

trafficology

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MARCH 2020

INSIDE

- **BETTER COLLECTIVE CEO JESPER SØGAARD ON THE BEST WAY FORWARD**
- **UNLOCKING BLOCKCHAIN & THE FUTURE OF VIRTUAL CURRENCIES**
- **A CLASS ACT: INTERWETTEN CEO DOMINIK BEIER**

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BEST OF BOTH

Reaping the benefits of social and real-money gaming



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ONLINE CASINO



aplaycasino.com



mrbit.bet



slotv.com



frankcasino.com



driftcasino.com



casinosolumbus.com

TRAFFIC REPORT

Trafficology has partnered with data experts Casino City Press to provide insight into website and traffic trends across the gaming industry. The below is a breakdown of the top 20 affiliate programs by vertical for the calendar year 2019, in comparison with 2018.

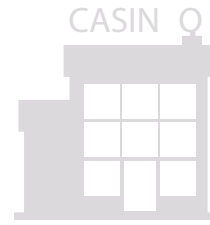


Rankings are estimated using statistical data and should not be considered absolute ranking values. More than 50 complementary top lists are available on the iGamingDirectory.com website operated by Casino City Press



OVERALL

Rank	+/-	Name	Website
1	1▲	Betting Gods Affiliates	bettinggods.com/affiliates
2	1▼	Bet365 Affiliates	bet365affiliates.com
3	-	NetHive Affiliate Program	nethive.com
4	-	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/dailyfantasy/affiliates
5	2▲	Bet9ja Affiliates	affiliates.bet9ja.com
6	5▲	IQ Option Affiliate	affiliate.iqoption.com
7	1▼	Betfair Partnerships	affiliates.betfair.com
8	3▼	Kindred Affiliates	kindredaffiliates.com
9	1▼	Parimatch Affiliates	affiliates.parimatch.com
10	1▼	William Hill Affiliates	affiliates.williamhill.com
11	1▼	Affiliate Hub	affiliatehub.skybet.com
12	-	1xBet Partners	1xpartners.com
13	3▲	Best Partners	bestpartners.com
14	10▲	GVC Affiliates	gvcaffiliates.com
15	2▼	Stoiximan.gr Affiliates	affiliates.stoiximan.gr
16	4▲	Uffiliates	uffiliates.com
17	29▲	Betway Partners Africa	betwaypartner safrica.com
18	3▼	Tipico Affiliate Program	tipico.com/en/affiliate-program
19	1▼	FDJ Affiliate Program	fdj.fr
20	3▲	Favorit Affiliates	affiliates.favorit.com.ua

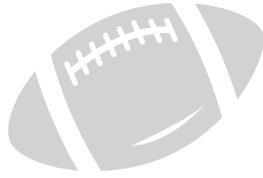


CASINO

Rank	+/-	Name	Website
1	-	KeyAffiliates	keyaffiliates.com
2	1▲	Gamesys Group Partners	gamesysgroup partners.com
3	1▲	Affiliate Hub	affiliatehub.skybet.com
4	2▼	Almor Affiliates	almoraffiliates.omarsys.com
5	7▲	Uffiliates	uffiliates.com
6	3▲	Buffalo Partners	buffalopartners.com
7	-	William Hill Affiliates	affiliates.williamhill.com
8	22▲	WinBet Affiliates	winbetaffiliates.bg
9	1▲	LeoVegas Affiliate	leovegasaffiliates.com
10	1▲	Kindred Affiliates	kindredaffiliates.com
11	5▼	Deckmedia Affiliates	deckmedia.im
12	17▲	CPA Kitchen	cpakitchen.com
13	11▲	GVC Affiliates	gvcaffiliates.com
14	1▼	Rabbit Affiliates	rabbit-affiliates.com
15	1▼	Mr Affiliate	mraffiliate.com
16	1▼	Best Partners	bestpartners.com
17	1▼	Casumo Affiliates	casumoaffiliates.com
18	1▼	Gaming1 Affiliates	affiliates.gaming1.com
19	1▲	Videoslots Affiliate Program	partner.videoslots.com
20	1▲	Paf Partners	pafpartners.com



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SPORTS

Rank	+/-	Name	Website
1	-	Betting Gods Affiliates	bettinggods.com/affiliates
2	-	Bet365 Affiliates	bet365affiliates.com
3	4▲	Bet9ja Affiliates	affiliates.bet9ja.com
4	1▼	NetHive Affiliate Program	nethive.com
5	1▼	Parimatch Affiliates	affiliates.parimatch.com
6	-	Betfair Partnerships	affiliates.betfair.com
7	2▲	Kindred Affiliates	kindredaffiliates.com
8	3▼	Affiliate Hub	affiliatehub.skybet.com
9	2▲	Tipico Affiliate Program	tipico.com/en/affiliate-program
10	-	1xBet Partners	1xpartners.com
11	3▼	Stoiximan.gr Affiliates	affiliates.stoiximan.gr
12	16▲	Betway Partners Africa	betwaypartnersafrica.com
13	7▲	Best Partners	bestpartners.com
14	12▲	AfiliadosW	afiliadosw.co
15	2▼	William Hill Affiliates	affiliates.williamhill.com
16	4▼	Fortuna Affiliates	fortuna-affiliates.com
17	1▼	Tipsport Partners	tipsport.cz/partner
18	3▼	Planet Win 365 Affiliates	affiliates.planetwin365all.com
19	1▼	PMU.fr Partners	partners.pmu.fr
20	3▼	Favorit Affiliates	affiliates.favorit.com.ua



BINGO

Rank	+/-	Name	Website
1	-	Tombola Affiliates	tombola.co.uk/affiliate-programme/
2	-	Gamesys Group Partners	gamesysgrouppartners.com
3	11▲	GVC Affiliates	gvcaffiliates.com
4	1▲	Mecca Affiliates	meccaaffiliates.com
5	1▲	Rank Affiliates	rankaffiliates.com
6	3▼	Uffiliates	uffiliates.com
7	3▼	Affiliate Hub	affiliatehub.skybet.com
8	-	NetHive Affiliate	nethive.com
9	1▲	LuckyJar Affiliates	luckyjar.com/uk
10	3▲	Bingo Partners	bingopartners.com
11	2▼	Broadway Gaming Affiliates	broadwaygaming.com
12	1▼	Kindred Affiliates	kindredaffiliates.com
13	6▼	RevenueGiants	revenuegiants.com
14	2▲	William Hill Affiliates	affiliates.williamhill.com
15	3▼	Gogame Partners	gogamepartners.com
16	8▲	BingoAffiliates.com	bingoaffiliates.com
17	10▲	Jumpman Affiliates	jumpmanaffiliates.co.uk
18	1▼	Tau Affiliates	tauaffiliates.com
19	6▲	The Bingo Affiliates	thebingoaffiliates.com
20	1▲	Vista Gaming Affiliates	vistagamingaffiliates.net



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POKER

Rank	+/-	Name	Website
1	5▲	WPN Affiliates	wpnaffiliates.com
2	1▼	Stars Affiliate Club	starsaffiliateclub.com
3	1▼	Uffiliates	uffiliates.com
4	1▼	Winamax Affiliates	winamax.fr/en/affiliates
5	-	Affiliate Hub	affiliatehub.skybet.com
6	2▼	GVC Affiliates	gvcaffiliates.com
7	1▲	IDN Partners	idnpartners.com
8	1▲	Shen Affiliates	shenaffiliates.com
9	3▲	Commission Kings	commissionkings.ag
10	3▼	The Spartan Poker Affiliate Program	thespartanpoker.com/affiliate/overview.html
11	1▼	Bet365 Affiliates	bet365affiliates.com
12	1▼	Kindred Affiliates	kindredaffiliates.com
13	18▲	NSUS Affiliate Club	nsusaff.com
14	1▲	Punto Scommesse Affiliations	puntoscommesse.it/website/FooterMenu/Promozioni/Affiliazioni.aspx
15	2▼	Best Partners	bestpartners.com
16	2▼	Royal Stakes	royalstakes.com
17	7▲	ActiveWins Affiliate	activewins.com
18	3▲	Intertops Affiliates	intertops.eu/affiliate
19		PMU.fr Partners	partners.pmu.fr
20	3▲	Ladbrokes Partners	ladbrokespartners.com



FINANCIAL

Rank	+/-	Name	Website
1	1▲	IQ Option Affiliate	affiliate.iqoption.com
2	1▼	EToro Partners	etoropartners.com
3	2▲	IG Markets Partners	ig.com/uk/marketing-partnership
4	3▲	XM Partners	partners.xm.com
5	1▼	The Plus500 Affiliate Program	500affiliates.com
6	2▲	Binary.com Affiliate Program	affiliates.binary.com
7	4▼	BinPartner	binpartner.com
8	2▼	KingFin	kingfin.com
9	3▲	IC Markets Affiliate Program	icmarkets.com/partnerships/affiliate-program
10	1▼	Libertex Affiliates	libertex-affiliates.com
11	1▼	Forex Club Affiliate	fxclub.org/affiliate/
12	1▼	Alpari Partners	alpari.com/en/company/partnership
13	5▲	Exness Partner	exness.com/partnership
14	-	FXTM Partners	fxtmpartners.com
15	1▲	HotForex Partners	hffaffiliates.com
16	3▲	Nadex Affiliate	nadex.com/affiliates
17	4▼	InstaForex Affiliate Program	partners.instaforex.com
18	3▲	InstaForex Affiliate Program	partners.forex4you.com/en
19	1▲	Gain Affiliates	gainaffiliates.com
20	2▲	ZuluTrade Affiliates	zulutrade.com/affiliate-program

**inter
wetten**



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EXPERIENCE.**

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SOCIAL AND REAL-MONEY GAMING: GETTING THE BEST OF BOTH

Hybrid Interaction consultants **Shahar Attias** and **Yulia Jeshinko** delve into the differences between social and real-money gaming, and how affiliates can benefit from both formats

Legend says that when Alexander the Great arrived in Gordium, he was presented with a complicated knot. The local oracle claimed it could be untangled only by the “future ruler of all Asia”; our Sasha – Russian diminutive for Alexander – observed the problem, stepped back and cut the Gordian knot with a single stroke of his sword.

In a similar manner, when my CEO once complained about the high withdrawal rates we were experiencing, I answered: “Why don’t we simply remove the cash-out button?” On this occasion, someone actually listened, and this is how social gaming apps were born. Imagine a world in which players can only deposit.

So how does this even work? Are there any noticeable differences between executing a marketing strategy when it comes to a social casino vs. another game-scale brand? (Hint: one of them won’t pay both the players and the affiliates). Being one, I know that when you don’t know something, you hire a (very expensive) consultant. I took my questions to Yulia Jeshinko, probably the busiest social gaming expert out there.

Shahar: So, let’s discuss social gaming apps. We’re here to talk about social gaming apps and what we, the old and

unfashionable real-money gambling people, can learn from you kids. So then, what’s the business model in social gaming apps?

Yulia: Social gaming app operators wish to create the best player experience that pushes users into making in-app purchases. The engine that drives this activity is called game economy, which ensures players will experience the excitement and big wins, but over time, as they progress in the game, they have to make further in-app purchases to maintain the same experience, feel and playtime.

This is done by packing the game activity with advanced in-play gamification mechanics, geared towards generating anticipation – the “what’s next” sensation. As players reach these higher levels, their bets increase, alongside the value of their additional free bonuses, but they don’t grow at the same pace, and this is done to create the urge to purchase. Much like with regular economics, it’s all about supply and demand.

Shahar: Got it. So basically, you drive engagement through the product? Real-money casinos are mostly “more of the same”, with nearly an identical portfolio of games, and if there are any differences, they are likely to be in the front-end interface and the way the experience is wrapped and presented to the player.

Yulia: Exactly, and that's a major difference between the two industries. My more successful clients have everything done under one roof, with the main focus of the product being to enhance player experience. So, the operator develops the product itself – aka casino games – and is also responsible for the experience around it. On one hand, you have the companies competing on the product level, trying to create the best enticing games to attract players' attention. They know that on the other hand, the game economy consumption rate will eventually bring them to a point where they will have to conduct in-app purchases at an increasing rate, so they can keep enjoying such a rich experience.

Shahar: I see. We aim to make the players deposit and consume their own balance, based on the given house advantage, while you develop unique and exciting products to make them want to experience more levels and unlock additional functionalities, knowing the game economy ensures they can't reach these without the in-app purchases. So what about bonuses?

Yulia: Yes, bonuses fuel the activity also for our CRM. In a social gaming app, players begin their gameplay with a certain amount of coins they receive for free using integral in-game functionalities such as daily rewards, gifts, coupons, etc. Players can play for free every day, but they will reach a point within the gameplay in which to continue, they will have to make an in-app purchase. As such, our most important KPI is high ARDAU (average revenue daily active users). This means players are engaged in the game and spend time playing it; game economy takes care of the rest.

Shahar: Is it also important for your traffic sources (aka affiliates) to dig into the metrics besides conversion?

Yulia: Conversion is a very important indicator, but follow-up retention stats such as prolonged activity on the second, seventh and 30th day after installation are equally crucial, as well as how much money is deposited. Affiliates invest money, time and energy into sending traffic to the operators and their business partners, in the same way anyone who sends traffic to real-money gambling websites should care about the CRM techniques these brands perform to monetise their leads. Otherwise, all efforts were made for nothing. Understanding more on how the operation works and what their USPs are will help to better understand how high the ROI will be.

Shahar: That does make sense, and I even wrote about it in a previous article. Speaking of other articles I wrote, how do you guys identify and treat VIPs?

Yulia: To us, knowing that the average deposit is several dollars per active user, those super players are in fact the economical basis of the entire industry. In fact, our top single percentile of

'big whales' generate nearly a third of all profit, while together with the top 5% of players, they make slightly more than half of all earnings.

Shahar: I am not too impressed; our 0.5% top VIPs tend to make half of all revenue.

Yulia: But we are talking about much larger volumes. Remember our database is usually of millions of users.

Shahar: That's true. So how do you segment them to begin with?

Yulia: We look at the initial deposit size. Those who manage to place on the table \$50 or more on their first day are definitely worth a closer look. That's before we look at the previously mentioned retention, engagement and CRM parameters.

Shahar: How do you incentivise such VIPs, if your experience is pre-cut driven?

Yulia: Our extra mile comes in the form of offering sneak previews to upcoming features, exclusive in-game content that can only be obtained as a VIP member or an option to speak directly to certain executives, instead of simply a support agent.

Shahar: To conclude, do you have any interesting personal stories from your consulting career with social gaming operators?

Yulia: The loveliest thing you get to experience working with such companies is the strong communities behind these games. On annual celebrations to games' launch dates, the players throw parties, create videos with birthday wishes, bake cakes for the main game characters and even write creative poems. I even know of couples who met on a social bingo chat and now they are married.

Shahar: That's impressive. I will have to say goodbye for now. Live long and don't abuse bonus terms.

As an online gaming consultant, Shahar Attias of Hybrid Interaction has consulted more than 100 B2C operators, and can help your company to benchmark your retention marketing strategy, VIP program and CRM KPIs with the competition. Among his clients are Hard Rock NJ, PokerStars, GVC Holdings/BwinParty/Sportingbet, Holland Casino, William Hill, BetConstruct and NightRush. Add him on WhatsApp via <http://bit.ly/iGamingCRM> and start optimising your players' lifetime value.

Yulia Jeshinko is a veteran social gaming expert with more than a decade of experience in game monetisation and player retention. Yulia has led and managed dozens of projects in many of the industry's leading social gaming brands, taking business strategies and developing them from theoretical concepts into practical implementations.



PLAN OF ACTION

Tim Poole catches up with Better Collective CEO **Jesper Søgaard** following the release of the affiliate's 2019 financial report to discuss M & A, Euro 2020 and the impact of the coronavirus

After a year of both strong revenue and share price growth, until the market-wide coronavirus dip, how do you reflect on how the market has received Better Collective?

What we've seen throughout 2019 on the financial side is the result of us being very strong on delivering new depositing customers [NDC] to our partners. After we did our IPO in June 2018, we've seen very strong performance on the NDC figure for every quarter and, in general, good traffic growth to our sites. That's really across the group and in most European markets. Ultimately, that increase led to expectations that our financial performance would remain at a similar level due to us working mostly on revenue-share agreements, where we see a delay in revenue effects, but eventually that picks up. Specifically in Q4, we had a low sports win margin. The activity started at an all-time high and was very strong. But, especially for November, the sports results were more favourable to the players, leading us to seeing less revenue than expected, but still at a strong level.

Taking the current coronavirus situation out of the equation, how long would you have expected that growth to continue? Is there a point where you see the growth rate levelling out more?

Of course, the current situation is really unpredictable and the business impact of the coronavirus is difficult for me to speak

on right now, also due to being a publicly listed company. But we gave a trading update for January in our full-year report and January got off to a strong start, with very favourable sports betting margins. Not taking the current coronavirus situation into account, I definitely believe our line of business is fundamentally growing and we have a strong position with our portfolio of sites being market leaders. You, of course, need to be realistic about the current situation and the potential impact of sports events being cancelled.

Better Collective's M & A strategy has been emphasised as a key contributor to this growth. What ingredients do you look for when assessing sites to acquire?

We've had a strong focus on integrating the acquired businesses; we see a lot of synergies and our focus has been on integration. At the same time, the primary targets for us are sports-betting related, preferably market leaders in local markets. What we're seeing from that is we're acquiring businesses that are already in very good shape. The overall group is set up to push results even more with the support of the entire Better Collective group. There's also obviously the advantage of having more scale, so we can deliver more traffic and high-quality traffic in almost any given market to our business partners. That's attractive both for us and them in various markets.



JESPER SØGAARD

You've described your M & A strategy as "full speed ahead", but do you ever anticipate a line to be drawn, where one too many acquisitions could lead to too much of a divested focus?

That's a very valid point to discuss. I think the announcement we just made with HLTV.org [Better Collective acquired the affiliate for €34.5m (\$38.5m) in February] in the esports vertical, specifically within CS:GO, is a very good example of the type of acquisition I'm still very eager to do. Here we acquired a company that really holds the almost dominating position within CS:GO and across esports. I don't think there are any sites bigger when it comes to esports content and data, and at the same time, monetising through advertising to bookmakers.

Such targets I would always be very interested in acquiring, because HLTV is a very strong brand, has a lot of traffic and in my opinion still has a lot of room to grow and improve monetisation. I think this is about brand, so we don't expect all our sites will be equally strong. We look for those category leaders, acquire them and work from natural fundamental growth. Obviously esports is one of the fastest-growing verticals right now, so for me that was a very attractive acquisition.

Do you see esports ever generating as much revenue as traditional sports?

My take is it's surely going to be big. Whether it's going to be the biggest, I really don't know. But already now, you have such a big audience engaging with esports from a viewer perspective. The demographic is, of course, younger than traditional sports. In 20 years, I think it will be viewed as just another sport. So we completely buy into esports being and becoming very big and, therefore, an important sport for us to be engaged with. That's the driver of us making this acquisition. You can always guess how big it will become, but that's extremely difficult.

Staying with sport, do you share Kindred Group CEO Henrik Tjärnström's view that the Euros will be the biggest sports betting event ever?

Due to the underlying growth in online sports betting, every

second year we have either the FIFA World Cup or the UEFA European Championships – and that's typically the best betting event ever. So that's something we have big expectations for and prepare a lot for. Now, with the format of many hosting countries, it's even more attractive. Because I would expect the engagement from the host populations will be bigger than normal; we have 12 host countries where I think the interest will be higher than an average European Championships.

What should affiliates do to really maximise this opportunity, perhaps in terms of localisation or influencer strategy?

It's more or less the same content that's relevant to the audience in various countries but with a local twist. Since we operate strong sites in many of these countries, we prepare on a group level, with what we think we can use across all our sites – being data and previews. Then, for specific markets, we'll pay more attention to the detail. Individually, in each office, we'll manage the different markets.

On the flip side, is there a danger of affiliates over-advertising, or is this more of a concern for operators?

I think it's something for all players in the industry to care about. We as an industry need to get this right otherwise we'll ultimately end up with harsh regulations. That being said, I think it's less direct than what you see from operators, simply because they are the ones mass marketing through television. Very few affiliates do that and when they do, it's to a limited impact. We, of course, need to be very careful about how we communicate to users.

Are we trying to incentivise too much or be too aggressive in the way we communicate to convert users? We really need to make sure we aren't being too aggressive and then blend in messages about responsible gambling. That should go hand-in-hand with betting content and communication.

Alongside the Euros, is there an opportunity for affiliates to attract new audiences during the Olympics?

It's a good question. For us, historically, the Olympics have never made a big impact on the business. That being said, though, we will be catering content that's quite focused on the Olympics. But we don't have in any way similar expectations to the activity as we have with the Euros even though we'll prepare for it and try to entertain our audience with good content.

How is the coronavirus epidemic affecting Better Collective's plans for the summer, as well as day-to-day operations at the company?

In the day-to-day operations, we've taken the decision to allow all our European office employees to work from home. This just makes sure we're not bringing a lot of people together and they are comfortable in the way they can work. Then speaking to the sports events, it's very difficult to predict what sort of impact it will have. There will be an impact but we're not really commenting until we know what's going to happen. We simply have to wait and see how it goes with all the sports events.

12th MAY

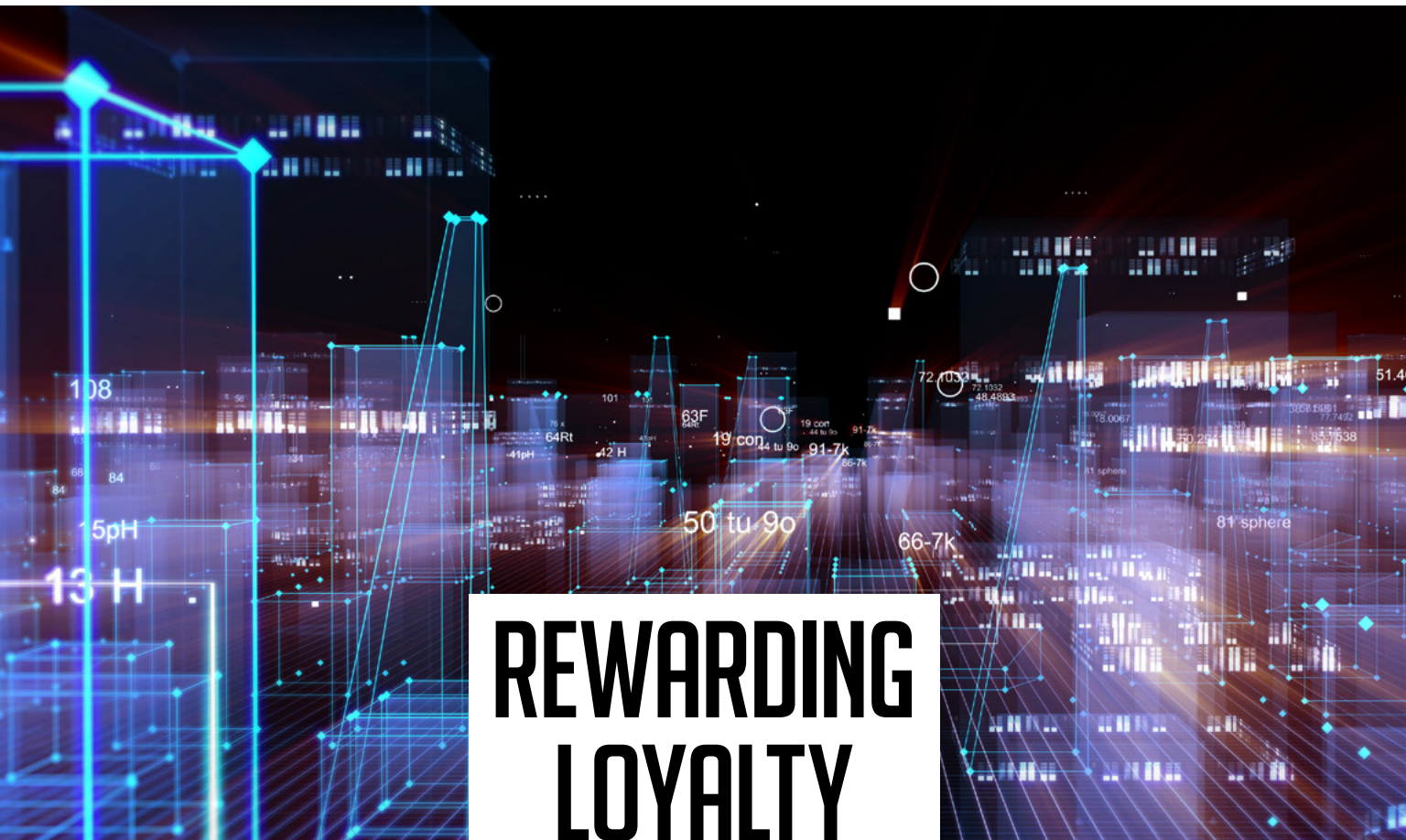
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REWARDING LOYALTY

Daphne Xerri, Head of Casino at Volt Casino, speaks to **Tim Poole** about the online casino's new player reward programme, Volt City

Volt City is quite a novel concept. Can you tell us more about it? How do you think it stands out from other player reward programmes?

Volt City is a unique city simulation building game that invites Volt players to build their own virtual city. The game is set in a futuristic, post-fossil-fuel world where many casino rewards can be won. Players in the casino are challenged to rebuild Volt City, which has suffered from a blackout, and it can be powered back up with Volt Crystals, which are earned by playing casino games. In the game, the player is tasked with becoming Volt City's Mayor and asked to complete various missions.

Starting from complete darkness, Volt City challenges players to restore the entire city, develop districts, upgrade buildings and create the technology and items necessary to see their city progress; all while seeing to the needs of their citizens through missions and quests from the residents themselves. In the process, players can level up and discover Mystery Spots, which contain

Special Mystery Boxes. As the game progresses and the player's simulated city starts to flourish, the players' efforts will be rewarded in our casino.

Volt City works symbiotically with Volt Casino since it combines playing casino games with building your own virtual city, and both elements generate rewards for the other. As players progress with building their city, they can receive wager-free rewards that can be used at the casino. Ahead of launching Volt City, we previewed our new rewards game to our existing affiliates, and AskGamblers covered the launch of Volt City and described our new initiative as "innovative" and "unforgettable".

What was the specific thinking behind the idea of developing a virtual city?

We're big fans of real-life simulation games and we saw how effective they were for keeping players like us interested. So we wondered if we could create

something similar for our players to enjoy. After a lot of brainstorming, the idea for Volt City was born. The Volt Casino brand was inspired by electricity and power surges, so a city that began in darkness was a natural fit. Our aim was to create the industry's leading online casino rewards game.

After a year in development, we believe it's the most engaging online casino rewards programme available to date, but we're not stopping here. Many new features will be revealed over the next months and year. The combination of playing online casino games and building one's virtual city creates one-of-a-kind online gaming entertainment.

In general, how effective are such reward programmes in increasing game play?

We believe it's easier to retain a customer than attract and convert a new one, although we work hard to attract new customers too. However, keeping customers interested can be difficult for operators in online gaming. There is a lot of competition across the industry and players can become easily attracted by other gaming websites, with attractive welcome offers for new players.

Loyalty programmes are a critical component of a successful online casino. This has become evident in their growth across the industry over the last 10 years; almost every casino has a loyalty programme of some sort. We recognise this and we wanted to differentiate ourselves from other casinos with an innovative reward programme that really added value and fun to our players experience while also giving them a break from gameplay every so often. Moving beyond a

“LOYALTY PROGRAMMES ARE A CRITICAL COMPONENT OF A SUCCESSFUL ONLINE CASINO. THIS HAS BECOME EVIDENT IN THEIR GROWTH ACROSS THE INDUSTRY OVER THE LAST 10 YEARS”



VOLT CASINO'S DAPHNE XERRI (RIGHT) AND ALISON GRECH

simple point or tier reward system, we wanted to engage and reward our players with fun. So far, we've received great feedback from players and affiliates who want to keep coming back and building their cities.

How is Volt Casino looking to work with affiliates in promoting Volt City?

Our affiliates are a crucial part of our business. We consider them to be our partners and are looking to work with those – whether established or new to the industry – who are as keen on our product as we are. Volt Casino's mission is to make online gaming electric, and we think our new launch of Volt City proves that; so we invite all our affiliates to play and to educate their audience on how to play the game, and all the rewards that can be won when they become the Mayor of Volt City.

What kind of qualities does Volt Casino look for when partnering with new affiliates?

First and foremost, we look for affiliates that are operating in our geographical territories. At present, we're working with affiliates targeting the United Kingdom, Germany and Canada. Affiliate sites with great content are a big tick in the box for us, even more so with the launch of Volt City. We're also keen to work with affiliates who take pride in creating excellent content and can spotlight Volt City, and we look at how affiliates rank for our key words: no wagering, wager free spins, UK casino offers and more. We're always keen to chat to affiliates, old and new, so we'd suggest if you'd like to hear more about Volt City get in touch.



CRYPTO, DAPPS AND DLT: THE FUTURE OF ONLINE GAMING BUILT ON BLOCKCHAIN

Speaking at iGB Affiliates 2020, **Oron Barber**, CEO and Founder of CoinPoint Group, explains the current failings of crypto-currencies and what the technology's future looks like

Those of you who have experienced payments with crypto-currency in gaming know that to transact, you have to be a technical person, a patient person; you have to already own crypto-currency and you have to like surprises.

It's standard that when transacting with an online gaming brand, you'll have to use a complex address to make a deposit, or scan the QR code, which can make it a little bit more simple. You will go to your wallet and type in the address you want to make a deposit to. Then, as I mentioned you need to like surprises, so surprise – there's a fee. But who knows what this fee is. It changes based on supply and demand. Sometimes there are a lot of transactions on blockchain, so this goes up. Then you might not even have enough to make the transaction. This is one of the issues with crypto-currencies.

Eventually, after a few years of using crypto-currencies, seeing that things are not becoming easier or more user-friendly, you start to lose hair.

The disadvantages of using a crypto-currency with online gaming at the moment are that it's complicated, slow and expensive. It's not always expensive, but to send even \$1 in bitcoin at the end of 2017, it would cost \$40 at its peak. It doesn't make any sense because one of the uses of a crypto-currency should be payment, and if they aren't cheap then nobody will use them. Crypto-currencies aren't common because of all of these reasons. But I'm confident it will get better.

One of the benefits of crypto-currencies in online gaming, for example, is it can save on processing fees and it's available where payments might not be in a specific country. Crypto is always available. It's traceable and fully auditable, and all the transactions are on chain so everyone can see what's going on.

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It's also private but not anonymous, and in theory it's instant, but not always since when there are many transactions it can take some time. Finally, there are no charge-backs. All the transactions in crypto are one way. This is an advantage for some and a disadvantage for others, but this is how crypto-currencies work.

Now, let's talk about dApps. They're basically applications that run on blockchain. One of the things about dApps that makes them very attractive for developers and users is that they're an open source, meaning you can actually see the code and see that nobody is modifying it. It's also decentralised, meaning everything isn't just sitting on one central database, which means you have some form of backup just in case, so it's very stable. Sometimes it's also incentive-based, meaning it has its own token. This basically gives a reason for developers to keep it going and gives a reason for the application to continue because people need to pay a certain fee in the token to initiate things.

Why would you use dApps? They are open source, transparent and decentralised so basically they're fail-proof unlike a gaming server that crashes and the website or app is not available. Here it has some level of redundancy built into the blockchain technology. It also has censorship resistance for the same reason, meaning that if one server gets blocked, the others still operate. Since it's decentralised, meaning it's not owned by a certain entity, it gives you a reason to trust the system, unlike, for example, not trusting a brand or gaming software because it might not give fair odds. Here you can actually look at the code and see what's going on in the background.

DLT is distributed ledger technology. To put it plain, it's a private blockchain or basically a ledger on which you can store information, transactions, pictures or whatever you want. A DLT is the same except it's private, so it's a database distributed between various nodes or computer servers. It can be private so it gives a basic advantage in that you can control it better. Rather than a public blockchain with which you have to make all the changes and make them consistent; here you have full control.

It can offer a number of features for online gaming and limit access to data because it's private. It's also secured and encrypted to the highest level, as well as fast, immediate and scalable. The smaller the blockchain the more control you have over it and the more options you have to upgrade and control the transactions. It's also free and doesn't require any token economy. Simply put, it's a server that's distributed and you can have the same information in various places.

If you actually want to use a crypto-currency and the website is using a private blockchain with a crypto-currency that you have never heard of before, do we really need more tokens?

In my wallet I have three currencies, US dollar, Euros and Philippine Peso. Do we really need more tokens, currencies or blockchain and ledgers? The blockchain wheel has already been invented so you don't really need distributed blockchain or a private server for it

to work because we have a public blockchain that can work and scale properly. All of the transactions can be on one blockchain instead of inventing the wheel all over again.

Bitcoin SV just underwent its final upgrade that basically returns it into genesis; the original version it was meant to be. This makes it stable because there will be no more upgrades other than necessary security updates that need to take place. This creates confidence in the ecosystem. Bitcoin SV is the only blockchain that can contain more transactions per second than any other blockchain, so it has unlimited scale so as long as the technology is there; it will process even terabytes. Using this blockchain will eliminate the need for any other token attracting enterprise users and more transactions.

Existing blockchain technologies don't scale. Let's say you're a developer and make an app, and then they tell you that in one month you can upgrade blockchain to increase scalability with more speed and security. However, once this happens your app won't be compatible anymore. This is like developing an app for ios for Apple and they tell you that after a certain time it won't work anymore on the phone. Developers and users both need stability. I want to know that I'm creating an app that will work and last in the long term.

“THE DISADVANTAGES OF USING CRYPTO-CURRENCIES WITH ONLINE GAMING AT THE MOMENT ARE THAT IT IS COMPLICATED, SLOW AND EXPENSIVE. IT'S NOT ALWAYS EXPENSIVE, BUT TO SEND EVEN \$1 IN BITCOIN AT THE END OF 2017 IT WOULD COST \$40 AT ITS PEAK. IT DOESN'T MAKE ANY SENSE BECAUSE ONE OF THE USES OF CRYPTO-CURRENCY SHOULD BE PAYMENT, AND IF THESE AREN'T CHEAP THEN NOBODY WILL USE THEM”

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PLAY HARD

Dominik Beier, Interwetten Speaker of the Board (CEO), reveals his perfect lecturer, ideal way to switch-off, and most importantly, the best hangover cure



AS A LECTURER YOURSELF, IF YOU COULD GO BACK TO YOUR TIME AT UNIVERSITY AND PICK ANYONE TO BE YOUR PERFECT LECTURER, WHO WOULD YOU CHOOSE?

I think it's definitely not myself! The person I would really want to listen to at lectures would definitely be Barack Obama. However, there's another person, obviously as my mum is a teacher. I'd love to learn a lot from Obama as he's a very inspiring and very smart person, but the answer is definitely my mum instead, so I can share this interview with her!

YOU'VE SAID BEFORE THAT YOU'VE BEEN ALL OVER THE WORLD: THE US, ASIA, AFRICA, LATIN AMERICA TO MENTION A FEW PLACES, BUT IF YOU COULD MOVE ANYWHERE THAT YOU'VE BEEN TO, WHERE WOULD IT BE?

I used to go to university in Hawaii, and I would love to go back and live there because it's such a special place. The most interesting thing about it is I've never managed to switch off my mind so well as when I was in Hawaii since it's so far away from anywhere else.

The time difference is exactly 12 hours between Europe and Hawaii, basically when you go to bed, Europe wakes up and the other way round. Everything is so far away that you really live in your own little world, which is super beautiful. It's a very long flight – 25 to 30 hours from Europe – but definitely worth it.

LAST YEAR, INTERWETTEN HAD ITS MOST SUCCESSFUL YEAR WITH GROSS GAMING REVENUE (GGR) NEARLY REACHING €100M, BUT FOR 2020, WOULD YOU RATHER SEE AUSTRIA WIN THE UEFA EUROPEAN CHAMPIONSHIPS OR INTERWETTEN DOUBLE GGR?

That's a very unfair question! To be honest, I think the two could come along together, because if Austria were to win the European Championships, that would be such a big surprise, so the results for us would be so good that we might even be able to increase our margin by so much. You'd get the best of both worlds!

I BELIEVE YOU'VE PLAYED A NUMBER OF SPORTS TO A DECENT LEVEL BUT IF YOU COULD PICK ONE TO BE THE BEST IN THE WORLD IN, WHICH SPORT WOULD YOU PICK AND WHY?

I would have to say football but there's so many good football

players, better football players than I am in the world, so maybe it's not football. I recently totally got addicted to Padel Tennis and I really wish I could be the best Padel Tennis player in the world now. It's a mix of tennis, squash and badminton and is really a big thing. In Spain right now there are more Padel Tennis players than regular tennis players, and it's the second-most popular sport there after football. Also Zlatan Ibrahimovic has opened his own Padel centre in Sweden.

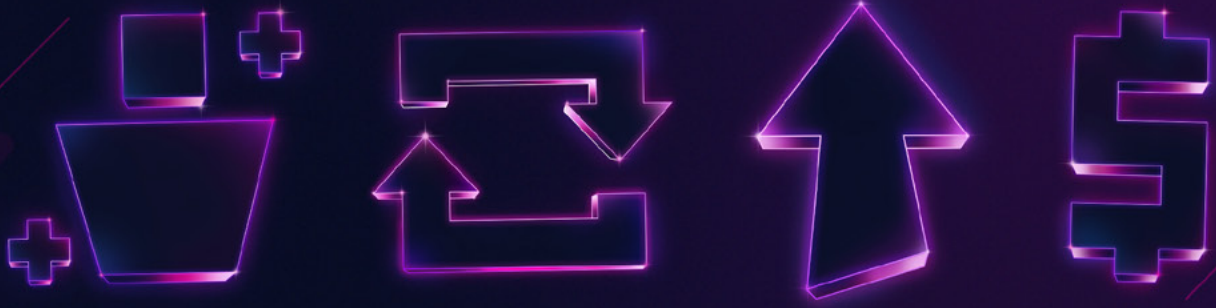
WHAT'S YOUR FAVOURITE WAY TO RELAX AND COPE WITH THE PRESSURES OF BEING A CEO?

I think there's only one answer, which is sports. I work out very regularly, which, depending on my travel schedule, is three or four times a week. I think it's the absolute best way to clear your mind. Obviously you spend time with friends and family but I think in sports you're so focused and really want to win – I'm a person who always wants to win. I used to be a semi-professional footballer so for me – apart from Padel Tennis – football is the sport where I can unwind the most.

IN YOUR EXPERIENCE, WHAT'S THE BEST WAY TO CURE A HANGOVER?

That's a big question, I actually have that a lot you know! I think what helps best for me to recover from a hangover are two things; one is to go for a run because it helps sweat everything out, and two, go into a sauna as you also sweat everything out so that's what I tend to do as well.





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