

Sponsored by



WEEK34 FRIDAY 25 AUG 2023

IN THIS WEEK'S ISSUE: AFFILIATE CEO EXCLUSIVES



SOFTWARE & SERVICES PROVIDER

20+ GAMES

150+ TABLES

LANGUAGES

700+ PARTNER

from life to live



Sponsored by



THIS WEEK

- MOVERS & SHAKERS x2

- THE DEALMAKERS

- AFFILIATE Q2S

PENNSYLVANIA SKILL

- THE DEBRIEF

- GUEST COLUMN Felix Faulkner





· creedroomz

SOFTWARE & SERVICES PROVIDER

WWW.CREEDROOMZ.COM

It isn't a typo, in an exclusive interview with *Gambling Insider*, Better Collective CEO, Jesper Søgaard, discusses the company's Q2 results, as well as the concern and opportunity found in how Al is affecting search engines

In your quarterly comments, you highlighted a concern in the advances of AI in search engines, can you expand on that?

Yeah, basically it's one of those things where it can seem like a threat – and it may indeed be a threat, but hopefully there will also be some opportunities in it. So, we just need to acknowledge that it's coming.

Right now, Google is testing its search engine, including their chatbot, based on AI in the US. So, we want to understand what the new search landscape is going to look like and ensure we position ourselves well for it. I think the fundamental belief we have is that brands will remain relevant. Strong brands that have a lot of authority within certain areas and niches, will be the ones referenced by Google and other chatbots.

Ultimately, it's about building a brand and having relevant content. The recipe isn't changing much, but we still want to understand what the new landscape means. That's why we're bringing up this theme because we know it's coming and we need to be prepared.

Just before you dropped your Q2 report, Better Collective also revealed that it had completed its share buyback scheme; why was this initiated in the first place?

Tuesday was the last day of it. So, we have been purchasing shares, but it's primarily because we both have incentive programs within Better Collective. Additionally, on many occasions we have used shares whenever we make acquisitions. We repurchase shares for future acquisitions and potential earn-outs that we may owe to existing founders in the business.

Essentially, our aim is to have shares available for use in future acquisitions that we undertake.

"To be honest, it was the first time ever we experienced a World Cup in the fourth quarter. So, we'll have to wait and see what the effect of that will be"

What are the primary reasons for the significant increase in EBITDA seen in the report?

I think, for me, it's the part I'm probably most excited about for this quarter. It's really a testament to the scale we have in our business.

A year ago, especially in North America, we invested heavily, even though there was a slight pullback in advertising spending. Now, we are reaping the benefits of that because we have seen significantly increased revenue without adding much to the cost base. So, I truly believe this quarter demonstrates the scale we have in our business.

We'd be remiss not to ask about the revenue, which is so strong for you right now.

Absolutely, we saw almost 40% growth and, of that, 29% was organic growth. We're extremely pleased with that. It shows the underlying strong performance in the business. As for the scaling point in EBITDA, achieving 135% growth is probably a record for the company and represents one of the best quarters ever. So, yes, it's very encouraging for us.

Do you see it levelling off at any point in the coming quarters?

Well, we still have good momentum in the business. What's different this year compared to last year is that we don't have the football World Cup in the fourth quarter, so the effect of that is unknown.

To be honest, it was the first time ever we experienced a World Cup in the fourth quarter. So, we'll have to wait and see what the effect of that will be.

As always, right now we are closing in on the start of the new NFL season and it's massive in North America. So, we're looking forward to that. But it's always uncertain just before it starts, because with the US still growing its sports betting market, we don't exactly know how big it will be this year. But we're looking forward to it.

You have a new office in Brazil; there's a lot of potential there.

Yeah, we already have a physical presence there. For us, it's not something new because it's a very exciting market with a lot of potential. So, we now have an office in Rio de Janeiro and it is a focus market for us, no doubt.

Do you think it will become the biggest one?

I think that the US will be the biggest one to be honest, but Brazil's a significant market – 100%.

TAKING STOCK

SHARE PRICES COVER THURSDAY 17 AUGUST TO THURSDAY 24 AUGUST (11:40 GMT)

Churchill Downs 124.65 USD 3%

MGM Resorts

1%

Tabcorp 1.095 AUD

3%

Rivalry Corp 1.06 USD

4%

Better Collective 254.50 SEK 9%

DraftKings 27.81 USD

5%

SJM Holdings 3.30 HKD



IGT 31.70 USD



GOOD NEWS FOR KENTUCKY SPORTS FAN(ATIC)S

And they're off! Nine racetracks have received temporary sports betting licences to host a retail sportsbook, which could become annual licences, in the initial race toward the Kentucky's 7 September retail launch date. The Kentucky Horse Racing Commission (KHRC) has also licensed three venues 'coming soon' to the area.

The launch of sports wagering in Kentucky is predicted to generate \$23m annually for the state's revenue funding, which will directly benefit Kentucky's permanent pension as well as a problem gambling assistance program.

The following nine properties were approved for retail licensing: Churchill Downs (Louisville), Derby City Gaming (Louisville), Ellis Park (Henderson), The Mint Gaming Hall Cumberland Run (Corbin), The Mint Gaming Hall Cumberland (Williamsburg), Newport Racing and Gaming (Newport), Oak Grove Gaming and Racing (Oak Grove), The Red Mile (Lexington) and Turfway Park (Florence). DraftKings already announced this week that its new home in Kentucky will be ECL Corbin property, Mint Gaming Hall.

The three properties also approved for retail sportsbooks, once the facilities open, are: Derby City Gaming (Downtown Louisville), Ellis Park (Owensboro) and Sandy's Gaming and Racing (Ashland).

Recently we learned that seven mobile sports betting operators had applied for licences within the Bluegrass State as well, seeing

familiar industry names such as: DraftKings, FanDuel, BetMGM, bet365, Caesars, Circa Sports and Penn Sports Interactive (now ESPN Bet). However, an eighth horse entered the race. The newest hopeful of becoming a US sports wagering giant, Fanatics, was also granted a mobile licence in Kentucky - only a week after the brand's official launch. Fanatics is currently live in Maryland, Massachusetts, Ohio and Tennessee, but will add Kentucky to its inaugural list of states. Its first retail sportsbook, made possible by a partnership with the Cleveland Guardians Baseball team, was announced earlier this very week.

GI Verdict: When it comes to the addition of Fanatics to Kentucky's sports betting roster, the merchandising company-turned-sportsbook may not be close enough to other operators to warrant a photo finish, but players in the state probably won't look a gift horse in the mouth. With 12 new retail sportsbook locations and eight mobile operators to potentially choose from, the competition between brands will be more than healthy. Kentuckians, including Governor Andy Beshear, have been described as eager for legal sports wagering to launch, and only September can tell us which operators they will choose to bet with. Though if H1 and Q2 reports inform any of their app selections, DraftKings and FanDuel will probably remain on top of the market, as they have in other states.

THE LATEST ISSUE OF **PAYMENTS FOCUS**IS OUT NOW CLICK HERE TO VIEW





JAMES CURWEN CEO Yggdrasil

Curwen will be succeeding Björn Krantz. Krantz will remain at the business until the end of September until Curwen commences his role on 1 October.



D'ARCY MYERS Interim CEO GamCare

D'Arcy has served the charity for over 12 years. He has previously worked as the Chair of The Association of Charitable Organisations and The Smallwood Trust.



KARIN SCHNARR CEO and Registrar The Alcohol and Gaming Commission of Ontario (AGCO)

Schnarr's role is effective from 18 September.
Previously, Schnarr has worked as Chief of
Staff for the Ontario Government's as well
as Chair of the Government's Task Force on
Women and the Economy.

TAKE CONTROL OF YOUR PLATFORM

iGAMING PLATFORM

SOCIAL/CRYPTO

PLAYER MANAGEMENT

ΩMEGA SYSTEMS
PLATFORM MANAGEMENT SOFTWARE
info@omegasys.eu



MICHAEL WELLS Director Oregon Lottery

Wells previously worked as Interim Director and, once confirmed in September, he will be appointed to the role permanently. Wells has also worked for the FBI and Oregon Police.



BRANDON LENSSEN VP and GM Quick Custom Intelligence

Lenssen has over 27 years in the industry. Prior to his appointment, Lenssen was also the VP and GM of Bally's Corporation, a role that he also held at Affinity Gaming.



KARIN DEN DUNNEN CFO Novomatic Netherlands

Dunnen will succeed Jos van den Borne as the company's new CFO. Prior to this, she worked as CFO at The Rent Company, Zelfstroom, AutoBinck Group, Findependent and more.



THE WEEK IN QUOTES

"With the introduction of BetStop, all measures under the National Consumer Protection Framework will be realised. with significant action delivered by our Government in just over a year. These measures will help to minimise the harm we see as a result of online gambling. For many people, it will change their lives."

Amanda Rishworth, Social Services Minister, commented on the Australian Government launching the BetStop selfexclusion register

"We are thrilled that our crash, Plinko, mines, instant, and other fast and skill games are certified in Colombia and Greece. These two jurisdictions are now part of a long list of regulated markets in Europe, Latin America and Africa, where our games are available."

Gil Soffer, SVP of Sales and Business Development at Galaxsys, on the company receiving certification in **Greece and Columbia**



COMPANY	PARTNER	VERTICAL
Mindway Al	BetCity.nl	Responsible gambling
2mee	Golden Rock Global	Technology
DraftKings	ECL Corbin	Sports betting
Sportradar	US Soccer	Sports betting
XLMedia	WRAL.com	Sports betting
Pragmatic Play	Super 7	iCasino
Slotegrator	Jade Rabbit	iGaming
Greentube	Inkabet	iGaming
New Zealand National Lottery	Scientific Games	Lottery
Parimatch	Leicester City FC	Sports betting

AstroPay

EMPOWERING PASSIONS



REACH +9M MILLION USERS



EXPAND TO +150 COUNTRIES



CONTACT US

"Greece is an important market for us, so we're delighted to team up with a leading name in N1 Casino to help broaden our European reach further."

Marcus Cordes, Hacksaw Gaming CEO, commented on the company signing a distribution deal with N1 Casino for Greece

"The profile of soccer globally across both the men's and women's game is the highest it's ever been. At this important moment for the sport, this partnership reflects the shared commitment we have with US Soccer to bring the sport to a larger audience both domestically and on an international level."

Eric Conrad, Sportradar EVP, Strategic Partnerships & Content discusses Sportradar's recent partnership with US Soccer

AFFILIATE FINANCIAL COMPARISON: BETTER COLLECTIVE AND CATENA

This week has seen two of the industry's biggest affiliates report their Q2 financial data in Catena Media and Better Collective.

The contrast between the two is stark, with Better Collective rising fast and bulldozing its way to becoming the main super-affiliate in the market, while Catena is falling and has been seeing further losses in recent years.

For Q2 2023, Catena's revenue including discontinued operations (a figure that it has reported as just 'revenue' in the past) totalled €18.1m – down 37% on its Q2 2022 results.

However, Better Collective reported a 39% rise in its revenue, which totalled €78.1m. It is also worth remembering that Better Collective owns a greater than 5% stake in Catena Media, which was reported in its Q2 as being responsible for a €2.4m loss.

The story continues with the pair's

EBITDA comparisons, Better Collective saw a huge 115% Q2 rise year-on-year, totalling €27.5m, while Catena's EBITDA (including discontinued operations) hit a four-year low of €2.8m, representing a 70% drop on Q2 2022.

Furthermore, the pair's profit/loss after tax varied wildly, too. Catena recorded a sum (including discontinued operations) of minus €18.2m, which is a significant hit when considering its overall revenue in Q2 stood at €18.1m.

Over at Better Collective, the profit after tax figure was 17% higher than it was in its Q2 2022 report, totalling €8.3m.

The days when Catena and Better Collective battled for the top spot are long gone now – and both companies' market capitalisations (market cap) show this. Better Collective has a market cap at time of writing of SEK 12.34bn (\$1.12bn), while Catena's market capitalisation is only around 10% of that, currently sitting at SEK 1.27bn.



THE WEEK IN **NUMBERS**

HK\$1.12bn



Is the loss SJM recorded in its H1 financial report (US\$142.8m)

4.55%

The amount FS gaming has reduced voting rights to in 888





The amount of years the deal between **New Zealand national lottery and Scientific Games will last**

REGULATING PENN-SKILL-VANIA?

The Commonwealth of Pennsylvania reportedly has over 50,000 unregulated 'skill game' machines located within public places such as petrol stations, laundromats, bars, restaurants and even club facilities masquerading as "mini casinos." A Senate Democratic Policy Committee Hearing was held this week to discuss the legality of skill games, their lack of regulation and the defining elements that classify them as games of skill rather than games of chance.

Georgia-based game developer, Pace-O-Matic, has previously won cases in three Pennsylvania courts for the seizure of its Pennsylvania Skill Game machines by the District Attorney from public facilities. The games were legally determined to be games of skill, requiring some level of human decision making in order to play.

Pennsylvania Gaming Control Board (PGCB) Executive Director, Kevin O'Toole, called the games a type of slot machine, "regardless of whether they are predominantly skill-based or chance-based." O'Toole said, "The

Commonwealth Court ruled that the skill games would meet slot machine regulations if they resided in a regulated gaming facility, but they don't reside in such facilities, so they are not regulated by the gaming act." The PGCB hopes that regulation of these games will one day fall within its jurisdiction.

Penn Entertainment VP of Public Affairs and Government Relations, Jeff Morris, brought up a ban of skill game machines in Kentucky, saying that licensing "bad actors" in Pennsylvania would ultimately be too late for the "unregulated and unmitigated disaster" the proliferation of skill games in public places has caused. He stated there were no Know Your Customer quardrails in place, when it came to either age or antimoney laundering checks and provided photos of children playing skill games, without any monitoring from employees in their establishments.

According to Morris' data, 58% of primary voters in Pennsylvania opposed skill games.

FANTINI'S GAMING

HELPING YOU MAKE MONEY

MORE IMPORTANT THAN YOUR MORNING COFFEE!



Try it FREE for a month, email us at subscriptions@fantiniresearch.com 302-730-3793 www.fantiniresearch.com



\$20,000



Is the prize pool Plaza Hotel & Casino will be offering in its Super Bingo giveaway

The percentage of Tabcorp's yearon-year revenue growth





The amount the **MGM Resorts Foundation** donated in grants to local non-profits



CATENA TALKS Q2 RESULTS

This week saw Catena's Q2 financial report showing the company's US revenue had dropped 16%. The company also made a loss and its EBITDA including operations hit a four-year low, so we spoke with its CEO, Michael Daly to find out why. You can read the full in-depth on Gambling Insider.

Commenting on the report, Daly said: "Could we have done some things differently in Q1 or late Q4? Yes, probably."

Catena had a good year last year with its US operations due to the New York launch, but things have since slowed down. Daly stated that the last four years, it has been on a 'very high growth rate' in the Americas, generating €80-85m (\$87-92m) from 2019 to present, to which he commented: "Each year that (growth rate) percentage gets smaller because we become larger." Costs of

marketing also played a part in its US revenue dip and EBITDA decrease.

When speaking about the overall state of the US gaming market, Daly said: "However, they also now have Fanatics, a push hard by bet365 and the ESPN deal which means more operators now versus just FanDuel and DraftKings; who have been the biggest share of the market and they don't have to do as much affiliation if they think that they have won the game. Now the game is afoot again, that's a little good thing for us."

Despite reporting a loss, the company has 'cash in the air' from its AskGamblers sale and UK Australian sale which is expected to come in over the upcoming quarters; so it should balance out over the next few reports.

In Q3, Catena aims to recover its losses, to push on its media partnerships for the NFL season and for the casino business to be improved upon. Coming into the next quarter, the CEO states that the company also wants to improve on its APAC business and focus on its growth. Hopefully Catena's Q3 is better than its O2.





UNDERSTANDING BRAZIL'S GAMING LANDSCAPE: PREFERENCES AND MOTIVATIONS

Brazil's real-money gaming industry is popular yet faces significant challenges. Operators are focused on understanding player behavior to position products, marketing, and messaging in the most effective way possible for their market and consumers.

A 2023 survey by ENV Media reveals insights into Brazilian adults' gaming preferences. The lottery, including scratch cards, bingo, and raffles, is the top choice, with 58% participation. This preference is particularly strong among those aged 40 to 75, suggesting a mix of tradition and trust in these games, both online and offline.

Sports betting, engaged in by 32% of respondents, is influenced by Brazil's deep-rooted love for soccer. However, the growing interest in MMA, Basketball, and Volleyball shows a diversifying sports market.

16% of respondents are drawn to slots, puzzle games, and traditional card games

like poker and blackjack. This distinction between quick-win games and strategy games could be a future research area.

Casino table games, especially Roulette, attract 15% of players, which is surprising given its prominence in Brazil. The enduring popularity of Jogo Do Bicho, an illegal lottery game banned since 1946 but played by 17% of respondents, highlights the lasting appeal of traditional games.

Regarding why Brazilians gamble, available disposable income is the first gating decision for 48% of gamers. After pure financial capability, respondent data rank the major drivers as follows:

- 40% play for sheer excitement, showcasing the entertainment value of gaming.
- 31% appreciate online games' quality, emphasizing game design's role.
- 25% of respondents indicated that recommendations from friends or family influence the decision to play, implying

trust is a driver.

- 24% of the players said that market regulation was a significant factor, which along with peer recommendations, further implies that Brazilians want a sense of trustworthiness and reliability in their gaming operators.
- Finally, at 20%, The last cluster of respondents say that they are influenced by a blend of ease of access, marketing, and perceived fairness, further reinforcing trust factors.

The data indicates that most gamers in Brazil play casually and responsibly, pointing to a market ready for clear regulations and player safety measures. The message is straightforward for those in the iGaming industry: Brazil is eager, mature, and responsible. To thrive, the gaming scene in Brazil should prioritize safety, fairness, and transparency.

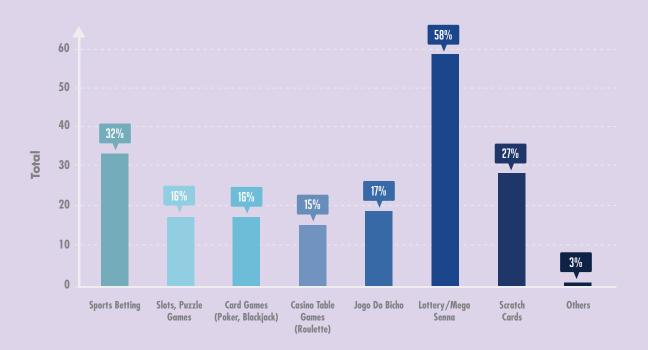
*Sources and references available at request from SCCG Management



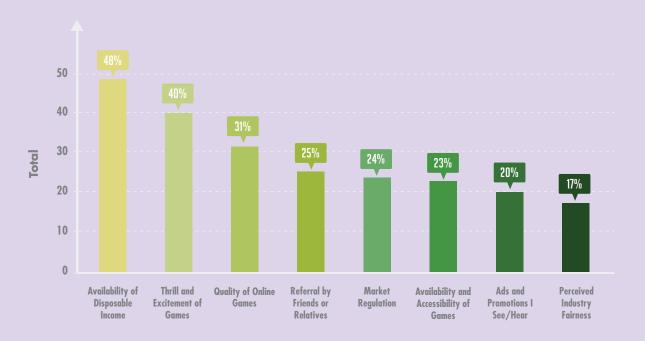


PREFERENCES AND MOTIVATIONS

Gambling Type (%)



Motivations and Market Facilitators (%)



DATA CENTRE



LOUISIANA AND MISSISSIPPI JULY REVENUE

Fantini Research partners with *Gambling Insider* to provide weekly gaming industry data. This week, we look at gaming betting revenue in Louisiana and Mississippi.

The figures in Louisiana show that the state overall saw a drop in retail sports betting, with its \$270.8m sum falling by 7% compared to the same period last year.

Multiple properties saw double digit falls, with the heaviest coming at Harrah's in New Orleans – which operates with Caesars' sportsbook. Furthermore, mobile sports decreased by 18% annually, now totalling \$15.7m.

Meanwhile, total gaming in Mississippi rose by 4% year-on-year, with its revenue totalling \$218.6m. However, its sports betting revenue fell by 3% to \$2.5m.

LOUISIANA

RETAIL SPORTS BETTING	REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Louisiana Downs (Rubico)	\$3.6	+16
Horseshoe Bossier (CZR)	\$15.4	+15
Evangeline Downs (BYD)	\$6.5	+4
Sam's Town (BYD)	\$3.8	+4
Bally's Shreveport (BALY)	\$8.3	+2
L'Auberge Baton Rouge (PENN)	\$14.4	+0.2
Belle of BR (CZR)	\$1.2	-3
Margaritaville (PENN)	\$16.3	-8
Delta Downs (BYD)	\$14.3	-12
Amelia Belle (BYD)	\$2.8	-12
Boomtown Bossier (PENN)	\$4.2	-12
L'Auberge LC (PENN)	\$27.1	-13
Boomtown NO (PENN)	\$8.9	-13
Treasure Chest (BYD)	\$7.1	-14
Fair Grounds (CHDN)	\$3.3	-15
Hollywood BR (GLPI)	\$ 3.7	-15
Golden Nugget - LC	\$25.9	-18
Harrah's NO (CZR)	\$17.5	-23
Horseshoe - LC (CZR)	\$7.5	N/A
Retail Sports	\$1.9	+16
Routes, Truck Stops, OTBs	\$61.5	-8
Mobile Sports	\$15.7	-18
State Total	\$270.8	- 7

MULTIPLE PROPERTIES	REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Caesars	\$41.6	+11
Boyd	\$34.4	-8
Penn National	\$71.0	-10



MISSISSIPPI JULY REVENUE

TOTAL GAMING	REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Coastal	\$143.2	+6
Central	\$27.0	+3
Northern	\$48.4	-2
Total	\$218.6	+4
Without Sports Betting	\$216.1	+4

SPORTS BETTING REVENUE	REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Central	\$0.9	+86
Northern	\$0.4	-22
Coastal	\$1.2	-24
Total Revenue	\$2.5	-3
Total Handle	\$17.7	-3



Faulkner explains to Gambling Insider five things that may have gone unnoticed in the UK's White Paper review.

When the White Paper was released back in April, most in the industry saw it as generally positive, particularly considering it put to bed much of the uncertainty that had arisen from its long-delayed publication.

In the main, the opening up of the Gambling Commission and Department for Culture, Media and Sport consultations in late July demonstrated how the overarching ideas of this White Paper would be put into practice.

However, as Faulkner explains, in some cases the detail in these documents shifted the goalposts or made clearer the eventual consequences of the White Paper.

THE 80/20 RATIO REMOVAL MAY NOT BE AS GOOD AS IT SEEMS

The intention to do away with the archaic 80/20 ratio that applies to the proportion of category B and category C/D machines in land-based premises in favour of a 50/50 split was widely welcomed when it was announced in the White Paper. But now that the consultation has been launched, it is clear this may not be as promising as expected.

There are three options on the table, one of which would see the change having limited benefit for the industry. This option proposes changing the ratio to 50/50 but also requiring all machines to be of a similar size.

At present, many category C and D machines are smaller than category B machines; for example, tablets and infill machines. If all machines had to be of a similar size, operators would likely end up in the same position they're in now – wasting energy running

machines that players do not wish to use, the very situation the Government recognised as being problematic in the White Paper. The other two options under consideration – a 50/50 ratio without changes to current size guidance and a removal of ratios altogether – would be positive for operators.

A BOOM IS AHEAD FOR LAND-BASED CASINOS AND MACHINE SUPPLIERS

Both the White Paper and the relevant consultation propose bringing machine allowances for the 1968 Act casinos into line with casinos licensed under the 2005 Gambling Act. This could have a huge impact on the land-based casino industry. While just seven 2005 Act casinos are operational, there are 137 active 1968 Act casino licences. Some of these are dormant, with licence holders paying annual fees to keep them active but not running any current operations.

The 1968 Act means casinos are restricted to 20 machines, but it is proposed that this will increase so it is on par with 2005 Act small casinos. These are allowed up to 80 machines, so the 1968 Act licence holders could potentially be able to quadruple their machine numbers. The caveat here is that this will be subject to their size; however, the 1968 Act licences can be moved between premises in the same authority. Thus, we could see dormant licensees become active again and we could see casinos move to bigger premises to make use of the higher allowance.

It is also proposed that the 1968 Act will be able to offer sports betting in future, an added positive. Taken together, these proposals have the potential to reinvigorate the land-based casino sector and will also be a big positive for machine suppliers.

THE DEVIL IS IN THE DETAIL ON AFFORDABILITY CHECKS

One of the most controversial elements of the White Paper was always going to be affordability checks. Many remote operators and punters (racing bettors, in particular) have been vocal about their dislike of such checks. Despite this, proposals for 'financial risk checks' at certain thresholds did indeed feature in the White Paper. The DCMS consultation is in line with the White Paper in proposing lower-level financial vulnerability checks at losses of £125 (\$158) per month or £500 per year, with these intended be carried out using publicly available data.

However, the enhanced checks, for losses of more than £1,000 in 24 hours and £2,000 in 90 days, appear more onerous in the consultation. While the White Paper mentioned the need



for "personalised data to consider factors like discretionary income," the consultation expands on the requirements, describing these as, "credit performance data and income and expenditure data, including current account turnover data." Where these cannot be obtained in a frictionless way, it states operators will be required to request further documentation from customers.

The need for "turnover data" could well mean the selfemployed, retired and company directors are asked for extensive documentation any time they sign up with an operator. Questions have also been raised about the way net loss is calculated, with winnings from more than seven days ago disregarded for the £1,000-in-24-hours threshold.

WE'RE IN DANGER OF REDEFINING 'ADULTHOOD' FOR GAMBLING

The proposal that a maximum stake limit be introduced for online slots that will be different for those aged 18-24 is highly controversial and puts the gambling industry in danger of ending up subject to a different definition of adulthood to the rest of society. The consultation cites continuing cognitive development, changing support networks and having to manage money for the first time as factors driving this proposal.

PREMISES ARE LIKELY TO BE SUBJECT TO INCREASED ENFORCEMENT IN FUTURE

In comparison to some of the other proposals, the plan to increase licensing authority fees might seem relatively insignificant. Given the maximum amount local authorities are able to charge for premises licensing fees has not been increased since 2007, it seems a foregone conclusion these will be raised.

The question is whether this will be by 10%, 20% or 30% as these are the options given. For the UK's biggest operators, the highest level is likely to increase costs substantially, but for operators with just a few adult gaming centres, the increase will likely be manageable at even at the highest level.

What is perhaps more noteworthy is the fact enforcement is mentioned repeatedly as both a rationale for an increase and a potential justification for authorities to raise fees once the maximum is increased. Councils are generally financially constrained and our experience suggests they tend to focus their enforcement activities on alcohol rather than gambling. This looks set to change going forward.

CONCLUSION

It is perhaps understandable that operators can be a bit lax in responding to consultations, particularly given we've had so many of them in the past few years. However, local authorities tend to take the time to put forward their views, particularly if there are things they want to avoid in their areas.

The industry would do well to remember that all of the above points have the potential to go different ways. Those invested in the industry's future should not assume the outcome has already been decided, but rather put forward a considered case for the options they'd like to see.



MEET WITH THE EXPERTS FROM FOXWOODS RESORT CASINO, NORTH AMERICA'S LARGEST RESORT CASINO





SOFTWARE AND SERVICES PROVIDER

www.creedroomz.com