced a 78% increase, while casual players have risen by 23%.

Moreover, 76% said it was important to them that they bet with a legal operator, up 11% from last year.

And it would appear bettors have more faith in the Los Angeles Rams to take home the trophy on Sunday — though only just. In total, 55% plan to wager on the Rams, compared to 45% for the Cincinnati Bengals.

"The results are clear: Americans have never been more interested in legal sports wagering," said Bill Miller, AGA President and CEO.

"The growth of legal options across the country not only protects fans and the integrity of games and bets, but also puts illegal operators on notice that their time is limited."

Unfortunately, some will miss out on this year's Big Game betting action; and perhaps more poignantly, businesses and governments won't see any revenue from, what is now, a minority of jurisdictions.

According to research from SportsHandle, live wagering on Super Bowl LVI within California and Ohio could have

potentially reached as high as \$400m this year — pushing the AGA's estimated handle over the \$8bn mark.

And with the Los Angeles Rams competing for the prestigious Vince Lombardi Trophy, SportsHandle predicted that California would generate most of this, at \$300m.

This would potentially have seen gross gaming revenue (GGR) of up to \$21m, as well as \$2.1m in tax revenue from a single event.

***"Since this time last year, Arizona, Connecticut, Louisiana, Maryland, North Carolina, North Dakota, South Dakota, Washington, Wisconsin and Wyoming have all launched legal sports betting markets"***

Looking at Ohio, handle could have reached \$100m, with GGR of up to \$7m and tax revenue of up to \$700,000.

All conclusions and analysis were made with the assumption that operators in both states were offering a live and legal digital wagering service with remote registration for at least one full NFL season ahead of the Super Bowl.

This also assumed there would be a minimum of 10 live digital platforms, the games would be competitive into the fourth quarter and that no major technical mishaps would occur.

December saw Ohio Governor Mike DeWine legalise sports betting through the signing of HB 29 into law, and at present, state regulators are devising rules for this practice, with the law calling on betting to go live no later than 1 January 2023.

In California, meanwhile, a tribal retail-only sports betting initiative has been granted through the November 2022 ballot.

There exists a possibility of other groups forming further proposals that would allow for mobile wagering at a 10% tax rate.

**GI Verdict:** Legalised sports betting doubled in the US in 2021, and is on track for further growth throughout 2022 and into 2023. The industry has boomed since the federal ban on wagering was lifted, and with this in mind, it should come as no surprise that this year's Super Bowl will be the most (legally) bet on sporting event in American history. But more importantly, and if pundit's expectations are to be believed, what Super Bowl LVI signals is a sea change in the public's perception of sports wagering, and more broadly, gambling.

# THIS WEEK IN NUMBERS

## \$375,000

Bored Ape Yacht Club NFT purchased by BetOnline



## 90%

Projected year-on-year revenue increase in North America for 2021, for Gambling.com Group

## 32

Individuals who filed for bankruptcy, as a result of excessive gambling over the past year, punished by the UK's Insolvency Service



## €58m (\$66.3m)



Projected full-year revenue for Bragg Gaming Group for 2021

## \$250

First-deposit match bonus upon registration for new BetRivers customers in Louisiana, after the operator joined forces with the New Orleans Pelicans



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

Former casino executive Gamal Aziz, also known as **Gamal Abdelaziz**, was sentenced to one year and a day in federal prison for his involvement in a US college admissions scandal. Judge Nathaniel Gorton handed down the sentence after the 64-year-old ex-Wynn Macau boss was found guilty of conspiring to cheat his daughter's way into the University of Southern California (USC).

**Evolution** renewed its existing US agreement with **FanDuel Group** to become its sole provider of live dealer table games across the regulated US online gaming market. The renewal is an extension of the agreement from 2020 which saw the group's live dealer games added to FanDuel's existing casino product offering.

**Illinois** sportsbooks saw out 2021 with nearly \$800m in handle for **December**, pushing the market's full-year total over \$7bn. The Prairie State experienced its third consecutive month with more than \$780m in wagers, earning Illinois a bronze medal as it eked out a spot among the US' top three sports betting destinations. Online and retail wagers amounted to \$789.6m for December, up 60.6% year-on-year (YOY) and the second highest handle in Illinois' history.

**Caesars Entertainment** announced its intention to revamp its St Louis property. The Gateway to the West will bid a final farewell to **Lumière Place Casino & Hotel** as Caesars transforms it into **Horseshoe St Louis**. Over the next few months, guests will see changes taking place around the property, and by spring, the casino, that lies less than one mile away from the city's iconic Gateway Arch, will have undergone a major rebrand to better align it with the Nevada-based gambling giant's other properties under the Horseshoe brand.

An **Arizona** man received more than **\$229,000** several weeks after hitting a slot machine jackpot in Las Vegas. While playing on a progressive slot machine at Las Vegas' **Treasure Island Hotel &**

**Casino**, Robert Taylor appeared to hit a jackpot, but according to the **Nevada Gaming Control Board** (NGCB), a malfunction prevented him and casino staff from realising that he'd won. An investigation was launched which eventually paid off when the NGCB identified its mystery man as Taylor.

A further two tribes in **Washington** debuted retail sportsbooks at their casinos, but a lawsuit threatens the status of tribal gaming in the state. The **Squaxin Island Tribe's Little Creek Casino** and the **Suquamish Tribe's Clearwater Casino** launched sportsbooks, but a Las Vegas-based gambling company has filed a federal lawsuit in an attempt to overturn tribal gaming compacts.

**SharpLink Gaming** announced its intention to change the company's jurisdiction of incorporation from **Israel to Delaware**. Its Israeli outfit is scheduled for a merger under the umbrella of its newly formed Delaware business, SharpLink Delaware. The company's CEO Rob Phythian said, since the majority of its business is now carried out in the States, domestication is the most sensible option.

**Talking Stick Resort** began a new, three-year partnership with the **PGA Tour's WM Phoenix Open**, which saw it take the title of the tournament's **Official Casino**. The Tour is in its 87th year, with the 2022 Phoenix Open having teed off on 8 February and is set to conclude on 13 February at TPC Scottsdale. This year's tournament sees 132 players compete for a share of the \$8.2m combined winnings, with first place taking \$1,476,000 plus 500 FedExCup points.

**PlayUp** became the **Panther City Lacrosse Club's** first-ever sports gaming partner. The Las Vegas-based business entered the Lone Star State via an agreement with the recently established box lacrosse team. Founded in 2020, the Texas franchise plays out of Fort Worth's Dickies Arena and competes in the National Lacrosse League (NLL), having

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## \$3.1bn

MGM Resorts International reported consolidated net revenue of \$3.1bn for Q4 2021

## 45%

Year-on-year rise in user numbers for January 2022, for UK customers taking advantage of betting offers, according to Free Bets UK



## \$1bn

Reinvestment program for Marina Bay Sands, the biggest since the Integrated Resort opened in 2010

## ENTAIN ACQUIRES \$237M AVID GAMING FOR CANADIAN MARKET

Entain has completed the acquisition of Avid Gaming from Middlebrook Investments, paying CA\$300m (US\$237m) for the company and its subsidiaries.

The operator, which recently applied for an iGaming licence in Ontario, adds Avid Gaming's Canadian brand, Sports Interaction, to its roster of sports gaming operators.

Other brands owned by Entain operating in Canada include Bwin, PartyCasino and Partypoker.

Jette Nygaard-Andersen, CEO, Entain, commented: "Sports Interaction is the leading Canadian sports betting and gaming brand, and is aligned perfectly with our own ambitions of great customer service and ambitious growth, coupled with an unwavering commitment to sustainability.

"It is highly complementary to our existing operations in Canada, and the combination of its local expertise; and Entain's powerful platform will provide customers with an unrivalled range of exciting and engaging products in this

fast-growing market. We look forward to welcoming Will Golby and his team to Entain."

Sports Interaction is exclusively operated by Mohawk Council of Kahnawà:ke in Canada. The partnership between the online sportsbook and Mohawk Online will continue as part of this agreement.

Kahsennenhawe Sky-Deer, Grand Chief, Mohawk Council of Kahnawà:ke, said: "Entain is a world-class operator with a genuine desire to positively contribute to the communities in which it operates."

As part of the acquisition, leading Avid Gaming executives – such as CEO Golby – will transition over to Entain's leadership team.

**GI Verdict:** As if Entain's Canadian operations weren't strong enough already through its ownership of Bwin, PartyCasino and Partypoker, the group has now added a big name in the business to its roster. Not only does the company gain an established operator, it also gains several established executives.

## THE WEEK IN QUOTES

*"I have admired Zitro's global development for many years and am excited about the opportunity to continue that growth within the United States and Canada. The future for Zitro is very bright based on the early success we are seeing in the domestic marketplace."*

**Derik Mooberry after being appointed CEO of Zitro Digital's USA operations**

*"Video and other captivating multi-platform content will really differentiate NorthStar Gaming in the market as we maximise the consumer impact of our syndication agreement with media partners. In a short period of time, Parleh Media Group has established a brand and credibility unrivaled in the Canadian sports betting content landscape. We're thrilled to work with them to produce compelling content that will truly differentiate our product offerings and customer experience."*

**NorthStar Gaming CEO and Founding Partner Michael Moskowitz on the group's partnership with Parleh Media Group**

## EVOLUTION AND FANDUEL GROUP EXTEND LIVE CASINO DEAL

Evolution has renewed its existing US agreement with FanDuel Group to become its sole provider of live dealer table games across the regulated US online gaming market.

The renewal is an extension of the agreement from 2020 which saw the group's live dealer games added to FanDuel's existing casino product offering. This already included live dealer table games in the state of New Jersey from Ezugi, an Evolution brand.

"When we first signed with Evolution in 2020, we made it clear that we saw live casino as a key driver for continued growth in the US," said Jesse Chemtob, GM of Casino at FanDuel Group. "We have been extremely happy with the quality and performance of Evolution titles on our platform. We're excited to expand and enhance our live dealer table games product offering to bring a best-in-market branded experience to our customers."

Through the new agreement, FanDuel can offer Evolution live dealer table games in states in which it operates online casino. The former will also offer a range of RNG

and slots games from the latter's brands.

Jeff Millar, Evolution's Commercial Director North America, commented: "FanDuel clearly sees the massive potential of live casino to drive further success in online casino. We are proud to have been chosen as FanDuel's live dealer table games provider in the regulated US online gaming market.

"We are also confident that the appeal of our hugely diverse and exciting live portfolio – casino classics, innovative twists on the classics, live game shows and more – will repay FanDuel's confidence in Evolution."

**GI Verdict:** Both Evolution and FanDuel Group are evidently pleased with the existing relationship they enjoy, and have understandably decided to strengthen it with this new agreement.

Moreover, with work already underway to create FanDuel-branded live casino environments in Evolution's studios, in Pennsylvania and Michigan, to be launched in the coming months, it's clear why there is so much excitement for both parties.

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*“The opportunity to enter the Ohio sports betting market with the Cavaliers as our partner is a major step forward for Fubo. Ohio has a passionate fanbase who will enjoy Fubo’s uniquely integrated streaming and wagering sports betting experience. The Cavs are at the forefront of sports innovation and consistently create highly engaging fan experiences. This partnership provides Fubo with instant access to a highly attractive customer base.”*

**Fubo Gaming President Scott Butera after the group signed a market access agreement with the Cleveland Cavaliers**

*“Multiple top iGaming operators in the US use GAN’s platform and we are excited to collaborate with the GAN team. We are in the early innings of rollout in the US digital gaming industry and having GAN as a platform partner broadens our market access. Demand for our content remains strong and we are looking forward to ramping our online slot portfolio and distribution.”*

**Inspired Entertainment President and COO Brooks Pierce after the group took its iGaming content live in Michigan with GAN**

## OCEAN CASINO RESORT PROMOTES BILL CALLAHAN TO GENERAL MANAGER

Bill Callahan has been promoted to General Manager of Ocean Casino Resort, having previously served as Interim CEO since November 2021.

Since his initial appointment by the company in July 2020, Callahan has held four separate positions, earning promotions from SVP of Hospitality to EVP of Hospitality & Gaming in July 2021, then onto Interim CEO four months later.

As General Manager, Callahan will be tasked with the full responsibility of running the casino, helping the company meet its financial targets and growth strategy, while overseeing any legal and regulatory processes.

Bruce Dall, President, Ocean Casino Resort, commented: “Bill is a 25-year veteran of the gaming industry who has done a great job since joining the team at Ocean. He has been an integral part of enhancing the guest experience across the property, while helping to build the best hospitality team in the market.

“We are confident in Bill’s ability to lead Ocean forward as we become

the premier gaming destination in Atlantic City.”

The resort has stated its intentions to improve even further after its strongest financial year since opening in 2012.

Its parent company, Luxor Capital Group, is raising a \$75m investment by selling 50% of its stake in the casino to Ilitch Holdings. The funds will be used to improve the venue by adding an additional 460 hotel rooms and suites.

Last summer, it was announced that a \$15m investment would be used to renovate the casino itself, including a redesigned floor and new customer experiences.

**GI Verdict:** It’s an exciting time at Ocean Casino Resort, with the group definitely heading in the right direction in its appointment of industry veteran Callahan. It will be a hugely demanding and challenging role, particularly given the structural adjustments in play; but Callahan has all the relevant experience to take on the position, succeeding Terry Glebocki.



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**Acroud**  
2.31 SEK  3%

**Kangwon Land**  
25,900 KRW  3%

**Kindred Group**  
106.55 SEK  0%

**Evolution**  
1,124 SEK  4%

**Entain**  
1,672 GBp  6%

## KINDRED GROUP'S REVENUE FROM PROBLEM GAMBLING RISES

Kindred Group's share of revenue from harmful gambling rose to 4% for the fourth quarter of 2021.

Since February last year, Kindred has documented its "journey towards zero," an attempt to reduce and ultimately eliminate revenue from problem gambling.

However, as the group noted, this has "fluctuated somewhat over the year." This was certainly true for Q4, when its share of revenue from harmful gambling climbed by seven percentage points.

The company credited this rise to historic trends. Kindred said: "The fourth quarter of the year sees an increase in high-risk gambling. This is due to the holiday season which can be a sensitive time for some people."

This rise occurred despite Kindred investing more resources into its responsible gambling team during Q4. It acknowledged this and said it highlights "the necessity to focus on earlier interventions."

All-in-all, the group ended 2021 with virtually the same share of revenue from harmful gambling as when the year began.

Nevertheless, Kindred remained dedicated to achieving 0%, with its CEO Henrik Tjärnström commenting: "While we are not pleased that the trend remains flat over the last year, we have known from the beginning that we won't solve this overnight, and we know there is still work to do."

"We have committed ourselves to this ambition and we will continue to work towards reaching 0% revenue from harmful gambling."

Looking forward, Tjärnström added: "While 2021 has been focused on research initiatives and having a better data-driven understanding of player dynamics, we will in 2022 continue the work to increase our capacity to effectively engage better and faster with detected customers."

**GI Verdict:** Kindred's aim of eliminating revenue from problem gambling has been well documented, so while the 4% figure may not seem high, any rise will be cause for concern.

See our next story for analysis on Kindred's Q4 financial results overall, including all other types of revenue.

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## KINDRED GROUP POSTS STRONG 2021 PERFORMANCE DESPITE “CHALLENGING” Q4

2021 was Kindred Group’s strongest year to date, generating nearly £1.26bn (\$1.7bn) in total revenue.

Despite a “more challenging” fourth quarter, Kindred’s gross winnings revenue (GWR) experienced an 11% full-year increase, rising to £1.25bn, while its underlying EBITDA climbed by 15% to £332m.

***“We are working towards achieving the identified annual synergies of £6.9m”***

While Q4 saw Kindred’s GWR drop 34% year-on-year, and its EBITDA 77%, a strong performance from both its B2C and B2B businesses for prior quarters saw it end 2021 on a high.

CEO Henrik Tjärnström attributed Kindred’s weaker fourth quarter, especially its low sports betting margin at the outset, to a comparatively strong

final three months for 2020.

And due to the Netherlands’ newly regulated iGaming market, Kindred was forced to cease services to Dutch residents.

Nevertheless, he called its Q4 revenues “solid”, with Kindred’s revenue amounting to more than £240m, while its EBITDA came to £27.6m.

“Closing off 2021, we can look back at a strong year despite a slightly more challenging fourth quarter,” commented Tjärnström.

“Exceptionally strong numbers in 2020 led to tough comparatives for the quarter but despite the low sports betting margin at the beginning of the quarter, and the fact that we ceased services to Dutch residents, our fourth quarter delivered solid revenues.”

Looking forward, Kindred’s CEO was optimistic, expecting an entry into the Netherlands in the not-too-distant future.

“Our Dutch licence application was submitted at the end of November as our “cooling-off” period ended, and the licensing process is advancing according

to plan,” said Tjärnström.

He also remarked on Kindred’s acquisition of Relax Gaming, adding: “Our acquisition of Relax Gaming closed on 1 October, and we are working towards achieving the identified annual synergies of £6.9m, as well as leveraging unique Relax content to differentiate our B2C product suite.”

**GI Verdict:** Kindred has been busy of late and despite challenging times for the industry as a whole, it has maintained successful revenue totals year-on-year.

Kindred has recently agreed a continuation of its partnership with Kambi, ensuring access to B2B sports betting services until at least 2026. Kindred has plans and it seems to be slowly ticking off each intention as it goes along. Not only with external success, e.g. revenue, but with internal developments, including its sports betting platform that has been eight years in the making. We can predict a solid future for Kindred and look forward to seeing how it does, as restrictions lessen more and more.

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## EVOLUTION ENJOYS 69% REVENUE GROWTH FOR Q4

Evolution's operating revenue increased by 69% for Q4 2021, pushing its full-year revenue over €1bn (\$1.14bn).

Driven by strong demand, Evolution's live casino segment grew by 49% for the fourth quarter, leading a surge in operating revenue and continuing Evolution's consistent growth trajectory.

In fact, live casino generated more than three quarters of Evolution's revenue for the three-month period, amounting to €237.4m. Its random number generator (RNG) business, meanwhile, produced a more meagre but still impressive €62.9m, up 9% year-on-year.

Operating profit also experienced an impressive increase, rising by 118% for both Q4 and 2021 as a whole. For the fourth quarter, this came to more than €184m, while for the full year, Evolution's operating profit amounted to €654m.

All-in-all, its fourth quarter operating revenue amounted to €300.2m, while its full-year revenue came to almost €1.07bn: a 90% increase.

"The fourth quarter 2021, with

continued top-of-the-line results, reflects the strength in our scalable business model and the value of our strategy to focus on the player experience," remarked Evolution CEO Martin Carlesund.

***"Driven by strong demand, Evolution's live casino segment grew by 49% for the fourth quarter, leading a surge in operating revenue and continuing Evolution's consistent growth trajectory"***

He added: "Top-line growth continued to be driven by strong global demand for live casino, but was also positively impacted by the increased revenue from the RNG business."

This success came despite additional challenges posed by the pandemic, which Carlesund commented on.

"We exit 2021 with over 1,000 live tables, an increase of over 300 tables during

the year, the largest increase in a single year," he said. "This dramatic expansion would have been an accomplishment under normal circumstances, but taking into account the challenges posed by the pandemic, I am very proud.

"It is a testament to the talent, capability and determination that characterises the global Evolution team."

**GI Verdict:** Evolution has made remarkable gains over the last year. There are many online gaming suites that are taking big leaps with their technological developments, so it will be interesting to see if Evolution maintains such an impressive train of revenue. However, not one to sit back on its success, Evolution is continually making plans for improvement, such as the aforementioned expansion on its already beneficial partnership with FanDuel in the US, while adding a suite of 25 new games to its repertoire. We look forward to seeing where it stands by the end of this year and in which direction the company progresses.

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## REVENUE REPORTS: ILLINOIS

Illinois sports betting revenue rose 41.10% year-over-year to \$33.685m for December, as retail betting the prior year was temporarily suspended due to Covid-19.

Flutter continues to lead market share at 39%, with a majority generated at Fairmount Park.

SPORTS BETTING	DECEMBER REVENUE (M)	% CHANGE VS 2021	OPERATORS
Fairmount	\$12.928	N/A	FLTR
Rivers des Plaines (Midwest)	\$6.950	+2.30	RSI
DraftKings at Casino Queen	\$6.385	-8.98	DKNG
Hawthorne	\$4.047	+68.05	PBH
Aurora Hollywood (PENN)	\$2.356	+1,240,066	PENN
Elgin (CZR)	\$0.692	+20.16	CZR
Alton (PENN)	\$0.199	+2,141.02	PENN
Par-A-Dice	\$0.070	-99.01	FLTR
Joliet Hollywood (PENN)	\$0.057	N/A	PENN
<b>TOTAL</b>	<b>\$33.685</b>	<b>+41.10</b>	<b>N/A</b>
<b>TOTAL HANDLE</b>	<b>\$789.600</b>	<b>+60.58</b>	<b>N/A</b>

MULTIPLE PROPERTIES	DECEMBER HANDLE (M)	% CHANGE VS. OCTOBER
Penn National	\$2.613	+28,658
SEGMENT	N/A	N/A
Online	\$32.836	+38.11

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## GUEST INTERVIEW



**PETER VAN TUYL,**  
*COO, OMEGA SYSTEMS*

*Van Tuyl discusses the provider's offering and, in particular, its configurable data storage solution*

**So, before we discuss data vaults, could you briefly explain what Omega Systems does?**

Omega Systems is a software development company, providing our clients with platform management software. Omega clients run and manage their own platform, so they are not part of a classic monolithic shared solution. Omega clients have direct agreements with all third-party sports/game/payment/KYC providers and as we say "take control" of their own gaming platform.

Omega's software provides operators with a full PAM, Promotional, Loyalty and Regulatory system, compliant in over 15 regulated jurisdictions today, with new jurisdictions being added on a quarterly basis. Many of our clients have been active on shared platforms for a period and wish to take the next step in terms of controlling their own offering. Another exciting development in many jurisdictions is the increasing number of incumbent land-based operators that are going online. For this, Omega offers extensive capability to connect land-based cashier, loyalty and promotion systems to its online offering.

**In your own words, could you explain what a data vault is? Why is it important for operators and what advantages does Omega Systems offer in this area when compared to other companies?**

Regulated digital industries around the world are required to store transactional data in uniform format to facilitate compliance with regulatory and government standards. In the

online gaming industry, this means we extract configurable transaction data from our Management Platform Database and deliver it to a controlled data storage facility in a format predefined by the regulator. An example of this is in the Netherlands, where the KSA (Dutch Regulator) has a detailed CDB (ControleDataBank) where all game transactions, responsible gaming events and monetary transfers are reported in real time, both for the regulatory and the relevant taxation authorities. Each jurisdiction has their own specific requirements, so we have built our Vault solution to be configurable to accommodate existing and future requirements.

***"All this functionality can be configured on a country or state level according to prescribed responsible gaming requirements"***

In terms of advantages of our offering, we include our Data Transfer (ETL) solution as well as our Vault product at no additional charge with our Management Platform Software. This means clients can opt for the Omega solution and have all ETL and Vault functionality completely functional from day one. Many of our competitors require additional licensing fees and third-party integration services to deliver this functionality.

**How do you go about tailoring your solution to jurisdiction-specific requirements - and have you ever encountered any issues, perhaps surrounding GDPR?**

In each jurisdiction where our clients are licensed, we evaluate the requirements from the appropriate regulatory body, as well as our clients' specific needs, and configure the types of transactions that are replicated, as well as the frequency of data transmission and the necessary security related protocols.

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# ΩMEGA SYSTEMS

## PLATFORM MANAGEMENT SOFTWARE

In terms of GDPR, as we supply the underlying software that powers our clients' platforms, we ensure all GDPR related functionality is catered for, as a standard component within our solution.

***“Omega clients run and manage their own platform, so they are not part of a classic monolithic shared solution”***

### **Have any jurisdictions been especially difficult to handle?**

Since its inception Omega has been working very closely with regulators as jurisdictions legislate. Omega's genesis was bringing land-based operators online, and ensuring that regulatory

reporting, standards and responsible gaming requirements are met; and often exceeded to ensure compliance in all jurisdictions. We have never viewed compliance as difficult; it is at the core of what we do. Omega has, in several jurisdictions, been the first platform live in newly regulated markets. We have a dedicated development function focused on Compliance, Responsible Gaming and Vault functionality.

### **You mentioned responsible gambling features: what work does Omega do on that front?**

Over the years, Omega has built a social responsibility framework encompassing deposit limits, wager limits, session limits, reality checks, balance limits and automated player withdrawal capability. All this functionality can be configured on a country or state level according to prescribed responsible gaming requirements. We provide all aspects of responsible gaming functionality, and in many cases our clients use a single instance of our system to operate simultaneously in multiple regulatory jurisdictions. In addition to the standard responsible gaming features and functionality, we also provide a risk analysis framework to help identify players at risk from a social responsibility point of view.

In summary, the Omega technology stack provides an end-to-end solution and continues to be a leader in bringing operators online in newly regulated markets, with full regulatory and responsible gaming functionality.

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

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IFRAME API



BESPOKE API



**CONTACT US**