



## All-in for *Responsible* Gambling

The concept of Responsible Gambling has become the cornerstone of the industry in recent years. Consumer protection has taken precedence over customer profitability and operators are doing everything in their power to create a safe and entertaining space for all to enjoy.

From app-blocking technology and real-time pop-up reminders to deposit limits and AI tools, the industry is making waves when it comes to protecting consumers innovatively and effectively. With the right parameters in place customers can stay in control of their gambling from the outset, preventing any potentially harmful habits from developing.

The upcoming ICE conference provides an excellent opportunity for all stakeholders, including legislators, regulators, academics, welfare groups and

industry to get together to build strategies for using evidence and technology to strengthen consumer protection. The contributors to this safer gambling supplement are all working hard to develop insights, solutions, and services to help the industry better protect players.

To reiterate this year's Stronger Together theme, Tiina Siltanen, Vice Chair of the European Casino Association, said: *"As a global industry we are stronger when we are together sharing challenges, solutions, ideas, inspiration, energy and the infectious 'can do' spirit that underpins our industry."*



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## Striking the *balance*



*Simo Dragicevic is the founder of BetBuddy (part of the Playtech group), a pioneer in the use of data and artificial intelligence to protect consumers. He currently sits on the Board of the Responsible Gambling Council and the Great Britain Gambling Commission's Digital Advisory Panel, and in this article, shares his personal views on the current state of responsible and safer gambling in the industry.*



Getting the right balance between player freedom and consumer protection arguably remains the holy grail of the gambling industry. I've always felt that having what I call a 'healthy tension' between regulators and industry is needed to ensure industry continues to raise standards in responsible and safer gambling whilst allowing industry freedoms to innovate and grow sustainably.

This balancing act between sustainable growth and what the economists call the negative externalities of industry affects every industry, not just gambling. As a sector we are still learning about the pathways towards gambling harms and therefore, unsurprisingly, different jurisdictions are exploring different philosophies and approaches to consumer protection.

Here in the UK, player affordability and the single customer view have been key topics in the past two years and approaches and solutions are evolving. Other jurisdictions have taken more one-size-fits-all approaches, with stake limits for online slots (eg Germany), and more player-centric approaches, such as enforcing time and spend limits for each online player session (eg Spain),

whilst some jurisdictions have kept monopolies in place (eg Norway), citing consumer protection as the main reason for this approach.

Whilst much attention in recent years has been centred on the iGaming sector, land-based gambling remains a major part of the industry and is embracing these solutions and services. It can be challenging in a land-based environment to innovate, however if the sector is to grow sustainably, it needs to continue to evolve its solutions, particularly leveraging technology further to protect customers.

Regardless of the different approaches, responsible or safer gambling remains a major strategic factor in building regulated and sustainable gambling markets globally. It also highlights the challenges and complexities for multi-national organizations operating in regulated markets as no two jurisdictions are the same.

This complexity, together with the continued pressure to raise standards in consumer protection, has seen considerable investment in safer and responsible gambling capabilities in recent years and there has never before been the range and depth of



professional solutions and services that operators and suppliers can leverage to help 'raise the bar'.

The ICE conference provides an excellent opportunity for all stakeholders, including legislators, regulators, academics, welfare groups and industry to get together to build strategies for using evidence and technology to strengthen consumer

protection. The contributors to this safer gambling supplement are all working hard to develop insights, solutions and services to help the industry better protect players. There are many others and this week is a great opportunity to engage with them and see how you can work together to build a more sustainable industry.

**By Simo Dragicevic**

# GamCare and consumer *protection*

## Are gambling companies overall getting better at protecting consumers?

What we have seen over the past few years is more investment and resources being applied to player protection. Yet we know there is still a long way to go. In 2021, we conducted a survey with YouGov, and it was clear that the public felt gambling businesses were not playing their part – only 28% of

respondents agreed with the statement that gambling businesses were doing enough to play safely. The industry needs to keep using its resources to find new ways to mitigate harm.

### What is the one common thing that most gambling companies are guilty of not doing to protect customers?

We know that there are many ways operators can still improve their processes to prevent gambling harm from occurring. One key area we think

there could be significant improvements made in is affordability checks – having robust processes at the point of registration that set deposit limits and are based on accurate data checks on a customer's income. This is where operators can really make an impact in beginning to protect their customers

### What are GamCare's main initiatives for the up-and-coming year?

One area we're very concerned about is the rising cost of living and the implications this may have for people who rely on our services. To this end, we have established a new Money Guidance Service that will provide guidance to those who have been financially impacted by gambling. The service will work with people to establish day-to-day ways to improve their finances and work closely with those impacted by someone else's gambling, to help them understand their options. Any support that gives improved access to dedicated financial guidance in the current climate

will only enhance the current treatment offer and support longer-term recovery.

We are also looking at how we can reach more people and encourage them to get help, particularly digitally. Since the pandemic, we have seen a shift in the way that people reach out to the National Gambling Helpline, with more choosing our live chat function over physically calling on the phone. We want to continue reducing the barriers for people to start their recovery journey with us and are focussing on how we can achieve that through new digital means.

### What is the one thing that GamCare would like to see the Gambling Commission pay more attention to?

We know that the Commission has been looking closely into the guidance around customer interaction and we welcome this focus. It's so important that customer-facing staff feel confident in supporting their customers and know how to respond



when someone is experiencing harm, including the right places to refer people to such as the National Gambling Helpline. The guidance sets out the need for 'hot transfers' to support those customers who are escalated internally where gambling harms are identified, which we see as a great step. The more focus we give here, the more we can ensure people are receiving the right level of support at the right time.

**By Mike Kenward, development director, GamCare.**

# Stronger Together – raising awareness of *safer gambling*



The theme of this year's ICE London event is Stronger Together, which could not be more apt when referring to the ongoing challenge we face in raising awareness of safer gambling and reducing gambling harms.

Gordon Moody is a charity founded over 50 years ago by the Reverend Gordon Moody himself. Mr Moody had already introduced



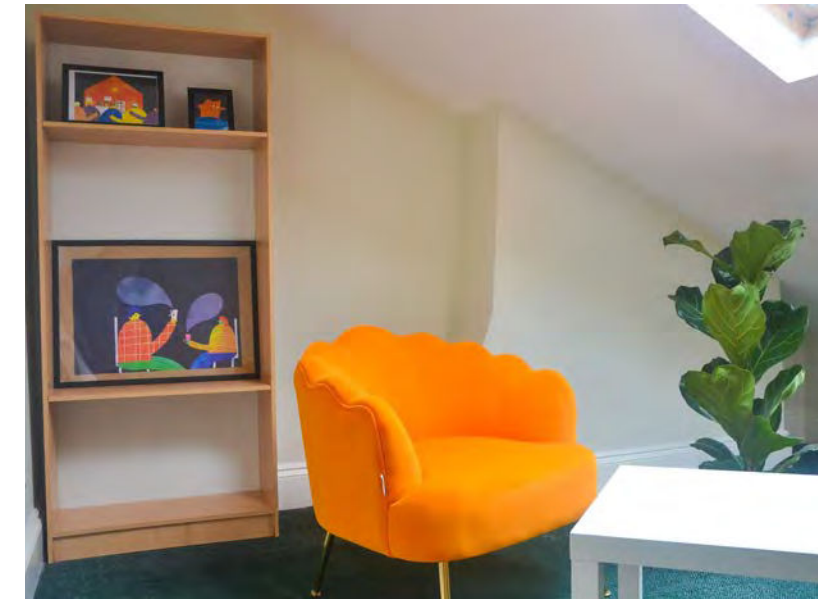
Gamblers Anonymous to the UK in the 1960s, after noticing the gambling activities of some had led to difficulties in their lives. These weekly groups were a great support to many who were either suffering with gambling issues themselves or affected by the gambling of a loved one. It became apparent to Mr Moody that despite the groups being effective for the majority of those that used them, there was a contingent of people whose circumstances had become so desperate as a result of gambling, that something more than a weekly group would be needed, and so Gordon House, as it was first known, opened in South London in 1971.

Originally set up as a hostel for men made homeless because of gambling addiction, Gordon Moody today helps hundreds of people each year to reclaim and rebuild their lives free from gambling addiction, through specialist residential and retreat programmes. As part of the National Gambling Treatment Service (NGTS), Gordon Moody provides treatment programmes for those severely



affected by gambling addiction. The 14-week residential programme for men provides intensive support in a safe space where access and exposure to gambling is removed, allowing the client to immerse themselves in their treatment and benefit from the support of their peers.

Over the years, additional programmes have been added, such as recovery housing for those not yet ready for fully independent living post treatment, the hybrid Retreat & Counselling programme which combines short-stay retreats and online therapy for those who cannot access the residential programme, treatment for those with complex needs and multiple



addictions – in collaboration with addictions treatment provider Adferiad – and in 2021 we launched a pilot bespoke residential programme for women. Such has been the success of this pilot; the service is now a permanent part of our treatment offer.

Gordon Moody has helped thousands of people recover from gambling addiction and has provided hope for many when they saw no way out. It is not an exaggeration to say that for many, the treatment at Gordon Moody has been lifesaving. From the first phone call through to post-treatment support, our dedicated team are with you every step of the way. Our vision is to help those most affected by

gambling addiction to access the right treatment, in the right place, at the right time – but we cannot do it alone.

At Gordon Moody we have seen an increase in people accessing treatment this year. Events such as the award-winning Consumer Protection Zone at ICE are vital in bringing the sector together to raise awareness in safer gambling and reduce stigma in seeking help.

**By Robert Mabbett, director of external engagement at Gordon Moody**

Let's tackle gambling addiction together. For more information and for support with gambling addiction [gordonmoody.org.uk](http://gordonmoody.org.uk)

# How to spot *problem gambling* and what to do



In recent years, the analysis of player tracking data and artificial intelligence (AI) have become part of online operators' standard Responsible Gaming tool sets. Since the late 1990s, academics have emphasised the importance of a data-driven approach and the possibility of identifying problem gambling through account-based player tracking data. In the beginning, a few large cooperations claimed to have developed algorithms, but academic studies were missing. To this day, most academic gambling studies rely on self-reported information rather than objective data.

Why could this be a problem? A few studies have asked players about their losses and compared the self-assessments with actual spendings. Not surprisingly, players often underestimate their losses and overestimate their winnings. Laboratory studies<sup>1</sup> found that more than 80% of players stop gambling when a pop-up asks them to. Real-world studies<sup>2</sup> found that only 1.3% of players stop gambling after a pop-up asks them to. In another study<sup>3</sup> players were asked about gambling-related



problems by an operator.

Impulsivity and loss of control were the biggest indicators of players reporting to have gambling problems. Compared to non-problem gamblers, problem gamblers deposited more frequently within sessions and almost always played until their account was depleted. The majority of problem gamblers could be spotted using these two criteria.

But how can online gambling operators assist problem gamblers or prevent the development of gambling related problems? The answer is personalisation. Numerous academic studies have shown that personalised messages can lead to decreased money and time spend. Safer gambling messages work particularly well when players are in the winning zone. Real-time messages which appear while somebody is gambling often nudge players to withdraw money after they have won.

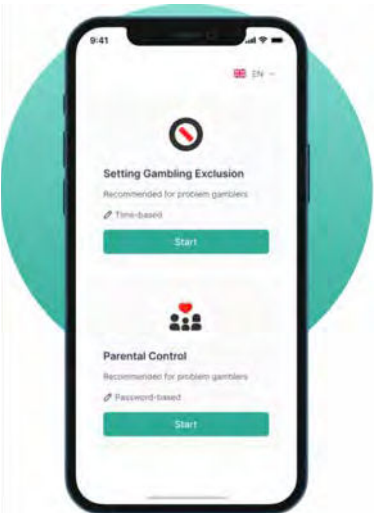
Another instrument combatting overspending can be mandatory cool-offs. Whereas short mandatory play breaks (90 seconds) are common, recent research has shown that players should at least be blocked for 15 minutes and ideally for one hour. It is assumed that longer mandatory play breaks lead to changes in activity, whereas otherwise players just wait until they can gamble again.

There are still a lot of unknowns, but the knows increase day to day. Analytics have become a crucial part of Responsible Gaming and support the detection of problematic gambling as well as the prevention.

1. Facilitating responsible gambling: The relative effectiveness of education-based animation and monetary limit setting pop-up messages among electronic gaming machine players, by MJ Wohl, S Gainsbury, MJ Stewart, and T Szatmari (Journal of Gambling Studies, 2013).  
2. Testing normative and self-appraisal feedback in an online slot-machine pop-up in a real-world setting, by MM Auer and MD Griffiths (Frontiers in psychology, 2015).  
3. Using artificial intelligence algorithms to predict self-reported problem gambling with account-based player data in an online casino setting, by M Auer and MD Griffiths (Journal of Gambling Studies, 2022).

# Responsible gambling: where business meets *ethics*

I founded the harm minimisation gambling charity, BetBlocker. The investment to develop the software came straight out of the small business I owned at the time. It later was broken off as a charity because the service became very popular, and the business could not sustain the continued growth of a free service. We did not want to charge, so becoming a charity was the right decision.



BetBlocker offers what is known as 'blocking software'. An app that users can download onto their phone, tablet, or computer that stops them from accessing gambling services. There is a strong stigma attached to gambling addiction and people affected by gambling-related harm can be very apprehensive about being labelled a gambling addict. As a charity, BetBlocker does not require the user to register an account (it can be used anonymously) and is free to use, this is one of our strengths; we don't store data from our users.

There are two block types available. Firstly, the 'classic' block, is a crisis response tool. It allows the user to put in place a continuous block. It is generally used after a significant monetary loss, as an effort to take back control and prevent further fiscal harm.

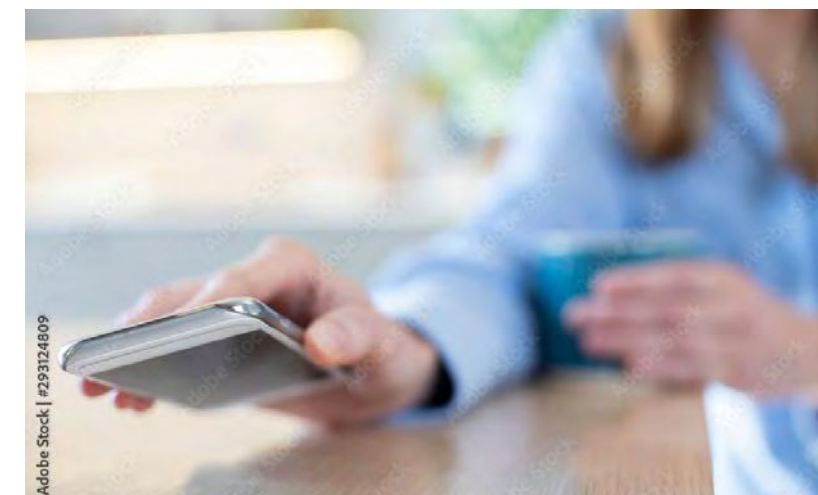
The second block, our Calendaring Feature, is a harm prevention/minimisation tool. It allows users to schedule when they would like the block to be active. So, if a user wants to ensure their bills are paid before they gamble, or feels that they are

particularly vulnerable to overplaying at a specific time, they can schedule in advance when they would like to be restricted. It facilitates people engaging with gambling responsibly, preventing crises from occurring.

Alongside our blocking software, we've recently launched our Responsible Gambling Directory. This resource is an effort to better channel users to other support services. It includes more than 1,000 organisations that can assist those impacted by gambling harm. It is broken down into six types of support and will only show users support agencies that will help people in their country.

BetBlocker is only one example of how the industry is growing and changing. In my role as trustee and founder of the charity, more and more commonly I am coming into contact with individuals and departments within iGaming organisations that are proactively looking for us to work with them to ensure that user uptake of the BetBlocker tool is maximised.

It turns out there may be legitimate financial reasons for the industry to



prioritise protecting vulnerable players. Recent studies funded by the Kindred Group (best known as the owners of 32Red and Unibet) have shown that where players are encouraged to set voluntary limits on their play, those players show increased loyalty to the brand. By working to protect players and minimise harm, gambling operators are rewarded with brand loyalty.

The point I would make is this: it seems increasingly likely that there exists a nexus point, a position where taking care of your customers and protecting them from gambling harm actually improves the long-term sustainability and profitability of operators; where financial and ethical incentives align in a manner that promotes gambling within safe and healthy limits.

You will find no argument from me that

there have been legitimate and justified reasons for some of the big fines that the UKGC has handed out to gambling operators. But I would contest that there are many people in the industry, just like me, who are trying to make things better. And with growing evidence of financial incentives for the industry to work towards a better and more sustainable future, why wouldn't they? The gambling industry in the UK is reaching a level of maturity where most of the operators understand that the wellbeing of their players is their best investment.

**By Duncan Garvie**



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# iGaming's *regulated* future

As the company behind blockbuster slot games including *Book of Dead*, Play'n GO titles are enjoyed by online casino players in more than 25 regulated markets around the world, including the UK. Chief executive and co-founder Johan Törnqvist explains why sensible regulation is the only way to ensure a sustainable and safe future.

**Why has Play'n GO been so focused on regulated markets?** When we founded Play'n GO back in 2005, we weren't imagining a multinational company with a team of more than 700 people. We were a group of online casino fans who just wanted to build great games. That was important because growth for growth's sake was never the priority. We wanted to create entertaining games people could enjoy, and we understood that things like player safety, and taking the sustainable path, were non-negotiable if we were to achieve our goal.

“**Player safety needs to be at the forefront of everything**”

The important thing for us is that the rest of the world has begun to catch up to this way of thinking, particularly over the last five to 10 years. When we started out, much of the industry viewed us as naive. They thought we were leaving value on the table, but there was always a bigger picture to consider here. We designed games to entertain, while others designed them to increase customer spending.

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it into a truly unique online experience that can be enjoyed from home or on-the-go. Providers such as Vivo Gaming spend millions of pounds creating an authentic casino experience that feels as close to, if not better than the real thing. To do so, Vivo Gaming have hired an all-star cast of talented live dealers, technicians, and studio managers to deliver a host of casino games, in more than 27 languages, to players around the globe.

Enjoying a significant foothold in the Latin American market, Vivo Gaming have built themselves from the ground up, boasting seven studios, across three continents, with more than 40 live dealer tables, streamed live 24 hours a day, seven days a week, no matter what. This talented team of industry experts work tirelessly to ensure that players can enjoy classic table games such as roulette, blackjack, poker, and baccarat, as well as a number of regional titles such as Dragon Tiger, Andar Bahar and Teen Patti.

In addition to hiring some of the best people in the business to keep their entertaining table games running all hours of the day, Vivo Gaming have also adopted game-changing technology to significantly boost their offering, this includes Chroma Key and tournament tools. Vivo Gaming's Chroma Key Solution allows operators to make their live casino studios stand out from the crowd in just a few clicks, by allowing them to effortlessly update their studio backdrop. This means that even the smallest operators can offer players bespoke casino tables

Players, regulators and the public in markets across the globe have now made it noticeably clear which approach is acceptable.

**In your view, what does good iGaming regulation look like?**

There's no single answer to that. We're active in more than 25 jurisdictions worldwide, and these are a disparate collection of places including the UK, Italy, Colombia and the state of New Jersey. You've got to take a local view on these things; mature markets such as the UK are going to require different things from its regulatory framework than an emerging market.

That said, there are certainly some guiding principles. Player safety needs to be at the forefront of everything. We've always considered that we have a duty of care to our players, and this should inform not just how an operator presents and markets itself, but also how we build our games.

Take one example, bonus buy games. These became popular in recent years, allowing people to buy directly into a bonus round. However, we didn't see this as aligning with a sustainable and entertainment-first way to play, so we've never added the feature to our titles. Regulators in both the UK and the Netherlands have agreed with us



and banned the features. Others will likely follow, but for us it's about setting an example and doing the right thing regardless.

**Which regulated markets are you most excited about for 2023?**

Everyone's talking about North America right now, and for good reason. As more US states and Canadian provinces regulate, it will gradually shift the epicentre of the global online gaming industry. Last year, we entered both the US and Canada for the first time, and it is a priority to expand into more regulated markets across the region this year.

What's also exciting now is that regulated markets are no longer

the preserve of Europe. The entire world is waking up to the importance of introducing sensible iGaming legislation. Latin America is another important region, and we are already live in Colombia and Argentina. We'll be watching other markets, particularly Brazil, in hope that they follow the lead. We want to help bring safe online casino entertainment to more people, wherever they may be living.

**By Play'n GO CEO Johan Törnqvist**



# Raise your *game*

With a portfolio of award-winning games and unmatched aggregation software under its belt, it's no surprise that Relax Gaming has become the go-to choice for operators and players alike. With integrity at its core and differentiation in its DNA, the game supplier and aggregator succeeds in delivering outstanding content that is enjoyed in regulated markets across the globe. Following a phenomenal 2022, the supplier has broken down its three pillars of success below

**What players want**  
A defining characteristic of Relax Gaming is its commitment to listening to operator and player feedback. Through this approach, the company is able to push the boundaries of iGaming and take new strides with



confidence. The Dream Drop Jackpots mechanic is an example of this, marking the supplier's first leap into the vertical. 2022's Money Train 3 is another example of this winning approach. The sequel was built on player feedback and bolstered by the franchise's reputation for adrenaline-pumping mechanics; the result was a blockbuster hit that broke records in its first few days.

**Global reach, global success**  
A core element of satisfying the iGaming market is catering for international players and demographics. To achieve this, the company aggregates hand-picked international studio partners that share the same values and commitment to excellence.

Gaining access to regulated markets is another aspect of this. With licences held in multiple jurisdictions and a track record of being amongst the first to enter newly regulated markets

and adapt to new restrictions, Relax effectively addresses the key wants and needs of players around the world.

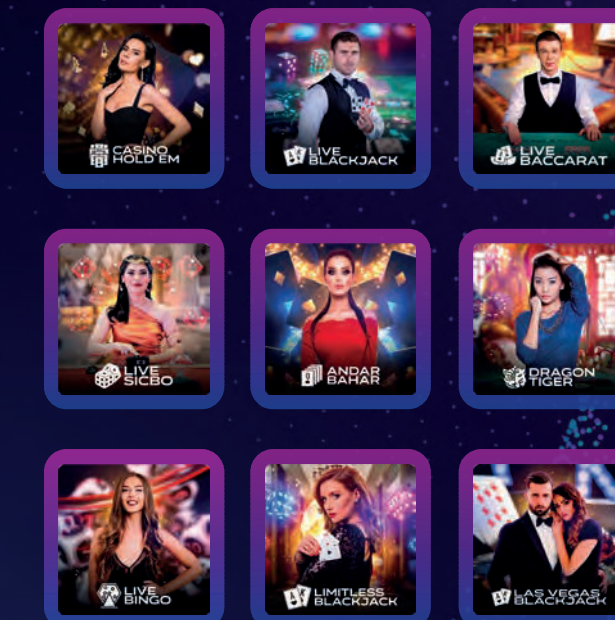
**Reliability above all else**  
In this competitive landscape, a provider is only as good as its technical framework. With powerful technology at its disposal, Relax Gaming delivers outstanding content on time, every time, maintaining a reputation for reliability and consistency in an ever-shifting environment.

What Relax proves, is that with unwavering values, raw talent, and sheer determination, a supplier can carve out a place for itself and thrive even in the face of fierce competition.

Visit [relax-gaming.com](https://relax-gaming.com) for more information or email [sales@relax-gaming.com](mailto:sales@relax-gaming.com) to book a meeting.



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# Vivo Gaming – setting the *gold standard* for live casino

There's no experience quite as thrilling as entering a casino for the very first time – flashing lights, fast-paced games, and the buzz of anticipation in the air. If that feeling could be bottled and made available anywhere, any time, it'd feel something like Vivo Gaming's first-class live casino offering.

For the uninitiated, live casino take everything we know and love about visiting a real-life casino, translating

it into a truly unique online experience that can be enjoyed from home or on-the-go. Providers such as Vivo Gaming spend millions of pounds creating an authentic casino experience that feels as close to, if not better than the real thing. To do so, Vivo Gaming have hired an all-star cast of talented live dealers, technicians, and studio managers to deliver a host of casino games, in more than 27 languages, to players around the globe.

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displaying their own brand colours, logos, catchphrases or images using just a single table, ultimately offering maximum brand output and players a tailored experience.

What's more, Vivo Gaming engage players better than any other live casino provider, by offering them the chance to chat to their fellow players in real time as they bet, further blurring the lines between playing in a real casino setting and online, wherever they may be. The studio also gives players the chance to win amazing prizes via its innovative tournament tool which sees players work their way up leader boards playing their favourite games.

Vivo Gaming's marketing director, Martin Hodges, said: "Our innovative technology offers our clients' players

a truly unforgettable experience they won't find anywhere else, further proving that live casino is a top-tier alternative to brick-and-mortar casinos."



If you're heading to ICE London at the ExCel this week, head over to the North Hall where you'll find the **Vivo Gaming stand** at N7-310, chat to our incredible team to find out more about our award-winning live casino offering. We'll see you there!

BeGambleAware.org

# The *power of influencers* and how they are transforming the iGaming industry



It's no secret that influencers are becoming increasingly important for brands in any industry, the iGaming industry included. Whether you think this is true or not, there is something special about influencers. Jimmy Donaldson, perhaps more known

as Mr Beast, is one of the most known influencers today. Surpassing over 120 million subscribers on YouTube, and with millions of views on every video, he recently expressed the following in *Forbes* 30 Under 30.

“**People just don't understand the influence a lot of creators have – Mr. Beats in Forbes 30 under 30, 2022**”



Influencers, the content creators, indeed have a huge impact, and that impact is only growing. Research from IZEA from 2022, Trust in Influencer Marketing, shows that over 60% of consumers trust influencer advice over celebrity endorsements and that influencers are the number one reason to try out new products. With their reach and popularity, they are in a strong position to drive brand and product awareness and create a top-of-mind effect among their audiences.

Leveraging influencers to drive visibility, popularity, and engagement is important in the iGaming industry. This is also why several companies, operators and providers focus more on influencers today. The effect of working with influencers can be highly successful, as they can engage with their audiences on a different level compared to traditional marketing. Influencers in the iGaming industry, also known as casino streamers, stem back to early 2016 on Twitch, the world's largest live-streaming platform, owned by Amazon. Since the birth of casino streaming, it has had a massive increase

and hit new records in total streamers and viewership, year by year. In 2022, the Casinolytics AI has tracked almost 17 billion minutes of casino game content brand reach on live-streaming platforms like Twitch and YouTube – an increase of over 70% compared with 2021.

The growth in casino streaming can be attributed to streamers making gambling content more entertaining, engaging and fun. This creates an environment where viewers can interact with the community and the streamer, which amplifies the excitement. In other words, when viewers enjoy watching streamers playing games, the odds of them trying it out increase.

“**The Casinolytics AI has tracked almost 17 billion minutes of casino game content brand reach in 2022 – Casinolytics**”

How did casino streaming become so popular? And why do people choose it over binge-watching Netflix,



playing PUBG, or playing games on their mobile? The main reason for the popularity of casino games lies in the beauty of random number generation (RNG), which creates unexpected reactions and memorable moments for the community. Since nobody knows when things can happen, this attracts different types of viewers. Not only the ones that want to come and go whenever it suits them, but also the very dedicated ones that are there for the community and who spend hours and hours watching a streamer.

Today, it is inevitable that the power of influencers is transforming the iGaming industry and creating a whole new opportunity for companies to make their products stand out in the market. Just stop for a minute, and imagine that over 100,000 people are seeing your brand on Twitch and YouTube at this very moment.

**By Sebastian Khalighy, CEO and co-founder of Casinolytics.**

# Can the gambling industry be sustainable?



The gambling industry, like any other, has the potential to be sustainable, if it is managed and regulated properly. But what does 'sustainability' actually mean? Let's first try to agree on its meaning before finding out whether it can indeed be sustainable.

Sustainability is not the same as corporate social responsibility or ESG (environmental social governance). In its simplest terms, sustainability is defined by 'how' a company operates and 'why'. Does it operate by having a net positive or negative impact on the environment and society? Does it operate to serve interests that are beyond short-term profit or shareholders value at any cost?

A sustainable business will ensure that 'success' encompasses elements of environmental and social impact. A company cannot say it is sustainable because shareholders get value, while society pays a heavy cost for the benefit of a few shareholders.

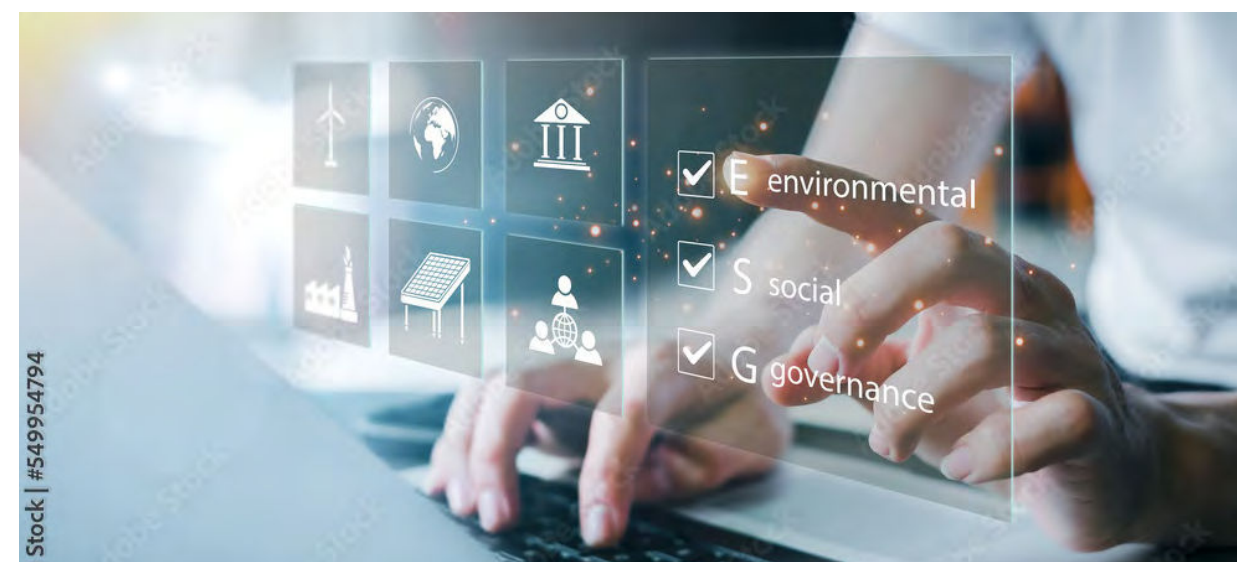
**Sustainability requires thinking large and honestly about three elements:** What are the social, financial and environmental impacts of a company? What societal, and environmental issues could impact the company's financial success? How does a company fit within environmental

and societal thresholds? For example, we only have one planet, and therefore we have limits that companies should consider when operating from an environmental point of view.

**The gambling industry**  
The legalisation and regulation of gambling can play a significant role in the sustainability of the industry. In some countries, gambling is illegal or heavily restricted, which can lead to the growth of underground or unregulated gambling operations. These operations often lack the necessary safeguards and controls to protect consumers and prevent problem gambling, which can lead to negative consequences for both the industry and society.

On the other hand, countries that have legal and regulated gambling industries tend to have more safeguards in place to protect consumers and minimise negative impacts. These safeguards can include measures such as responsible gambling programmes, age restrictions, and strict regulations on advertising and marketing. But for these measures to work, we need to analyse their effectiveness from an impact point of view.

Another factor that can impact the sustainability of the gambling industry is the level of competition within the market. A highly competitive market can



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lead to lower profit margins and pressure on operators to cut corners or engage in unethical practices to stay competitive. This can lead to a decrease in the quality of services and products offered, and potentially negative impacts on consumers. On the other hand, a market with less competition may allow operators to have more control over pricing and profit margins, but it can also lead to stagnation and a lack of innovation.

The impact of technological advancements on the gambling industry is also a significant factor to consider. The rise of online and mobile gambling

has allowed the industry to reach a wider audience and has increased the convenience and accessibility of gambling. However, it has also led to new challenges, such as the potential for increased problem gambling and the need for effective online regulation and security measures.

Societal attitudes towards gambling can also impact the sustainability of the industry. In some societies, gambling is seen as a socially acceptable or even desirable activity, while in others, it is viewed more negatively. This can affect the level of demand for gambling

products and services and the level of acceptance of the industry within society. Other issues, such as match-fixing or money laundering, need to be addressed.

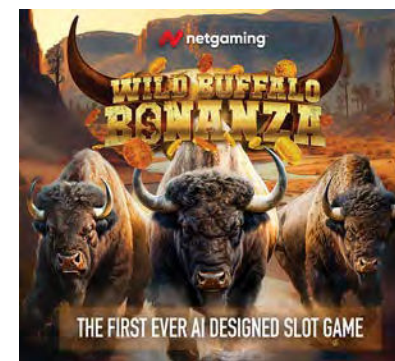
Overall, the gambling industry has the potential to be sustainable if it is properly regulated, managed, and responds to changes in the market and societal attitudes. However, the industry needs to be transparent, responsible, and considerate of the potential impacts on consumers and society to ensure long-term sustainability.

By Svend Aage Kirk, partner at SG:certified

# Ahead of the game



NetGaming started as an idea amongst a small group of friends and ex-colleagues in 2018, but their vision was anything but small. The NetGaming online casino games studio was established in 2019 and launched its first games in the market in 2020. The studio has staff in London, Malta, and India, and is live in five jurisdictions. Two new market launches are scheduled in 2023 and two new gaming licence applications are in progress. Over 35



games have been launched to date, and NetGaming is supplying content to some of the biggest operators globally, including Unibet, Entain and 888.

NetGaming's strategy is based on innovatively leveraging themes and brands that appeal to their target audience. Shortly after the company was established, they secured two brand licenses and released games themed around MTV's Pimp My Ride (in collaboration with Viacom) and legendary US motorcar Shelby – a massive achievement for a newly formed games studio.

NetGaming's approach to game production is driven by innovation and simplicity. They strive to add unique features and mechanics to their games that are tightly integrated with the game's theme. Their games have a lot of character and personality, rooted in a deep understanding of what appeals to slots players. Their portfolio consists of a good mix of popular themes and unique concepts that you can see in games like Dragon Fortress – Battle of the Castle, Viking's Chess and Crypto Fortune (releasing in February 2023).

With a woman at the helm and



a dedicated team supporting her, NetGaming have achieved incredible growth in a very short time. They are driven by a sense of purpose to create content that appeals to a modern generation. Their mission is to deliver the best entertainment experiences, responsibly. This is made possible by the passionate team who have a single goal in mind: to make NetGaming the most successful games studio. Their way of doing business and treating their staff is also fundamental to their approach, be nice, and always have a laser focus on what the customer wants.

In 2022, they announced their crypto and NFT strategy. They released the industry-first Mutant Ape NFT-themed

slot, Aped. They also released a unique derivative of Crypto Punks NFT, Casino Punks. These slots have been some of the most successful games in their portfolio. They have more slots planned in 2023 to explore this theme further. They are looking beyond themed slots to see how they can further leverage web 3.0 technology to create even more unique experiences that will appeal to future consumers (think slots in VR and metaverse).

The North American market is a significant business opportunity for NetGaming, and one which they are determined to take advantage of. In 2023, they will enter the US iGaming market, starting with the state of Michigan. For a start-up, to obtain



NetGaming and Pride365

We at **Pride 365** are thrilled that NetGaming have led the charge in gaming companies, by becoming **Pride 365 Certified**. When over 15% of gamers are part of the LGBT+ community<sup>1</sup> it's crucial that companies show their commitment to the community and do it in an authentic way. We love the small steps that the gaming industry are taking to show support, but hope that in future they'll be supportive all year round.

By **George Mizel, COO Pride 365.**

1. The Neurobiology of Substance and Behavioral Addictions, by JE Grant, JA Brewer and MN Potenza

a licence in the US is a massive achievement. NetGaming have also submitted their licence application for New Jersey, the largest iGaming market in the US and Ontario in Canada. Their 2023 roadmap promises more exciting game titles, new markets launches and more customer integrations.

Overall, the future is exceedingly bright for this cutting-edge games studio!

# For bettors who know better: exploring the advantages of using a betting exchange over traditional sportsbooks



So, what is the difference between Matchbook Betting Exchange and a traditional sportsbook? Firstly, instead of betting directly against the sportsbook, on the exchange, customers essentially bet against one another. So, if your bet loses, your stake will go to whoever you matched your bet against, and if you win, the exchange takes a small percentage of your profits on that bet for facilitating the trade.

Secondly, this gives customers the ability to place two types of bets. A back bet (that something will happen) or a lay bet (that something will not happen). This allows customers to set their own odds if desired, as well as being able to cash out or even create multiples.

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This is due to something called an overround, which is the sum total of all the odds on the outcome of an event. The probability of each selection should add up to 100%,

but sportsbooks add a margin onto these odds. This means that their offering is generally well above 100%, often going as high as 105% or 110%, while Matchbook will always be close to 100% giving you maximum value and only charging 2% commission on your winning bets.

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At Matchbook we are proud of the integrity of our exchange ecosystem. It is our aim to create the safest trading environment for our customers, which is why we maintain robust know-your-customer checks and will continue to check in with customers throughout their time trading with Matchbook.

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be confident that when they withdraw their winnings from Matchbook, those funds are derived from legitimate sources and are not linked to the harms associated with gambling.

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discuss the process with customers and guide them through what information might be required.

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ensures that customer funds are offered the highest level of protection available in the industry.

For more information, visit [matchbook.com/brokerage](https://matchbook.com/brokerage) – eligible customers only, terms apply.

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# AWARDS

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**Slot of the Month: Most Watched**  
**Gates of Olympus** by Pragmatic Play

**Slot of the Month: Most Streamed**  
**Gates of Olympus** by Pragmatic Play

**New Slot of the Month: Most Watched**  
**RIP City** by Hacksaw Gaming

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**SLOT GAME OF THE MONTH MOST STREAMED**

# Hippodrome Casino: a one off



As one of London's number one entertainment and casino venues, The Hippodrome Casino attracts millions of visitors a year. Its worldwide reputation saw pop

legend Prince choose it for what became his final UK gig. Skepta launched his latest album there. Hollywood star Channing Tatum saw it as the only location for his international hit show, Magic Mike Live, still playing to packed houses in its fourth year.

With eight floors that include three individual casinos, the multi-award-winning Heliot Steak House, London's largest poker floor, nine bars and events

spaces throughout, it's the West End's most popular destination for Londoners, tourists and visitors from all over the world. For those coming to London, the Hippodrome is considered a 'must see', sitting alongside the best of West End theatre, the city's most famous nightclubs and many of London's historic attractions, as something you simply can't miss when you're in town.

The Hippodrome sits on the corner of Leicester Square, in the heart of London's entertainment district. The building, a West End theatrical icon, hosted some of the most ground-breaking performances of the last century.

Now, as The Hippodrome Casino, it's changed the face of what a British casino can be, presenting world-class gambling alongside the best food, drink and entertainment in town. It's also defined the future for the casino industry, showing how they can play a vital part in the post-pandemic recovery of night time on high streets across the country.

For those who come for the gambling, the Hippodrome has the widest range and most innovative play there is. Their electronic gaming and slots are second to none. There's the internationally popular Lucky Lady's,



and the casino has struck an exclusive deal with Evolution soon to bring its world-famous online Lightning Roulette into a real-life casino for tables and electronic players within the next few weeks. For traditional table players, the Hippodrome has 12 roulette tables, 13 blackjack tables, three three-card poker tables and a full-sized dice table, plus a dedicated baccarat lounge with 40 seats.

If you're visiting soon, make sure you download the members app, the only dedicated casino app in the country where there are promotions, discounts, offers and up-to-date news. For online fans, the dedicated Hippodrome online site now has £5 free available to new accounts registered via [hippodrome.info/promo](https://hippodrome.info/promo)

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