

GI FRIDAY

Sponsored by



THIS WEEK

- Japanese casino bill nears completion
 - NetEnt reports encouraging FY2017 results
 - Big Fish Gaming in virtual chip dispute
 - Rhode Island seeking sports betting partners
 - Indian Gaming Tradeshow & Convention Event Preview
 - Executive Q&A with Georg Washington
- GUEST COLUMNIST:**
- Ross Haselhurst, Commercial Director, Bede Gaming

WEEK 14

FRIDAY 06 APR 2018

VIRGIN BUYS HARD ROCK HOTEL LAS VEGAS

Iconic landmark hotel set to change ownership



Virgin Group Founder, Sir Richard Branson, has signed off on the acquisition of one of Las Vegas' most iconic hotels, the Hard Rock Hotel and Casino in Las Vegas.

Toronto-based commercial property developers, Brookfield Asset Management, oversaw the signing of the deal, which sees a number of other partners also investing. These include hotel investment firm Bosworth Hospitality Partners, Juniper Capital Partners and Toronto property management firm, Fengage Capital Management.

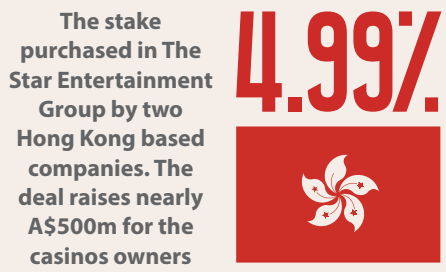
The fee paid by these firms has yet to be disclosed. However, it will end Brookfield Asset Management's control of the property, which it purchased in 2011, from Morgans Hotel Group for \$770m, following the US financial crisis. It is safe to assume that the property's value has increased significantly since the last purchase, with the hotel performing well in recent years as the US economy has largely recovered. ▶



THIS WEEK IN NUMBERS



The rise in Pennsylvania's slot machine revenue during March



The stake purchased in The Star Entertainment Group by two Hong Kong based companies. The deal raises nearly A\$500m for the casinos owners



The increase in gross gaming revenue reported in Macau during March

Speaking about the deal at a glitzy press conference, Branson said: "Virgin Atlantic has had a lot of fun flying tons of people to Las Vegas from Britain for many years. Virgin America has done the same, and we wouldn't have just come to Las Vegas unless we could've found the property that was very Virgin, and I think that's what we've achieved."

Renovations to the property will take place in multiple phases, with Virgin confirming that it will invest "hundreds of millions of dollars" to transform the property. Officially the site will become a fully branded Virgin property by the end of 2019.

One major change which Branson has already hinted at is the removal of the Hotel's giant neon guitar which has become a staple part of any image of Las Vegas. The giant guitar has been tipped to be replaced by a giant 'V' in what could be the first of numerous changes to come.

The purchased property currently includes 1,500 rooms, restaurants, a spa, shops and boutiques, 60,000 square foot meeting space and a 30,000-square-foot casino.

Bosworth Hospitality Partners Founder, Richard Bosworth, will become the hotel's new CEO, following the property's future rebranding as the Virgin Las Vegas.

JAPANESE GOVERNMENT CASINO BILL NEARS COMPLETION

Tough restrictions and regulations to be included

The Japanese Government has agreed on new additions to the country's casino bill which sets the limit of how many casinos can be initially constructed nationwide, the fees paid by residents and tourists to enter and the taxes which integrated resorts will be expected to pay.

This development follows the signing of an agreement by the ruling Liberal Democrat Party (LDP) and their junior coalition partners, Komeito party, who look to complete and push through the new casino bill before the end of their current session ending 20 June.

Additions to the bill limited the number of casinos which can be developed to three as well as the number visits which

Transforming the World of Bingo and Keno and Now Reinventing the Slot Floor



Truly Unique Game Suites with Highly Differentiated Content and game mechanics designed to excite your players and increase your bottom line

INDIGENEXUS →

Culturally-Centered Commerce. Communally Connected.

Indian Country's Exclusively Tribally-Owned & Operated Payment Processing Services Business
Solely Focused on Serving Tribal Governments & Tribal Businesses

Contact Us During the 2018 Indian Gaming Tradeshow & Convention
We Welcome to Share Our Vision with You In Person

INDIGENEXUS.COM | NIGA2018@INDIGENEXUS.COM

\$1.9bn 

The value of Bulgaria's gambling market during 2017

residents could make to them at three a week and ten a month. Furthermore the casino's gaming space will be limited to 3% of the integrated resorts total floor space and a have to pay a 30% revenue tax.

The LDP wanted more casinos, but were forced to compromise on three. This means the next discussion on the topic will be raised in Japanese parliament (DIET) in seven years as opposed to Komeito's proposed ten years.

Other agreements on entry fees were also reached. Japanese residents will have to pay ¥6,000 (\$56) for 24 hour access, whilst tourists will go free.

revenue increased from SEK 1,455.1m (£123m) in 2016 up to SEK 1,625m (£137m) during 2017. Operating profits were also up to SEK 587.1m (£49.73m), an increase of 8.7% from the same period last year which only saw profits of SEK 535.9m (£45.4m). Earnings per share also increased by 16% from SEK 2.1 (£0.18) to SEK 2.5 (£0.21) which should help further encourage investors.

Chairman of the Board, Vigo Carlund, said: "Revenues, profit and cash flow rose in 2017 and the company followed its long-term strategy for growth by entering several new regulated markets. I am also delighted to see that the number of shareholders in NetEnt continued to increase, reaching a total of 16,350 by the end of the year".

NETENT REPORTS GOOD GROWTH IN FY2017

Operator bullish despite mixed figures

Global gaming provider, NetEnt, released its annual financial report for the year ending 2017, showing another strong year for growth and operating profits, despite the departure of its CEO Per Eriksson last week.

The company's growth reached 11.7% for the year, down on the 28.5% in 2016, but nonetheless impressive. Furthermore,

BIG FISH GAMING IN VIRTUAL CHIP DISPUTE

Landmark case as virtual chips deemed 'of value'

Authorities in Washington State have ruled that social gaming developer, Big Fish Games' Big Fish Casino is an illegal form of online gambling.

\$500m



The estimated cost of the casino complex planned for the Philippine island of Boracay. Authorities have still not received applications for clearances and permits from the owners

\$11m

The potential cost of the latest affiliate acquisition made by Catena Media, purchasing US-based affiliate, BonusSeeker.com

531,381

The ordinary shares
Melco Resorts
awarded to Melco
Chairman and CEO,
Lawrence Ho, for
his contribution
to the success of
the business



11.4%

The increase in
revenue reported
by Athens-based
company Intralot
during 2017



30

The potential year
lease extension for
Harrah's New Orleans,
which received
the blessing of the
Louisiana House of
Representatives who
voted 78-2 to extend

Cheryl Kater filed a lawsuit in 2015 against Big Fish Games' previous owners, Churchill Downs, after spending more than \$1,000 on Big Fish Casino virtual chips. Kater argued that the chips represented "something of value" and therefore their in-game presence was a direct contravention of various Washington State statutes, a lawsuit that she later lost.

Judge Milan D. Smith of the Ninth Circuit US Court of appeals, stated: "Without virtual chips, a user is unable to play Big Fish Casino's various games. Thus, if a user runs out of virtual chips, she must buy more chips to have 'the privilege of playing the game'. We therefore reverse the district court ruling and hold that because Big Fish Casino's virtual chips are a 'thing of value,' Big Fish Casino constitutes illegal gambling under Washington law."

Big Fish Games and Churchill Downs are yet to comment on the ruling. Both companies can appeal the decision.

Officials from the US state of Rhode Island have invited sports betting companies to submit tenders to run athletics betting at the state's casinos, pending a Supreme Court decision on sports betting.

The Rhode Island Lottery said it wanted to award an "exclusive contract to provide initial sports betting services" at the states Twin River casinos.

Reports in the *Providence Journal* claim legalised sports gambling at the Twin River casino in Lincoln and the planned second Twin River casino, due to open later this year, could contribute \$23.5m in state revenue, according to Governor Gina Raimondo's latest budget proposal.

The invitation to tender includes provisos to expand this offering which state "their capability to readily adapt to any future additions to authorised sports betting operations in the state including, but not limited to, remote sports betting".

The RIL tender document "includes multiple options to implement other types of sports betting in Rhode Island, if later authorised by the state including innovative and cutting edge options available as sports betting technology grows". ◀

WANTED: SPORTS BETTING PARTNER IN RHODE ISLAND

State officials open to sports betting tender applications



2018

IOVATION GAMBLING INDUSTRY REPORT

AN EXAMINATION OF THE MARKET DATA TRENDS & ANALYSIS
DRIVING THE ONLINE GAMBLING MARKET IN 2017 & BEYOND

2018 GAMBLING REPORT

GET THE REPORT ▶

THE FIRST MECHANICAL ROULETTE DISPLAY OF ITS KIND

LIVE IN CALIFORNIA AND COMING SOON TO OKLAHOMA!

Provide your players with an electronic version of Roulette that is specially designed to meet local regulations. The difference between a standard Roulette ETG and the M-Display is in the wheel design. Results are determined by a virtual RNG, not by a mechanical RNG.

Click [HERE](#) to learn more!



DIAMOND ROULETTE M-DISPLAY

WHEEL NUMBERS ARE STATIC WHILE POCKETS ROTATE!



Visit us at **NIGA**, booth **#337**

DATA CENTRE

Provided by fantiniresearch.com



PA SLOTS RISE

Revenue from slots-based games in Pennsylvania rose for the first time this year in March, following two straight months of declines, benefitting from a better calendar and improved weather.

In fact, March's 5.41% slot growth was the state's best since way back in February 2016.

Northeast PA, which grew by 3.19%, had lower year-over-year growth than other Pennsylvania markets and faced additional competition from the recently-opened Resorts World Catskills in New York.

March's calendar had one extra weekend date vs. last year, although bad weather has been a significant issue for a good part of the first quarter.

US STOCK UPDATE

There were no US gaming stocks hitting 52-week highs this week.

	PROPERTY/MARKET	REVENUE (\$M)	YEAR-OVER-YEAR CHANGE (%)
PHILADELPHIA	Valley Forge Casino Resort	\$8.253	+13.64
	Parx (Greenwood)	\$37.474	+9.01
	SugarHouse (Rush Street)	\$17.915	+4.82
	Harrah's (CZR)	\$19.043	+2.33
	PHILADELPHIA TOTAL	\$82.685	+6.91
NORTHEAST PA	Mohegan Sun	\$19.145	+6.42
	Sands Bethlehem (LVS)	\$27.841	+3.10
	Mt. Airy	\$11.953	-1.40
	NORTHEAST PA TOTAL	\$58.939	+3.19
PITTSBURGH	Rivers (Rush Street)	\$26.596	+9.45
	The Meadows (PNK)	\$19.802	+2.95
	PITTSBURGH TOTAL	\$46.398	+6.58
STATE	Presque Isle (ERI)	\$10.587	+11.53
	Hollywood (PENN)	\$20.004	+1.24
	Lady Luck Nemaocolin (ERI)	\$2.737	-0.08
	STATE TOTAL	\$221.350	+5.41

INDIAN GAMING TRADESHOW & CONVENTION

17-20 APRIL
LAS VEGAS CONVENTION CENTER



and casino executives in the country, providing not only a meeting place where the community gathers to learn, network and exchange industry-specific ideas, but also a cultural celebration of success, strength and self-reliance.

This year the show has moved from its traditional California and Arizona locations to Las Vegas, which according to NIGA Chairman, Ernie Stevens, Jr. is a big milestone for the show. He adds: "The change in venues represents an important time for the National Indian Gaming Association.

"We're excited to host our members and the entire industry in Las Vegas for the first time. Providing a new and unique show experience for our customers is a priority as we continue to evolve and grow the Indian Gaming trade show.

"It was time to bring our great show to gaming's great city! We are confident that Las Vegas will offer

ABOUT

Returning for its 33rd year, the Indian Gaming Tradeshow & Convention has established itself not only as the premier event for the Indian Gaming

industry but as the figurative heartbeat of Native American success.

Over the years, the show has earned a reputation for being one of the largest gatherings of tribal leaders

Seinfeld

**A show "about nothing."
A slot that is really something!**

Spin the reels with Jerry and his friends in *SEINFELD*, a slot that celebrates this award-winning, beloved sitcom "about nothing."

Showcased on the immersive Gamescape™ cabinet, *SEINFELD* is jam-packed with hilarious show footage and game features based on iconic episodes. Laugh along with George, Kramer, Elaine and Jerry as you play for a jackpot that will blow your mind!

"And yada, yada, yada..."

**Call your Scientific Games
Sales Representative today!**



www.SGgaming.com

SEINFELD and all related characters and elements © and TM Castle Rock Entertainment. (s18)
The look and feel of the game and its individual components and displays are trade dress of Scientific Games Corp. and its Subsidiaries.
TM and © 2018 Scientific Games Corp. and its Subsidiaries. All rights reserved.



ENGAGE EMPOWER ENRICH



THULE
SWEDEN



V CORAVIN



MICHAEL KORS



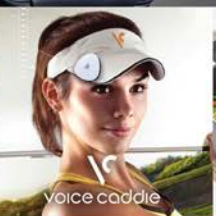
RADO
SWITZERLAND



Skullcandy



TOCCA



voice caddie



zyliss

Rymax Marketing Services, Inc. makes implementing player loyalty programs simple.

With access to over 350 top brands and more than 15,000 in-demand product rewards, our programs will inspire and empower players to increase spend and further their engagement. Our customized, proven solutions will help your casino property boost gambling activity, create new revenue streams and drive repeat business. Contact us today for a customized solution that's right for you.

VISIT US AT NIGA!
— **BOOTH #828** —



2018 866.RYMAX.11

www.rymaxinc.com



Copyright © 2018 Rymax Marketing Services, Inc. All rights reserved.

Incentive Solutions Delivered. Worldwide.

our members the same exceptional hospitality and warm welcome we have received recently in Arizona and California.”

WHO'S GOING TO BE THERE?

The upcoming show is already set to be one of the biggest in terms of exhibitors, with more than 350 already signed up. All the major brands and manufacturers will be returning to the show floor in addition to 40 companies that will be new to the event.

The Indian Gaming Tradeshow & Convention provides the perfect platform for those who are involved, or take a great interest in the tribal gaming sector, allowing companies to showcase the work they are doing in order to advance and improve this lifeblood industry.

Companies exhibiting at the tradeshow will be showcasing the latest in software, accounting, slot machines, food and beverage, architecture and design, marketing, compliance, entertainment, financial services, hospitality, retail, information technology, player tracking, table

“EACH YEAR WE STRIVE TO PROVIDE AN IMMERSIVE EXPERIENCE FOR OUR MEMBERS AND THE GAMING COMMUNITY TO COME TOGETHER AND CELEBRATE THE INDUSTRY WHILE DRIVING THE BUSINESS OF GAMING FORWARD” – ERNIE STEVENS, JR

games, training, video gaming, web design, and more.

Major players returning to the four-day event include Scientific Games, Aruze Gaming, Everi, Konami Gaming Inc., Euro Games Technology Ltd., Aristocrat Technologies, Inc., IGT, NOVOMATIC Americas Sales LLC, Ainsworth Game Technology, Merkur Gaming, and Interblock Gaming.

“We are so thrilled to be able to showcase the innovation and unique products of so many of the great suppliers for our industry at

this year’s Tradeshow,” added Stevens. “Each year we strive to provide an immersive experience for our members and the gaming community to come together and celebrate the industry while driving the business of gaming forward. This year’s show will provide an unprecedented opportunity to source new products and services.”

WHAT'S ON OFFER?

As well as two days of intense exhibiting on the show floor, the 2018 event

will also host more than 70 hours of education sessions, certifications and training, three golf tournaments, the Chairman's Welcome Reception and Chairman's Luncheon.

The four-day event is filled with various events, in addition to numerous networking and socialising opportunities which are bound to keep attendees busy, catching up with old friends and new.

On the education side, emerging gaming technologies, casino operations, legislative updates, marketing best practices, and leadership and development will be among the 14 tracks offered. Shaped by conference chairman, Victor Rocha of Pechanga.net and Victor Strategies, the sessions provide perspective into the future of gaming as well as opportunity to exchange ideas and best practices with the gaming community.

"This year's programme was shaped by the issues of the day and focuses on the business of gaming," said Rocha. "We want conferees to attend the sessions and then be prepared

"THIS YEAR'S PROGRAMME WAS SHAPED BY THE ISSUES OF THE DAY AND FOCUSES ON THE BUSINESS OF GAMING. WE WANT CONFEREES TO ATTEND THE SESSIONS AND THEN BE PREPARED TO HEAD TO THE SHOW FLOOR TO SEE THE LATEST TECHNOLOGY AND PRODUCTS AND KNOW WHAT THEY NEED TO DRIVE SUCCESS" – VICTOR ROCHA

to head to the show floor to see the latest technology and products, and know what they need to drive success. This year's programme will leave professionals equipped with the skills they need to improve profitability."

The 2018 programme takes place over the first two days, and provides valuable insight into emerging game technologies such as online gaming, eSports and sports betting.

At the NIGA Sports Betting Workshop, attendees will have the opportunity to learn more about the current debate on sports betting and its possible impacts in Indian Gaming. With this overview they will be able to take this discussion back to their Tribal Government and/or regional association to further define their respective Tribes next steps in this important discussion.



INSPIRATION • IMAGINATION • INNOVATION

NG
NEXT GAMING

Where Skill Meets Thrill

www.nextgaming.co
702-366-7304
855-639-8426

4171 Distribution Circle Ste 101
North Las Vegas, NV 89030

MERGING THE LOVE OF SPORTS AND ONLINE GAMING AS SWEDEN VOTES FOR GAMBLING REREGULATION 2018

APRIL 17th - 18th 2018

BERNS SALONGER - BERZELII PARK, STOCKHOLM, SWEDEN



EMIL "HEATON" CHRISTENSEN
ESPORTS LIVING LEGEND



JEFFREY HAAS
CHIEF INTERNATIONAL OFFICER, DRAFTKINGS



FRANK ANDERSSON
FORMER WRESTLING WORLD CHAMPION,
GAME DEVELOPER

21 HEADS UP



WERNER BECHER
CEO, INTERWETTEN



JOAKIM SVENSSON
EDITOR IN CHIEF, TRAVRONDEN

TRAVRONDEN

WWW.I-GAMINGFORUM.COM

NIGA PREVIEW Q&A



GEORG WASHINGTON
CEO, SYNERGY BLUE

Washington explains the company's philosophy on skill-based gaming and their approach to NIGA

Do you have any

special product launches or events planned for NIGA?

Before NIGA, Synergy Blue will be making an announcement, but we won't be able to include it in this issue. However, what we can say is: Synergy Blue is excited about its certified skill-based games, based upon our patented HAWG® (Hybrid Arcade Wager-based Gaming) platform, a Class III certified solution that blends arcade style play with GLI11-compliant skill-based or chance-based gambling, allowing for regulatory compliance in multiple jurisdictions.

What are you looking forward to most about the event?

We look forward to showing the Tribal

Gaming community, Synergy Blue's arcade-style skill-based games that appeal to a new generation of gamers. The Tribal market has become a very influential and important driver of adoption, and we hope to show how our games deliver an engaging experience coupled with a seamless entertainment component that provides uninterrupted arcade-style play.

What can you tell me about Synergy Blue's skill-based games- do they contain gamification elements?

Our skill-based games are arcade-style, with traditional game controllers. Today's gamers want new entertainment experiences that include not only, gamification elements, but new ways to play that harken to the arcade experiences of their youth. We believe that this type of gameplay will increase as skill-based games are adopted throughout the industry.

Synergy Blue has developed several different types of games spanning many genres for its HAWG® solution. These

include but are not limited to word puzzle, match 3, platformer, driving, first person shooter, third person shooter, and multiplayer type games. We are going to showcase our Zombie\$ (First person shooter game), Lucky Karts (driving game), Squidwords (word game) and Safari Match (matching game) games at the forthcoming NIGA event.

Which forms the larger part of your ongoing business strategy, skill-based games or slots and why?

Arcade-style skill-based games built on the HAWG® platform are our focus. We believe that our flexible platform allows us to enter into any market, easily and with compliance. Our platform also enables the casinos to deliver to their guests the hottest games easily and seamlessly, while our skill-based games allow casinos to attract new game players.

The stakes and barrier-to-entry for game-changing platforms have always been high. For casino operators, there is a delicate play between liability and entertainment value, and the



**CLICK HERE TO
REGISTER FOR FREE**

Sofia AffiliateCon

15 & 16 MAY 2018

SERIOUS BUSINESS, SERIOUS FUN

introductions of skill in games make this balance a hard one to strike. Add to this the difficult process of certification by state regulators, and innovation in gaming has continued to stall.

The status quo of gaming is leaving casinos with fewer options to compete in an increasingly diverse and growing landscape, coupled with a new generation of gamblers requiring new experiences. An outdated system needs innovation to modernise and enhance the games and casinos of tomorrow.

Why are Casinos looking at skill-based games?

Casino operators are always seeking innovative ways to stay competitive. Many are looking for innovative ways to enhance guest's slot gambling experience, expand their market base and increase earnings. This can sometimes be challenging in this highly regulated industry. Casinos want people playing longer because the performance for the casino operator and the entertainment value for the patron are essential.

Our patented HAWG® solution blends GLI11 compliant skill and non-skilled-

based gambling with the uninterrupted entertainment of arcade style play. In simple terms, HAWG® is a way for patrons to participate in Class III and soon, Class II gaming. The gambling aspect takes into account jurisdictional minimum and operator maximum returns to player, while incorporating the seamless entertainment component which draws a younger demographic.

Who plays skill-based games and why?

There's a lot of talk about the millennial gambler, but we believe the very next new gambler will be coming from the older Gen X and Gen Y demographics. Games of chance have dominated casino floor space in the past. After all, the chance factor is what makes it a gamble.

But players who grew up playing games of skill aren't content to simply sit and push a button and hope for a chance to win big. The Gen X and Gen Y gamblers are gamers at heart, having grown up in arcades.

They are game controller natives, and they demand a more engaging and interactive experience when they gamble. They want to be able to play

something that is familiar to them, which is why we are focusing on arcade-style skill-based games. The introduction of skill in a world of chance stands to revolutionise the gambling experience and engage players once again.

What are the remaining hurdles for the adoption of skill-based games?

The main one is market penetration, both domestically and internationally. We have big goals and we firmly believe that with the right placement on the casino floors and the operator support, we can generate a net new revenue stream for casino operators that will create a quick return on investment and give them an exciting new entertainment offering that they can create market messaging focused on an entirely new demographic segment.

Casinos need to provide their clientele with new gambling experiences that echoes the gaming of their youth, with a chance-based component. By providing a solution that is certified and compliant under current regulations in most jurisdictions, Synergy Blue is poised to help accelerate the adoption of skill-based gaming.

GUEST COLUMNIST:



ROSS HASELHURST

COMMERCIAL DIRECTOR,
BEDE GAMING

IMPROVING INTEGRATIONS

With operators under pressure to deliver a wide range of personalised content, it is time to take advantage of the real opportunities content integrations present

Integrations have been gaining a reputation of being a laborious necessity of late. Associated with technical complications or projects that can drag on for months, integrations are seen as a means to an end but not always an enjoyable one. However, there is no need for this to be the case and in an industry where content remains king, those that don't view integrations as an opportunity are missing a trick. Good integrations are not about simply onboarding a new content supplier, it is about doing so in a manner which creates additional value for both sides and builds a deeper relationship between operator, supplier and ultimately, the player.

For many years, volume was everything, and as a result operators were left with products which they struggled to differentiate or personalise to individual players. The reaction to this problem, certainly among Europe's top tier operators, was to turn to direct integrations with the many premium content suppliers our industry is lucky to work alongside. And while direct integrations can solve many of the frustrations operators faced when they were struggling to differentiate products and get what they wanted out of these partnerships, they can be time-consuming processes that use resources and take months to deliver, particularly when each supplier must be treated and developed individually. In an industry that moves as quickly as ours, it's essential that integrations move as quickly as player focus.

DEEPER INTEGRATIONS

There are many opportunities to be had in creating deeper integrations across the board in order to get the maximum out of these partnerships and create the ultimate experience for the end user.

Perhaps an operator's BI tools show that a particular player enjoys a few spins on a football-themed slot on Tuesday and Wednesday nights after Champions League games. Said operator could then incentivise this player to wager on the football via its sportsbook and reward them with free spins in its casino after the game.

Imagine that instead of going to each supplier and using resources in time and staff to create these promotional cross selling programmes, it is all already available to you in one place? Including the best of BI, content and vertical? Deep integrations with your favourite suppliers already complete and ready to use

to give your players the ultimate experience during their favourite time of the year? Done. This means that suppliers can concentrate on optimising the delivery and value of their own product within an operator's ecosystem and operators can focus on experience excellence for players, assured that their platform is providing the optimal tools and integrations needed to help them deliver their goals.

ADDED VALUE

Delivering new content via a specialised platform, rather than directly, can bring operators benefits across the board, which could be a gamechanger for operators. For one, it accelerates the process. Popular suppliers often have long integration roadmaps, meaning operators are waiting months for the latest content. Integrating via a platform specialist can turn months into a matter of weeks, keeping content fresh and up to date. It also allows operators to deliver a far more bespoke and personalised experience to players by creating a 360-degree view of the player. As well as cross-supplier promotions, operators are empowered to tailor marketing based on a player's activity across all content. Additionally, deeper integrations make it easier for multi-jurisdictional operators to offer different content in different territories dependent on local legislation. The single view of the player enables them to ensure they are meeting responsible gaming standards by displaying all activity on a single platform.

If a player is being flagged for high activity on slots, this allows operators to step in and ensure the player does not simply switch to sportsbook and avoid detection. Then there is the omni-channel question. Delivering consistent content – and the all-important single account wallet – across online and retail is simply not possible without a flexible platform that can deliver deeper supplier integrations.

STRONGER PARTNERSHIPS

Ultimately, the delivery of a world-class gaming experience is the result of strong partnerships between operators and suppliers.

The platform layer should serve to strengthen these partnerships by adding value, not merely facilitating a transaction. It should empower the operator, allowing it to optimise all its content and deliver a better user experience to customers. We have already seen the industry reject the 'one-size-fits-all' approach to platform and content provision because there absolutely isn't a 'one-size-fits-all'; operators have multiple strategies, multiple business set ups and multiple supplier preferences. The next step is increased specialisation, and just as the best slots are now created by dedicated studios, so the best integrations will be delivered via specialist platforms that are designed to smooth this process. After all, any good integration should be worth more than the sum of its parts.

MAR/APR ISSUE OUT NOW
Click **HERE to view**

