

trafficology

Marketing & affiliate focus by *Gambling Insider*

NOVEMBER 2021

INCREASE YOUR INCOME WITH 1XBET PARTNERS!

30 000 partners



High commission up to 40%



1XBET
PARTNERS



SCAN TO REGISTER!

trafficology

Marketing & affiliate focus by *Gambling Insider*

NOVEMBER 2021

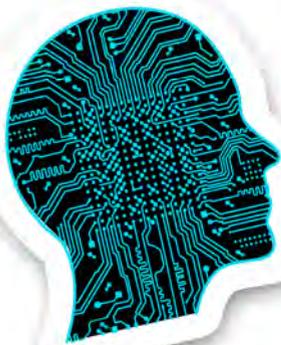
INSIDE:

Adam Gros on the crypto explosion

Aiming high with Campeón Gaming

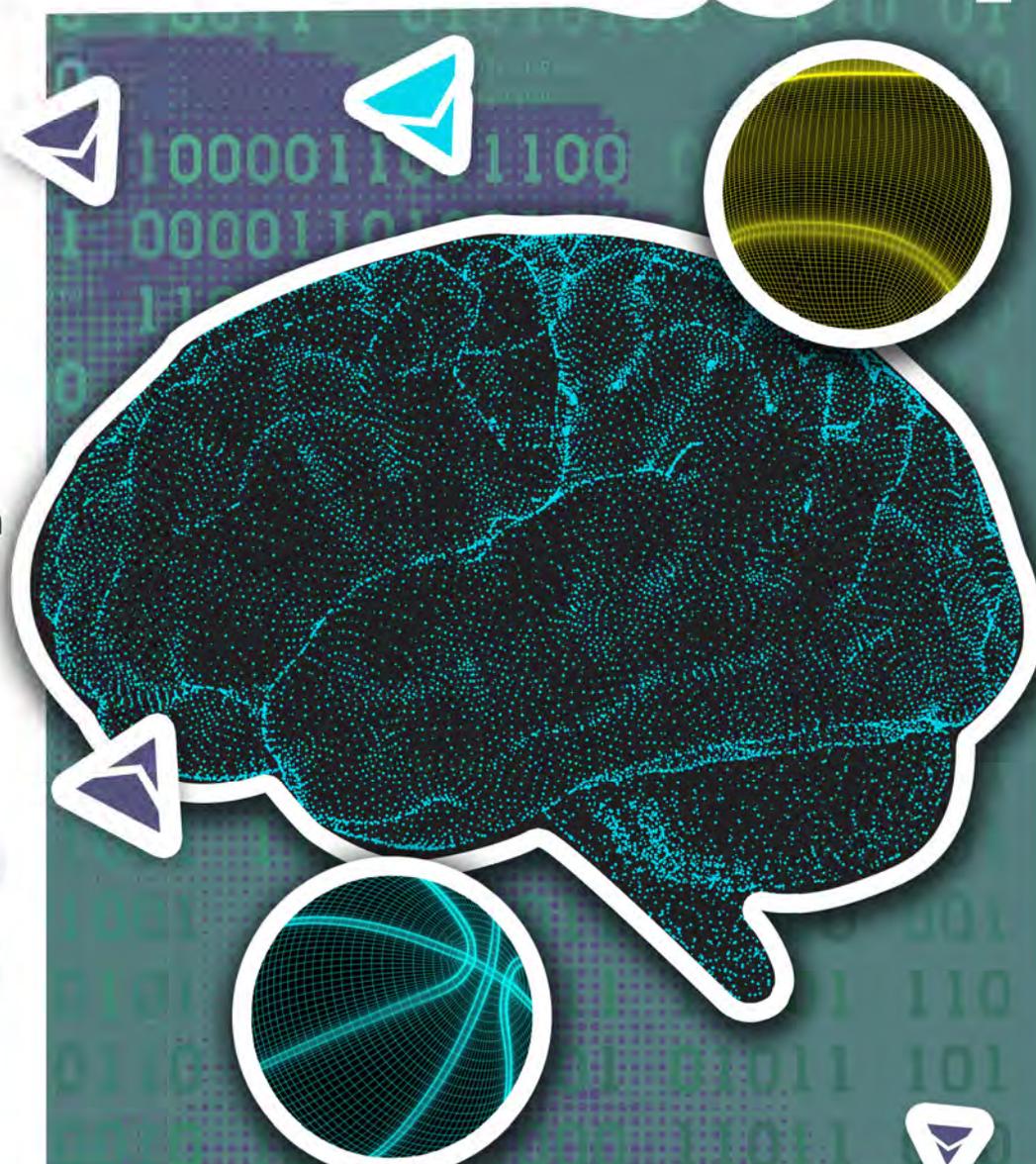
Meet the team: Gaming1

Narine Hovhannisyan talks being a Product Manager



Sponsored by:

1XBET
PARTNERS



ARTIFICIALLY INTELLIGENT

How far is too far? We look at how useful AI technology is for creating affiliate content

TRAFFIC REPORT

Trafficology has partnered with data expert Casino City Press, to provide insight into website and traffic trends across affiliate industries – predominantly in gaming but including others. In this edition, we review affiliate programmes per vertical for September 2021. The below is a breakdown of the top 10 sites globally, including both desktop and mobile, sorted by: overall ranking, casino ranking, sports betting ranking, poker ranking, lottery ranking and financial ranking



OVERALL

Rank	Name	Website
1	bet365 Partners	www.bet365partners.com
2	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/dailyfantasy/affiliates
3	TrafficOn	trafficon.io
4	NetHive Affiliate Program	www.nethive.com
5	eToro Partners	www.etoropartners.com
6	betway Partners Africa	www.betwaypartnerafrica.com
7	Best Partners	www.bestpartners.com
8	Bovada Affiliate Program	www.bovada.lv/new-bovada-affiliate-program
9	Entain Partners	www.entainpartners.com
10	DraftKings Affiliates	www.draftkings.com/affiliates

CASINO

Rank	Name	Website
1	Gamesys Group Partners	www.gamesysgrouppartners.com
2	Partners.io	partners.io
3	Stakes Affiliates	affiliates.stakes.com
4	WinBet Affiliates	winbetaffiliates.bg
5	TrafficOn	trafficon.io
6	LeoVegas Affiliate	www.leovegasaffiliates.com
7	Platin Casino Affiliates	partners.platincasino.com
8	Casino Secret Affiliates	casinosecretaffiliates.com
9	Betsson Group Affiliates	www.betssongroupaffiliates.com
10	William Hill Affiliates	affiliates.williamhill.com

SPORTS BETTING

Rank	Name	Website
1	bet365 Partners	www.bet365partners.com
2	NetHive Affiliate Program	www.nethive.com
3	betway Partners Africa	www.betwaypartnersafrica.com
4	Best Partners	www.bestpartners.com
5	Bovada Affiliate Program	www.bovada.lv/new-bovada-affiliate-program
6	Entain Partners	www.entainpartners.com
7	Betfair Partnerships	partnerships.betfair.com
8	Betway Partners	www.betwaypartners.com
9	Kindred Affiliates	www.kindredaffiliates.com
10	Stoiximan.gr Affiliates	affiliates.betano.com

LOTTERY

Rank	Name	Website
1	FDJ Affiliate Program	www.fdj.fr
2	Lottoland Affiliates	www.lottolandaffiliates.com
3	Michigan Lottery Affiliates	playonline.michiganlottery.com/affiliate
4	West Lotto Partners	www.westlotto.de/unternehmen/affiliate/partnerprogramm.html
5	LottoStar Affiliate Programme	lottostar.co.za/affiliate
6	The Lotter Affiliates	www.thelotter-affiliates.com
7	MegaRush Affiliates	megarushaffiliates.com
8	Affiliate Empire	www.lottogoaffiliates.com
9	Lottomatrix Affiliates	www.lottomatrixaffiliates.com
10	LottaRewards	www.lottarewards.com

POKER

Rank	Name	Website
1	Stars Affiliate Club	www.starsaffiliateclub.com
2	WPN Affiliates	www.wpnaffiliates.com
3	Winamax Affiliates	www.winamax.fr/en/affiliates
4	U-affiliates	www.uffiliates.com
5	Entain Partners	www.entainpartners.com
6	bet365 Partners	www.bet365partners.com
7	CommissionKings	www.commissionkings.ag
8	GGPartners	en.ggpoker.com/partners/affiliate-program/
9	The Spartan Poker Affiliate Program	www.thespartanpoker.com/affiliate/overview.html
10	CoinPoker Affiliates	agents.coinpoker.com

FINANCIAL

Rank	Name	Website
1	eToro Partners	www.eturpartners.com
2	TrafficOn	trafficon.io
3	IG Markets Partners	www.ig.com/uk/marketing-partnership
4	XM Partners	partners.xm.com
5	Exness Partner	www.exnessaffiliates.com
6	BinPartner	binpartner.com
7	Deriv Partners	deriv.com/partners/
8	Binary.com Affiliate Program	www.binary.com/en/affiliate-ib.html
9	IC Markets Affiliate Program	www.icmarketspartners.com
10	IQ Option Affiliate	affiliate.iqoption.com



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.

THE CRYPTO EXPLOSION

Adam Gros, Owner of crypto affiliate Gambliners, provides insight from the company's own research into cryptocurrencies in online casinos, as well as crypto casinos

The last decade has brought us far, in terms of crypto in the online gaming industry since Bitcoin first rose to power. But how far exactly? We all know that crypto exchanges are swamped with coins, new ones being added all the time and some not so successful ones being shut down. We have even been witnessing some casinos creating their own coins or tokens. So how does this all affect online gambling? We analysed 100 random casinos that claimed they offer their services in crypto.

WHICH AND HOW MANY?

If someone asked me before I did this research how many different cryptos are offered across online casinos, my answer would have been 'around 20, maybe 30', followed by the thought that I probably can't name nearly as many.

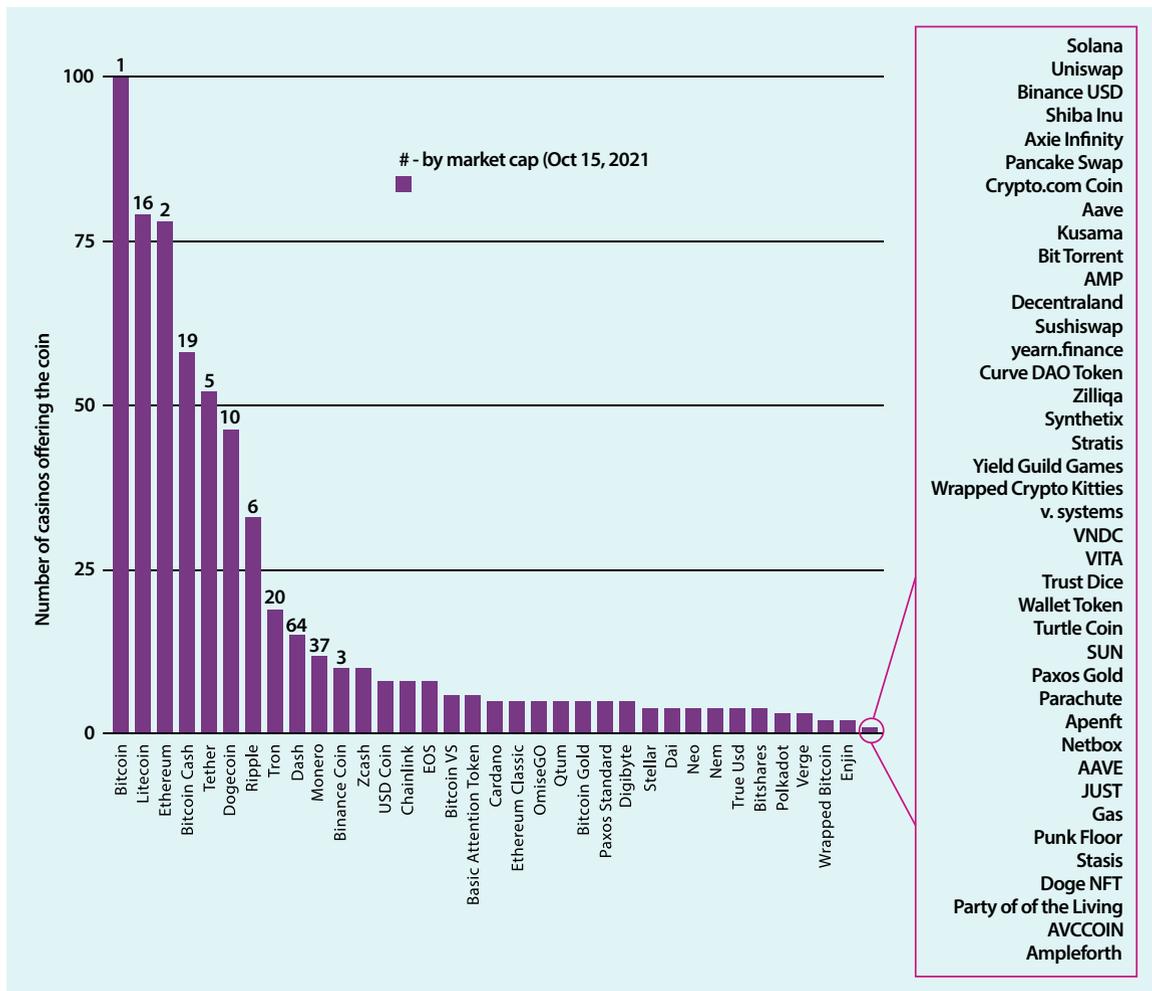
One hundred analysed casinos together offer 74 different cryptocurrencies! And we have to take into account that these

are only from casinos and not primarily sports betting sites, where some of the bigger ones are known to even include tokens like Barcelona Fan Token (BAR), Juventus Fan Token (JUV) and many others.

One would assume that the majority of coins offered in casinos fall in the top 100 by market cap, but surprisingly only 64% do. That means that over a third of all cryptos offered are either really small or relatively new, and certainly not well-known.

Casinos offer anywhere from one to over 50 different cryptos, with the majority having between two and 10 different cryptocurrencies.

The top most offered crypto is of course Bitcoin, followed by Ethereum and Litecoin, both crypto veterans. The rest of the top places are occupied by Bitcoin Cash, Tether and Dogecoin. The top 11 coins also include their rank on the market cap. You can see that some casinos go to such lengths as to include the Party Of The Living Dead coin – whatever that is.



CASINO TYPES

Because crypto gambling has evolved quite significantly since the beginning, it is appropriate to make a finer segmentation of casinos to see their differences. So we distributed casinos into the following four groups:

- Blockchain casinos: casinos that use blockchain technology for their services apart from accepting crypto payments (provably fair games, their own coins/tokens)
- Crypto casinos: casinos that offer only crypto payments, but other than that don't include blockchain technology
- Hybrid crypto casinos: casinos that offer both crypto and fiat services, but focus primarily on crypto
- Hybrid fiat casinos: casinos that offer both crypto and fiat services, but focus primarily on fiat

There were a few hybrid casinos that seemed to show equal affinity towards fiat and crypto, and were thus included in both categories.

The above chart nicely shows that the online gambling market is still mostly represented by Hybrid fiat casinos, offering five or six different cryptos on average. But the next in line are already blockchain casinos, offering on average 11 different cryptos and having a much wider distribution when it comes to how

many coins they offer. This could indicate that there's a fair share of crypto players who prefer the tailored services provided by blockchain casinos.

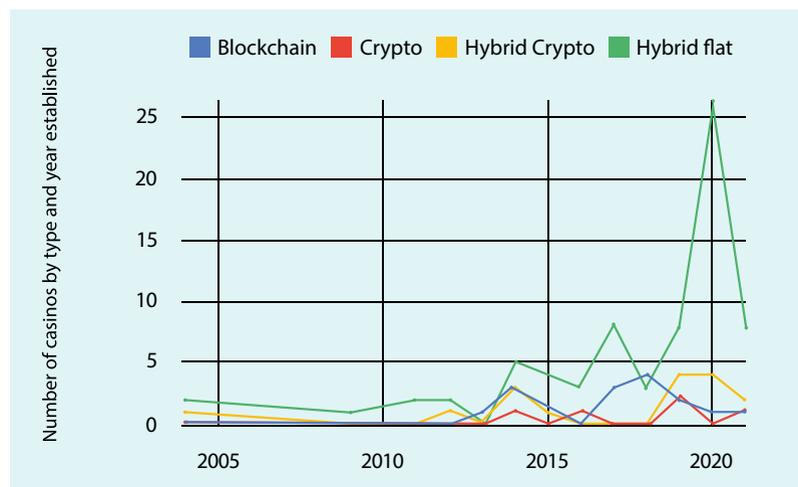
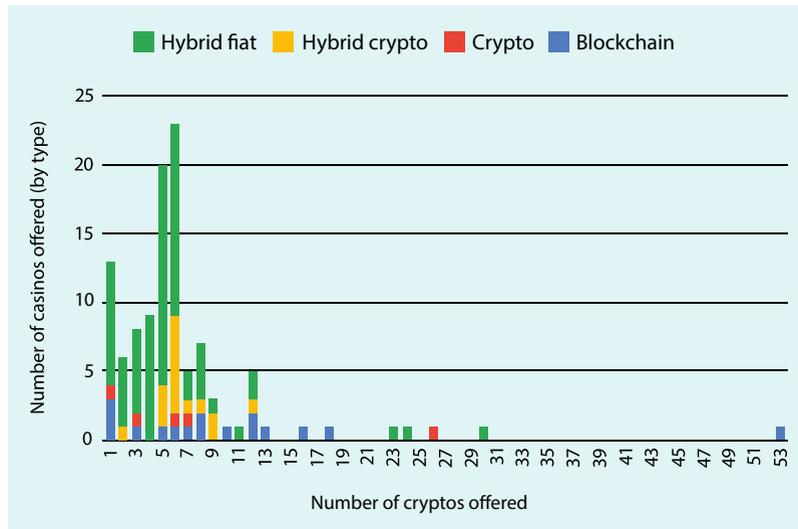
Most new casinos that have opened their doors for the first time in the past two years are still hybrid fiat casinos, targeting mostly fiat players; while the majority of the blockchain casinos was established between 2017 and 2018, after the first 'Crypto Boom', and basically didn't exist before 2013.

Note that the few casinos which existed before 2010 didn't initially accept crypto, because it didn't exist yet, but started accepting at least Bitcoin somewhere on the way.

WHAT'S NEXT?

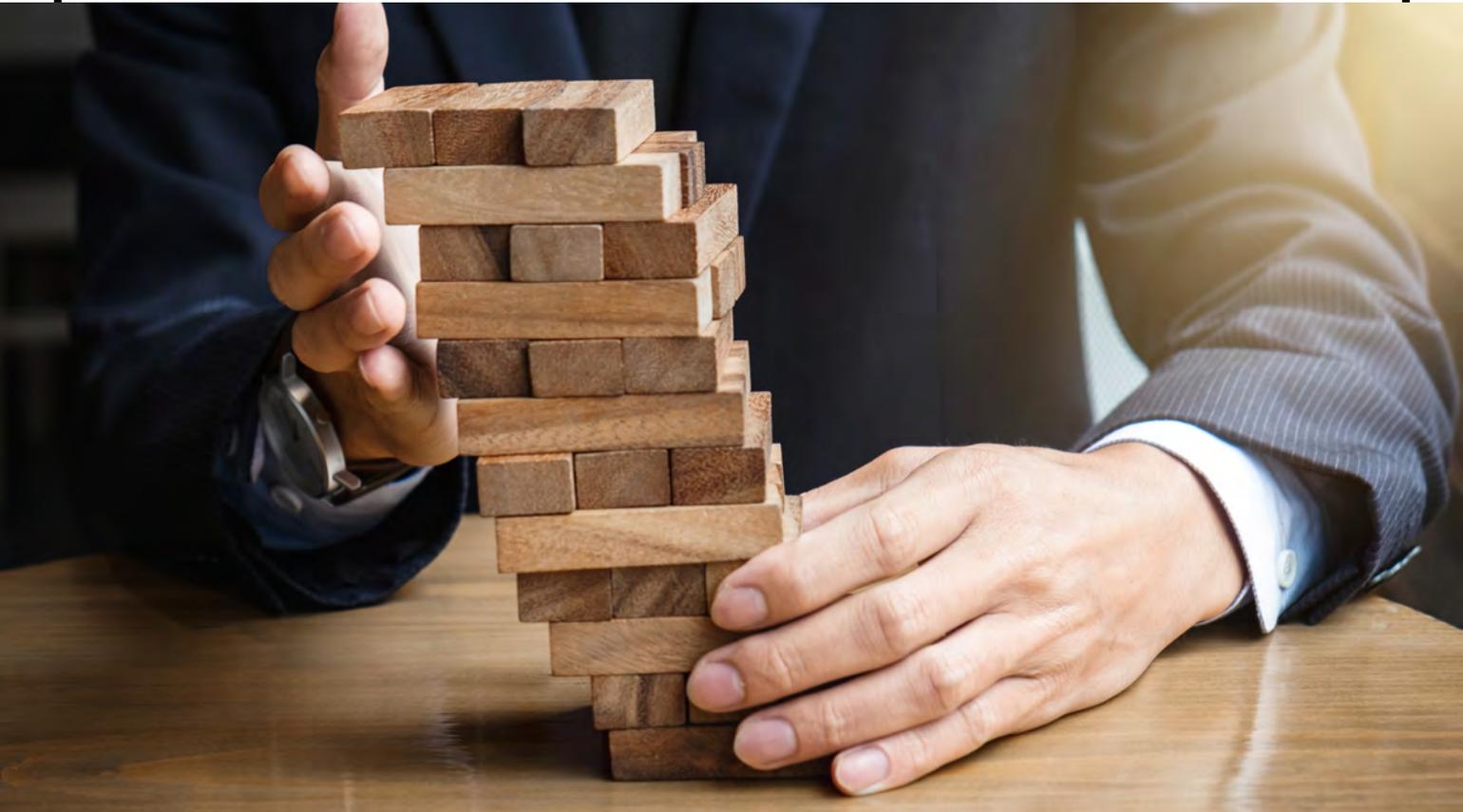
Some crypto casinos already started creating their own coins or tokens; what seems to be the next step in the online crypto gambling scene. The first ones were simply a replacement for the casino's internal currency to be used as complementary points or a play-for-fun currency. But lately casinos have been developing full-stack coins that can be bought, sold, mined and in some cases even exchanged in some crypto exchanges.

We're still waiting for a casino to make a breakthrough with its coin and join the mainstream cryptos, which could open the online gambling market to many new people and opportunities.



“NUDGING” CONSUMERS TOWARDS MORE SUSTAINABLE BEHAVIOUR

Behavioural expert **Nurit Nobel** speaks to **Dominic Marius-Markham** following the recent Sustainable Gambling Conference



COULD YOU GIVE US A BRIEF BACKGROUND OF YOUR CAREER? WHY DID YOU DECIDE TO GO INTO BEHAVIOURAL SCIENCE, AND MORE SPECIFICALLY, HOW DID YOU GET INVOLVED WITH THE GAMBLING SECTOR?

I started my career in marketing, but even before that, I studied psychology and business management and was always interested in this combination between working with people and understanding people — what makes them tick and why they make decisions — but also in the dynamic environment of the business world. That was what my education was in, and I worked for many years in marketing at Procter & Gamble, but from that I left the whole consumer marketing world because I wanted to apply my knowledge in helping people make better decisions in situations where they

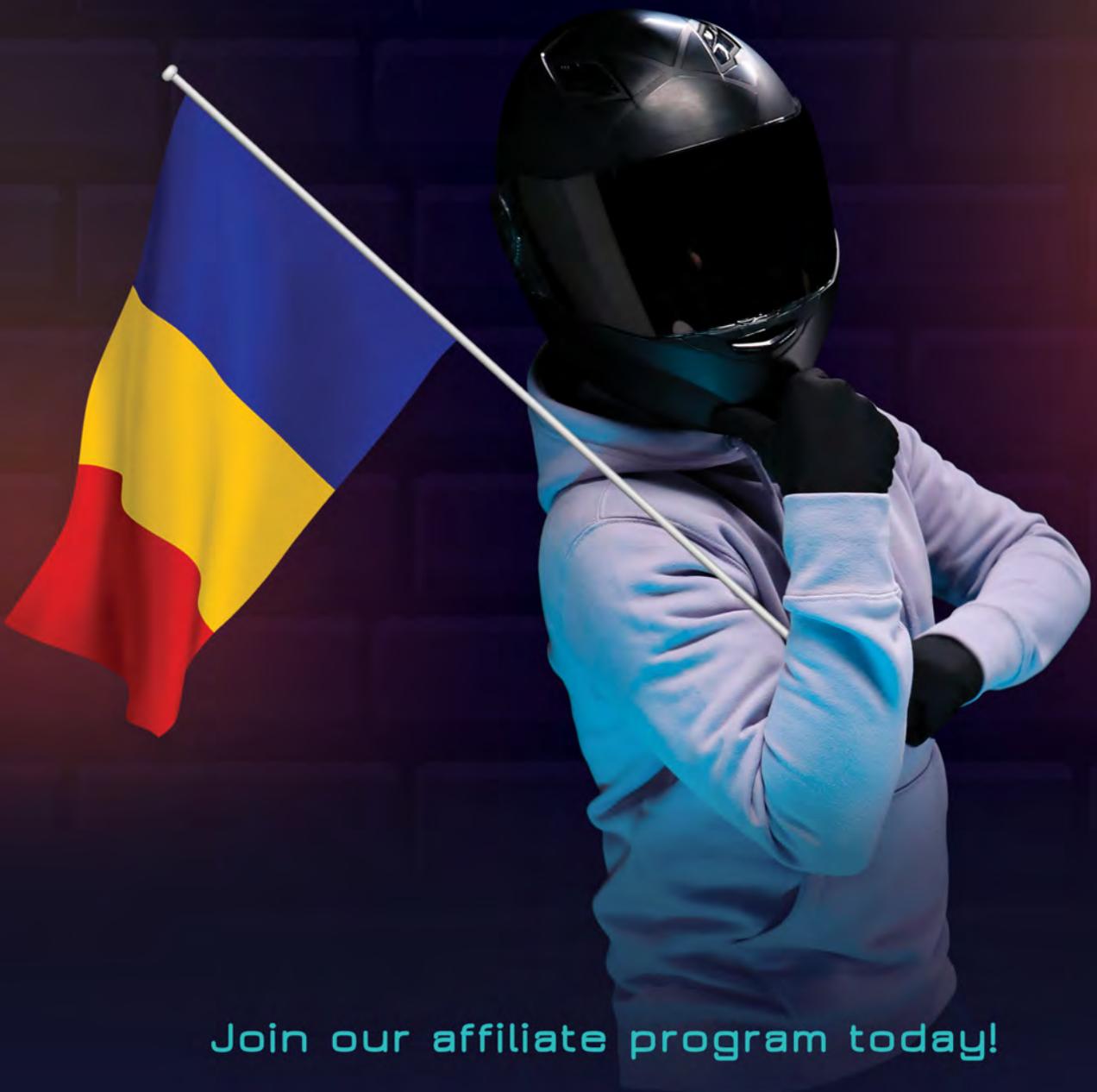
know what they should be doing, but have trouble doing the right thing.

For example, they know they should quit smoking but don't want to or can't manage, they know they should be working out more or saving more for their pension, or taking the bike to work instead of the car. All of these situations where people want to do the right thing but can't succeed, I wanted to be there to help them make the right decision. This is what I do research on. I'm not specifically involved with the gambling sector, but rather I research human decision making and ways we can nudge people towards better behaviour, and some work has been done on this in the gambling sector, but not by me. So when I talk about it, I'm discussing the work of others.



PLAY ATTACK

DO YOU WORK WITH
ROMANIAN TRAFFIC?



Join our affiliate program today!

affiliates@playattack.com

www.playattack.com

WHAT IS THE FIELD OF RESEARCH LIKE WHEN IT COMES TO BEHAVIOURAL SCIENCE AND GAMBLING? IS THIS AN AREA, IN YOUR OPINION, THAT IS HIGHLY RESEARCHED OR ARE WE IN NEED OF MUCH MORE? FROM EVERYTHING I'VE SEEN, IT SEEMS TO BE A RELATIVELY NEW FRONTIER FOR BEHAVIOURAL SCIENCE.

I agree that there is a lot more work that can be done and should be done, but I think there is much in common between consumer behaviour when it comes to gambling and consumer behaviour in other areas. I mentioned this thing with health behaviours, with other financial behaviours, with sustainability — in all of these domains, we see people understand what the right thing to do is, but they don't necessarily manage.

We have a lot of research on that and how to get people to make better decisions, and this can probably be applied to gambling, but also we need collaboration with gambling companies and research that is specifically about gambling. I do think that this is a frontier that does need to be explored a lot more.

THIS IS A BIG QUESTION, BUT IN THE SIMPLEST TERMS POSSIBLE, WHAT MAKES PEOPLE GAMBLE?

There is a lot of research about how people are attracted to things that are uncertain and new and novel. The chance of winning is something we find very appealing, and it connects to the system where we get adrenaline and other hormones, so we really like these things for the same reason that people take other kinds of risks in life.

This is not exactly my area of research, but in relation to what I study, this idea that even when we know something is bad for us in the long term, we are inclined to still do it, is because we have something that's called the 'present bias'. We prioritise the here and now, putting short-term satisfaction over our long-term wellbeing. So to answer your question of what makes people gamble, the same thing that makes them smoke a cigarette or take an extra piece of cake — we prioritise what feels good in the moment.

COULD YOU GIVE US A BRIEF INTRODUCTION TO NUDGING?

Nudging is basically a tool to change behaviour, and it's a tool that comes to complement traditional tools for changing behaviour. Behaviour change is not a new thing. Policy makers have tried to change behaviours for decades and even centuries, and we have some traditional tools like laws and regulations, economic incentives and giving people information. If we think about smoking for example, we can have a ban on smoking in public places, that's one way to shift behaviour. We can have a high tax on cigarettes, that's another way, and we can give people information that smoking leads to cancer. All of these are ways that change behaviour when it comes to smoking, and all of these have been used fairly successfully.

Nudging is a fourth tool. It's basically a way to change behaviour that doesn't involve laws or regulations, economic incentives or information. The way that we change behaviour with nudging is through small adjustments of the environment where the decision takes place in order to nudge people towards better behaviour. If we want kids in schools to eat less sweets and more fruit and vegetables, we might want to change the layout of the cafeteria, so it starts with the fruit and vegetables and the cakes are last — they may even



NURIT NOBEL

“WE HAVE A LOT OF RESEARCH ON HOW TO GET PEOPLE TO MAKE BETTER DECISIONS, AND THIS CAN PROBABLY BE APPLIED TO GAMBLING, BUT WE NEED COLLABORATION WITH GAMBLING COMPANIES AND RESEARCH THAT IS SPECIFICALLY ABOUT GAMBLING”

be in containers or behind opaque glass. Changing the default of the printer from one-sided to double-sided would be a way to nudge towards less wasted paper. Why? Because we know people are inclined to go towards the default; a choice that someone made for them.

“NUDGING IS BASICALLY A TOOL TO CHANGE BEHAVIOUR, AND IT’S A TOOL THAT COMES TO COMPLEMENT TRADITIONAL TOOLS FOR CHANGING BEHAVIOUR. BEHAVIOUR CHANGE IS NOT A NEW THING”

WHAT ARE SOME WAYS GAMBLING COMPANIES CAN USE NUDGING TO PROMOTE MORE RESPONSIBLE PLAY? WHERE ARE THE BEST OPPORTUNITIES FOR THESE NUDGE-STYLE INTERVENTIONS?

There is some work that has been done in the UK where they tested different kinds of nudges. One of them had to do with lowering friction to use safe gambling tools. Safe gambling tools are basically tools that gambling companies offer their users so they can gamble in a more responsible manner. They can put limits on themselves, they can put cooling periods on themselves, they can put themselves on different kinds of blacklists, so they’re not allowed to gamble.

It’s important to note that these are things the gamblers do themselves. It’s not enforced by anyone else, and what companies have been doing is trying to make these tools more accessible and reduce the friction for using them. So when you go on the page, it’s very clear that they have these tools and how to use them, reducing the threshold that requires people to look around for these things. That’s one way, another way is to use what we call social proof.

How we normally use this is we would tell the customer that everyone else is already doing something. That’s why we have bestseller lists. We know that people are social animals and want to do what other people are doing. That is a type of nudge, to tell people that everyone else already has this thing so why don’t you do the same. But here, in the context of gambling, I’ve seen something that was successfully implemented which was exactly the opposite. Telling people that it’s actually you that’s sticking out, that you are in the top 10% — 5% — of gamblers on our website. Do you think this is normal behaviour that everyone engages in? Actually you’re the one that’s sticking out.

IN YOUR SGC LECTURE, YOU TOUCHED BRIEFLY ON THE DARK SIDE OF NUDGING I.E. COMPANIES USING IT SIMPLY TO DRIVE ENGAGEMENT AND MAKE PEOPLE SPEND MORE — COULD YOU EXPAND ON THIS A BIT?

Nudging really is a tool, just like a knife that can be used to cut vegetables for a salad, but also used to kill people. Nudging, or rather the same psychological mechanisms that

are in the backbone of nudging, can be used to drive people towards worse behaviour. We know this because advertisers and marketers have been using the same kind of tricks for years. I talked about changing the default from one-sided printing to double-sided printing, that’s a good nudge, but making it the default to opt people into spam emails which they then can never get free from, that’s something I would call a sludge — when nudging is being used for evil and not for good.

Another way is we know online retailers or third-party booking sites that tell you, 5,000 people have already bought this dress or booked this hotel room. So many people are looking at this now and if you don’t act quickly, you will regret it. It’s okay to use these but often what we see with these dark patterns is they’re actually making stuff up. This is not based on anything, it’s not actually 5,872 who are looking at this hotel room right now, they have a random number generator working in the background of their website. I wouldn’t call this nudging because nudging really has baked-in the concept that we’re nudging for good. That’s why I would make the separation between nudging and sludging.

IS THIS A PROBLEM IN THE GAMBLING INDUSTRY (OR OTHER INDUSTRIES) FROM YOUR PERSPECTIVE? ARE OPERATORS, EITHER INTENTIONALLY OR INADVERTENTLY, PROMOTING IRRESPONSIBLE GAMBLING THROUGH NUDGING?

I’m not an expert in the gambling industry but I would assume that, since the people who work in this industry come from other industries, and other industries have been using these tools for decades to market products, I’d guess that operators are also using these tricks to get people to gamble more. Obviously, that’s something people need to reconcile with if you also have the goal to encourage sustainable behaviour and not just maximise profit.

YOUR CONSULTANCY FIRM, IMPACTUALLY, OBVIOUSLY WORKS ACROSS A BROADER SPECTRUM OF INDUSTRIES THAN JUST GAMBLING, SO ARE THERE ANY OTHER INDUSTRIES THAT YOU THINK THIS SECTOR COULD LEARN FROM, ESPECIALLY IN REGARD TO BEHAVIOURAL SCIENCE AND CREATING A MORE SUSTAINABLE/ RESPONSIBLE ENVIRONMENT FOR CONSUMERS?

Yes, I would say the grocery sector is one of them. Not that I think things are perfect there, but I see more and more interest from that sector to nudge consumers towards healthier choices, and nudge consumers towards more sustainable choices. Again, I’m not saying the situation is perfect. One of the biggest sludges I know of in the grocery sector is by the register, where you have the most impulse buying, where you are bombarded with very unhealthy products like chocolate and candy. Especially if you’re a parent to young children, that’s where you’re going to feel like you need to buy something for them because you’re standing in the queue, and they are shouting. So you end up buying something very unhealthy.

But at least I’m seeing more and more a willingness to learn about this and reflect on choices, but also a willingness to think and consider how can we design our stores in a way that both promotes the profit of the chain and the wellbeing of consumers. I am definitely seeing some progress in that sector, and I would encourage the gambling industry to maybe collaborate or get inspiration from that.

AIMING HIGH FOR THE FUTURE

Campeón Gaming tells *Trafficology* all about the official launch of its first Japanese brand, SupaCasi

CONGRATULATIONS ON THE LAUNCH OF SUPACASI. CAN YOU TELL US A BIT ABOUT THE NEW BRAND?

SupaCasi is the ninth and latest addition to the group's brand portfolio. Its main character – and lucky charm – the Maneki-Neko cat sets the tone for a contemporary Asian cultural character.

WHAT ABOUT SOME SPECIFICS?

There are top-notch gaming providers and a big variety of paying methods at hand. It has more than 20 payment solutions, while LiveChat support is available seven days a week. The brand is available in six languages. It has more than 5,000 games, and over 50 gaming providers.

HOW WAS THE BRAND LAUNCHED?

An official launch party was held on Friday 15th October in Athens, Greece. Over 40 affiliates attended the Rubik's Cube-themed event, which involved an impressive LED Cube screen, live music, sushi and a lot of fun. The launch of SupaCasi marks an important milestone for Campeón Gaming.

HOW HAS THE COMPANY GROWN IN RECENT YEARS, AND WHAT IS THE NEXT STEP?

Together with some of our most valued partners, we also celebrated at the launch the company's growth in the past four years. We have reached a network of over 2,000 affiliates since first starting with affiliation in 2018, while a total of €14.3m (\$16.6m) has been paid in commission. Our aim for the future is to keep on growing and achieving new milestones together.





“WE HAVE REACHED A NETWORK OF OVER 2,000 AFFILIATES SINCE FIRST STARTING WITH AFFILIATION IN 2018, WHILE A TOTAL OF €14.3M (\$16.6M) HAS BEEN PAID IN COMMISSION. OUR AIM FOR THE FUTURE IS TO KEEP ON GROWING AND ACHIEVING NEW MILESTONES TOGETHER”



THE GAMING OF THE SHREW

Isabella Aslam weighs up the pros and cons of artificial intelligence. Is it best practice for affiliate content or best left to the science labs? Spotlight Sports Group's Head of Digital, **Will Fyler**, and Acroud CEO **Robert Andersson** provide their professional expertise, as we assess just how far is too far...



Over many years, developments in technology have consistently introduced the notion of robots being something not too dissimilar to the ideals of extraterrestrial intelligence; an overarching, make-believe concept, (to some! Area 51 specialists, please don't quote me).

Machine learning and artificial intelligence (AI) have crept into the modern-day world at a nifty pace. Integrated into our modern lives, AI has become something of a ubiquitous essence in our daily activities. But we all expected this, didn't we? Society allowed this to happen slowly and surely with a unified consent, didn't it?

THE PAST, PRESENT AND ADVANCING FUTURE

Nobody entered our details into quick authorisation services for us, not one person forced us to allow Apple to take our fingerprints (or scan our faces for facial recognition). Organisations didn't beg us to willingly divulge our details into systems to gain internet

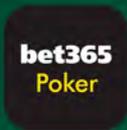
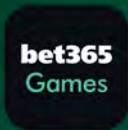
access; unknowingly allowing our data to be tracked, assessed and recorded. Did they?

So inevitably, if rattled by the expansion of self-service checkouts, self-scanning passports, we only have *ourselves* to blame and should not be surprised when we say AI is well on the way, dare one say to world domination? It doesn't seem too far-fetched. We've given it a pat on the back and a helping hand; in fact, we've shoved these bots straight through our door, with a free packed lunch and all.

In terms of content creation and work in the gaming industry, the toss-up between AI versus today's human workload seems to have created a fine line in the sector. To what extent is enough enough and what takes away human value from computer science? Do people, the smartest beings on the planet, need an AI bot roaming around and writing our news articles for us? We can take care of *that*, thank you very much.

bet365 Partners

JOIN A BUSINESS AT THE TOP OF ITS GAME



Reach out and find out why we are the world's favourite affiliate programme today.



bet365partners.com
support@bet365partners.com

A scientific journal, written by David J. Hand and Shakeel Khan, discusses the extent of automation depending on human acceptance, stating: "AI systems will only fulfil their promise for society if they can be relied upon." The study suggests human interaction is needed when AI "doesn't know its limits." This highlights that AI technology works typically better based on a social context, and there are risks illustrated in wholly trusting an AI piece of software for business organisations: "The system must be bug-free, based on properly representative data, and can cope with anomalies and data quality issues; and that its output is sufficiently accurate for the task."

HOW WILL AI EVOLVE THE GAMING INDUSTRY?

Will Fyler, Head of Digital at Spotlight Sports Group, tells Trafficology: "while AI may satisfy demand initially, the audience is going to quickly look for more depth and more expert pieces that AI simply cannot serve." The affiliate provides sports data via its Superfeed application, as well as providing betting coverage for a range of sports. The company calls it "the central focus," boasting around 400 journalists reporting sports news in several jurisdictions, all the while working alongside data scientists and analysts who utilise AI to provide statistic-driven insights. I repeat, work with, but not rely solely upon. I also repeat: 400 human journalists.

As an affiliate that prefers the good old-fashioned (human) working lifestyle, it does pose the question of what is deciphered as the best option in the developing world. Or more importantly, these days, what is the quickest option that gets the most done. Is it a case of quantity over quality at a time like this? Surely the human cerebrum, the largest part of the brain that controls and initiates our movement, speech, judgement, thinking and reasoning, should overrule a bunch of digital data?

"We know that AI has to play a part in our working environment," said Fyler. "Across the group we utilise AI and we simply would not be able to scale our offering in the timeframe we have without it. It is about using it in the correct places and combining it with expert high-quality journalists and content creators."

In terms of the level of automation used, based on the brilliance of what the human brain can contemplate in comparison to robotic systems, Fyler's views correspond with those of Hand and Khan; he continues: "We also use hybrid solutions, whereby a certain amount of content can be automated but we still need humans to embellish and provide the colour and texture the machine cannot yet provide. For example, it is hard to tell from a database if a team's preparation for a game has been disrupted by a training ground bust-up."

Worldwide, AI is integrated into our every move, quite literally in our step counts, in our Fitbits; our Google Maps. Every company or industry uses a small portion of AI, whether omniscient or not. Think: Grammarly; the writing software that corrects spelling mistakes and punctuation. In a sense, that's AI. *Rewrites sentence...*

Highlighting the focus on automation being "very prevalent throughout Spotlight Sports Group" and used in "a number of ways", Fyler talks about the in-play product the company deploys to react to "on-field events;" delivering "expert bet suggestions in real-time, in any language."

Continuing to describe in two words what AI brings to the gaming industry's table, he proclaims: "speed and scale."



ROBERT ANDERSSON

"THE BENEFITS ARE CLEAR. COST IS REDUCED, AND WHEN IT COMES TO WRITING AUTOMATED ARTICLES, FOR EXAMPLE, THE AUTO-GENERATED ONES CAN SO FAR USUALLY BE TOLD APART FROM SOMETHING WRITTEN WITH REAL LOVE. AT LEAST IN OUR INDUSTRY. WE HAVE BEEN WORKING QUITE A BIT WITH AI-DRIVEN SPORTS REPORTING. IN ALL FAIRNESS, IT'S NOT AS BRILLIANT AS SPORTS JOURNALISM, BUT IT'S FAST AND CHEAP" - ROBERT ANDERSSON

"If you look at how far the gaming industry has advanced in the last decade, AI has been a large contributing factor to it, whether that's in customer acquisition, trading or as we're discussing – content creation."

In contrast to this, there is always a chance for humans to become accustomed to automation, and in terms of a negative effect on the gaming industry, Fyler adds: "We could become too over-reliant on it and therefore neglect some of our own thoughts and logic. This translates to the content; it is best to utilise it when necessary but not neglect the human aspect."

Potentially, AI will expand companies in ways that have been deemed unthinkable. But in an advancing ecosystem of global technology, time has proven nothing is impossible. AI has since evolved from something seen as a low-level piece

Get Ready For The Perfect Partnership!

Join Our Ireland Affiliate Program Today!
Bespoke Affiliate Deals Available.

Become an Affiliate Now



BeGambleAware.org[®]

Ireland: affiliates.hollywoodbets.ie

of machinery to a respected path toward undeniable advantages to many industries.

Robert Andersson, CEO of Acroud, suggests companies integrate AI intelligence in the workplace for cost-efficient and financial-economic reasons. "The benefits are clear. Cost is reduced, and when it comes to writing automated articles, for example, the auto-generated ones can so far usually be told apart from something written with real love. At least in our industry. We have been working quite a bit with AI-driven sports reporting. In all fairness, it's not as brilliant as sports journalism, but it's fast and cheap."

"OLD FASHIONS PLEASE ME BEST; I AM NOT SO NICE TO CHANGE TRUE RULES FOR ODD INVENTIONS" - WILLIAM SHAKESPEARE. THE TAMING OF THE SHREW; ACT 3, SCENE

Does choosing such economic factors over "real love writing" take the fun out of life's simple pleasures? Shouldn't the aptitude of the 2021 society be to master creativity and nurture human initiative? If you, like me, are a writer, then perhaps read no further... Or prepare yourself for what you're about to digest. In 2018, a poetry-writing algorithm was created by scientists whereby none other than William Shakespeare's sonnets were re-written (or shall one say, re-artificially articulated) by robots. As a profound lover of Shakespeare, although appreciative of the level of cyber-intelligence, this is just a touch too far, and one would like to think he wouldn't be best pleased himself.

Another example of AI taking a turn for the somewhat bewildering is the Digital Einstein, created by Uneeq Digital Humans, said to have 'brought to life' history's greatest minds for a 'chat and a daily quiz.' Not only does this seem slightly peculiar, but it brings to light the subject of what should be acceptable in terms of automation; whether it should be used specifically for a purpose, or for amusement. If AI is mainly to support growth and organisation in workplaces, does Digital Einstein pass the test in aiding to a contribution of a better life? Or is it merely a testament to how a global adaptation to AI has probed the waters around chatbots... Or rather people's boredom and/or stupidity.

Andersson expresses his views on what would potentially exhaust the expertise of scientifically proven digital intelligence, pointing out that "too far in terms of AI is when we forget to put humanity first. I am no fortune teller, but I have a hard time seeing how an economy would work if AI carried out all tasks."

Understandably AI is fascinating. However, although Fyler seems positive on the opportunities it brings, his positivity comes based on automation being utilised correctly. "Anything that can make someone's life better in some way, whether it be expediting decision making or reducing tiresome routine tasks, can only be a good thing," he tells Trafficology. "Our golden rule for automated content is the reader should never detect that the content has been auto-generated. Using AI should not disrupt the quality of service you provide."

A BRIGHT FUTURE AHEAD, IF WE LET IT BE

An oxymoron is that AI is awakening both fear and excitement in humans. The prospects of a largely automated integrated workplace could contribute to greater business success – and a better understanding of a consumer. Rather than replacing a human, AI embedded in a working world, combined with human intelligence, makes way for an amalgamation of data and human science, likely to be a beneficial factor to innovation



WILL FYLER

"WE KNOW THAT AI HAS TO PLAY A PART IN OUR WORKING ENVIRONMENT. WE SIMPLY WOULD NOT BE ABLE TO SCALE OUR OFFERING IN THE TIMEFRAME WE HAVE WITHOUT IT. WE HAVE MADE HUGE PROGRESS IN CREATING AUTOMATED CONTENT FOR CERTAIN PRODUCTS, BUT LONGER FORM PIECES ARE STILL BEST GENERATED BY HUMANS, PARTICULARLY IF THERE ARE SEO REQUIREMENTS" - WILL FYLER

– and even evolution.

The way humans interact with the proposition of further AI being incorporated, the greater results will stem from both parties. Efficiency is proven to be an important element when considering AI, which seems to be the one factor stopping AI from progressing independently – especially in gambling.

After all, when asked if using bots equals better efficiency in the gaming world, Andersson replies: "Sorry to get philosophical, but is anything ever guaranteed?"



**inter
wetten**

PARTNER UP SAFELY

***WITH THE
INTERWETTEN
AFFILIATE PROGRAM.***

SIGN UP NOW!

STEPHANIE ATTIAS

TOWARDS AN ETHICAL REGULATION OF ARTIFICIAL INTELLIGENCE

Ms. Stephanie Attias, Founder and CEO of Regulate-Me.Com, gives her take on the world of AI



Robots, cyborgs, automated cars... Do you remember when such futuristic developments were far beyond our wildest dreams? In 2021, artificial intelligence (AI) has become our new reality and our favourite tool to increase productivity. Tech innovators are pushing the boundaries of AI and these innovations are impacting the way we live our lives. We wake up in our smart homes; unlock our phones with biometric recognition; receive predictions on our search needs; listen to music recommended to us by machines according to our personal taste; use apps to find love; and drive cars with integrated GPS systems that tell us where to go. We are at the dawn of a new age.

Welcome to the AI era! A smart reality filled with advantages, but a reality that needs to be controlled daily, to avoid dangers in our personal lives, and the manipulation of our human behaviour. Today, we are at the intersection of a place we have never been before in our digital society, a place where we need to determine what is real and what is not. AI opportunities and evolutions are endless, and

this makes us wonder: How far is too far in AI? (I), Will the European Regulation of AI impact your business? (II), How does Data Protection apply to AI systems? Will AI regulatory fines trump GDPR fines? (III)

AI: HOW FAR IS TOO FAR?

Humanising machines to the point they feel life-like, automating job interviews, monitoring streets with drones, using robotic warfare, triggering medical treatments via automated machine decisions, conducting open surgery by robots... To what extent is technological evolution acceptable in our society?

The tech world is fascinating and scary at the same time. While opportunities and evolution are endless, technology can also come with major risks. Indeed, since AI systems can be created and used by both people with good and bad intentions, the biggest challenge will be to protect citizens against AI misuse. Legal, psychological and ethical issues will need to be resolved to maximise the benefits of AI technology while reducing risks.



STEPHANIE ATTIAS

While AI takes technology to the next level by pushing human ability and creativity to unknown territories, how far should we go? The idea of machine learning manipulating our emotions is what is seen as unacceptable by the majority of our population. Humans seem to be more comfortable with the idea of automating manual tasks involving precision and calculations, rather than tasks involving emotions, intuition and fundamental values. People like to stay in control; they like the idea of being empowered by technology, but get worried as soon as they feel replaced by machines.

The main goal is therefore to align AI goals with human goals, so that humans don't eventually lose control. To this extent, AI should be frequently verified and secured to ensure it remains ethical and continues to benefit our society. As stated by Amit Ray: "As more and more artificial intelligence is entering into the world, more and more emotional intelligence must enter into leadership." Indeed, while AI is empowering, it is not perfect (yet) and still needs to be checked for mistakes. Since the biggest harm could be in a code or algorithm which looks right but is in fact wrong, human oversight is key to verify data; making sure it is free of bias and offences, and to check codes for errors and licences – before such information is published or entered into the AI system.

THE EUROPEAN COMMISSION'S PROPOSED AI REGULATORY FRAMEWORK

According to Margrethe Vestager, Executive Vice-President of the European Commission, "The EU is spearheading the development of new global norms to make sure AI can be trusted". Europe's main focus is to encourage "Ethical Artificial Intelligence" and make sure adequate security, user safety, fundamental rights and ethics are being respected by technological innovations – and their creators.

On 21 April 2021, the European Commission published a proposal for an Artificial Intelligence legal framework (the new "AI Regulation") accompanied by a proposal for a new Regulation on Machinery Products, which focuses on the safe integration of AI systems in machinery. This November 2021,

the European Commission also launched a €3m (\$3.5m) project, Robotics4EU, to boost the adoption of responsible robotics based on machine learning in Europe.

To understand the new rules proposed by the EU, let's define AI according to the EU (A), and analyse if this regulation could apply to your business (B), by describing the obligations of High-Risk AI System Providers (C) and addressing issues relating to biometric identification (D).

WHAT FALLS UNDER THE EU DEFINITION OF "ARTIFICIAL INTELLIGENCE"?

The EU uses a broad approach to define artificial intelligence, describing AI as: any software that can, following a set of human-defined inputs, generate outputs such as content, predictions, recommendations or decisions influencing the environments in which they interact. This means that a simple search, where the user inputs data into a search engine and receives machine output, could in itself be considered AI if this action is generated by a specific AI technique such as: machine learning, logic-knowledge based and statistical approaches.

WILL THE EU REGULATION OF AI APPLY TO YOUR BUSINESS?

The proposed EU regulation on AI will apply to both providers and users, from public and private sectors, located inside and outside the EU, as long as the AI system is placed on the European market or as long as the system's use affects people located in the EU. AI System Providers will have to provide details on how their system should be used, and users will have to use the AI system in a compliant way.

Since some technologies represent less risk than others, the EU has decided to create a framework for the use of AI by following a risk-based approach according to whether the AI uses: unacceptable risk, high risk or low risk. According to the EU, low risk includes AI systems where there is a risk of manipulation. For example, if your business uses chatbots, specific transparency requirements will be imposed to limit the risk of algorithmic bias; and you will need to inform your users that they are interacting with a machine. According to the EU, a risk is deemed unacceptable, and should be banned, if it poses a clear threat to people's security, fundamental rights or social values. Some examples of unacceptable risk include: the use of AI to manipulate human behaviour, the exploitation of children vulnerabilities, social scoring by governments, live facial recognition in public spaces, though several exemptions exist for national security and other purposes.

It is therefore important to determine how much risk your AI system represents. After defining unacceptable risk and low risk, let's focus on high-risk AI systems and the obligations for their providers.

HIGH-RISK AI SYSTEMS: WHAT ARE THE OBLIGATIONS FOR PROVIDERS?

What is considered as high-risk AI according to the EU? The regulatory proposal defines high-risk AI systems as creating an adverse impact on people's safety, social values and/or their fundamental rights. Some examples of high-risk AI include: biometric identification or AI decisions touching on important personal interests such as: areas of recruitment, HR technology used to promote, terminate, manage employees, education, healthcare or law enforcement.

According to the European Commission, high-risk AI systems should not be banned, but they should provide "adequate risk assessment and mitigation systems", along with "appropriate human oversight measures to minimise risk." Therefore, before placing a high-risk AI system on the EU market, EU regulations require companies providing AI in high-risk areas to demonstrate to regulators that their system complies with mandatory requirements for trusted AI systems. Such mandatory requirements include: proof

of the AI system's safety, risk assessments, technical documentation, traceability explaining how technology is making decisions, record keeping, data quantity and quality, transparency, human oversight, accuracy, robustness and cyber security.

Tip: The key for your business is to encourage technological innovation while safeguarding technology and data protection with constant human oversight. Make sure to remain transparent, check your system's algorithms so that they are not complex and opaque, as this could be a problem for regulators. Even though your business represents minimal risks, it is encouraged to create voluntary codes of conduct and remain compliant.

HOW DOES THE EU PROPOSAL ADDRESS REMOTE BIOMETRIC IDENTIFICATION?

Covid-19 and remote work have significantly contributed to companies shifting to biometrics, instead of passwords, to secure their assets online. Under the new rules, all AI systems intended to be used for emotion recognition and remote biometric identification will be considered high risk; and subject to a third-party conformity assessment including documentation and human oversight requirements. Biometric identification can take different forms: It can be used for user authentication, facial recognition for identity verification in financial institutions, including AML/KYC compliance, or for identity verification at border crossings to check a person's identity against his/her travel documents.

However, the use of real-time remote biometric identification in public spaces continues to pose risks for fundamental rights, human dignity, private life, data protection and non-discrimination. Indeed, while the accuracy of systems can reach 99% accuracy rate, even 1% is extremely risky when the result leads to the suspicion of an innocent person. It is important to remember that accuracy of facial recognition systems can vary significantly based on a wide range of factors: camera quality, light, distance, database, algorithm and the subject's ethnicity, age or gender. That is why in October 2021, the European Parliament passed a non-binding resolution calling for a ban on law enforcement use of facial recognition technology in public places, unless it is used to fight "serious" crime, such as kidnapping and terrorism. Europe's approach stands in contrast to that of the US, which continues to embrace and expand facial recognition even in light of studies showing the potential for ethnic, racial and gender bias.

As you can see, the importance of data in AI systems is crucial! Data to AI is like food to humans. High-quality data and data testing will help your business make sure AI systems are accurate and non-discriminatory.

THE APPLICATION OF DATA PROTECTION TO AI SYSTEMS

Artificial intelligence and data protection: How do they interact? It is no secret that in 2021 we are our data. Our data is used to program algorithms allowing machines to understand each of us, sometimes even better than we understand ourselves. AI is a broad notion referring to technologies or systems enabling a computer to perform tasks involving a simulation of human intelligence including decision making or learning. Machines are fed by data and learn by finding patterns in such data. However, to do so, the technology must collect voluminous amounts of data, called "Big Data" and personal data. Once the Machine finds a pattern, it can then manipulate this pattern to create products which humans would never be able to create.

Data is precious and the way it is collected has changed in

recent years in part due to the EU's General Data Protection Regulation (GDPR), and other data protection laws worldwide. However, while GDPR approaches technology in a neutral way, "any processing of personal data regardless of the technique used to process such data," the European regulation on AI focuses on one technology only: artificial intelligence. EU's legal framework for AI also completes GDPR by describing how to achieve fairness. Under GDPR, it was stated that fairness must be ensured but – we were not told how. The EU regulation of AI clarifies this point by describing how to achieve fairness by using: data governance, data specificity, bias monitoring, detection and correction, automatic log of output, quality management systems and a strategy to achieve regulatory compliance. It is important to note that unlike GDPR, the EU regulation of AI requires ongoing risk management for the entire life of the AI system and Post Market Surveillance, even after a product is placed on the market.

Tip: It is necessary for your business to establish an effective data policy for AI, even if you already have data protection measures in place pursuant to GDPR requirements. You can no longer "just assume" that because your business already collects data, you can pass this data to the AI developer for new applications. AI projects need historical data and this requires several decisions to be made by your team: Which data is most important? How far back do you need to go with regards to data collection? Should proof of concept be used? Can data be "cleaned" for AI use? Making the right decisions will be crucial for your business. Especially since an entirely new data policy might be required, along with new working practices to keep feeding your AI system with the right quality of data.

Since AI regulation trumps GDPR when it comes to fines, our tip is to ensure you remain compliant at all times. Beware, violating AI regulation could lead you to face fines reaching €30m, or 6% of the total worldwide annual turnover of your preceding financial year, whichever is greater! This is a significant increase compared to GDPR fines which were already high (€20m or 4% of your annual turnover, whichever is greater).

AROUND THE REGULATORY AI GLOBE: WHAT'S NEXT?

To conclude, we are seeing a global shift in the adoption of regulatory measures relating to AI. While the EU is awaiting adoption of the European Commission's AI proposals, the US is using AI in the Federal Government, creating a new National AI Initiative Office for federal coordination, and the White House issued Guidance for Regulation of AI Applications in November 2020. This establishes a framework for US federal agencies to assess potential regulatory and non-regulatory approaches to emerging AI. Further around the globe, China also adopted a regulation of AI with policies ensuring state control of Chinese companies and storage of valuable data within the country. Finally, in the UK, data privacy and biometrics regulators are also seeking to improve, or even remove, employee monitoring via facial recognition and surveillance camera operations.

We are facing unprecedented times, and the outcomes of the coming years will entirely reshape the use of new technology. According to Eliezer Yudkowsky, AI theorist: "The greatest danger of artificial intelligence is that people conclude too early that they understand it". Stay Tuned.

Premier | AFFILIATE GAMING | PROGRAM

JOIN PREMIERGAMING

AFFILIATES AND START WORKING WITH PROFESSIONALS

NO NEGATIVE CARRY OVER | EXCLUSIVE DEALS | PROFESSIONAL APPROACH



PRONTO CASINO ⚡ * Slothins * Premier LIVE CASINO * PRONTO LIVE ⚡

SWEDISH
GAMBLING AUTHORITY

mga MALTA GAMING
AUTHORITY



VISIT US AT

WWW.PREMIERGAMING.EU

CONTACT US

AFFILIATES@PREMIERGAMING.EU

GENEVIEVE.GALEA@PREMIERGAMING.EU

IRINA@PREMIERGAMING.EU

MEET THE TEAM: GAMING1

All aboard as we get to know **Martin Janovcik** – Group Digital Marketing Manager, **Carmel Said** – Senior Affiliate Manager, **Andrea Micallef** – Affiliate Manager, **Ludivine Bendotti** – Marketing Coordinator and **Koen Gentier** – Marketing Coordinator



Andrea Micallef – Affiliate Manager

TELL US ABOUT YOURSELF AND YOUR CAREER AT GAMING1?

Joining GAMING1 three years ago, I instantly clicked with my immediate manager Martin and Senior Affiliate Manager Carmel. With more than 30 years gaming experience between the two, I have the biggest admiration towards them considering them mentors. Based in different countries, the Affiliation team is no outsider to remote working and this formula has worked for years now.

GAMING1 Affiliation program was developed by Carmel in 2016 and a year later Martin joined, who jointly built a robust infrastructure ready to expand further. This tactic was perfectly in line with GAMING1's strategy to expand further from the Circus.be flagship brand and establish partnerships in the different markets.

As the International Affiliation Co-Ordinator, Martin had a clear vision of what was needed to achieve and more importantly how. Being a legend in the gaming affiliation industry, Carmel was (and still is) the puppet master behind the curtains, the program needed someone to keep up with the affiliates' demands whilst generating new business

relationships. This is where I joined the team in 2018.

My personal career started as a strict Affiliate Manager where my duties involved the run of the mill issues, such as negotiating deals, integrating new affiliates, following up and most of all being available to affiliates.

Having a B2B background in customer experience I quickly realised that the service offered to affiliates left much to be desired. We adopted the process of a 48-hour maximum response rate, to which affiliates really appreciated.

As GAMING1 introduced more markets, our flagship brand grew at a fast pace which led me to quickly adapt to the fast-paced gaming industry. Requirements proportionally grew too, and my role also evolved within the Media part.

The future is bright for GAMING1 as we intend to launch Circus in two big European markets by end of year.

WHAT ARE YOUR DAY-TO-DAY RESPONSIBILITIES IN YOUR CURRENT ROLE?

My responsibilities cover almost the whole spectrum of affiliation. It starts with answering daily affiliate requests, planning/requesting & gathering of media assets (for both affiliates to utilise and to promote our affiliate program), maintaining interactive sports banners and scheduling, following up on several internal projects & new markets, organising & attending affiliate conferences and of course reporting & analysis.

IF YOU COULD DESCRIBE YOURSELF IN THREE WORDS, WHAT WOULD THEY BE?

Pragmatic, ethical and flexible.

WHAT ARE YOUR GOALS AND ASPIRATIONS FOR GAMING1?

As GAMING1's brand grows bigger and invest in prominent markets continues, my main goal is to keep on learning and putting into practice my studies and overall career goals.

Together with Martin and Carmel, my aspiration is to grow the affiliate acquisition channel to its maximum potential whilst exploring more markets through GAMING1.

The overall goal is to keep on exploring the world of digital marketing in these interesting times whilst expanding GAMING1.

Martin Janovcik – Group Digital Marketing

I have an eclectic all-around role crossing through number of teams, supporting others and ensuring we can get things done in best way possible. I also help to draw the vision and strategy for marketing and digital based on more than 15 years of experience in digital businesses. There has been a

lot to optimize and push ahead throughout the digital channel's marketing since day one. I love to be in a startup or transformational spot, and it was an amazing time to join this great and talented culture, with strong foundations, a hardworking attitude and a stable outlook towards future.

My day-to-day is blend of assisting talented colleagues, being a doer and a strategist at the same time. Sometimes you need to zoom-in and sometimes zoom-out. Together we build new digital marketing capabilities, expanding departments and trying to increase our reach of customers in a relevant and contextual way.

About myself, it's all dynamic, it is about interpretation of data to information, looking for practical solutions, ensuring a fluid flow around. My goals and aspirations are to contribute to the growth of GAMING1 and to become a top tier, customer focused and responsible full stack provider of gaming products.

Ludivine Bendotti – Marketing Coordinator

TELL US ABOUT YOURSELF AND YOUR CAREER AT GAMING1?

My career began at the dawn of the digital era. This ever-changing environment is fascinating. I spent amazing years in the hospitality industry, before switching to pure e-commerce. I am new to the gaming industry, but it's a fast-paced business that highly attracted me. I am delighted to be able to contribute to the success of digitally related projects and to be joining such a dynamic team of experts at Gaming1.

Koen Gentier – Marketing Coordinator

TELL US ABOUT YOURSELF AND YOUR CAREER AT GAMING1?

I have spent more than 20 years in marketing, from which the last 16 has been in online marketing and digital project management (I still get a little nostalgic about the dialup internet sound). Now I am looking forward to developing my previous acquisition experience at Bingoal and on a broader international level at Gaming1.

Carmel Said – Senior Affiliate Manager

TELL US ABOUT YOURSELF AND YOUR CAREER AT GAMING1?

After 12 years working in Banking, IT, and translating all EU legislation and Windows XP from English to Maltese, in 2006 I made the leap into the online gambling industry and from there never looked back. I started as Customer Service and in 2 years had move on to the exciting world of Affiliate Management. After a few years working for various established companies, I decided to use my experience, knowledge and contacts to assist new start up operators create and launch their affiliate programs, which gave me a different kind of excitement to the roles I had before. This led me in 2015 to GAMING1, where I gave birth to the baby called GAMING1 Affiliates. It was not easy at first, but 6 years later, thanks to Martin and Andrea, as well as the latest new additions to the team, it has grown into something that is producing incredible results and something that the whole company is proud of.

WHAT ARE YOUR DAY-TODAY RESPONSIBILITIES IN YOUR CURRENT ROLE?

My main responsibility at the moment is generating and organising the affiliate payments at the beginning of each month and providing reporting to management



and the other business units on anything related to the payments itself. I also create, for our finance team, a breakdown of all costs per business unit. Apart from this, my daily tasks include liaising with NetRefer our Affiliate Software provider on any issues that might come up, answering affiliate queries and supporting Martin and Andrea with anything they might need, like setting up of new reward plans, manual reports, rewards and payments queries etc. With this, I can also add anything that might come up unexpectedly in this fantastic word we work in.

IF YOU COULD DESCRIBE YOURSELF IN THREE WORDS, WHAT WOULD THEY BE?

Just three?! Calm, rational, analytical.

WHAT ARE YOUR GOALS AND ASPIRATIONS FOR GAMING1?

The past year has been one of big change in GAMING1, especially in the digital marketing department. We have a new CIO and a new CMO who have brought a hugely ambitious vision, that will take GAMING1 into new, uncharted territory – making the company one of the top players in the industry, not just in Belgium where we are already an established name but in all the regulated markets we are present in. We have goals and targets that were previously unthought of in this company but this makes it even more exciting and challenging. For me personally, and probably for the Affiliate Team, knowing where we started and how difficult it was to convince people on the importance of an Affiliate Program, this is of great satisfaction. Indeed, these are exciting times to be working at GAMING1.

ROARING SOUND OF SILENCE

Narine Hovhannisyan walks us through the life of a Product Manager



During every interview for a Product Manager's position, there is always a mandatory question about the correct prioritisation of requirements coming from stakeholders. If I am honest, after spending five years in such a position, I still don't know which answer is the correct one. Sometimes you need to have a very strong gut feeling and sometimes everything depends on the ROI.

Working in the iGaming industry and deciding which feature should be developed first for the CRM tool is difficult. Imagine you have two high-level clients, who want very different features at the same time on one end, and a small team of developers on the other. And I'm not even talking about the internal stakeholders...

As a Product Manager, and a person who is constantly in contact with the customers, you have a big impact on that decision. And because we are talking about working in an Agile environment, the team also has a Team Leader and a Product Owner, who is the main person to make the decision about the feature's development. I will explain what Agile is, so it will be easier to understand the concept behind software development. Agile is an iterative approach to project management and software development that helps teams deliver value to

their customers faster. The four pillars of Agile that an Agile environment must support are:

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

So basically what we have here is a time boxed approach for building and delivering products with the help of the development team. Before each iteration you gather your team and try to decide with which feature to go first. Each company has different roles and positions in the team, and everyone can have different responsibilities from company to company. Being a Product Manager means first of all that you also do lots of customer support (let's forget for a moment the whole bunch of other things you as a Product Manager must do). Let's go through the soft skills that may help you a lot in this position.

I would start with problem solving and emotional intelligence. Working with people is hard, you deal with so many diverse cultures and nationalities, but you always have

to keep your cool and help your customer achieve their goals. As a PM you have to identify and solve the problem as soon as possible. And what if you have several issues to solve at the same time? What would you do then? Would you hire a team of Product Managers to help you out? Or would you do everything by yourself? The answer depends on the amount of clients you're dealing with on a daily basis and the business requirements you are receiving.

As the Product Manager, you are a Keeper of All Product Knowledge. You alone should be the person who knows all the answers to the questions about your product. It's your job to keep team members and stakeholders up to date on what's happening with your product. It's also your job to provide clear, comprehensive guidance to your design, engineering and development teams. Poorly presented information can result in misaligned expectations and missed deadlines. And when deadlines are missed, everyone is unhappy.

With so many responsibilities, your day will be filled with all types of communication: meeting notes, Slack conversations, Skype, Zoom or Meet calls, wikis, presentations, training materials, your Ultimate Guide – the product requirements document and, let's not forget, meeting for the sake of a meeting; 1-2 hours spent on what could have been just an email, quick chat over the water cooler or during a coffee break.

Another very important skill that any Product Manager should have is listening – and when I say listening I truly mean it. Since you want your product to be successful, you absolutely must listen to your customers' feedback; good or bad, it doesn't matter. At the end of the day, it's your customer who will use your tool, not you or your developers. If you can't connect on a personal level with your customer, they may end up leaving your company and your product. The competition is super saturated these days.

And here's the real problem: there are two groups of customers – active and silent. Listen more to the second one, as they are the majority and it's them who decide the success of your product. While working and receiving feedback mainly from the active customers, it's quite easy to forget there are more customers in the second segment; and when they remain silent, much like players, they can easily churn, and you won't even notice it; until they have already signed with your competitor.

So summarising all the above we can say that being a Product Manager is cool and hard at the same time. You will have a lot on your plate every day. You are responsible for the strategy, roadmap and feature definition for the product. It is a big responsibility that requires facilitating and collaborating with many different teams – both internal and external – without the formal authority to manage those teams. It requires a unique mix of humility and strength. Yes, you will be responsible for many failures of your product, but you will learn so much more and will definitely enjoy the ride. The best part is that you have a great opportunity to create new features and have a huge impact on the customer's user experience.

Bio: Narine Hovhannisyán is a former CRM Product Manager, with years of experience in the iGaming industry. Narine started her career at one of the biggest platform providers, BetConstruct. She has developed, executed and continued refinement of multi-channel



NARINE HOVHANNISYAN

**“AND HERE'S THE REAL PROBLEM:
THERE ARE TWO GROUPS OF CUSTOMERS
– ACTIVE AND SILENT. LISTEN MORE TO
THE SECOND ONE, AS THEY ARE THE
MAJORITY AND IT'S THEM WHO DECIDE
THE SUCCESS OF YOUR PRODUCT”**

customer relations; the development of programs, roadmaps, and customer relations strategies; decided on the platform's structure and architecture; ensuring it works seamlessly across the organisation and captures all required information at key points in the customer lifecycle.

After five years of Product Management and dedicated work, Narine has joined the Hybrid Interaction team as an Associate Consultant, leading iGaming consulting projects across various markets & verticals, as well as taking responsibility for the agency's B2B marketing activities.



CAMPEÓN
AFFILIATES

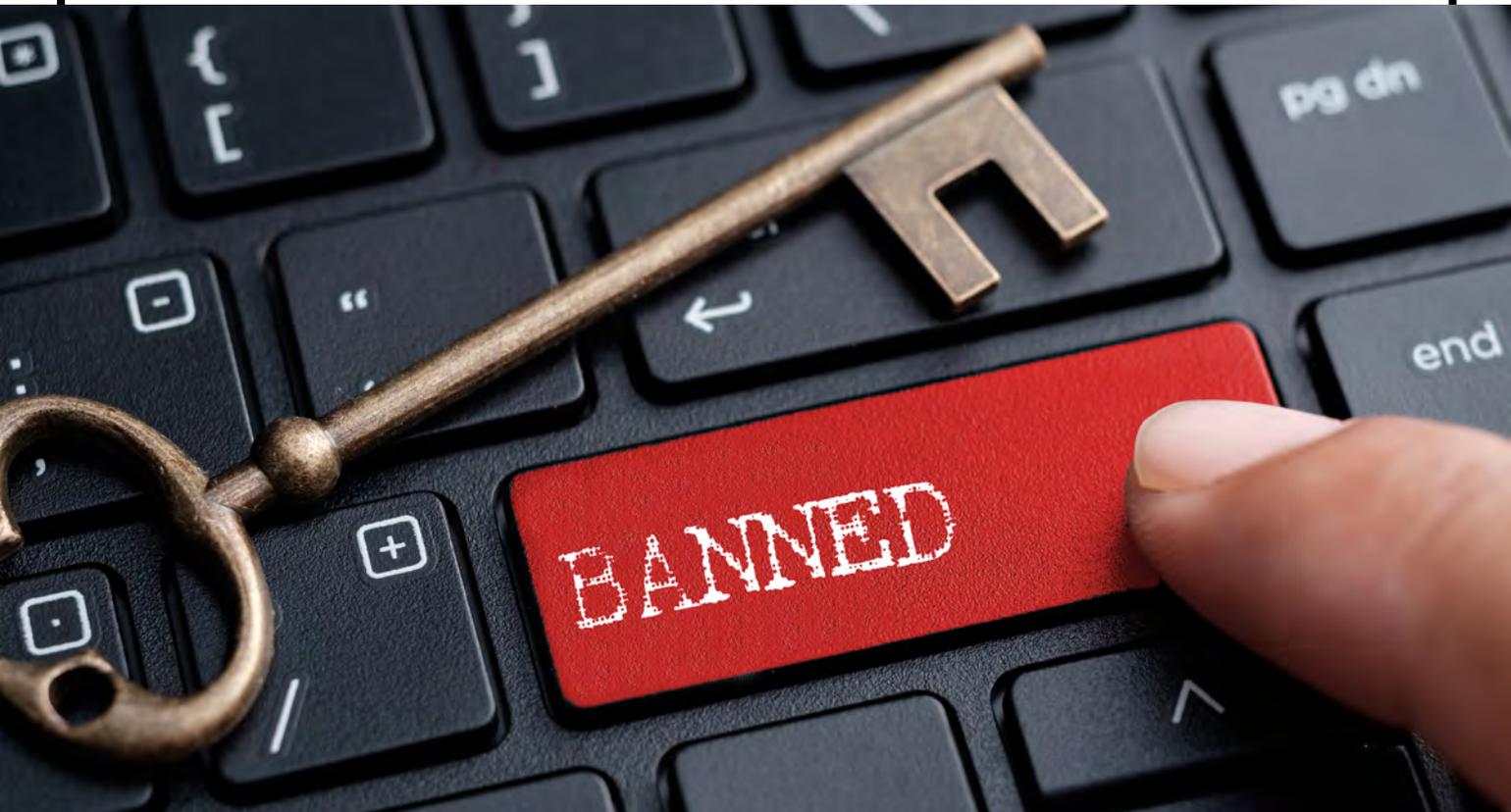
**JOIN OUR
AFFILIATE PROGRAM
AND PROMOTE OUR
LATEST BRANDS**



WWW.CAMPEONGAMING.COM

SPORTS BETTING: NAVIGATING PROMOTION LIMITS & BANS

The Game Day delves into the world of sports betting marketing, from why sportsbooks ban customers, to marketing honestly to new bettors



The ever-growing whale of legalised online and mobile United States sports betting offers a seamless opening for marketing. Promotions, giveaways, and “free bets” seem to fly daily toward a population that’s already experienced or seeks to join the party.

However, along with ads to win big come restrictions. The sportsbooks may eventually limit or even permanently ban successful sports bettors if they meet certain criteria for blacklisting.

Meanwhile, affiliate marketing companies are enthusiastically leaping into a paradoxical position to make money from sportsbooks while helping customers make smart bets at those outlets – and maybe turn some into bettors *non grata* if they become too savvy.

How do sports marketers preserve partnerships with sportsbooks while advising subscribers on how to defeat them?

WHY SPORTSBOOKS LIMIT OR BAN CUSTOMERS

Malicious, illegal attempts to defraud a sportsbook (joining at younger than 21; setting up multiple accounts at the same book, etc.) are not typically the most difficult hurdles to policing a sportsbook. Those are often easily stopped.

In the same manner by which casinos handle card counters, sportsbooks more frequently turn away sharp (informed) betting to protect their house advantage. They aim to shut down open secrets in betting like eyeing closing-line value (tracking positive line movement), ‘chasing steam’ (following sharp money going into a particular bet); and ‘middling’ or

Circus

Belgium, France,
Netherlands, Serbia, Peru



Portugal

Zamba

APUESTAS & CASINO ONLINE

Colombia



France



Modular Reward Plans



Regulated Brands



Generous Incentives



Omni-Channel Marketing Tools
Animated banners, Banner Schedules,
Access to Odds Feed, Landing Pages



24 Hours Response Rate



Sports and Casino Products



Get Paid on Time,
Every Time



Experienced Affiliate Managers



Visit our new website

www.gaming1affiliates.com
affiliates@gaming1.com

GAMING¹
— AFFILIATES —

arbitrage plays (finding ways to bet both sides of a line for “riskless betting”).

“It’s not a free market. If you truly win enough you get capped,” said Kevin Davis, a sports bettor and writer for *The Game Day*.

Anyone trying advanced or underhanded tactics is already paying a premium, even if it’s smaller than what it previously cost. Sportsbook trading departments also bake a “house advantage” fee into their bets called the vigorish (known as “vig” or “juice”), so most attempts to gain an advantage are fruitless.

“With promos, the goal is to engage you as a customer,” said Davis. “If you’re losing money, you will get a boost - and then lose it back. But if you lose \$4.55 cents per \$100 bet and you get a \$200 promo, you need to make \$4400+ in bets for the sportsbook to make a profit off you.”

DOES BANNING BETTORS HURT THE INDUSTRY?

Aside from a desire to “take down the house,” many pro bettors view this banishment of sharps as detrimental to growing the pastime as a whole - as something that could hinder the sustainability of a popular activity among the general public.

After all, seasoned bettors can take customers with them on specific bets as “tailors” and increase that bet’s handle. Even if they’re banned, pros will find a way to get their wagers in. (They have plenty of relatives and friends to ask).

“You can shut the door on sharp action, and it’s just going to come in through the window,” pro bettor Captain Jack Andrews wrote in a *US Bets* opinion piece.

Plus, as Andrews notes, when sharp money floods toward a bet, it often levels out potential losses and acts as a natural hedge for the operator.

**"ASIDE FROM THE DESIRE TO
'TAKE DOWN THE HOUSE,'
MANY PRO BETTORS VIEW THIS
BANISHMENT OF SHARPS AS
DETRIMENTAL TO GROWING THE
PASTIME AS A WHOLE"**

HOW TO MARKET HONESTLY TO NEW BETTORS

Sports betting marketers must (1) send potentially productive traffic to their partners, and (2) strengthen trust with their potential customers that their intentions are sincere, even in a venture to create revenue.

Aim to create loyal sports betting customers, but be there to help their upward movement as a bettor that may encounter hurdles - even those beyond the inherent risks of the hobby (encourage responsible gaming).

Betting info sites must not sink to becoming mere soulless link farms that blindly scream calls to action. They carry a responsibility to educate recreational bettors on the risks and possible benefits of diving headfirst into an oversaturated competition with their hard-earned funds.

Just as the sharp tactics are open secrets, so is the tacit agreement that sportsbooks are fine with you advertising ways to beat them - to a certain point. You can write generally about advanced tactics without pointing to specific offers to capitalise on.

A successful bettor typically tops a 50% win rate, so with a wide population of bettors, most books are okay rolling along with your messaging of “beat the books” with the goal of attracting money to a competition they can control.

Bettors generally acknowledge the risks at hand. However, to act as a safe haven for potential bettors, avoid sensationalised language promising ‘huge wins’ from betting promotions will help set rational expectations for casual bettors - or at least make the details (“the catch”) readily visible in rules explanations.

To prevent customers from growing frustrated with any limits on promotions, cast a wide net of partnership opportunities - and promote emerging sportsbooks who may be aggressive with promotions and offers and more welcoming with giveaways.

Most of all, endeavour to become a teammate in your community’s betting, so you have their next steps ready if sportsbooks close a door.



**FAST APPROVAL**

A member of our team will get in touch with you within 24 hours after you submitted a form.

**ONLY HIGH-QUALITY ADS**

We have quality assurance team, that approves only the ads of the highest quality with no mature, malicious, illegal content or redirects.

**DEDICATED ACCOUNT MANAGER**

Our support team is always available. Don't hesitate to ask any questions.

**FAST PAYMENTS**

We understand the importance of on-time money and transfer payments according to net-30 payment terms without any delays.

**REAL-TIME STATISTICS**

The statistics is updated every minute, allowing you to see the results of the campaign in real time.

**MULTIPLE AD FORMATS**

We work with all standard display formats.



Roberto Carlos, official LATAM
Brand Ambassador of Betwinner



Enjoy gambling responsibly



betwinneraffiliates.com



support@betwinneraffiliates.com

PLAY HARD

The Cricket Draft Co-Founder, **Dante O'Reilly**, speaks with **Isabella Aslam** about his CrossFit obsession, drinking tea and his partner's infamous homemade Mac & Cheese



If there could only be one sport in the world that you played every day (and you can't say cricket) what would it be?

If you'd asked me that question a couple of years ago, it would have been rugby. I was obsessed and played to a decent level when I was younger. I'm not sure I could handle getting beaten up every day now, though. I've hung up my boots and play a bit of tag rugby for Great Britain now, as uncool as that may be. Oh and then to compound the cliché, I'm also getting quite into my CrossFit now – I could see myself doing that every day, it's addictive.

I know your partner Jessie is a Private Chef. From her menu at Cool Kids Table, if you could only eat one thing for the rest of your life, what would it be?

Yeah, that's right, she is a ridiculously talented chef and what she's done with Cool Kids Table is next level. Everyone should give it a try – you will never want to go back to Deliveroo again! The Lobster Mac & Cheese is a real fan favourite but the Pork Belly Tacos are what do it for me – mind blowing!

Seeing as it's just been Halloween, what's your favourite Horror Movie?

Despite Jessie's best efforts, I don't think I've ever sat through a full horror movie, so I couldn't say. Just not for me.



Jessie goes mad for it though – she falls asleep every night listening to narrations from Bailey Sarian... weird!

Would you rather drink red wine out of a mug or tea from a wine glass?

Jessie already does both of these. I'll take the red wine myself.

At your wedding, as your first dance, would you rather reenact Uma Thurman and John Travolta's infamous dance in Pulp Fiction, or dance the 1984s Footloose Warehouse scene, solo?

Haha, okay these questions are getting weirder... I think the Pulp Fiction is a little more 'my level' and probably not a million miles off how I currently dance anyway.

Quality Streets or Roses?

Is there a difference??

What song would you choose to play every time you walk into a room?

I know Jessie's would be 'Fergalicious'. Read into that what you will...

On the cricket theme, I'd go with Dwayne Bravo, 'Champion'.

Can you please invent a new word and its meaning... I'll wait.

Hmmmm... How about when you make a change to your fantasy team on The Cricket Draft and the player you just sold ends up scoring 100 runs and getting five wickets... what can we call that... Shdrafted?

"He was shdrafted by Jos Buttler this week?"

When you know the battery is dead, do you press harder on the remote control?

Jessie is from the school of thought that you should turn the heating up extra high to give the boiler something to "aim for", so yes, in our house the remote control gets pressed pretty hard.

And lastly, (the most important of all) ... Oscar Wilde or William Shakespeare?

Oscar Wilde never spoke very highly of cricket, so let's go with Shakespeare!





INCREASE YOUR INCOME WITH 1XBET PARTNERS!

30 000 partners



High commission
up to 40%



Contact us:

Site: 1xbetaffiliates.net

Email: support@1xbetpartners.com

Telegram: [@help_1xpartners_bot](https://t.me/help_1xpartners_bot)



SCAN TO REGISTER!