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Table of Contents

From the Expo Floor to Market Strategy: Belatra's Take on iGaming Evolution (EG) Kateryna Goi / Belatra	3
Interview with Bingo Expert Kati Saari on the Importance of Transparent Payout Percentages (EG) Kati Saari / Bojoko	5
Thunderkick's secret to success: The importance of a localised approach (EG) Andrea Brioschi / Thunderkick	7
European Gaming talks to the Senior Sales Manager at PandaScore (EG) Joseph Noone / PandaScore	9
Promatic Group: Pioneering Innovation in Slot Gaming for Over 25 Years (EG) Piotr Fedak / Promatic Group / Promatic Games	11
The advantages of Vantage – details of Relax Gaming's brand-new aggregation ecosystem (EG) Marta Zogala/ Relax Gaming	14
The Importance of Intellectual Property in Safeguarding Your Gaming Innovations (SA) Dr. Deborah Vella / E&S Group	15
Player retention – keeping players coming back in the age of sky-high acquisition costs (GA) Allan Stone / Intelitics	16
Exhibition Spaces for European Gaming Congress 2024 Sold Out! (EG) Hipther Events / European Gaming Congress 2024	19
Exclusive interview with WA. Technology: LatAm's most established iGaming solutions provider (GA) Axel Antillon / WA.Technology	20
Sports Betting Advertising in Latin America (ED) Federico Rodriguez Aguiar	23
Can Fun Be Safe? The Role of Social Responsibility in Slot Game Design (EG) Maciej Makuszewski / Promatic Group / Promatic Games	24
Exclusive Q&A with the CEO and Founder of MixRift (EG) Bobby Voicu / MixRift	26
European Gaming Congress 2024 Final Agenda Revealed! (EG) Hipther Events / European Gaming Congress 2024	29
Propping up the prediction game for sports betting (GA) Graham Savage / GamePLAI	30
Responsible Gaming Education Month roundtable (GA) Joann Pierce / Dr. Michael Auer / Games Global USA / Openbet Neccton	32
Roundtable: what technology will be the next gamechanger for iGaming? (EG) Tereza Melicharkova / Araminta Hannah / Allan Stone / Swintt / Comparasino / Intelitics	34

From the Expo Floor to Market Strategy: Belatra's Take on iGaming Evolution

As the iGaming industry gears up for the SBC Summit in Lisbon, all eyes are on Belatra, a developer with over three decades of experience in both online and offline gaming. In a new interview, Kateryna Goi, the Chief Marketing Officer of Belatra, reveals the company's bold new strategies, the importance of data-driven marketing, and why 2024 marks a pivotal moment for its presence on the global stage.

Kateryna, Belatra has been a key player in the iGaming industry for over 30 years and an experienced participant in the SBC Summit. What drives your continued participation, and how has your approach evolved?

Our participation in the SBC Summit has always been about more than just showcasing our products—engaging with the industry, exchanging insights, and staying ahead of trends. Over the years, we've gained valuable experience, particularly as we transitioned to online gaming in 2017 and navigated the global shifts in entertainment consumption that followed in 2020. Each year, we've refined our strategies and expanded our offerings. In 2024, we're focusing on deepening our connections and sharing our latest innovations in more interactive and impactful ways. This approach allows us to effectively contribute to the collective growth of the iGaming industry while continuing to evolve alongside it.

The iGaming industry has seen rapid changes, particularly with the advent of new technologies. How has Belatra adapted its marketing strategies to stay ahead in such a dynamic environment?

Adaptability is crucial in our industry. We've embraced data-driven strategies, which allow us to tailor our marketing efforts more precisely to the preferences and behaviors of modern players. This approach is deeply rooted in continuous marketing research and constant feedback from our users. Understanding player preferences through research and 3d-party experience at events like SBC helps us refine our products and marketing campaigns to meet their evolving needs. By leveraging data, we can create more personalized experiences, which is crucial in maintaining player engagement.

Regarding data-driven strategies, you mentioned the importance of understanding modern players. What insights have you gathered about player preferences, and how do they influence your marketing approach?

We've found that player preferences vary significantly between generations. Millennials, who transitioned from physical to online casinos, often seek out traditional games that remind them of the past. Titles like Piggy Bank and Lucky Drink remain popular with this group due to the nostalgia they evoke. We've adapted by bringing these classics online, allowing Millennials to enjoy familiar games in a new format.

Gen Z, on the other hand, favors fast-paced, visually engaging games with quick rewards. They're more



selective and follow trends, gravitating towards innovative features and dynamic gameplay. Understanding these differences allows us to tailor our marketing strategies and game development to cater to the distinct needs of each group, ensuring our offerings remain relevant and appealing.

What role do exhibitions like the SBC Summit play in developing the iGaming industry? Are they more than just marketing opportunities?

Exhibitions are crucial for the industry's development. They are not just about showcasing products; they are platforms for knowledge exchange, networking, and collaboration. At events like the SBC Summit, you can gather insights from various market players—casinos, platforms, developers—and gain a holistic understanding of industry trends. These interactions often lead to new ideas and innovations. For instance, a discussion on player behavior might inspire a new feature in our games, or a conversation about future technologies might spark a new marketing campaign. So yes, while exhibitions are excellent marketing tools, their impact on industry development is profound.

What are the non-negotiables for a successful iGaming company in the current market?

A successful iGaming company today must focus on delivering a seamless, omnichannel experience. This means that whether a player accesses your games on a desktop, mobile device, or even a VR headset, the experience should be consistent and engaging. Additionally, personalization is vital. Players expect content tailored to their preferences, and companies that can deliver this will thrive.

Beyond this, marketing possibilities extend even further with a high-quality product. For example, graphics from the games can become NFT art and find their way into digital galleries, while game soundtracks are promoted alongside popular music tracks on platforms like Spotify – we're about to present such a case quickly. It's not just about promoting a game—it's about creating an entire world that immerses people in a rich, multi-layered experience filled with references to our products.

Belatra is expanding into new markets, such as Latin America. How does your marketing strategy adapt to these regions?

Kateryna Goi: Entering a new market like Latin America requires a deep understanding of local player preferences and cultural nuances. We emphasize player-centric marketing, which involves multilingual support, engaging loyalty programs, and showcasing success stories that resonate with local players. We also adapt our content to highlight upcoming releases and behind-the-scenes content that appeals to the local audience. We aim to connect with players beyond gaming, demonstrating our commitment to their satisfaction and well-being. This approach positions us to make a significant impact in these emerging markets.

The SBC Summit is just around the corner. What can attendees expect from Belatra at this event?

We have an exciting lineup planned for the SBC Summit. Visitors can find us at Booth B640, where we'll be showcasing our latest iGaming products and solutions. Expect interactive demos of our newest games, allowing attendees to experience them firsthand. We've also prepared exclusive giveaways to ensure everyone who visits leaves with something memorable. But beyond that, our booth will be a hub for networking. We're eager to connect with industry professionals, discuss future trends, and explore potential collaborations. For those who want a deeper dive into what Belatra offers, we're scheduling personal meetings to provide focused attention and discuss tailored solutions.

Finally, what's next for Belatra? Are there any upcoming innovations or expansions you can share?

Kateryna Goi: We're constantly innovating, and in the coming months, you can expect to see more exciting developments from us. We're preparing new, interesting slots packed with bonuses and unique features to captivate players. Additionally, we're expanding our presence in several emerging markets with significant growth potential. Our focus remains on creating high-quality, engaging games that resonate with players worldwide, and we're excited about the possibilities ahead.

Kateryna
Goi
Chief Marketing Officer

Bingo Expert Kati Saari on the Importance of Transparent Payout Percentages



How does RTP transparency affect a bingo operator's ability to attract and retain players?

Transparency around RTPs is a great way to build trust. Players are looking for platforms that offer not just entertainment but fair gaming conditions. When operators display their payout percentages, it reassures players that the site isn't taking excessive margins. Operators who obscure this information risk losing more experienced players.

What role does Bojoko play in helping players understand and choose bingo sites based on payout percentages?

At Bojoko, we focus on providing players with detailed, unbiased information to make informed decisions. We have a dedicated page showcasing the best payout percentages for British bingo sites, showing the percentage of each. Sadly, the number of bingo sites listed with their payout percentage is still low, but I am constantly pushing for more information from our partners.

Additionally, our bingo comparison tools allow users to filter sites based on payout percentages, giving them a clear understanding of where they stand.

We also provide in-depth reviews and player feedback to ensure users get a complete picture—not just of the RTP but also of the game experience, bonuses, and community aspects. It's all about empowering players with the right information to choose a site that suits their preferences and playing style.

How do you see the future of payout percentages shaping player expectations in bingo?

Player expectations will continue to evolve, with an increasing demand for transparency and fairness. As players become more savvy, they gravitate toward sites offering clear, competitive payout percentages. A few months ago, we spoke about affiliate marketing strategies, and I believe clear information about RTP could soon become a much more significant part of this conversation.

We also foresee a shift toward more personalized gaming experiences, where players can choose between higher-risk, high-reward games and safer options with smaller, more frequent payouts. Operators who can adapt to these preferences will be best positioned to thrive.

As Bojoko's Bingo Expert, Kati Saari is responsible for investigating and analyzing the best payout percentages across online bingo sites in the UK. Given the increasing importance of payout percentages in player decision-making, Kati helps Bojoko's users navigate the crowded bingo landscape by pinpointing sites that offer the best return for their money.

In this exclusive interview, Kati discusses players' challenges when accessing RTP information on bingo sites and how many operators still fall short in making this critical data readily available. With her wealth of experience in the bingo industry, Kati provides unique insights into how transparency (or lack thereof) can affect player trust and long-term engagement.

How important is a bingo site's payout percentage to potential players?

It varies quite a bit. Many players are unaware of any difference between one bingo site and another, but overall, players are more educated than ever before. With the increasing availability of comparison tools and review sites like Bojoko, players know that a higher RTP means a greater return over time.

For bingo, where the social aspect is strong, players still expect a fair return on their investment. This growing awareness pushes operators to communicate their payout rates clearly to maintain player trust and loyalty.

How open do you find bingo sites are about disclosing their RTP rates?

It's quite disappointing, to be honest. While some operators are transparent, many still bury this information within their terms or don't provide it. Given how critical RTP is to the decision-making process for many players, it's frustrating to see how difficult it can be to find this data. I believe operators need to do better. If they want to build trust and retain players, they must be upfront about these percentages and not hide them away.

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Thunderkick's secret to success: The importance of a localised approach

Andrea
Brioschi



In our latest Q&A, we sat down with Thunderkick's Key Account Manager, Andrea Brioschi, to discuss the importance of localisation and the intricacies of the Italian market.

Although Thunderkick is an established provider in Italy, how important is it having a native speaker to build and maintain strong partner relations in the market?

A localised approach is key in any market, but it is particularly important in Italy, where the natives are typically very traditional people. Italians like to communicate in their own language, and it is far easier to forge relationships when you share traditions and can understand cultural references relating to a specific way of life.

Certain marketing strategies that work in other European jurisdictions won't necessarily be effective in Italy, so having a native managing client relationships is pivotal in enhancing operational efficiency. Like any industry, iGaming is about building and maintaining relationships, and a targeted approach will not only help establish connections, but can also aid in delivering country-bespoke content and marketing campaigns.

In your position working across multiple jurisdictions, what are the differences in how the Italian market operates?

The Italian market is incredibly unique and comes with its own challenges. The strict regulatory guidelines make marketing new products tricky, with various game approval processes in place and numerous certificates required. As a result, the process can sometimes take up to a month, meaning a huge amount of prior planning is necessary in order to meet deadlines.

This is why it's essential to have someone in place who works within the market, day in, day out. You can no longer navigate the Italian market as a salesperson. Instead, you must have a broad spectrum of knowledge and experience within sales, compliance, and legislation.

How has your position as a native Italian speaker helped resolve previously encountered issues?

Thunderkick's approach in Italy has allowed us to build relationships with a host of reliable partners, which are crucial when it comes to launching games. Previously, due to the processes in place, games would often be released days, sometimes even weeks later in Italy. With the right

coordination and planning, as well as optimised communication, we can work ahead of schedule to obtain certification early, streamlining the product launch process so that games can be released on the same day in Italy as they are across the rest of Europe.

Effective communication is the most important aspect. Having a native speaker means nothing gets lost in translation and the correct message can be relayed from our Italian partners back to the Thunderkick tech and compliance teams, in turn allowing for rapid and efficient problem-solving.

What are the key benefits of adopting a tailored approach to commercial activities in a market and what impact has this had on revenue?

At Thunderkick, we strive to provide the best possible service to our customers. Something which may seem inconsequential, such as having similar experiences growing up, can be more significant than you think in fostering strong relationships. I have the opportunity to really get to know our partners, allowing us to tailor our approach according to their preferences.

It is also necessary to understand what resonates with players in a specific market, paving the way for bespoke content and targeted communications. We can now make predictions about which games will be more successful in Italy and create a marketing campaign across the relevant channels to appeal to the target audience. Ultimately, this tailored strategy is a key factor in amplifying player acquisition, enhancing player experiences, and driving commercial revenue growth. This has been apparent, with Thunderkick's Italian operations thriving alongside the expansion of the market.

Do you think the success of Thunderkick's localised approach in Italy will impact future decisions to employ native speakers in targeted markets?

Having seen the impact of our localised operations in Italy, Thunderkick has already taken steps to replicate this strategy. With the emergence of the promising Latin American markets, of which we have recently launched in Mexico with Rushbet and Colombia with Luckia, Thunderkick has taken steps to appoint a Spanish-speaking Account Manager, Ariadna Ölund.

Ariadna will contribute to forming relationships and tailoring our approach in the established Spanish market, as well as across the Atlantic in Latin America. It is difficult to predict where the next hub of iGaming will be, and therefore it is vital to remain flexible and build a diverse team with expertise across global markets.

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Scan the QR code above, and get FREE ACCESS to the entire playlist containing the full recordings of all the panels from the European Gaming Congress 2023!



European Gaming talks to Joseph Noone Senior Sales Manager at PandaScore



Congratulations on your appointment as Senior Sales Manager at PandaScore. How have you settled in?

Thank you. I've settled in really well, helped of course by the entire PandaScore team being incredibly welcoming and supportive. This has allowed me to hit the ground running and to enjoy getting to know the team and the business. I've spent my initial days understanding the intricacies of our products and the specific needs of our customers. This has been crucial in helping me align my goals with the company's vision. I've also taken time to get a feel for the dynamics of the business and my immediate team to ensure that I integrate myself smoothly into day-to-day operations. It's been a busy few weeks, but great fun at the same time.

Where will you be focusing your attention and efforts initially?

Now that I've got my feet under the table, my focus will be on strengthening the relationship we have with our current sportsbook operator partners and also identifying new business opportunities. I plan to expand our market share by showcasing the unique value that we bring to the esports betting space through our Odds feed as well as cutting-edge products such as our BetBuilder and PlayerProps. I'll also be working closely with teams across the business to ensure our solutions and services align with the needs of our customers and they not only meet expectations but exceed them.

Can you talk through your previous experience and how you will use it to help drive growth at PandaScore?

My background is in sales and business development, especially driving growth through strategic partnerships. This will be instrumental in my role at PandaScore where I'll leverage my experience in identifying new market trends and customer needs to develop and deploy targeted sales strategies that will help us expand our presence across international markets and ultimately drive growth. That I have experience in both the video games and gambling industries is an added bonus, too.

You mention you have experience in both video gaming and gambling – what are the main similarities between these industries?

Both industries are about engagement and entertainment. In video games, the focus is on creating immersive experiences that captivate players while with betting, it's all about providing thrilling and potentially rewarding experiences. Of course, esports betting sees these two worlds collide. They are a good fit, too. Both rely heavily on innovation and a compelling UX. They also have a shared

Joseph
Noone
Sr. Sales Manager
PandaScore

community aspect and the need to build a loyal user base to ensure long-term success. The overlap between the two provides plenty of opportunities, especially when it comes to esports which bridges the gap between competitive gaming and betting.

Some operators have been slow to embrace the esports betting opportunity. Why is this and what are you doing to ensure more sportsbooks tap into the rising demand for esports betting?

There are a few reasons for this. Some operators are hesitant due to a lack of understanding of the esports audience and how to engage them – esports fans are quite different to traditional sports bettors in their preferences and expectations. There's also the challenge of navigating the fast-paced and ever-evolving world of esports. This is why we have focused on educating our partners about what makes esports different and then providing them with the tools they need to engage players and deliver the esports betting experiences they are seeking. To do this, we take a data-driven approach alongside offering a suite of innovative solutions that simplify the process for operators to get in on the esports betting action.

What makes for a compelling esports betting experience? Does it differ from standard sports betting and if so, how?

It comes down to offering fast-paced, engaging and tailored betting opportunities across many esports disciplines. The user experience and bet types offered need to reflect the dynamic nature of esports, including things like player props, bet builders and micro-betting. Esports fans also expect enhanced on-site content to add more value to their overall experience with the esportsbook, which is why our pre-match and live stats widgets is proving really popular with operators and their players.

What opportunities are operators missing if they don't get in on the esports action?

Those who fail to tap into the esports market are missing out on the chance to engage a rapidly growing and highly motivated audience. Esports allows operators to reach a younger demographic not currently interested in traditional sports betting. In addition, the global reach of esports allows operators to expand into new markets through a growing vertical that shows no signs of slowing down. By not embracing esports, operators are failing to diversify their offering and missing the chance to engage the players of tomorrow, today.

Any final thoughts?

Esports is not just a trend. It represents a significant shift in the entertainment and betting landscape and those who recognise this and embrace it will be the ones who see substantial growth in the years ahead. At PandaScore, we are committed to being at the forefront of this revolution and we are excited to partner with forward-thinking operators who are ready to seize the opportunity at hand.



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Sponsors Spotlight: Promatic Group: Pioneering Innovation in Slot Gaming for Over 25 Years

The European Gaming Congress (EGC) returns to Warsaw for 2024 on 15-16 October, and organizer HIPOTHER is proud to introduce the conference's esteemed Sponsors – trailblazing companies and accomplished professionals that help make the magic happen! In this Sponsors Spotlight Feature, we welcome Piotr Fedak, CEO at Promatic Group, parent company of the Platinum Sponsor for EGC 2024, Promatic Games.

To start off, thank you for becoming the Platinum Sponsor of the upcoming EGC in Warsaw. We truly appreciate your trust! What inspired your decision to participate and sponsor this event?

The European Gaming Congress is a very important event for us, we have participated in the past edition. The congress creates an opportunity to meet, exchange experiences, discuss trends between industry professionals as it gathers representatives from all over Europe. Being a Partner in such events is also part of our organization's strategy. And the fact that the conference is held in Warsaw, Poland, is of great importance – we are a local company and the Polish market is extremely important to us, hence our strong involvement in EGC.

As is tradition, could you tell us a bit about yourself? How long have you been with Promatic Group and in the gambling industry overall?

I have been associated with Promatic Group nearly 20 years now, the vast majority of my professional experience in the industry. In our organization I have held various positions related to operational areas, later I became a Managing Director and currently I am the CEO of the company being responsible for strategic, operational and organizational management.

You describe Promatic Group as a “one-stop solution provider for the gambling industry.” How should we interpret that? Tell us more about the company and its journey.

Correct, hard to believe it's been almost 30 years now! We started as a distributor and over the course of almost 3 decades we have been developing our products – at the beginning we only offered EGM Terminals with slot games produced in Austria. Later, we started producing our own game collections which naturally led us to developing a fully professional games studio that delivers own, developed in-house products to both the retail and online markets.

Our conference focuses on the European market, but you have a presence beyond Europe as well. Which markets are most important for you, and what offerings do you bring to Europe versus other regions? Which market is easier or harder to operate in, and how do they differ?

As I mentioned, Poland is a key market due to our origin. However, with nearly 30 years of experience, we now operate under two flagship brands, Promatic and Promatic Games, and we are present in various locations globally, including Europe, Africa, and Latin America.

European markets are definitely more saturated and are characterized by high competition. In Africa, for instance, there is much more space for business development, but also more organizational challenges than in European countries. It is difficult to say which market is easier as they differ significantly. Yet, our diverse offer allows us to operate in many regions, and although each market has different regulations we deal with in our daily activities. That is why we are always flexible and able to adapt to a given region and its specific requirements.

Like any company, you surely have competition. If you had to pinpoint what sets you apart, what would you say is your competitive advantage?

Our industry is characterized by very strong competition. Yet, we always try to use our competitive advantage – we are an independent manufacturer with our own resources and capital, we have an autonomous game studio and we are self-sufficient in every aspect of our activity.

Besides, Promatic Group is a local company quite different from big enterprises, not limited by corporate complications, intricate processes and complex internal regulations. We do not follow extensive bureaucracy and we

You were nominated in four categories for the EiGE awards:

- Best iGaming Supplier > Promatic Group
- Best iGaming Product > Miss Joker Show (Promatic Group)
- Best Game Developer > Promatic Group
- Best Emerging iGaming Company > Promatic Group

From what we see in the results of the first stage, you have a chance in several categories. Winning in which category would make you the happiest, and why?

We proudly received nominations in four different categories and in each of them we were among the finalists, which makes us very happy. The categories are very diverse, and the nominations in all of them confirm the hard work of all our teams in our organization, show our versatility and motivate us to continue the good work. The nomination in the Best Product category is certainly very important to us, we know that Miss Joker Show is very well received by players in many markets, but of course we keep our fingers crossed for any award in any category. Each will make us equally happy.

Engagement vs. Responsibility – will you be discussing this at the congress? What is your opinion on the topic, and how does Promatic approach it?

All aspects of Responsible Gaming are always significantly important to us. We adapt the policies already at the design stage of our products. We want our games to be engaging, but at the same time not to extend any negative patterns, so we implement a number of features and mechanisms to our products to be fully compliant with principles of Responsible Gaming.

During the European Gaming Congress, Promatic representatives: Maciej Makuszewski – Head of iGaming and Luka Oblak – Product Manager will present a very interesting workshop showcasing how to capture such balance between user engagement and policies compliance. The presentation 'Mastering the Art of Balanced Slot Development' – we kindly invite all the attendees of EGC to participate.

As we approach the final quarter of 2024, it's a good time to start reflecting on the year. What are your plans and goals for Q4 and the upcoming year, 2025? What challenges do you foresee?

Although it is still too early to sum up, this year was very successful for us – we managed to complete many key business projects, we keep developing our online product, receiving new relevant certifications and we would like to maintain this trend. In the coming months, we plan to expand to new markets and grow our team of experts. We also focus on the development of new

technologies, we expand the retail network while focusing on further development of the online product. We concentrate a lot on diversifying our product offer, which will certainly be much wider next year.

EGC is not the only conference where we can meet you at industry events in the near future. Can you share any plans in this regard?

Industry events are an important platform enabling valuable discussions and meetings. This week we are participating in SBC in Lisbon, we will also be at iGaming in Malta.

Next year, we are exhibiting at ICE 2025 in Barcelona and warmly invite you to visit Promatic Group's stand. All the above events are very inspirational as we are committed to following trends, developing know-how and new technologies in gaming, and exchanging experiences with industry experts, which certainly contributes to our development.



Piotr Fedak

CEO

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adapt faster to changes in the business environment. Consequently, we can create new products and complete business agreements faster and more agile, easily competing with large corporations.

On top of that, we offer a very competitive product with excellent value for the money. We create top-engaging content as our games always respond to individual needs of the market, local players and that definitely distinguishes us from the competition.

And what do you admire in other companies? Do you have any role models or best practices that you follow? Is there someone/some company worth emulating—even if you don't want to name names?

Like most companies we follow industry trends as well as competing businesses and wish to be one step ahead. We are confident that with such an approach the industry can develop, and direct, open competition creates opportunities for growth.

In our organization, we act as a participant in the gaming industry – we observe others, but we also want to have a significant impact and set the trends based on our capabilities and resources. What characterizes large companies is a strong distribution and operational authority in the countries they come from as it allows to scale global operation.

Let's talk about branded games. Do you have any other themed games in your portfolio? If so, what are they like? What guides your choices when selecting these themes?

Games featuring celebrities, such as Mariusz Pudzianowski – the brand ambassador of Promatic Group, allow us to stand out on local markets and create unique, dedicated content, responding to individual needs of players in a given region. Apart from Pudzian, our games feature other famous figures who are popular in Slovakia, Romania or Ukraine. But celebrity games are not the only trend we use in our slots, we also focus on popular and well-known historical, cultural or social themes, examples include titles like Janosik, Husaria, Golden Train or Copernicus dedicated to Polish players or games with African themes, very popular in Nigeria: Naija Wheels or African Carnival. The ability to create branded games is a great added value of our brand and we are happy that we can promote themes and motives that are important to players in local regions

What opportunities and challenges do you see for the gaming industry in Europe? How is Promatic Group preparing for changing trends (do you notice any, e.g., in customer behavior, industry needs, legal regulations, etc.)?

Our industry is defined by very strong legislation, also in Poland.

The European market as a whole is already very regulated and saturated and most of our neighboring markets have increasingly restrictive regulations that do not translate into sales opportunities in the retail segment. Online market currently offers greater space for development and this is one of the trends that Promatic focuses on – we want to deliver products to the online sector in Poland and other European markets.

But regulatory restrictions and differences are not the only challenge, players' preferences are changing too and we want to follow them by modifying the ergonomics of the machines following waving popularity of games, and user behaviors, which is why we constantly develop new products, providing new, engaging content that is both safe and compliant with Responsible Gaming policy. It is our highest priority to deliver safe products, our production process is always well-thought-out from the early design stage to publishing aspects, ultimately leading to the certification of our products according to the highest European standards.

It is difficult to say which market is easier as they differ a lot. On the other hand, despite discrepancies, our diverse product offer and ability to adapt to specific market requirements allow us to operate in many regions with changing regulations.

The advantages of Vantage: Marta Zogala reveals details of Relax Gaming's aggregation ecosystem



What is Relax Vantage®, and why should operators and suppliers be excited about this new platform?

Relax Vantage® is a brand-new portal for all Relax Gaming's customers, it comes after we took a deep dive into user requirements and found that we were in a position to offer smoother, non-stop access to our aggregation ecosystem. This game changing portal will cover all aspects of our business partnerships from integration support, analytics to performance reports.

For operators it will also offer a new way to access and discover our personalised library of aggregated content, tailored to each individual market. For suppliers it will offer them a new way of putting their content in front of Relax Gaming's ever-growing network of operators around the world.

How does Relax Vantage® differ from what the studio offered operators and suppliers prior to its release?

We've automated the vast majority of the BAU processes which has in turn enabled the platform to be much faster and more efficient in terms of scalability. The goal of Relax Vantage® is to act as an all-in-one portal to support the business needs of every supplier and operator partner.

Our long-term aim is to also bring a level of transparency, automation and self-service on a level we've never been able to offer before, which we know will be a hugely attractive proposition to both current and future customers.

How has content aggregation changed over the last few years and what has does Relax Vantage® done to address those changes?

There has been an explosion of new content providers in recent years. Through Relax Gaming's multiple

integration models, Silver Bullet, Powered by Game Server and Powered by Plat-2-Plat, we are able to cater to the individual needs of many suppliers.

On one end we have our distribution Plat-2-Plat program that allows suppliers to leverage our aggregation platform to reach operators, and on the other we have our comprehensive support package, Silver Bullet. The Silver Bullet program offers support for everything, including game concept consulting, development, certification and commercial representation.

The explosion in content makes it incredibly difficult for operators to keep track of the latest games, but we believe in choice! Our advanced filtering tools allow users to select titles based on markets, features and so much more, making the experience straight-forward and most importantly enjoyable.

Is ensuring content aggregation is functional and easy to manage key to acquiring and retaining customers?

Being agile and able to move quickly as the industry throws up new challenges is vital. In this day and age, the industry is subject to a lot of challenges, new regulations and jurisdictional requirements. We suffer information overload and constant context switching.

We aim to give our customers all the transparency and tools they need to fully manage their content. I'm confident that the level of service we provide and the level of flexibility our platform offers makes Relax Gaming a very attractive proposition for any supplier or operator out there.

What are your long-term hopes and ambitions for Relax Vantage®?

We have an exciting roadmap that we believe will further enhance operator and supplier experiences. The industry we are working in is constantly evolving, we see Relax Vantage® as a product that will need to constantly innovate to meet the demands of the industry.

This is an exciting challenge for us at Relax. We listen closely to the customer's feedback and plan to be able to easily react to the needs in terms how to work with an aggregator. Ultimately, we want Relax Vantage® to become an all-in-one solution to serve all the business and operational needs of our supplier and operator partners from any location and provide 24/7 support.

The Importance of Intellectual Property in Safeguarding Your Gaming Innovations

In the competitive gaming industry, innovation and creativity set the best apart from the rest. **Dr. Deborah Vella, COO at E&S Group**, says, “whether you're building the next blockbuster or carving out a unique niche, protecting your intellectual property is not just essential – it's critical for long-term success.” With so much at stake, how can you ensure your brand, software, and ideas are protected from imitators? That's where IP strategy becomes your ultimate game-changer.

Types of IP Protection in Gaming

Have you considered how to protect your game's unique code, characters, artwork, and music? **Copyright** is essential for keeping your original content secure. Without it, your creative work could be copied or redistributed without your permission.

Trademarks are equally important. They safeguard brand identifiers like your game's name, logo, and tagline. This form of IP prevents others from using similar marks that could confuse players. Registering a trademark with the EUIPO or UKIPO can provide protection across multiple jurisdictions, ensuring your brand is secure internationally.

And while **patents** might seem uncommon in gaming, they're invaluable if you've developed unique game mechanics or technology.



Dr. Deborah
Vella
COO @ E&S Group

A patent could protect your innovation from being copied by competitors looking to cash in on your ideas.

Why IP Protection Matters

As Dr. Vella explains, “When it comes to running a successful gaming business, trademarks are more than just a legal formality – they're your brand's first line of defence.” In fact, they're like your game's personal bodyguards, ensuring that your brand stands out and remains unmistakably yours. For instance, iconic trademarks like “Super Mario” and “Minecraft” are prime examples of how strong branding and protection helps games dominate the market.

Similarly, in the casino sector, trademarks play a pivotal role in building **player trust and loyalty**. This means your players can easily find and recognize your games, while you enjoy the peace of mind that comes with knowing your hard work and creativity are legally protected.

E&S Group takes it a step further by leveraging the PCT (Patent Cooperation Treaty) and WIPO's (World Intellectual Property Organization) international systems to ensure your IP is protected across borders. In today's global marketplace, your game could go viral anywhere, and you need to make sure your IP is safeguarded globally.

E&S Group: Your Partner in IP Protection

Securing IP rights is just the beginning. Once your rights are in place, how do you defend them if someone infringes on your trademark? At E&S Group, we understand the importance of ongoing monitoring and enforcement. “When infringement happens, quick action is key. Whether it's resolving the issue amicably or taking legal action, we've got you covered,” says Dr. Vella.

At **E&S Group**, we specialize in guiding gaming companies through the complex landscape of IP protection. From securing trademarks and copyrights to filing patents, we offer full-spectrum solutions that protect your innovations and ensure your hard work remains yours. We handle everything from registration, renewal, and enforcement so you can focus on what you do best: creating groundbreaking games.

Don't wait until your IP is compromised. Secure your brand, protect your content, and ensure that your innovations thrive in the competitive gaming industry. Contact E&S Group to safeguard your gaming IP and ensure your brand continues to succeed globally.

Allan Stone: Player retention – keeping players coming back in the age of sky-high acquisition costs

In your view, why do you think player acquisition costs are reaching record-high levels?

Allan Stone: We're starting to see the impact of many of the privacy standards implemented. There is the Cookie deprecation that's happened across both Google and iOS, as well as a lot of the ad identifiers being blocked by default, as opposed to as a setting that users can turn on. Operators haven't been able to truly understand what the impact of this has been. They're having to spend much more to achieve the same level of performance, simply because they don't have a good understanding of the systems in place to hone in on where they are spending money to acquire players. As a result, operators are having to spend more money acquiring players that maybe aren't the best quality and will likely churn.

From a regulatory perspective, especially in the US, there has been a bit of a slowdown in markets opening. We had an initial gold rush here in the US, but now, fewer states are coming online. We're seeing a pullback on ad spend; even though it costs much more to acquire new players, operators aren't spending as much as they used to. I think that's an effect of over saturation in the market. Players have seen all these different products and different brands that are available to them. Essentially, the core products have become very commodotised. Every operator seems to offer pretty much the same slots as everyone else does.

What's interesting is that if you're to walk into a bunch of different casinos in Las Vegas, once you walk past the front doors, they all look and feel the same from a gaming perspective. Where they differ is through the experience that you get while in the casino; the design, the hospitality, etc. Those players that tend to play offline are starting to look towards those secondary offerings outside the core betting portfolio, they're seeking more of an experience.

I think that we haven't seen that in the digital space yet. There is very little differentiation in user experience on one betting app compared to the others. Operators need to take the time and energy to really personalise and customise their user experience to individual players. When that starts to happen, this is when you



start to see an increase in acquisition costs. But then you will also see a consolidation in those costs – operators will start to become more efficient, cost savings will come into play, and that is when these brands can really differentiate themselves from one another.

What's the secret to keeping players coming back in the long term?

In a word, personalisation. It's plain and simple. The more that brands can understand player behaviours and continue to create personalised experiences, the more they will keep players coming back in the long term.

I've heard a few different product people talk about how they can try personalise the experience further, and one idea was to emulate the experience that you get from apps such as Tinder where you swipe left or right to bet on different markets. What they realised was that the younger generation of players – who maybe weren't as valuable – enjoyed that product feature, but their core betting customers weren't as engaged. Operators are waking up to that now. If you want players to remain around, you've got to give them a reason to stay other than simply rolling out the same products as everyone else.

For a lot of the North American brands, they've done a great job of tying their iGaming and sports betting experience into their land-based properties. As time goes on, and the market continues to mature, you'll see much more of that starting to happen. The land-based and digital experiences can complement each other really well, when done right; operators need to make sure they have that streamlined experience across all touchpoints. Brands should be going beyond the standard, core betting experience and instead delivering something much more holistic, and much more personalised to each customer.

Historically, we've beta tested location-based suggestions during NFL games, whereby if someone opened up a betting app while in a stadium, then that would be a good indicator of what markets they would be looking to bet on. They're more than likely wanting to bet on the game that is taking place in front of them. Operators could use this opportunity to offer micro betting markets, or player props to that player. We know that the technology is there to do this.

How do these approaches balance the need for immediate engagement with long-term loyalty?

A lot of the data and technologies that exist to support operators from an AdTech and MarTech perspective, at least from an acquisition side, has not been great. But we are starting to see that change. Operators can no longer leverage 20-year-old technology to solve a modern-day problem. They need to get granular with the data that they have at their disposal and understand where they can improve their media buying efforts. They need to find out how many players they acquired, what their lifetime value is, whether there are any similarities and trends between those players. From there, operators can then optimise their campaigns to focus on just acquiring those players.

There is much more that operators can be doing to leverage their data at scale and create massive efficiencies in their player acquisition – that, ultimately, would bring down costs. If you can create those efficiencies, you can theoretically reduce your costs by 20-30% which is a huge saving.



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Exhibition Spaces for European Gaming Congress 2024 Sold Out!

HIPHTHER, the organizer of premier boutique events for iGaming and Technology across Europe, is thrilled to announce that all tabletop booth spaces for exhibitors and sponsors of the European Gaming Congress (EGC) are officially sold out.

Building on a legacy of success over the past eight years – and following a resounding 2023 edition – the European Gaming Congress has become one of the most popular industry conferences, bringing together key players and bright minds of iGaming, discussing cutting-edge trends and forging partnerships that shape the industry's future.

In 2024, the Congress is set to make waves by embracing HIPHTHER's "Via Infinita" principles: it extends to a knowledge-packed 2-day Agenda, exploring Gaming Compliance, focusing on iGaming Operators and Affiliates, while expanding its horizons to Blockchain, Fintech, Marketing Communications, as well as Corporate Culture.

The growing success of the event has sparked increased interest from leading-edge and renowned companies alike. Notable B2B gaming brands, popular operators, cryptocurrency innovators, and forward-thinking investment funds are seizing the opportunity to showcase their brands and enrich their networks at EGC 2024.

Join us in Warsaw to connect with and learn more about:

Promatic Games and Promatic Group
Xanada Investments
DATA.BET
NSoft
Zondacrypto
Superbet
LV Bet
Nordic Gambling
RM Legal
Gaming in Poland

Polish Chamber of Commerce for the Entertainment and Bookmaker Industry (PIGBRiB)

The EGC Conference series offers a perfect blend of intimacy and exposure, creating an ideal environment for networking and business development. With decision-makers from across the gambling, payments, technology, and compliance sectors, the event is a unique opportunity to gain valuable insights and allies – supporting your business needs, both external and internal.

Don't miss the chance to connect with these dynamic brands and industry leaders at the European Gaming Congress 2024 in Warsaw, on 15-16 October!

Reserve your spot now: <https://hipther.com/events/egc/regwarsaw/>

EUROPEAN GAMING ★ ★ ★
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LatAm's most established iGaming solutions provider

Offering a level of expertise that few can match in LatAm, WA.Technology has firmly entrenched itself as one of the continent's most sought-after providers. In our latest exclusive interview, we speak with WA.Technology's Axel Antillon, Regional Director LatAm, to get the latest on market developments, as well as the level of in-depth personalization required for operators to become a true winner with local players.

For those that might not be overly familiar with WA. Technology, can you give us a brief introduction of who you are as a company?

Of course! WA. Technology is by far one of LatAm's most established providers, with an incredibly long history of success on the continent. With our team's 20+ years of experience here, it's safe to say that we are now viewed as one of the "go-to" providers for the full spectrum of iGaming solutions required for any operator to be a true market leader. Our years of experience have allowed us to become fully entrenched with some of LatAm's biggest operators and have a thorough understanding of the unique dynamics within each market.



We're very fortunate that our team consists of top-level professionals across just about all LatAm's major markets, each of whom have extensive experience in the B2B gambling space. This is something that I believe puts us in an incredibly strong position to not only understand the unique demands of each country, but also allows us to offer the best possible turnkey solutions for our partners across the region. Our long history of success and localised delivery here is a testament to that.

Costa Rica and Mexico are two of WA. Technology's first LatAm markets. How important have these two been for your journey on the continent?

Costa Rica is ultimately where our journey started. But it is actually Mexico which has proved to be our major platform for expansion in the early years of WA. Technology. And there are a number of reasons for that.

It goes without saying that sports, and particularly gambling, are very much ingrained into Mexican culture. The market has been regulated since 1947, meaning that players are well-versed in gambling products – they know what they like, what they don't like, and what they expect from operators. From an operator perspective,

this ultimately means you don't have to spend time educating bettors on the different types of products available to them.

If you look at the market's projections over the next five years, revenue is expected to hit \$3.09bn (USD) by 2029, which is very promising. Data from Zendesk Consultancy also suggests that 4.2/10 Mexicans regularly take part in gambling activities – if you compare this to the wider Latin American region, the average is 3.5. This shows just how popular gambling is across Mexico.

The market proved to be a fantastic platform for our expansion further south, with major successes in Brazil and Ecuador following soon after. Peru and Colombia will definitely be next for us – but more on that later.

Given you're now one of the continent's most sought-after providers, what's your current take on market trends and growth outside of Brazil? Which countries offer the best examples of regulation done correctly?

If we start with Mexico, we have seen high volumes of activity across both lottery and casino. Both verticals have proved to be incredibly popular with players. Another trend we have noticed is the increasing adoption of mobile. Of course, this has always been prevalent in the major cities – but that's now expanding to rural areas at pace, and we're capitalising on this trend majorly as the balance shifts from retail. Of course, this preference for technology-first experiences makes Mexico an incredibly attractive proposition for operators – and one that we're leading the way on.

In Peru, the younger, tech-savvier audience is also showing a strong preference for mobile betting compared to retail and desktop. That's an interesting insight for us given the previous dominance of retail, but that's changing fast. Looking at demographics, the market also has a fast-growing middle-class which is growing year-on-year, many of whom are not only familiar with the range of betting products at their disposal but also enjoy traditional sports, casino and esports, making this a great market for anyone looking to expand their Latin American footprint.

From a B2B perspective, Peru's regulatory framework is also very favourable, – and we really commend the government's regulatory authorities. Introduced in 2023, the legislation gives a solid base for people to invest in the market and for operators to enter and paves the way for a successful long-term operation.

Ecuador's regulation is again very conducive

to good business. The liberal approach allows operators to offer a vast range of betting products, which has really diminished the black market, where players cannot be protected. While the country has flown under the radar for many, it's definitely one to watch.

Next up is Colombia, which was the first market to regulate in Latin America and has undergone tremendous growth since online was regulated by ColJuegos in 2016. The richness of its festive culture, alongside the acceptance of gambling, makes it arguably a shining example of a market done right. Colombia is a country already accustomed to bingo and lotteries, but still with a lot of growth projection on the strategic level. Live casino is also becoming particularly popular here – with ColJuegos estimating that it was already taking 8% of the market back in 2023.

Peru and Mexico have both been incredibly popular markets in the news recently. What would you say are your main USPs here?

In Mexico, one of our offices is located in Reforma – an area that is very central in Mexico City. Our legal team for this market has extensive knowledge of the local regulations and are able to help operators to obtain a licence from Secretaría de Gobernación (The Ministry of Interior).

We are also able to support our partners when it comes to integrations, including payment gateways, which really sets us apart from the crowd. In addition, we belong to AIEJA, the Gambling Association in Mexico, which helps connect operators to various different suppliers. On top of that, we also have a deep understanding of player preferences and the culture. We know how to reach new audiences; what players want and how best to achieve that too. Localisation is key to our strategy in every LatAm market, and Mexico is no exception.

In Peru, we are currently in the process of receiving our certifications. We are about to conclude the vendor registration, which is expected very soon, which will open the doors for new growth at WA. Technology.

This market has been on our radar for many years now. We have been researching it extensively to fully understand how we can gain a competitive edge and how we can best serve our partners. From an operator perspective, this market is high on the agenda for many domestic and international companies already – in fact, the regulator received 145 licence applications during the pre-registration phase alone!

Peru's gaming industry has also been growing at a double-digit rate over the last five years, with casino leading the way, followed by sports betting and lottery. Market data suggests that revenue for the country's online gambling markets could hit US\$314.8m this year, with that figure expected to grow to \$403.5m by 2028. If the market continues to grow at this pace, the opportunity for WA. Technology will be huge!

It's safe to say that Peru will undoubtedly be one of our main target markets over the next few years alongside Brazil and Colombia, where we're also in the process of gaining certification. We're very excited to see what these markets hold for us!

And what are your USPs for both Ecuador and Costa Rica – given we see less media attention on these markets?

In a word, localisation. This is absolutely essential for any market, but particularly in Latin America where each individual jurisdiction is so unique.

In both Costa Rica and Ecuador, we have been closely monitoring regulatory developments and changes in player behaviours – research that has allowed us to support our own commercial initiatives and help shape our future partnerships with operators in the market. We also offer localised payment solutions, which is incredibly important. There's not much point in offering a product if your players can't deposit or withdraw their winnings, right?

We also offer bespoke betting markets for operators across both of these markets. I don't just mean tweaking the language to suit the local dialect. We provide everything that operators need to engage with players across these markets – be it markets on local football leagues, or products tailored to sports that are popular within that particular market.

This goes beyond sports betting too. On the casino side, we offer a tailor-made solution to operators so they can effectively meet the needs of their player base. Casino games that might be popular in Mexico might not gain the same traction in Costa Rica, for example. Again, this is really where the retail heritage comes into play – and it's absolutely essential to understand how the unique retail legacy in each market has shaped slot preferences for each country. In a competitive environment of fine margins, edges like these mean we can provide the tools for our operator partners to quickly gain an edge.

Speaking of player preferences, we've seen a shift towards the online space in recent years. How do you keep up with changing trends?

As we've already covered, you have to remember that many of these markets started off solely focused on the brick-and-mortar space. Players would visit casinos and betting shops, and that's how they engaged with gambling since the 1990s. Now, however, we have a mix of both online and retail with many of the land-based players now transitioning away from the more social-based area of retail to mobile betting that players can enjoy from home, on the commute or anywhere in between.

To capitalize on this, and after extensive research into what these players enjoyed from their land-based experiences, we asked our casino team to integrate our brick-and-mortar offer into the online space. This has worked incredibly well because it allows players to recognise their favourite products and games and enjoy them from the comfort of their own home.

Last but not least, as a major takeaway for our readers – how can we showcase that you are the best provider when it comes to understanding the market?

We have already touched upon localisation, as that's a major point for us that no outside platform provider can match. We are demonstrating this by offering local currencies, payment service providers, languages, local betting markets and even the creation of "specials" – betting markets that have been developed particularly for one jurisdiction. For example, we have our own dedicated teams and models to price up the likes of Mexican wrestling, the famous "luchadores" – which again, very few outsiders can match in detail like us!

It also goes without saying that our WA.Platform is also the most comprehensive, solid platform that is available to any operator looking to make a name for themselves on the continent. We offer both scalable and customisable solutions, meaning that operators can continue to drive future growth as they continue to expand their international footprint.

Axel
Antillon
Regional Director
LatAm

Sports Betting Advertising in Latin America

The development of sports betting in Latin America has prompted several countries to develop regulatory frameworks to control the advertising of these activities. The diversity in regulations reflects both the similarities and differences in the approaches adopted by each nation. In this article we intend to provide an overview of such a vast topic.

Similarities

•**Protection of Minors:** A constant in all countries in the region is the restriction of sports betting advertising aimed at minors. This measure seeks to protect the most vulnerable from the possible negative effects of gambling and ensure that they are not influenced by these campaigns.

•**Promotion of Responsible Gambling:** In all countries - to a greater or lesser extent - the promotion of responsible gambling is an essential requirement in sports betting advertising. Advertising campaigns must include clear warnings about the risks of gambling, as well as messages that encourage responsible gambling practices. This initiative is essential to educate punters about the potential dangers associated with gambling and promote more conscious and safe behavior.

Differences

•**Rigidity of Regulations:** Although all countries impose restrictions on advertising, the rigidity of these regulations varies considerably. Some countries have stricter and more detailed regulations, while others apply more flexible rules. For example, in Mexico and Colombia, the laws are clear and specific about what is and is not allowed in sports betting advertising.

•**Entity in Charge of Supervision:** The entity in charge of supervising and enforcing advertising regulations also differs between countries. In some cases, such as in Colombia with Coljuegos, there is a centralized and specialized authority in the control of gambling. In others, supervision may be dispersed among different government agencies, which can affect the consistency and effectiveness of regulation.

•**Implementation and Scope of Laws:** The implementation and scope of laws also vary. Some countries have established comprehensive and well-developed legal frameworks that are already in full force. Continuing with the analysis of the Colombian market, for example, it has been a pioneer in the regulation of online gambling and its advertising.

As we can see, although the regulation of sports betting advertising in Latin America presents a diverse panorama, there are common paths such as the protection of minors and the promotion of responsible gambling. The differences raised in terms of the rigidity of the regulations, the supervision and the implementation of the laws reflect the different stages of development and the local

approaches of each country, although we must emphasize that all jurisdictions have an attitude of having the issue as a priority.

The benefit is to be able to have models of various markets and -with the necessary modifications according to the characteristics of each country- to be able to use the best tools available according to the interests of each state.

In an environment of growth in the betting market, it is crucial that countries continue to adjust and improve their regulatory frameworks to protect consumers and ensure a fair and safe industry. Cooperation and the exchange of best practices between the nations of the region could be beneficial to achieve these common purposes, which is always the objective that we pursue from these spaces for the exchange of ideas and opinions.

Federico is a Marketing Analyst, and he has participated as a Jury in international events where the achievements of operators, suppliers and companies linked to the sector in Latin America and the Caribbean are recognized.

He has more than 30 years of experience, highlighting in recent years his activity as an independent columnist in media specialized in the Gaming Industry.



Federico Rodriguez
Aguilar

Sponsors Spotlight: Can Fun Be Safe? The Role of Social Responsibility in Slot Game Design

The European Gaming Congress (EGC) returns to Warsaw for 2024 on 15-16 October, and organizer HIPOTHER is proud to introduce the conference's esteemed Sponsors – trailblazing companies and accomplished professionals that help make the magic happen! In this Sponsors Spotlight Interview, we welcome Maciej Makuszewski, iGaming Director at Promatic Group, parent company of the Platinum Sponsor for EGC 2024, Promatic Games.

For many people outside the gaming industry, putting social responsibility and online slot games in the same sentence might seem counterintuitive. What's your perspective on this? How can a slot development company demonstrate responsibility?

You've hit on a very interesting point right from the beginning. From an outsider's view, social responsibility and online gambling might seem like polar opposites—like water and fire. But within the industry, we understand that to succeed, all parties, and especially operators and game studios, need to cater to a broad audience. This includes not only players seeking excitement and adrenaline but also casual players who just want a bit of entertainment. We simply need to think about the mass market when designing the gaming experience.

From there, it becomes essential to safeguard ALL players by promoting responsible behaviors and minimizing risks. After all, even with a naturally risky activity like gambling, people still want a sense of security in their experience. This is where social responsibility becomes key. While the public often associates our industry with problem gambling or even addiction, this is a simplistic view. A problem gambler is not a good player—not for them, and certainly not for us. We aim to create a safe and enjoyable environment for all players, which ultimately benefits everyone involved.

So speaking of iGaming in general, what are the key areas when it comes to promoting responsible behavior and minimizing risks for players, as you rightly put it?

I would consider Responsible Gaming as an umbrella term that encompasses a range of measures. I usually break these down into several key categories:

1. Identifying and protecting vulnerable players
2. Game mechanics
3. Transparency and communication
4. Youth exposure
5. Game design and incentives
6. Financial limits and self-exclusion mechanisms
7. Utilization of player data

Of course, this list can evolve depending on specific market needs, but these are the core elements. I haven't included aspects like fairness or certification, as these are typically viewed as basic prerequisites in most regulated markets—they aren't specific to Responsible Gaming but rather fundamental requirements for offering games to customers. Additionally, technical standards can also play a supporting role in fostering a responsible gaming environment.

Given that your role as a game studio is to provide the games themselves, how can you contribute to making the experience as responsible as possible? You're not in full control over all of the seven areas you mentioned earlier.

You're right—our role is narrower compared to operators, but we still have a significant impact in key areas. We can influence game mechanics, transparency and communication, youth exposure (to some extent), and game design and incentives. While we don't manage player data, we can still support the identification of problem gambling behaviors.

Take game mechanics, for example. As a studio, we invest a lot of time in balancing the speed of gameplay with clear, accurate visualizations of the spin results. One of our key principles is ensuring that all our designs and developments

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are configurable to meet Responsible Gaming requirements. For instance, our games were recently certified in the Czech Republic, where the regulator mandates that each spin lasts at least two seconds. This is a Responsible Gaming measure, and our configurable software allowed us to implement this requirement quickly.

Another area that's been a focus of many regulators is the Bonus Buy feature. We were hesitant to introduce it because some of the behaviors associated with this feature may heighten the risk of problem gambling. After months of careful consideration, we decided to launch it only with the ability to monitor every player action related to this functionality. We are committed to tracking this feature closely to ensure it aligns with responsible gaming standards.

You're also going to touch on game design and incentives at the European Gaming Congress (EGC), correct?

Yes, that's right! We're excited to share the story behind one of our most innovative games, Ale Fajny BOBER. The game's theme is inspired by a popular viral video, and it was a fascinating challenge for our team to translate the essence of a two-minute YouTube clip into an engaging slot experience. We had many discussions on how to best capture and visualize that story within a slot game format. But I'll save the finer details for the conference—we'll be talking about it on Day 1 during our presentation! Feel free to join and ask questions!

You mentioned the game Ale Fajny BOBER. Could our readers be familiar with other titles that have come out of your studio?

Ale Fajny Bober is indeed a new game, which had its premiere in Poland on September 26. Promatic Games has a portfolio of hundreds of exciting slot games that have been both successful and widely appreciated by players. Some of these include: Mummy's Treasure Deluxe, Janosik 30 and Miss Joker Show – the latter has even been shortlisted for the Best iGaming Product category at the EiGE2024 awards, with the final taking place at the upcoming conference. I warmly invite to join us at the event and cast your vote for our title. See you there!

Promatic Group's iGaming Director, Maciej Makuszewski, and Product Design Manager, Luka Oblak, will be presenting a workshop at the European Gaming Congress on 'Mastering the Art of Balanced Slot Development.'

Join us in Warsaw and meet the Promatic Games Team in person: <https://hipther.com/events/egc/>

Get your tickets for the European Gaming Congress 2024 Now!

Maciej Makuszewski
iGaming Director

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SPONSORS SPOTLIGHT

Exclusive Q&A with Bobby Voicu, CEO and Founder, MixRift

Let's start with a quick introduction of yourself and the company – what is your background and what is the story behind MixRift?

As the CEO and Founder of MixRift, a pioneering mixed-reality gaming studio, I bring a wealth of experience as a serial entrepreneur and industry visionary in the XR space. My journey in the gaming industry began with the successful launch of Mavenhut, a mobile games studio. MixRift was born from a collaboration with my co-founders: David Pripas, an official Meta AR Partner who serves as our CPO, and Andrei Vaduva, our CTO.

The genesis of MixRift stems from our collective expertise in the gaming industry and our keen foresight into the burgeoning potential of mixed-reality gaming.

The market projections underscore our vision: the global MR market is forecast to reach \$58.3 billion by 2030, with an impressive CAGR of 71.3%. This growth is largely driven by tech giants like Meta and Apple. A recent study revealed that 52% of consumers express increased interest in AR and mixed reality when associated with Apple, with 38% indicating a likelihood to purchase an Apple offering. Meanwhile, Meta has reportedly sold over 20 million Quest headsets, demonstrating that consumers are eager to embrace this technology when priced appropriately. We expect another huge spike in the conversation when the company launches the Meta Quest 3S, which is rumoured to be cheaper than the original Quest 3.

But we've recognised a significant gap in the market: while user demand for mixed reality experiences is surging, there's a notable scarcity of high-quality MR games. This disparity presented an unmissable opportunity that we're poised to address.

Our aim isn't just to ride this wave of innovation but to shape it. Our ambition is to fill the void in the mixed-reality gaming landscape with captivating, immersive experiences that push the boundaries of what's possible in this exciting new medium.

What inspired you to go into mixed reality gaming and how has it changed the gaming industry?

Our venture into mixed reality gaming is the natural evolution of our passion for and expertise in the gaming industry. David and I have spent years immersed in gaming, and we recognised the

transformative potential of mixed reality before it became a buzzword.

Unlike virtual reality, which creates fully immersive environments, or augmented reality, which overlays additional information onto the real world, mixed reality offers a unique hybrid experience. It blends virtual elements with the user's physical surroundings, creating an interactive environment that feels both familiar and fantastical.

This technology addresses some of the challenges associated with VR and AR, such as motion sickness, by maintaining a connection to the user's real-world environment. As a result, mixed reality gaming has the potential to appeal to a broader audience, including casual users who might be intimidated by fully immersive VR experiences.

Our approach at MixRift is centred on rapid prototyping and iterative development. Rather than investing years in a single title, we focus on developing and releasing games quickly, gathering user feedback, and refining our most successful concepts. This allows us to explore diverse game mechanics native to mixed reality, truly harnessing the unique capabilities of this technology.

By doing so, we're not just creating games but pioneering new forms of interactive entertainment that bridge the gap between the digital and physical worlds. This approach could redefine not just gaming but how we interact with technology in our daily lives.



In what regions or markets does MixRift primarily operate and are there any plans for expansion into new territories?

MixRift's operations are currently centered in Dublin and Bucharest, drawing on their diverse talent pools and ecosystems. However, we have ambitious expansion plans, with our sights set firmly on the UK and US markets.

These territories represent not just larger consumer bases but also hotbeds of technological innovation and early adoption. By establishing a presence in these markets, we aim to tap into cutting-edge developments in mixed reality technology, collaborate with leading institutions and tech companies, and gain invaluable insights from some of the world's most sophisticated gaming communities.

Concurrently, we're committed to fortifying our European base. The diverse cultural landscape of Europe offers a unique testing ground for our games, allowing us to refine our offerings to appeal to a global audience. This multi-pronged expansion strategy positions MixRift at the forefront of mixed-reality gaming on an international scale.

You recently announced your pre-seed funding – what will the funding be used for?

Primarily, the funding will be channelled into accelerating our game development pipeline. We have an ambitious roadmap for 2024 and 2025, with plans to release multiple titles that showcase the full potential of mixed-reality gaming.

This investment will allow us to expand our team of talented developers, designers, and creative minds who are passionate about pushing the boundaries of MR technology. We'll also allocate resources to enhance our proprietary development tools and platforms, enabling us to create more sophisticated and immersive gaming experiences.

Additionally, some funding will be directed towards market research and user testing. Understanding our audience and their interactions with our games is crucial for refining our offerings and staying ahead of industry trends.

Lastly, we'll invest in marketing and community-building efforts to ensure our games reach and resonate with our target audience. By the end of 2025, we aim to have established MixRift as a household name in mixed-reality gaming, with a portfolio of successful titles demonstrating the technology's value.

What technologies does MixRift employ to deliver its mixed reality gaming solutions and can you highlight any proprietary technologies or platforms that differentiate your offering?

At MixRift, we've adopted a revolutionary approach to

game development that sets us apart in the mixed reality space. While many studios invest years in developing a single standout title, we've embraced a philosophy of rapid prototyping and iterative development. This agile methodology allows us to swiftly create and release games, gauging player response and market resonance in real time.

Our proprietary development pipeline is built on cutting-edge technologies that blend the virtual and physical worlds. We use advanced spatial mapping, gesture recognition, and environmental understanding algorithms to create immersive experiences. For instance, our game "Hell Horde" uses AR tracking to bring menacing monsters into players' living rooms. Another title, "Fractured", employs complex 3D rendering techniques to create floating puzzle elements that interact naturally with the user's environment.

We've also developed an analytics platform that will allow us to gather and interpret user data rapidly, informing our iterative development process. This platform, combined with our agile methodology, enables us to identify successful game mechanics quickly and double down on what resonates with our audience.

Why is mixed reality going to be the future of gaming?

Mixed reality represents a paradigm shift in gaming, offering a unique blend of immersion and real-world interaction that neither traditional gaming nor pure virtual reality can match. It's not just an evolution of existing technologies; it's a revolutionary new medium that has the potential to redefine how we interact with digital content.

The market projections speak volumes about the potential of mixed reality. With the global MR market expected to reach \$58.3 billion by 2030, growing at an impressive CAGR of 71.3%, we're witnessing the dawn of a new era in interactive entertainment. This growth is being catalysed by tech giants like Meta and Apple, whose market presence drives both innovation and consumer interest.

What makes mixed reality particularly compelling is its accessibility. By blending virtual elements with the user's real environment, MR creates immersive yet grounded experiences, reducing the barriers to entry that some users might feel with fully virtual experiences. This balance makes MR appealing to a broader audience, from hardcore gamers to casual users looking for novel entertainment experiences.

However, despite the growing interest and technological advancements, what's missing is high-quality games native to mixed reality. This is where MixRift comes in.

What are the current trends and challenges and do you see mixed reality expanding into other areas?

The mixed reality landscape is evolving rapidly, with several key trends shaping its trajectory. We're seeing a push towards more sophisticated hardware, with improvements in display technology, field of view, and processing power, making experiences increasingly seamless and immersive. There's also a growing emphasis on social experiences, allowing users to interact with each other in shared virtual spaces overlaid on the real world.

However, with these advancements come challenges. One of the primary hurdles is creating intuitive user interfaces that feel natural and accessible to a broad audience. There's also the ongoing challenge of balancing graphical fidelity with performance, especially on mobile MR devices.

As for expansion into other areas, we're already seeing mixed reality make inroads beyond gaming. In the workplace, the technology is being used for remote collaboration, allowing colleagues to interact as if they're in the same room. In education, mixed reality is creating immersive learning experiences that bring abstract concepts to life. We're also seeing applications in healthcare for surgical planning and training and in retail for virtual try-on experiences.

Looking ahead, we anticipate mixed reality will significantly shape our world creating bridges between our physical and digital lives. However, as with any transformative technology, we must remain vigilant about potential security and privacy concerns, ensuring that as mixed reality becomes more integrated into our daily lives, user data and personal spaces remain protected.

How does MixRift incorporate feedback from users into product development and improvements?

At MixRift, we've cultivated a unique approach to game development that places user feedback at the core of our innovation process. Rather than investing extensive resources into a single, potentially disconnected title, we've embraced a philosophy of rapid prototyping and iterative improvement.

Our methodology is rooted in agile development practices, allowing us to swiftly create and release game prototypes. We then leverage sophisticated analytics and direct user feedback to identify which concepts resonate most strongly with our audience. This approach enables us to make data-driven decisions about where to focus our development efforts.

By maintaining this nimble, user-centric approach, we can rapidly iterate on successful concepts while quickly pivoting away from ideas that fail to gain traction. This strategy optimises our resource allocation and ensures that we're consistently delivering experiences that our users genuinely desire.

Moreover, this methodology allows us to stay at the

forefront of mixed-reality gaming trends. As user preferences and technologies evolve, we're well-positioned to adapt quickly, ensuring MixRift remains a pioneer in mixed-reality gaming.

Are there any upcoming innovations or developments you can share?

Bobby Voicu: We're thrilled to announce that we've recently expanded our portfolio with two exciting titles for the Meta Quest platform. "Fractured," a mixed reality 3D puzzle game, is now available for both Quest 2 and Quest 3, offering an immersive, brain-teasing experience that seamlessly blends with the user's environment. Additionally, we've launched "Hell Horde," an adrenaline-pumping arcade shooter, which pushes the boundaries of what's possible in mixed-reality combat games.

To broaden our market reach, we recently released "Fractured" for Apple Vision Pro, marking our entry into Apple's ecosystem and showcasing our commitment to cross-platform development.

Looking ahead, our recent funding will accelerate our growth trajectory. We have an ambitious roadmap for 2024 and 2025, with several innovative titles in various stages of development. While I can't divulge specifics now, our ambition with these titles is to push the envelope of mixed reality experiences, introducing novel mechanics and narratives that we believe will captivate our growing user base.

What's next for MixRift? How do you see the company growing over the next five years?

The next five years represent an exciting period of expansion and innovation for MixRift.

We envision MixRift evolving from a game studio into a leading mixed-reality entertainment company. We aim to diversify our portfolio beyond gaming, exploring applications of our technology in education, professional training, and interactive media experiences.

We're also investing heavily in R&D to stay at the forefront of mixed reality technology. This includes developing proprietary tools and engines that will enable us to create increasingly sophisticated and immersive experiences.

Partnerships will play a crucial role in our growth strategy. We're actively seeking collaborations with hardware manufacturers, content creators, and IP holders to expand the scope and reach of our offerings.

Ultimately, our goal is to be recognised as the premier mixed reality content creator globally, driving innovation in how people interact with digital content and shaping the future of entertainment in the age of spatial computing.

European Gaming Congress 2024 Final Agenda Revealed!

HIPHTHER, the organizer of renowned conferences in the Gaming and Tech industries, is excited to announce the final Agenda for the European Gaming Congress (EGC) 2024, taking place from October 14-16, 2024, in Warsaw, Poland.

This year's congress promises an insightful exploration of the ever-evolving iGaming industry, featuring thought leaders and experts across a wide range of topics, including Gambling Compliance, Fintech, Blockchain, Esports, Online Casino, Sportsbook, Affiliate Marketing, SEO, PR and Marketing, and Talent Acquisition & Retention.

A Warm Welcome

As with every HIPHTHER conference, EGC 2024 will kick off with the Welcome Meet, a cozy pre-conference gathering. In a relaxed, family-like atmosphere, reconnect with old friends and meet new ones, sharing stories and aspirations over a toast. It's all about warmth, laughter, and the joy of coming together. Let's raise our glasses to new beginnings and shared adventures!

Start Your Day with Wellness Networking Sessions!

Day 1 of the Congress begins with "Revitalize and Energize: Autumn Power Yoga." This session is designed to help everyone bring their best selves to the conference, with a refreshed mind and centered body.

On Day 2, join the Morning Networking Run, where you can run 5-7 km through beautiful Warsaw with like-minded peers at an easy pace—networking while enjoying the sights!

Learn from the Experts & Connect with the Finest

The EGC 2024 Agenda features expert panels on crucial topics in the iGaming industry, including:

- Focus on the Polish iGaming Market and Legislation
- Investment and Startup Success in iGaming
- The Future of Esports
- Maximizing Affiliate Marketing in the iGaming Industry
- Compliance Focus in Europe – DACH Insights & Nordic Updates
- Slot Development Workshop
- Fintech and Blockchain Innovations
- SEO Keynote Presentations
- Balancing Technology and Regulatory Compliance
- Gamification in Sportsbook & Casino Operations
- Responsible Gaming and Machine Learning in Online Casino
- PR & Marketing
- Responsible Gaming & AML Compliance
- Talent Acquisition & Retention in iGaming and Beyond



Enjoy Networking & Celebrate Excellence!

Starting with the Welcome Meet and the Wellness Networking sessions, making connections at the European Gaming Congress becomes easier, delicious, and fun!

Each Conference Day is enriched with relaxing, social breaks, offering delectable vegan buffets and the opportunity to connect with key decision makers.

The Phantom Prelude: Pre-Halloween Extravaganza Karaoke and the EiGE Awards 2024 Ceremony

The EGC Evening Networking turns up the volume with exciting parties! On Day 1, we will honor industry excellence at the European iGaming Excellence Awards Ceremony, followed by a fun-filled Pre-Halloween Karaoke fest!

Closing Networking Party

As Day 2 concludes, unwind and say your goodbyes while scheduling follow-up calls in a fun and uplifting environment, the usual HIPHTHER way. Stay tuned for more updates!

Don't miss the opportunity to join the insightful and exciting European Gaming Congress 2024 – Secure your spot to learn & forge meaningful relationships: <https://hipther.com/events/egc/regwarsaw/>



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Propping up the prediction game for sports betting

GameplAI is harnessing the gains in automation seen in other tech sectors and bringing them to the sports betting industry, with more accurate pricing and automation which reduces the manual overhead of risk-management for trading teams. Its growing group of partners are benefiting from a series of never-before-seen, player-focused markets that engage fans both pre-game and in-play.

Gaming Americas caught up with their Co-Founder, Graham Savage, the man at the helm of a company on the road to becoming the premium supplier of automated and quantitative-driven sports solutions for the sector.

After GameplAI's defining Q1 raise earlier this year, how have you been deploying the funds?

There are two core priorities for the deployment of our capital. The first is the expansion of our team. We have already doubled the size of the team since January and we are still looking to hire additional technology and sports-modelling expertise. The second strand is a focus on licensing. Given the global footprint of our expanding customer base, we are actively pursuing licences in multiple U.S. states (and have already secured our first three in Virginia, Colorado and Iowa) in addition to emerging LatAm regions such as Peru and Argentina.

What does adding Marco Blume as an investor do for the company?

Marco provides fantastic insight and context in terms of what is most important to operators when assessing third-party products. Under his tenure, Pinnacle became a global leader in terms of sports product and pricing and this is the equivalent position that we are keen to assume within the suppliers' sphere.

How do you see the supply market changing in the year ahead?

We see a strong emphasis being placed by operators on both in-play and props products. We feel this will be a dual responsibility to solve, with the onus being on companies like ourselves to create innovative products bolstered by compelling and accurate pricing, whilst our B2C partners will prioritise delivering intuitive and engaging front end UI to further embellish the product experience.

How were the Euros/Copa America for you and your recent operator deals?

We used both tournaments as a test bed. Betano, the premium online sports betting and gaming brand, launched a segment of the football player props product that we have developed in conjunction with Opta data. These markets proved to be hugely

popular and we will roll out our extensive football props solution with Betano over the coming weeks.

In parallel, we launched a proof of concept of our football narrator product with a leading UK operator, which generates contextual markets in-play, relative to the most recent game state. These markets were really well-received by UK-based customers and we will look to broaden the scope of that collaboration, now that the domestic season has resumed.

What are the opportunities for GameplAI right now in the medium to long-term?

We have been very fortunate with the stature of partners with whom we are working. Their respective product and trading teams have been a fantastic support and resource for us – and working with people of that calibre will only serve to further enhance the quality of our product offering.

Broadening our international footprint is also hugely exciting and by the end of year we will be live with market-leading partners across three separate continents, which represents incredible progress in 12 months. We are hugely enthused at the prospects ahead and firmly believe GameplAI will be at the forefront of driving new product innovation in sports in 2025 and beyond.

Graham
Savage

CEO and Co-Founder @GamePLAI



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Responsible Gaming Education Month roundtable

As Responsible Gaming Education Month (RGEM) rounds to a close in the US, Dr Michael Auer, Managing Director of OpenBet's Neccton, and Joann Pierce, Chief Commercial Officer at Games Global USA, share their insights into the biggest responsible gaming and player protection challenges currently facing operators in America's regulated states and the tools needed to secure a sustainable and safer future for the industry.

What are the key player protection challenges faced by operators and suppliers in 2024?

MA: Evolving global gaming markets, such as the US and LatAm, demand operators have in-depth insights into their players' behaviour. With high player volumes, this can pose a challenge for those without up-to-date technology. Operators have the responsibility to take proactive steps to protect players from harm, but in new jurisdictions such as Brazil and Peru, it is vital for them to win the trust of their customers and promote responsible gaming from the off. In a recent Hibou survey, of 2,839 Brazilian respondents, 16% reported experiencing financial issues due to their gambling, which should make combating harm and effectively tracking their player base a core priority for operators.

For suppliers, developing responsible gaming tools that meet the needs of the market is essential. By achieving this, they can take positive steps towards building a sustainable and safer industry. Of course, to be confident their tools are up-to-date and will have a notable impact on reducing potentially harmful behaviours, they must be informed by the richest data available from real players. Peer reviewed research that uses datasets from operators themselves is the best way to do this.

JP: There are very different player protection challenges for operators who are directly accepting wagers from the player vs suppliers who are typically offering their products to the operators – to offer to the player. The main difference is complete oversight of a player's activity vs partial. An operator can join the dots and see all of a player's conduct across every wager and vertical, whereas a supplier will typically only see the fraction of that play which occurs on their products. Working together, suppliers can help operators with contextualising to help fulfil their duty of care.

Suppliers will typically operate across numerous states, so where state-by-state, game design and safer gambling requirement variations exist it can pose a

challenge. In this regard, continued moves towards harmonisation across states would be beneficial for all stakeholders.

What tools and resources can be provided to help operators implement effective responsible gaming measures?

JP: We have mentioned that harmonised standards assist players, operators, suppliers and regulators. However, measures should be evidence based to ensure that we are putting in place solutions which we know are going to be effective and which help all parties target their resources to maximum effect. From an operator's perspective, access to any player data that can help build an accurate picture undoubtedly helps in delivering that duty of care. Following the lead of other countries, the UK is seeing the implementation of centralised industry-led exclusion registration via the GamProtect system.

Results from the pilot stage looks promising and with some US focussed operators having been involved in that pilot, it would be interesting to see if the US states could come together to replicate such a register to protect the most vulnerable players when for example they physically relocate between states.



Joann
Pierce
Games Global USA

MA: Operators looking to succeed in their respective markets must demonstrate superior responsible gaming capabilities and may turn to technology to support their efforts. OpenBet's Neccton empowers operators to effectively track player behaviour in real-time, offer limit setting and pop-up messaging functions, and integrate anti-money laundering and fraud detection tools.

My research in this sphere has shown that real-time interventions, such as reality checks, improve the effectiveness of player protection efforts. Our software, which is informed by academic research and adapted in line with the latest insights, is supported by a dedicated compliance consultancy service which gives operators the confidence to fulfil their responsible gaming responsibilities.

What are the key priorities for suppliers in promoting responsible gaming in the years to come?

MA: Suppliers must keep up with the latest developments in responsible gaming tools and research as markets evolve. I have published more than 50 peer reviewed studies in academic journals related to safer gaming and continue to conduct contemporaneous research into player protection. Utilising real player data and insights from experts will help suppliers evolve their offerings to match the changing needs of operators and their customers.

Additionally, staying on the pulse of recent regulatory developments must also be a priority, as shortcomings can delay the production of much-needed software that instils confidence in operators and regulators alike and meets the needs of the market.

JP: The main focus for suppliers around safer gambling relates to game design. There isn't that direct contact with the players, so the scope of direct interaction is removed. In this regard, harmonisation of standards and requirements around game design is hugely beneficial to all stakeholders.

We would love to see some of the excellent academic work being undertaken in this field being picked up, endorsed and incorporated into formal standards by regulators.

All suppliers are willing to do whatever it takes to ensure their products help keep players safe but we want to ensure changes are going to achieve the desired outcome and the best way to do this is to take the evidence based approach.



Dr. Michael
Auer
Openbet
Neccton



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Roundtable: what technology will be the next gamechanger for iGaming?

In your opinion, what technology has had the greatest impact on iGaming in 2024?

Tereza Melicharkova: I think from a game design perspective the increased focus on mobile technology has definitely had the biggest impact. We know these days a huge proportion of play comes from mobile devices, so we're seeing more games being developed with this in mind. In practical terms, this means creating titles that are optimised for use on a vertical display and include more features that incorporate touch-screen functionality or otherwise enhance the mobile experience. From a marketing perspective, the biggest change has been an increased collaboration with streamers as this provides a more direct route for studios like Swintt to get closer to the players themselves.

Araminta Hannah: Anything that allows for deeper personalisation. It's great to see some online casino brands now rolling the sort of personalisation that players have enjoyed at other entertainment options for quite some time. I'm talking about things like personalised bonus offers and game recommendations based on the player's previous behaviour. It's something that Comparasino has looked to leverage too by developing a proprietary recommendation engine for players, which matches players with brands that – based on their preferences – we believe they will enjoy.

Allan Stone: There is a growing opportunity for operators to create a core betting experience around micro betting, player props and same game parlays. Historically, most operators use those products as something of an 'add on' to drive engagement and acquisition. But by embracing these products, you can cater much more to the newer generation of bettor who prefers quicker content and technology-led experiences. It's not like these technologies didn't exist, but I do think that this has been a big thing for operators in 2024.

As mobile gaming continues to grow, what innovations are necessary to enhance mobile user experiences and ensure seamless integration across multiple devices?

Tereza Melicharkova: The main challenge to keep in mind is that there are a huge number of mobile devices on the market and that makes it very difficult for studios to deliver games that are compatible with the various screen resolutions. With this in mind, you need to have technology that can scale easily and automatically to reduce your workload and developers also need to picture how end users will ultimately experience their product. This latter point is something we're very aware of through our acquisition of Elysium Studios – and you can see the end results in games like Law of Gilgamesh, which incorporate swipe functionality to provide a more engaging mobile experience.

Araminta Hannah: Mobile is all about streamlining the UX. Mobile players expect ease and speed, so it's vital for operators, suppliers and even affiliates to remove friction and deliver a seamless experience. We always think of innovation as being game-changing and revolutionary, but it can be something as simple as deploying open banking



Tereza
Melicharkova
Head of Marketing
@Swintt

to facilitate instant mobile deposits and withdrawals, or in our case, notifying players when a new online casino launches rather than then having to spend time scrolling through Google search results.

Allan Stone: Brands need to understand that they need to be building a product that's cross-platform. We've always viewed gambling as being a core desktop product, and then introduced tablet or mobile at a later point. But if you can understand how to build products in a cross-platform way from the get-go, then you will enhance that mobile experience. Personalisation is also key. There is no such thing as a 'too rich' user experience that is available on mobile – operators need to stop taking a cookie cutter approach and, instead, tailor experiences to individual players.

How can the iGaming industry stay ahead of regulatory changes and ensure compliance while still fostering innovation and growth?

Tereza Melicharkova: The #1 thing is ensuring that there's an open dialogue between regulators, game developers and operators. Although there are more and more regulated markets opening up each year, at the moment they don't really communicate together, and I personally think it would be a big help if there was one platform where updates could be shared to help compliance teams stay ahead of the game. We're not quite there as an industry yet but having something like a global compliance conference would also be a great idea as it would provide that forum for discussion while also ensuring that people don't have to travel as much to learn the ins and outs of individual markets.

Araminta Hannah: By understanding the rules in place and then pushing boundaries within them. Innovation shouldn't be curtailed by regulation. Instead, operators, suppliers and affiliates should see it as the foundation from which they can develop new experiences, enhance existing customer journeys and continue to execute whatever it is they do to the highest standard. Innovation can just be about finding a new way of doing something better than it has been done before and, in my experience, regulation very rarely prohibits this.

Allan Stone: Many brands use responsible gambling and compliance as a crutch to justify not innovating. But the more intelligent operators can be in terms of where they place their ads, the less they will be viewed as being problem gambling adjacent. From a compliance perspective, the measures in place are designed to protect the player. Instead of viewing those requirements as an annoyance, the operators who embraced them have used it to their advantage and created 'pattern interrupts' which helps foster a more positive user sentiment, which means less regulatory oversight.

Araminta
Hannah
Director @Comparasino



Allan
Stone
CEO @Intelitics

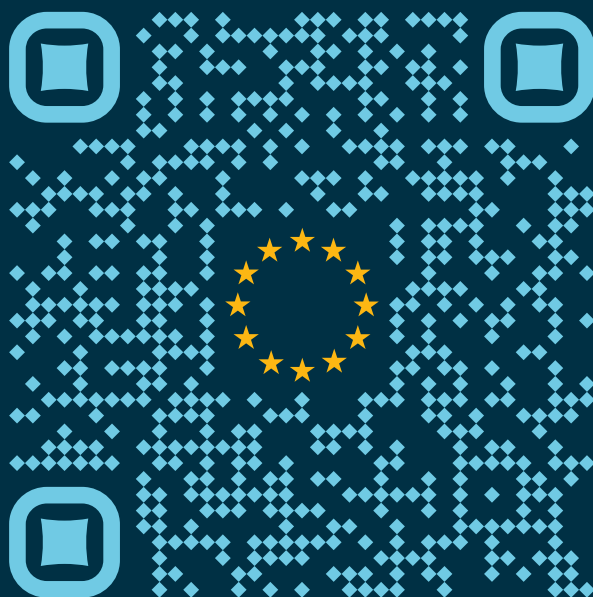
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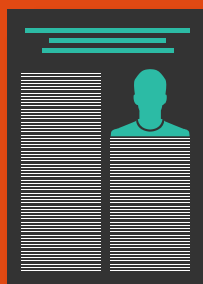
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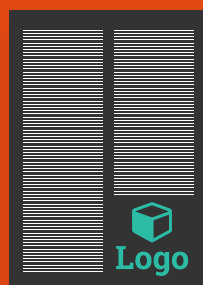
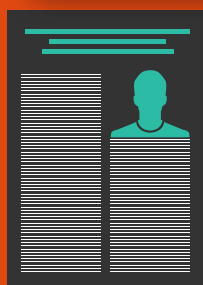
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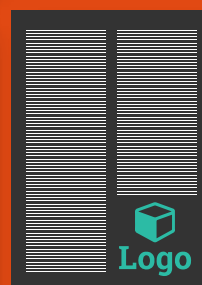
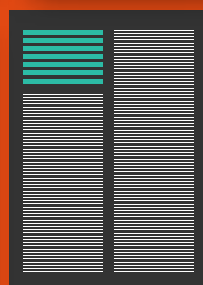
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~ 500 words
+/- 75 words
1 headshot - **mandatory**



TWO PAGES
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AD CHOICE	3 ISSUES	6 ISSUES	12 ISSUES	12+
FULL PAGE - Front	1500 €	2700 €	4800 €	CONTACT SALES
FULL PAGE - Back	1200 €	2100 €	3600 €	
LARGE TOWER	900 €	1500 €	2400 €	
SMALL TOWER	810 €	1200 €	2040 €	
LARGE BANNER	750 €	1020 €	1800 €	
SMALL BANNER	600 €	900 €	1500 €	
QUARTER	450 €	750 €	1200 €	
ARTICLE - 1 pg.	400 €	500 €	600 €	
ARTICLE - 2 pg	500 €	650 €	750 €	
ARTICLE - 3 pg	650 €	800 €	900 €	

For any other inquiries, please contact:
Zoltan Tundik @ zoltan.tundik@hipther.com
or Aurel Cantor @ aurel.cantor@hipther.agency

Requirements

ads:
sepcific size @ min 150 dpi

text:
.doc, .docx files

headshots:
.png, .jpeg, .webp files, @ min 600x600px

logos:
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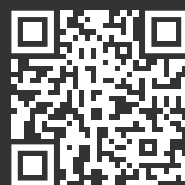
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