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GLOBAL GAMES AND GAMING MAGAZINE | JUNE 2013

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SPORTS-BETTING

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ONLINE

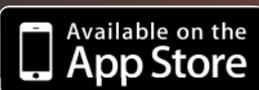
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PROFILE

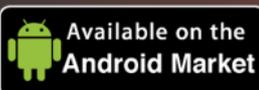
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ONLINE

TAKING A PUNT - PEER2PEER BETTING



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"We remain focused on commercialising new innovative game content and products for our casino operator customers. We are encouraged by the strong player acceptance of our unique new Blade and Gamefield xD gaming machines, solid performance of new games, products and services."

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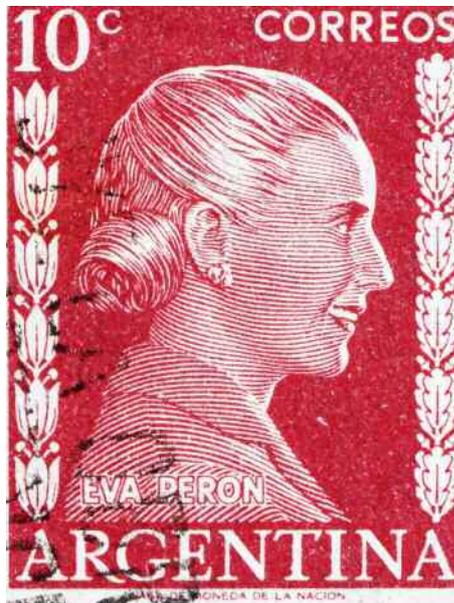
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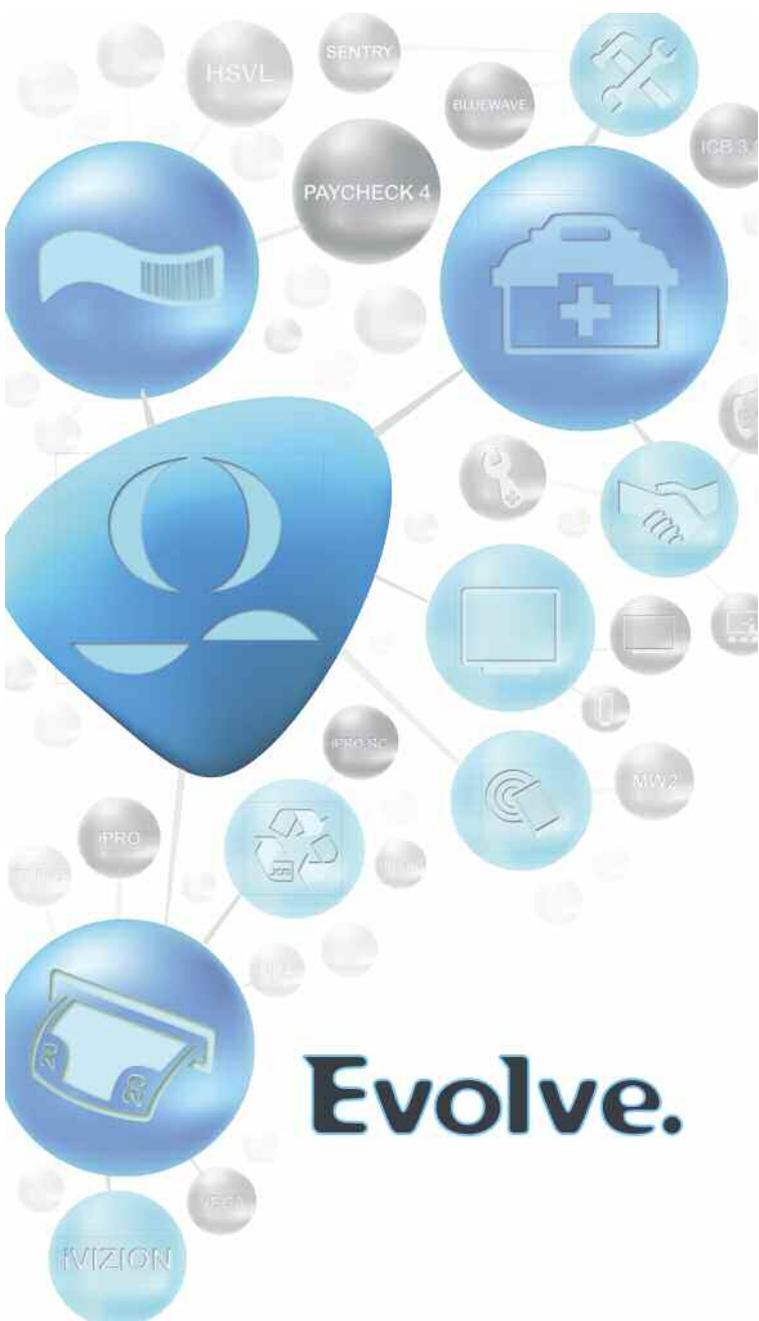
Having had the chance to walk the floors of the Marina Bay Sands and Resorts World Sentosa in Singapore, following the G2E Asia show in Macau, it's incredible to think that these two casinos have surpassed the combined revenue of the Las Vegas Strip.

impressive and rammed to the gills on the day we visited - a public holiday celebrating Buddha's birthday - there was more incredulity than recognition of this achievement. How could these two casinos beat the revenues from Wynn, Mandalay Bay, Venetian, MGM, Bellagio, Palazzo etc.? It's only by looking at the high-end play, the extravagant VIP rooms and volume of play per head that you can get to grips with this extraordinary feat. As in Macau, where ginseng is the favourite drink of players, Singapore is just a razor-focused on gaming.

HOW CAN THESE TWO CASINOS BEAT THE REVENUES FROM WYNN, MANDALAY BAY, VENETIAN, MGM, BELLAGIO, ETC?

Seeing the masses of players in Macau pouring over the baccarat tables, it's not much of a leap to understand how the Chinese enclave is now posting annual revenues six times that of the Vegas Strip. However, Singapore is different. Having expected to witness a modern gaming miracle, the two casinos, while very large,

A lack of junkets (though Genting is allowed a limited licence for Malaysian players) hasn't stopped the towering success. Nor has the \$100 entrance fee for locals dampened their ardour for play. And it was refreshing too, after a week in Macau with wall-to-wall baccarat, to see the casinos hosting roulette, black jack, sic bo and even, in the case of Marina Bay Sands, a couple of Craps tables. Frankly, I'm amazed that I can still be amazed by this industry.



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- Lewis Pek Editor - Tel: +44 (0) 1942 879 291, Email: lewis@gamingpublishing.co.uk
- John Slattery Commercial Director - Tel: +44 (0)7917 166471, Email: john@gamingpublishing.co.uk
- Phil Martin News Editor - Tel: +44 (0)161 236 6669, Email: phil@gamingpublishing.co.uk
- Karen Southall G3 Spain - Associate Editor, Email: karensouthall@gmail.com
- John Carroll G3 Germany, Email: carroll@carrollconsulting.de
- James Marrison G3 Latin America, Email: jamesmarrison@gmail.com
- Lisa Nichols Sub Editor, Gareth Irwin Senior Designer, Paul Jolleys Production Manager, John Malin, David Addison, Bepi Mottes, Alexandre Rotenberg Contributors, Jennifer Pek Subscriptions Manager, John Pek Commercial Administrator, Cover Image: Gareth Irwin

For sales enquiries contact: John Slattery, Tel: +44 (0)7917 166471
Email: john@gamingpublishing.co.uk
For editorial enquiries contact: Lewis Pek, Tel: +44 (0)1942 879 291
Email: lewis@gamingpublishing.co.uk
Gaming Publishing Limited, Samson House, 457 Manchester Road, Manchester M29 7BR, UK

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Calendar

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JUNE 2013

ISRA-EL EUROPEAN LOTTERIES CONGRESS

Date: June 3-6, 2013
Location:
Hilton Hotel, Tel Aviv – Israel
Organiser:
Ortra Ltd, 1 Nirim Street
PO Box 9352 Tel Aviv, Israel
Tel: +972 3 638 4444
Email: el2013@ortra.com
Web: www.el2013.org

IGAMING SUPER SHOW 2013

Date: June 10-14, 2013
Location:
The Amsterdam RAI, Amsterdam,
The Netherlands
Contact: Marit von Stedingk
Organiser:
iGaming Business
33-41 Dallington Street
London, UK EC1V 0BB
Tel: +44 207 954 3417
Email: marit@igamingbusiness.com
Web:
www.igamingssupershow.com.org

CANADIAN GAMING SUMMIT

Date: June 17-19, 2013
Location:
Palais des Congres Montreal,
Quebec – Canada
Contact: Chris Torry
Organiser:
MediaEdge Communications
5255 Yonge Street, Suite 1000
Toronto, Ontario, Canada M2N 6P4
Tel: +1 416 512 8186
Email: christ@mediaedge.ca
Web:
www.canadiangamingsummit.com

WORLD REGULATORY BRIEFING (WRB) GERMANY

Date:
June 27, 2013
Location:
Check website for venue, Frankfurt,
Germany
Contact: Silvia Peneva
Organiser:
Clarion Gaming
Tel: +44 (0)20 7384 8115
Email:
silvia.peneva@clarionevents.com
Web: www.wrbriefing.com/germany

JULY 2013

WORLD GAMING EXECUTIVE SUMMIT 2013

Date: July 9th-11th, 2013
Location:
W Hotel, Barcelona, Spain
Contact: Kellie Jenkins
Organiser:
Terrapinn Ltd
Wren House, 43 Hatton Garden
London EC1N 8EL, UK
Tel: +44 207 827 5955
Email: kellie.jenkins@terrapinn.com
Web:
www.terrapinn.com/2013/wges

SALEX 2013 - SOUTH AMERICAN LEISURE EXPO

Date:
July 23-25, 2013
Location:
Transamerica Expo Center, Sao
Paulo, Brazil
Organiser: Games News Magazine
Rua Tome de Souza 479
Alto de Lapa, Sao Paulo, Brazil
CEP 05079-000
Tel: +55 11 3836 3271
Email: info@salex.com.br
Web: www.salex.com.br

AUGUST 2013

GAMING, RACING & WAGERING AUSTRALIA 2013

Date:
August 12-14, 2013
Location:
Sydney Conference & Exhibition
Centre, Sydney, Australia
Organiser: Beacon Events
20/F Siu On Centre
188 Lockhart Road
Wanchai, HongKong
Tel: +852 2219 0111
Email: info@beaconevents.com
Web: www.GamingDownUnder.com

AUSTRALIAN GAMING EXPO

Date:
August 13-15, 2013
Location:
Sydney Convention & Exhibition
Centre, Sydney, Australia
Contact: Ross Ferrar
Organiser:
Gaming Technologies Association
Level 34, 50 Bridge Street
Sydney, New South Wales
Australia NSW 2000
Tel: +61 2 8216 0931
Email: info@gamingta.com
Web: www.austgamingexpo.com

SEPTEMBER 2013

ENTERTAINMENT ARENA EXPO 2013

Date:
September 3-5, 2013
Location:
Romexpo Fair Ground, Bucharest,
Romania
Organiser: Expo 24 Romania
1st Morarilor Street
022451 Bucharest, Romania
Tel: +40 21 335 6681
Email: contact@expo24.ro
Web: www.earena.ro

US ONLINE GAMING LAW

Date:
September 19-20th, 2013
Location:
The Bellagio, Las Vegas, Nevada,
United States
Organiser:
C5 Online, Trans-World House, 100
City Road, London, United Kingdom
EC1Y 2BP
Contact: Jessica Horner
Tel: +44 20 7878 6886
Email: j.horner@c5-online.com
Web: www.c5-online.com

G2E LAS VEGAS 2013

Date:
September 24-26, 2013
Location:
Sands Expo and Convention Center,
Las Vegas, United States
Organiser: Reed Exhibition
Companies
383 Main Avenue, Norwalk
Connecticut, United States
Tel: +1 203 840 5662
Email: inquiry@reedexpo.com
Web: www.globalgamingexpo.com
Show times: Tues 10:00am - 5:00pm
Wed 10:00am - 5:00pm
Thurs 10:00am - 3:00pm

INTERNATIONAL ASSOCIATION OF GAMING REGULATORS (IAGR) ANNUAL CONFERENCE 2013

Date:
September 29- October 1, 2013
Location:
Le Grand Hotel, Oslo, Norway
Contact: Mariah Echele
Organiser:
IAGR, PO Box 1365, St Charles,
Missouri,
MO 63302-1365, Missouri, United
States
Tel: +1 314 973 4784
Email: Mariah@mecheleconsults.com
Web: www.iagr.org

OCTOBER 2013

EIG EUROPEAN IGAMING CONGRESS & EXPO 2013

Date:
October 8-10, 2013
Location:
Fira Barcelona, Spain
Contact: Shane Mortimer
Organiser:
Clarion Events
Fulham Green, Bedford House
69-79 Fulham High Street
London, United Kingdom SW6 3JW
Tel: +44 207 384 7700
Email: shane.Mortimer@clarion-events.com
Web: www.eigexpo.com

ENADA ROME 2013

Date:
October 16-18, 2013
Location:
Rome Expo Centre, Rome – Italy
Contact: Sonia Bodellini
Organiser: Rimini Fiera Spa
Via Emilia 155, Rimini, Italy 47900
Tel: +39 0541 744250
Email: s.bodellini@riminifiera.it
Web: www.enada.it

SUREXPO 2013 - POLAND

Date:
October 17-18, 2013
Location:
Expo XXI Centre, Warsaw, Poland
Organiser:
Wigor Agency
ul. Sokolnicza 34/38
Wroclaw, Poland 53-660
Tel: +48 71 359 6271
Email: office@wigor-targi.com
Web: www.wigor-targi.com

BEGE EXPO 2013 - BULGARIA

Date:
October 22-23, 2013
Location:
Inter Expo Center, Sofia, Bulgaria
Organiser: BEGE, 7 Kukush Str
Sofia, Bulgaria 1345
Contact: Milena Tsankarska
Tel: +359 2 812 9474
Email:
milena@balkangamingexpo.com
Web: www.balkangamingexpo.com

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ANLÄSSLICH EINER außerordentlichen Hauptversammlung stimmten die WMS-Anteilseigner dem geplanten Abschluss eines Zusammenschlusses mit der Scientific Games Corporation zu, der die Übernahme von WMS durch Scientific Games vorsieht. Für die Annahme des Fusionsvertrages stimmten mehr als 99 Prozent der bei der Versammlung anwesenden und abgegebenen Stimmen, bzw. ca. 75 Prozent der am Stichtag, also am 8 April, ausstehenden und zur Stimmabgabe berechtigenden Stammaktien.

NACHDEM GALAXY ENTERTAINMENT IM vergangenen Jahr seinen Gewinn verdoppeln konnte, soll das Unternehmen jetzt in Macau durch den Kauf von Grand Waldo expandieren, wo das Unternehmen im Glücksspielbereich des 320.000 Quadratfuß großen Hotels bereits Automaten aufgestellt hat. Mit seiner Lage am Cotai-Strip ist das Hotel laut Peter Caveny, Vice President der Abteilung für Investor-Relations bei Galaxy, 'strategisch platziert'.

SPIELO G2, DIE ABTEILUNG FÜR iGaming und Sportwetten von SPIELO International, ließ verlauten, dass das Unternehmen einen langfristigen Verlängerungsvertrag unterzeichnet hat, wonach es Svenska Spel auch weiterhin mit seinem am Markt führenden Pokerprodukt beliefern wird. Auf der Grundlage dieses Vertrages, der das Ergebnis eines wettbewerbsfähigen Beschaffungsprozesses ist, wird SPIELO G2 Schwedens im Staatsbesitz befindlichen Glücksspielanbieter für weitere vier Jahre mit seinem Pokerprodukt beliefern. Anschließend besteht eine Option für einen weiteren Zeitraum von vier Jahren.

NACH WIE VOR STEIGEN DIE Glücksspielerlöse in Nevada. Im März betrug der Anstieg im Vergleich zum selben Monat des letzten Jahres sieben Prozent. Dabei entfielen \$ 35 Mio. der Erlössteigerung von insgesamt \$ 60Mio. auf das Baccarat-Spiel. Mit diesem Anstieg um US \$ 60 Mio. liegt der monatliche Gesamtbetrag bei \$ 914,7 Mio. Übers ganze Jahr gesehen bedeutet dies laut neuesten Zahlen eine Steigerung von drei Prozent.

EVOLUTION GAMING HAT FÜR UNIBET einen eigenen Online-Service für Live-Roulette auf den belgischen Markt gebracht. Das Personal am neuen Live-Tisch, der sich in einer eigens dafür vorgesehenen Umgebung befindet, die exklusiv für Unibet in den Evolution-Studios in Riga geschützt wurde, besteht aus Männern und Frauen, deren Muttersprache flämisch ist.

SJM HOLDINGS, MACAUS GRÖSSTER Casinobetreiber, was die Anzahl von Standorten angeht, ist der letzte Konzessionsinhaber, dem die Genehmigung erteilt wurde, in Cotai zu bauen. Geplant ist ein Resort mit 700 Spieltischen und 1000 Glücksspielautomaten.

ARISTOCRAT LEISURE LIMITED HAT einen Vertrag mit der NYX Gaming Group geschlossen, der die Verteilung einer ganzen Anzahl von Slot-Titeln auf regulierte europäische Online-Glücksspielmärkte erlaubt.

NACH EINER STUDIE EINES Kongressausschusses erwägt die Regierung von Puerto Rico, alle Automaten der Insel zu schließen, da man für die Inspektion illegaler Glücksspieleinrichtungen mehr Macht erlangen will. Der Ausschuss fordert darüber hinaus das Verbot des Online-Spiels.

WMS agrees to go Scientific

WMS Industries' acquisition by Scientific Games has been approved by its stockholders

At a special stockholders' meeting, WMS stockholders approved the Agreement and Plan of Merger, dated January 30, 2013, with Scientific Games Corporation providing for the acquisition of WMS by Scientific Games.

More than 99 per cent of the votes represented and cast at the meeting, or approximately 75 per cent of the total outstanding shares of common stock eligible to vote as of the April 8, 2013 record date, were voted in favour of the adoption of the merger agreement. Stockholders also approved the non-binding advisory proposal regarding merger-related compensation with a vote of more than 85 per cent of the votes represented and cast at the meeting.

Upon the closing of the transaction, WMS will become a wholly owned subsidiary of Scientific Games and WMS stockholders (other than WMS stockholders who have properly exercised rights of appraisal) will be entitled to receive \$26.00 in cash, without interest, for each share of WMS common stock



"We remain focused on commercialising new innovative game content and products for our casino operator customers. We are encouraged by the strong player acceptance of our unique new Blade and Gamefield xD gaming machines, solid performance of new games, products and services."
BRIAN R. GAMACHE,
Chairman and Chief Executive Officer of WMS.

owned at the time of the transaction's closing.

The merger, expected to be completed by the end of 2013, is subject to the receipt of certain required gaming jurisdiction approvals, along with the satisfaction of other customary closing conditions. The parties timely filed applications for gaming regulatory approvals (or otherwise provided the required documentation or information) in all jurisdictions in which the filing of such applications (or the provision of such information) was required under the merger agreement.

"Shareholder approval is an important milestone toward completing the pending acquisition of WMS by Scientific Games," said Brian R. Gamache, Chairman and Chief Executive Officer of WMS. "In the meantime, we remain focused on commercialising new innovative game content and products for our casino operator customers. We are encouraged by the strong player acceptance of our unique new Blade and Gamefield xD gaming machines, solid performance of new games including MONOPOLY Legends, SPIDER-MAN and Colossal Reels, and the ongoing growth of our interactive products and services."

Galaxy takes ownership of Grand Waldo in Macau

Having doubled its profit last year, Galaxy Entertainment is expanding in Macau with the acquisition of the Grand Waldo, where it already operates the gaming floor in the 320,000 sq.ft. hotel.

Situated on Cotai, it is according to Peter Caveny, Vice President of Galaxy's investor relations 'strategically located'. It sits next to the Galaxy Macau and is currently owned by Get Nice Holdings. Galaxy said it will pay HK\$3.25bn (\$419m) for the property. It is listed as having 63 tables, eight VIP rooms and 100 slots. Refurbished in 2008, Waldo Hotel has become Macau's first boutique-style hotel. Offering guests four room styles to choose from Hip, Glamour, Comfort and Pure. Mr. Caveny expects the



deal to be completed in the third quarter of 2013.

Speaking to Galaxy Macau at G2E Asia, Jane Tsai stated that the property's location complement's Galaxy's expansion plans, though the casino is expected to be rebranded and have a thorough refurbishment to bring it into line with the style and sophistication of the Galaxy brand.

Nevada follows up recent record uplift

Gaming revenue in Nevada continues to improve with a seven per cent surge in March compared to the same month last year. The game of baccarat made up \$35m of the \$60m improvement. Revenues improved by US\$60m taking the monthly total to \$914.7m. For the year as a whole, an improvement of three per cent has been felt at three quarters of the way through 2013.

The Nevada Gaming Control Board has confirmed that its casinos reported revenues of almost \$8.4bn so far during 2012, 2.8 per cent more than last year. Casinos on the Las Vegas Strip reported a 13.3 per cent increase in GGR. The increase followed a record month in February when GGR increased by 15.1 per cent compared to February 2012 and win was up by 31 per cent taking GGR to a record high of \$956.4m. Downtown Las Vegas saw its gaming revenues increase by 5.3 per cent.

Hialeah goes big with Bally

Hialeah Park Casino has selected a wide array of Bally's games and systems solutions

Bally's iView and Elite Bonusing Suite (EBS) is to be deployed on 882 video gaming machines across the Hialeah Park Casino in Florida, enabling interactive, floor-wide player-bonusing events. The iView Display Manager picture-in-picture-style player-user interface will also be featured on the casino floor. The operator will use EBS to add excitement across their iVIEW network using player-centric, real-time interactive promotions such as Virtual Racing, U-Spin Bonusing and DM Tournaments.

"We believe the Bally systems will assist us in delivering superior customer service to our casino guests," said Steve Calabro, Hialeah's Vice President and General Manager of Gaming. "Additionally, the EBS applications will provide a lot of excitement on our casino floor and help set us apart from the competition."

EBS, when combined with iVIEW DM, adds excitement and anticipation to the slot-play experience. The EBS applications deliver floor-wide, personalised promotions, second-chance-to-win events, and the ability for players to earn valuable rewards, all without interrupting play on the base game.

These solutions enable players to spin wheels, select and root for their favourite contest-driven car or horse, get instant rewards on their birthday, and participate in instant floor-wide slot tournaments. EBS applications have been proven to increase coin-in, carded play, new card signups, and time on device at casinos across the US.

Hialeah Park is currently undergoing a major transformation which will bring a gorgeous new casino and will revitalise one of South Florida's gems. Hialeah Park's renovation, which is just Phase 1 of a bolder future plan, will showcase a casino that will house 882 slots, electronic blackjack, electronic roulette, 20 poker tables, and three domino tables along with a variety of lounges, cafés, and restaurants. Construction crews are currently working around the clock to unveil the casino this summer.

Hialeah Park has also chosen Bally gaming machines for approximately 20 per cent of its floor, including Bally's exciting Pawn Stars video slots. In addition, the casino selected a wide range



"The casino will realise significant competitive advantages with the use of iVIEW DM and the various EBS applications which have been proven to create floor-wide excitement and measurable ROI and increased profitability."
TOM REILLY, Bally Technologies VP of Systems Sales.

of core video, spinning reel, and premium games, including popular titles like Playboy Muy Caliente, Cash Spin Jackpot, Hot, Hot Habanero, Quick hit Triple Blazing 7s and American Original.

Hialeah Park also selected a host of products from Bally's broad systems portfolio including SDS Windows, CMP player-tracking, CoolSign media-management solution for centralised management across the casino and Promotional Kiosk, a customisable solution, to streamline traffic and offer new and exciting ways to reward to players.

Unibet launches Evolution Live Roulette for Belgium

Evolution Gaming has launched a dedicated online Live Roulette service for Unibet in the newly regulated Belgian market. The new live table, hosted in a dedicated environment branded exclusively for Unibet at Evolution's Riga studios, is staffed by both male and female native speaking Flemish dealers.

According to Evolution, Unibet already operates one of the largest dedicated environments at Evolution's central production studios, serving Roulette and Blackjack players in multiple markets. In addition, Unibet has already integrated Evolution's native speaking Venezia Roulette and Svensk Roulette services into its localised online offerings for both Italy and Sweden respectively.

Dennis Marien, Unibet's Belgium Country Manager, commented: "We are keen to make a big impact in Belgium from the very start, and to secure significant market share. That's why we have chosen to go with a fully localised offering from day one. Evolution has the strongest possible track record of working with operators to gain first-to-market advantage, and they had the optimum localised solution for Belgium."

Sebastian Johannisson, Evolution's Head of Account Management, said: "Evolution has provided its Live Casino to unibet.com since 2009. We're delighted that our experience in delivering localised, customised solutions fits so well with Unibet's growth strategy across Europe."

DER BRITISCHE BUCHMACHER WILLIAM Hill unterzeichnete in den Vereinigten Staaten zwei Abkommen über Sportwetten im Downtown Grand Casino von Las Vegas und an der Rennbahn Monmouth Park in Oceanport, New Jersey.

SHFL ENTERTAINMENT HAT MIT DER Installation seines Video Lottery Terminals in New York begonnen. „Unsere erste große Einführung von VLTs an einem so wichtigen Markt wie New York ist ein sehr aufregendes Ereignis“, sagte Gavin Isaacs, Chief Executive Officer bei SHFL. „Wir stehen erst am Anfang einer vielversprechenden Zukunft für unser Segment Glücksspielautomaten in den Vereinigten Staaten“.

WIE IN EINEM EINSTWELIGEN Statement des Managements verkündet hat die Rank Group den Kauf von Gala Casinos inzwischen abgeschlossen. Der britische Glücksspielkonzern gab darüber hinaus bekannt, dass die Gesamteinnahmen in den 44 Wochen bis zum 5. Mai im Vergleich zum davor liegenden Quartal um vier Prozent höher lagen.

INSPIRED GAMING GROUP HAT DAS erste virtuelle Cricket-Spiel der Branche auf den Markt gebracht. Diese neue Sportart ergänzt Inspireds bereits vorhandenes, umfangreiches Portfolio an Sportarten: Pferderennen, Fußball, Tennis, Autorennen, Radrennen und Hunderennen.

DER GEN2 UNIVERSAL VON FutureLogic wurde als exklusiver Drucker für alle Spielplattformen im neuen Casino im Hialeah Park, in Hialeah, Florida, ausgewählt. Das 90.000 Quadratfuß große Casino der 1925 eingeweihten historischen Rennbahn soll in diesem Sommer eröffnet werden und wird mit 882 Glücksspielautomaten und 22 Pokertischen ausgestattet sein.

DER KAMPF UM DIE VORHERRSCHAFT in Singapur hat Las Vegas Sands im Anschluss an den Einnahmerückgang bei Genting Singapore in den Resorts World Sentosa um 35 Prozent eine andere Richtung gegeben. Glücksspieler mit hohen Einsätzen und einer Glückssträhne wurden für den Rückgang der Nettogewinn auf \$ 115,9 Mio. (US \$ 94 Mio.) in den ersten drei Monaten bis zum 31. März im Vergleich zu \$ 205,5 Mio. im gleichen Zeitraum des Vorjahres verantwortlich gemacht.

TCS JOHN HUXLEY MACHTE TODD Cravens zum CEO für Amerika. Cravens, der Cath Burns, CEO des Konzerns, direkt unterstellt ist, wird von Las Vegas aus arbeiten und für die Entwicklung der Geschäftsinteressen des Konzerns in ganz Nordamerika, dem karibischen Raum sowie Mittel- und Südamerika verantwortlich sein.

GAMING LABORATORIES International (GLI) hat James Illingworth zum Director of European Business Development gemacht. Illingworth wird am europäischen Firmensitz von GLI in Hillegom in den Niederlanden arbeiten, wo er das GLI-Entwicklungsteam für das europäische Geschäft leiten wird.

DIE REGIERUNG VON URUGUAY hat einem Abkommen zugestimmt, wonach der derzeitige Betreiber des Hotels und Casinos Conrad von der Baluma SA zur Enjoy SA wechseln wird, was bedeutet, dass Enjoy die Kontrolle über das Conrad übernimmt. Das Abkommen wurde zunächst im November 2012 angekündigt.

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New SJM approval for Cotai

SJM has received approval to build a resort on Cotai with 700 tables and 1,000 slot machines

Macau's biggest casino operator (in terms of numbers of venues), SJM Holdings, has become the final concessionaire to receive approval to build in Cotai with plans for a 700 tables, 1,000 slots resort given the green light.

The resort will have 2,000 hotel rooms, but other details have not yet been released. Reports out of Macau have quoted SJM Chief Executive, Ambrose So, saying that the company would look to join its Cotai land and resources with director Angela Leong to construct a resort more than three times the initially planned size. Ms. Leong has already been granted a land concession by the government to develop a 180,000 sq. m. plot of land near Macau Dome on Cotai, to build a family-focused, non-gaming resort. Mr. So's comments have led to speculation that this is where the next project will be based.

In October, SJM said it would need to pay the Macau government a contract premium of MOP2.15bn along with



"We expect construction work to begin on SJM's Cotai project this year and that it could open sometime between 2016 and 2017."
SO SHU FAI,
 Executive Director and Chief Executive Officer, SJM Holdings.

annual rent for the land, which spans 70,468 sq. m.

So Shu Fai, Executive Director and Chief Executive Officer of SJM Holdings, said: "The Board is pleased to announce that the Land Concession Contract was published in the official gazette of Macau on 15 May 2013. Pursuant to the Land Concession Contract, SJM will lease the Cotai Land from the Macau Government for an initial term of 25 years from the aforesaid publication date and SJM has the right to renew the lease for successive periods in accordance with applicable laws. The Land Concession Contract permits SJM to develop on the Cotai Land a complex containing a five-star hotel with total gross floor area of 521,435 square metres and with gaming areas.

"It also permits SJM, as a gaming concessionaire, to operate and manage gaming operations on the Cotai Land. The Group has informed the Macau Government its intention to build and operate a casino gaming resort containing approximately 700 gaming tables and 1,000 slot machines as well as approximately 2,000 hotel rooms."

Aristocrat slots to launch with NYX Gaming online

Aristocrat Leisure has signed an agreement with NYX Gaming Group, allowing for the distribution of a number of Aristocrat slot titles to regulated European online gaming markets.

Under the agreement, Aristocrat will deliver a number of its world famous, land-based slot titles to certain regulated online gaming markets through NYX Gaming Group. The initial set of eight games, optimised for online play, include Zorro, Queen Of The Nile 2, Lucky 88 and Where's The Gold.

NYX Gaming Group will bring Aristocrat's portfolio of sophisticated and proven Slot gaming content to regulated online markets via its partnerships with the world's leading operators. Initial distribution will begin via OGS, NYX's true open gaming

system offering content from leading game suppliers via a simple API of just 6 calls. OGS continues to release quality new content, rapidly, in both HTML5 & Flash, making it the first choice for operators wanting to stay at the forefront of new content deliveries.

"Aristocrat has an unparalleled portfolio of slot content and we are pleased to offer our high quality, proven game titles to the regulated European online markets," said Craig Billings, Aristocrat's Managing Director, Strategy and Business Development.

"NYX Gaming Group has demonstrated their ability to bring our proven games online with the launch of these initial titles, and we look forward to subsequent roll-outs via NYX Gaming Group with the world's leading online operators."

EN EL MARCO DE UNA JUNTA extraordinaria de accionistas, el accionariado de WMS aprobó el Acuerdo y Plan de Fusión con Scientific Games Corporation que supone la adquisición de WMS por parte de Scientific Games. Más del 99 por ciento de los votos representados y efectuados en la junta, lo que supone aproximadamente el 75 por ciento del total de acciones ordinarias restantes con derecho a voto a fecha de registro 8 de abril de 2013, fueron en favor de la adopción del acuerdo de fusión.

TRAS DUPLICAR SUS BENEFICIOS el año pasado, Galaxy Entertainment se dispone a expandirse en Macau con la adquisición del Grand Waldo, donde ya opera las instalaciones de juego en el hotel de casi 30 000 m². Situado en la Franja de Cotai, se trata de una «ubicación estratégica», en palabras de Peter Caveny, Vicepresidente de relaciones con los inversores de Galaxy'.

SPIELO G2, LA DIVSIÓN DE IGAMING Y apuestas deportivas de SPIELO International, ha anunciado que ha firmado una ampliación a largo plazo para seguir suministrando a Svenska Spel su producto de póquer líder en el mercado. El acuerdo, resultado de un proceso de adquisición competitivo, supone que SPIELO G2 mantendrá el suministro de su producto de póquer al operador de juego estatal sueco durante otros cuatro años, con opción a renovar por otros cuatro años a la expiración del plazo.

LOS INGRESOS PROCEDENTES DEL juego en Nevada siguen mejorando, con una subida del siete por ciento en marzo si se compara con las cifras del mismo mes del año pasado. El juego del bacarrá concentró 35 millones de dólares dentro del aumento total de 60 millones de dólares. Dicha subida hizo ascender el total mensual a 914,7 millones de dólares. Para el año en su conjunto, se ha percibido una mejora del tres por ciento según las últimas cifras.

EVOLUTION GAMING HA LANZADO UN servicio exclusivo de ruleta en directo online para Unibet dentro del mercado belga, recientemente regulado. La nueva mesa en directo, alojada en un entorno dedicado en exclusiva y creado ex profeso para Unibet en los estudios de Evolution en Riga, está atendida por operadores y operadoras flamenos hablantes del idioma nativo.

EL MAYOR OPERADOR DE CASINOS DE Macau en términos de número de establecimientos, SJM Holdings, se ha convertido en el concesionario definitivo en recibir la aprobación para construir en Cotai, y ya han recibido luz verde sus planes de un complejo con 700 mesas y 1000 tragaperras.

ARISTOCRAT LEISURE LIMITED HA firmado un acuerdo con el NYX Gaming Group que permite la distribución de una serie de títulos de tragaperras de Aristocrat a mercados de juego online europeos regulados.

TRAS UN ESTUDIO LLEVADO A CABO por un comité del Congreso, el Gobierno de Puerto Rico está considerando el cierre de todos los establecimientos de tragaperras de la isla, ya que aspira a aumentar su poder a la hora de inspeccionar las instalaciones de juego ilegal. El comité también ha solicitado que se prohíba el juego online.

Mexico key to Zitro market expansion



Zitro has installed machines in the newly opened casino, Big Ball Culiacan, in Mexico, where the games have been successfully embraced by players. The games such Power Black Bonus, Spin Bingo, Wild Rocks, Catrina, Rabbit Mania, Calaca, Bingo Story, Bingo and The Beast, Taco Mania, Last Bingo in Paris, Mexican Lottery, Power Bonus or Fish Mania among others, have consistently performed strongly with Mexican players. Zitro leads the Mexican market by volume of video bingo machines on-site and revenue figures thanks to players acceptance of Zitro games and top level prizes.

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Puerto Rico calls for closures

The government of Puerto Rico is considering measures to close all slot halls on the island

Following a congressional committee study, the Government in Puerto Rico is considering closing all slot parlours on the island as it looks for more power when it comes to inspecting illegal gaming facilities. The committee has also called for a ban on online gaming.

on gaming in Puerto Rico. In February 2013 the government initiated an investigation into the casino industry after a number of casino closures. The investigation was charged with looking into the growth of slot parlours on the island. According to Puerto Rico gaming law slot machines are only permitted in casinos attached to hotels and revenue generated by casinos is a vital source of funding for the Ministry of Tourism and the state run University. However, revenue has been down due to the proliferation of slot parlours and it is estimated that there are now 45,000 illegal slot machines on the island.

According to statistics released by the Committee in the financial year 2011-2012



The committee's recommendations are positive news for the struggling casino industry in Puerto Rico which has also been affected by the world economic crisis and a decrease in tourists visiting the island.
ISMAEL VEGA,
President of the Puerto Rican Hotel and Tourism Association.

the Ministry of Tourism received US\$73,832,313 in gaming tax revenue and lost US\$1.9 million between March and December due to the closures of the casino in the Conquistador Resort, the casino in the Grand Meliá hotel and the casino in the Pichi's Convention Center. With these closures 500 people lost their jobs. Furthermore, according to statistics published by Spectrum Gaming Group on behalf of The Ministry of Tourism, if illegal gaming on the island were to be eliminated, casino revenue would increase by as much as 58 per cent with casinos such as the Conrad San Juan Condado Plaza benefiting.

The issue has become increasingly divisive of late as in March a number of hotel and casino workers from several hotels met with lawmakers to express their concern over the possible legalisation of slot parlours. In a controversial move a number of Senators had proposed granting licences to slot parlours to meet the shortfall in pensions for state workers. President of the Puerto Rican Hotel and Tourism Association, Ismael Vega claimed in a press conference before the demonstration that the legalisation of slot parlours in Puerto Rico would have dealt a "mortal blow" to the tourism industry.

William Hill at the double in the US

British book maker William Hill has signed two deals stateside to operate sports books at the Downtown Grand Casino in downtown Las Vegas and the Monmouth Park racetrack in Oceanport, New Jersey. Fifth Street Gaming, the developer and operator of the future Downtown Grand Casino, has signed a long-term agreement with William Hill US to operate a race and sportsbook. The sportsbook will boast a William Hill storefront and a dedicated entrance with a facade similar to the company's 2,400 betting shops in the UK. Whilst the deal has yet to be approved by Nevada gaming regulators, it is expected to go through by the time the Downtown Grand opens in September. Las Vegas-based hospitality management company Fifth Street Gaming has partnered with CIM Group to develop the property on Downtown3rd. The casino is the first completely new downtown hotel and casino to be built in Las Vegas in more than 20 years.

Singapore ministers look to explore online options

Ministers speaking at Singapore's Casino Regulatory Authority's annual work plan seminar have been looking at ways to prevent online gambling by restricting access to sites, however there was also a huge hint that they could move towards actual online regulation.

The Prime Minister's Office revealed that the government is concerned about what it sees as the social risks associated with online gambling. The Minister for Home Affairs has committed to extensive research with industry experts to find out how other countries have regulated and taxed online gaming. Second Minister for Home Affairs, S Iswaran, said the government was even considering new regulations to

govern online gambling: "Online gambling is new and potentially more addictive form of gambling with greater access to the young and vulnerable," he explained.

"The government is studying measures that can be taken against online gambling, and to restrict access to, and patronage of, online gambling platforms. We recognise that there are practical challenges to this effort, not least because technological change will render complete eradication difficult. Our officials are working with industry experts to study the issues and learn from other jurisdictions, in order to formulate a strategy that is effective, relevant and sustainable. The study should be concluded by the end of the year," said Mr. Iswaran.

LA CASA DE APUESTAS BRITÁNICA

William Hill ha firmado sendos acuerdos estatales para operar apuestas deportivas en el Downtown Grand Casino de Las Vegas y el circuito de Monmouth Park en Oceanport (Nueva Jersey).

SHFL ENTERTAINMENT HA COMENZADO

la instalación de sus terminales de videolotería en Nueva York. «Nuestro primer gran lanzamiento de terminales de videolotería en un mercado tan importante como el neoyorquino es algo realmente apasionante», declaró Gavin Isaacs, Director Ejecutivo de SHFL. «Esto es solo el principio de lo que esperamos que sea un futuro muy prometedor para nuestro segmento de las tragaperras en Estados Unidos».

TAL COMO SE ANUNCIÓ EN UNA

declaración de la dirección provisional, el Rank Group acaba de concluir la adquisición de Gala Casinos. El grupo de juego británico también hizo público que los ingresos totales de las 44 semanas concluidas el 5 de mayo subieron un cuatro por ciento en comparación con el trimestre anterior.

INSPIRED GAMING GROUP HA

lanzado el primer juego de Virtual Cricket del sector. El nuevo deporte viene a sumarse a la amplia cartera de siete deportes ofrecidos ya por Inspired, incluidas las carreras de caballos, el fútbol, el tenis, las carreras de motor, el ciclismo y las carreras de galgos.

LA IMPRESORA GEN2 UNIVERSAL DE

FutureLogic ha sido elegida como impresora en exclusiva para todas las plataformas de juego del nuevo casino Hialeah Park, ubicado en la localidad de Hialeah (Florida). El histórico circuito, que abrió sus puertas en el año 1925, se dispone a inaugurar este verano su casino de más de 8000 m² con 882 tragaperras y 22 mesas de póquer.

LA BATALLA POR LA SUPREMACÍA EN

Singapur ha allanado el camino de Las Vegas Sands tras la caída del 35 por ciento en los beneficios de Genting Singapore en su Resorts World Sentosa. Una afortunada serie por parte de los grandes apostantes fue el motivo al que se achacó la caída del beneficio neto hasta los 115,9 millones de dólares de Singapur (94 millones de USD) en los tres meses que concluyeron el 31 de marzo, en comparación con los 205,5 millones de dólares de Singapur en el mismo período de 2012.

TCSJOHNHUXLEY HA NOMBRADO A

Todd Cravens como Director Ejecutivo para toda América. El Sr. Cravens está subordinado directamente a la Directora Ejecutiva del Grupo, Cath Burns, y tendrá su sede en Las Vegas, donde será responsable del desarrollo de los intereses comerciales del grupo en toda Norteamérica, el Caribe, Centroamérica y Sudamérica.

GAMING LABORATORIES

International (GLI) ha nombrado a James Illingworth como Director de Desarrollo del Negocio Europeo. El Sr. Illingworth tiene su base en la sede central europea de GLI en Hillegom (Países Bajos), donde liderará el equipo de Desarrollo del Negocio Europeo de GLI.

EL GOBIERNO URUGUAYO HA

aprobado un acuerdo en virtud del que el operador del hotel y casino Conrad de Uruguay pasará de ser Baluma SA a Enjoy SA, lo que implica que Enjoy se hace con el control de manos de Conrad. El acuerdo se anunció por primera vez en noviembre de 2012.

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SHFL rolls out VLTs in NYC

SHFL entertainment fulfils potential with installation of first VLTs across New York locations

SHFL entertainment has begun the installation of its Video Lottery Terminals in New York.

"Our first big rollout of VLTs in such an important market as New York is very exciting," said Gavin Isaacs, Chief Executive Officer for SHFL. "This is only the beginning of what we hope to be a very promising future for our slot machine segment in the United States."

The rollout was made possible through a November 2012 agreement between SHFL and SPIELO International, which has been licensed to provide VLTs, content and services to the New York State Division of Lottery since 2003, will be leasing the VLTs from SHFL and providing technical support for those products as part of a three-year agreement with SHFL, including options for two extensions of two years each.

By the time the rollout out is complete,



"This is only the beginning of what we hope to be a very promising future for our slot machine segment in the United States."

GAVIN ISAACS,
Chief Executive Officer for SHFL entertainment.

SHFL will have installed 112 of its Equinox cabinets in five of the nine New York VLT facilities. The facilities include: Hamburg Casino at the Fairgrounds, Finger Lakes Casino and Racetrack, Saratoga Casino and Raceway, Empire City Casino at Yonkers Raceway, and Resorts World Casino New York. This initial rollout features three of SHFL entertainment's unique slot themes: Eureka Gold Mine, Chomp and Cats, Hats, and Bats.

Ritz now clubbing around the clock

The Ritz Club, one of the London's most exclusive privately owned casino clubs, has commenced 24 hours operation. Quintessentially British, the Club is located right in the heart of London's Mayfair. Whether for business or pleasure, members can relax in the most private of settings where a warm welcome awaits.

Roger Marris, Chief Executive of The Ritz Club said: "Recognising that many of our members are world travellers and are not confined by time zones, we wanted the operation at the Club to reflect their busy lifestyles. We are constantly looking for ways in which we can enhance the customer experience in terms of service, quality, use of multi-channel technology platforms and marketing initiatives that really make the customer experience very special. We are entering a new phase of growth and development at the casino and we believe that our strategy to have the operation open 24/7 will proactively encourage more people to enjoy our excellent gaming facilities."

Aristocrat builds Oasis at Margaritaville Louisiana

Aristocrat's systems team will install Oasis 360 at the new, fully integrated, Margaritaville Resort Casino in Bossier City, Louisiana, which is slated to open this month.

The resort is situated on 19 acres and will feature a 30,000 square foot single-level casino. Oasis 360 will monitor all 1,265 devices on the casino floor, and includes industry-leading bonusing modules such as the award-winning nRich, Ricochet Rewards and Splashdown Countdown. These powerful bonusing combinations could help to increase a property's competitive advantage and player excitement.

Margaritaville Resort Casino Sr. Vice President and General Manager Barry Regula said: "We carefully analysed all of the system options available

to us. We chose Aristocrat's Oasis 360 system because of its superior technology, bonusing engines and overall ease-of-use. We are confident the system will enable us to provide a superior interactive gaming environment and service experience for our guests."

Aristocrat's Vice President of System Sales and Marketing Kelly Shaw commented on the installation: "We are thrilled with this new contract. Operators across the southern United States, and indeed across North America, understand the key competitive advantages that Oasis 360 brings to the properties that use Oasis 360. With superior technology combined with an easy user interface, Oasis 360 is simply the best choice in casino management systems."

NEL CORSO DI UNA SPECIALE riunione, gli azionisti della WMS hanno approvato l'accordo e il piano di fusione con l'azienda Scientific Games Corporation. Quest'accordo prevede l'acquisizione di WMS da parte di Scientific Games. L'accordo di fusione è stato approvato con più del 99% dei voti espressi in assemblea, pari a circa il 75% del totale delle azioni aventi diritto al voto, in data 8 aprile 2013.

DOPO AVER RADDOPPIATO L'UTILE dell'anno scorso, l'azienda Galaxy Entertainment prevede un'ulteriore espansione a Macao, tramite l'acquisizione di Grand Waldo, un hotel di circa 30.000 m², dove gestisce già un casinò. Situato nella zona di Cotai, il casinò è 'posizionato in un luogo ideale', secondo Peter Caveny, vice presidente delle pubbliche relazioni dell'azienda Galaxy.

SPIELO G2, LA DIVISIONE IGAMING E scommesse sportive del gruppo SPIELO International, ha annunciato di aver firmato un prolungamento a lungo termine del contratto per continuare a fornire il suo prodotto di poker, leader sul mercato, all'azienda Svenska Spel. L'accordo, che è il risultato di una procedura di appalto, prevede che SPIELO G2 continuerà a fornire il proprio prodotto di poker all'azienda statale svedese di gaming per altri quattro anni, con opzione per un ulteriore mandato di quattro anni alla scadenza.

LE ENTRATE DEL GIOCO D'AZZARDO IN Nevada continuano ad aumentare, con un incremento del 7% a marzo rispetto allo stesso mese dell'anno scorso. Il gioco del baccarat ha rappresentato \$35m del \$60m di aumento. Le entrate sono aumentate di US\$60m, portando il totale mensile a \$914.7m. Per ciò che riguarda l'anno nel suo complesso, si è registrato un aumento del 3%, secondo i dati più recenti.

L'AZIENDA EVOLUTION GAMING HA lanciato un servizio online di Live Roulette per Unibet, nel mercato belga di nuova regolamentazione. Il nuovo tavolo da gioco online, che è situato in un ambiente con marchio Unibet negli studi Evolution a Riga, è gestito da dealer di lingua fiamminga appartenenti a entrambi i sessi.

SJM HOLDINGS, IL PIÙ GRANDE gestore di casinò a Macao, è diventato l'ultimo concessionario di una licenza edilizia a Cotai. L'azienda prevede la costruzione di un resort con 700 tavoli da gioco e 1000 slot machine.

IN SEGUITO A UNO STUDIO DI UNA commissione parlamentare, il governo di Portorico sta considerando la chiusura di tutte le sale da gioco dell'isola, al fine di avere più poteri quando si tratta di ispezionare le strutture di gioco illegali. La commissione ha anche richiesto il divieto per i giochi online.

I MINISTRI CHE HANNO PARTECIPATO al congresso annuale dell'ente che regola i giochi d'azzardo a Singapore, hanno studiato possibili soluzioni per fermare il gioco d'azzardo on-line, limitando l'accesso ai siti; tuttavia hanno lasciato capire che potrebbero decidere a favore di una regolamentazione.

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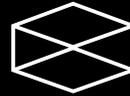
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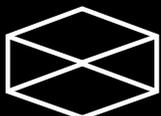
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Rank rise as Gala completes

UK operator Rank acquires rival Gala Casinos to become the largest casino group in the UK

As announced in an interim management statement, the Rank Group has now completed the purchase of Gala Casinos. The British gambling group also revealed that total revenues for the 44 weeks to May 5, were up four per cent compared to the previous quarter.

Ian Burke, Chairman and Chief Executive of The Rank Group commented: "I am delighted that we have completed the acquisition of Gala Casinos. The addition of 19 casinos creates a market leading position for our Grosvenor Casinos brand, taking us into 11 new markets in the UK. Unsurprisingly, our venues were affected by the persistent freezing weather conditions during the third quarter. Against that backdrop, we feel our businesses have performed reasonably well. We remain confident in the Group's long-term growth strategy and its increasing focus on the growth areas of digital and casino venues."

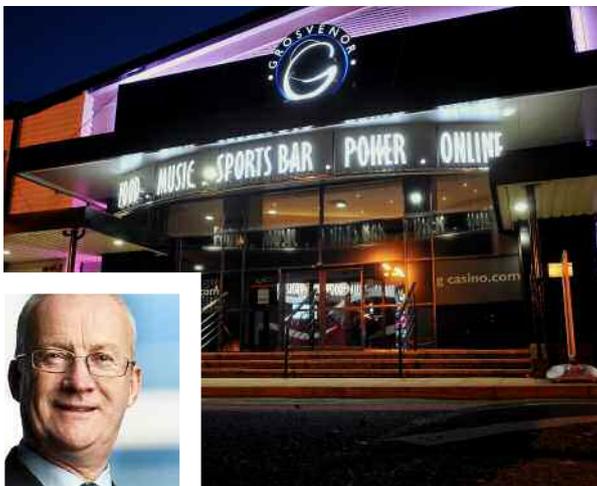
In the 18-week period total brand revenue grew by one per cent whilst like-for-like revenues fell by five per cent. Venues were adversely impacted by the recent cold weather; this contributed to a five per cent fall in customer visits and a six per cent fall in like-for-like venues revenue in the 18-week period. Total venues revenue was in line with last year.

Spend per visit fell by one per cent in the 18-week period impacted by a lower than normal win margin in London, which was driven by major player activity.

Revenue growth in the 44-week period remains solid, with the higher than normal London venues win margin seen in H1 still having a positive impact overall. On 4 March 2013, Grosvenor opened a new G Casino in Reading. Performance to date has been in line with management's expectations, but it has only been open for a few months.

The strong growth in digital continues with revenues in the 18- and 44-week periods up 70 per cent and 64 per cent respectively, albeit from a low base. The growth in digital customer numbers was partly driven by an increased investment in marketing.

The Mecca brand grew total revenue by two per cent in the 18-week period with continued steady performance from its



"We remain confident in the Group's long-term growth strategy and its increasing focus on the growth areas of digital and casino venues."
IAN BURKE,
Chairman and CEO,
The Rank Group

digital channel; like-for-like revenues were down one per cent.

In the 18-week period venues like-for-like and total revenue was down four and one per cent respectively as customer visits were adversely impacted by snow and the prolonged cold weather. An increase in like-for-like spend per visit of three per cent reflects the continued success of the improved offering.

Hialeah Park selects GEN2 printers from FutureLogic

FutureLogic's GEN2 Universal printer has been chosen as the exclusive printer for all gaming platforms in the Hialeah Park's new casino, located in Hialeah, Florida. The historic race track which opened in 1925, is set to open its 90,000sq.ft. casino this summer with 882 slot machines and 22 Poker tables.

"Having worked closely with the FutureLogic's sales and technical teams at my previous positions, I'm confident that in addition to providing excellent support, FutureLogic clearly offers leading-edge technology printers which will assist us in delivering superior customer service on our casino floor." said Steve Calabro, Vice President & General Manager of Gaming Operations at Hialeah Park. "Their reputation as the provider of high-calibre products and services, factored into our

decision in selecting the GEN2 printer for our new casino."

Nick Micalizzi, FutureLogic's VP Sales & Marketing, North America said: "Looking ahead, as Hialeah Park looks to expand their resort's marketing plans, the GEN2 presents a seamless solution with our PromoNet promotional couponing solution."

Ready for promotional couponing, the printer can provide operators with separate and secure processing environments for both TITO and promotional couponing. Moreover, equipped with a 50 per cent larger standard ticket capacity, the GEN2 Universal printer can save operators up to 20 refills or \$200 per printer annually. Further reducing costs, the unit eliminates paper waste by consuming the ticket stack down to the last ticket.

IL BOOKMAKER INGLESE WILLIAM HILL ha firmato due accordi negli Stati Uniti, per la gestione di scommesse al Downtown Grand Casino, nel centro di Las Vegas e all'ippodromo Monmouth Park a Oceanport, nel New Jersey.

L'AZIENDA SHFL ENTERTAINMENT HA iniziato l'installazione dei propri terminali di video lotteria a New York. "Il nostro primo grande lancio di terminali di video lotterie, in un mercato così importante come New York, è molto emozionante," ha affermato Gavin Isaacs, direttore generale della SHFL. "Questo è solo l'inizio di quello che speriamo sarà un futuro molto promettente per il nostro mercato di slot machine negli Stati Uniti."

COME ANNUNCIATO IN UN RAPPORTO intermedio di gestione, il gruppo Rank ha completato l'acquisto di Gala Casinos. Il gruppo di gaming britannico ha anche annunciato che il fatturato totale delle 44 settimane concluse il 5 maggio è aumentato del 4% rispetto al periodo precedente.

INSPIRED GAMING GROUP HA lanciato il primo gioco di cricket virtuale del settore. Questo nuovo sport si unisce ad un ampio portfolio di sette sport già disponibili, tra ippica, calcio, tennis, automobilismo, ciclismo e corse dei cani.

LA STAMPANTE GEN2 DELLA FutureLogic è stata prescelta come stampante ufficiale di tutte le piattaforme di gaming nel nuovo casinò di Hialeah Park, situato a Hialeah, in Florida. Lo storico ippodromo, che è stato inaugurato nel 1925, intende aprire quest'estate un casinò di oltre 8000 m², con 882 slot machine e 22 tavoli da poker.

LA BATTAGLIA PER LA SUPREMAZIA A Singapore si è risolta a favore di Las Vegas Sands, dopo una riduzione del 35% delle entrate dei resort World Sentosa del gruppo Genting. L'azienda ha dato la responsabilità della riduzione degli utili a dei forti scommettitori molto fortunati. I profitti sono scesi a \$5115.9m (US\$94m) durante il trimestre conclusosi il 31 marzo, mentre erano stati di \$5205.5m nello stesso periodo del 2012.

TCSJOHNHUXLEY HA NOMINATO Todd Cravens Direttore Generale per le Americhe. Mr. Cravens risponde direttamente al direttore del gruppo, Cath Burns, e avrà come base Las Vegas; sarà responsabile dello sviluppo degli interessi commerciali del gruppo in tutto il Nord America, i Caraibi, l'America centrale e quella meridionale.

L'AZIENDA GAMING LABORATORIES International (GLI) ha nominato James Illingworth Direttore dello Sviluppo Europeo. Mr. Illingworth opera nel quartiere generale europeo della GLI, a Hillegom, in Olanda, ed è da qui che guiderà il team responsabile dello sviluppo commerciale.

IL GOVERNO URUGUAIANO HA approvato un accordo per cui la gestione dell'hotel e casinò Conrad in Uruguay passerà dall'azienda Baluma SA all'azienda Enjoy SA. Grazie a quest'accordo Enjoy assumerà il controllo del Conrad. Quest'accordo è stato annunciato nel mese di novembre 2012.

ARISTOCRAT LEISURE LIMITED HA firmato un accordo con il gruppo NYX Gaming, che prevede la distribuzione di un certo numero di prodotti Aristocrat sui mercati europei di giochi on-line regolamentati.

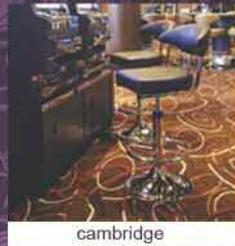


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Recovery for Casinos Austria

Casinos Austria performed a dramatic turnaround in 2012 with net profit near record levels

Casinos Austria has seemingly turned things round since the dark days of the recession with its best ever set of results in 2012; however its international arm, Casinos Austria International could only half its losses from the previous year.

Net profit of €42.68m was the second highest income in company history whilst consolidated turnover of €3,54bn was an all-time high. One of the biggest influencing factors in the domestic casino sector bouncing back came with the reduction in casino tax from 48 per cent to 30 per cent. Operating profit for the 12 local casinos came in at €16.1m.

The international division didn't fare so well although gaming revenues increased by 2.9 per cent to €237.5m while costs were reduced by €11.6m. As a result, Casinos Austria International recorded losses of €25.2m in 2012 compared to €54.4m in 2011.

Casinos Austria and Austrian Lotteries Group proved to be one of the three biggest Austrian taxpayers with a total contribution of €552m.

Director General, Dr Karl Stoss, said: "2012 was very successful for the entire group. And the issuing of casino licences

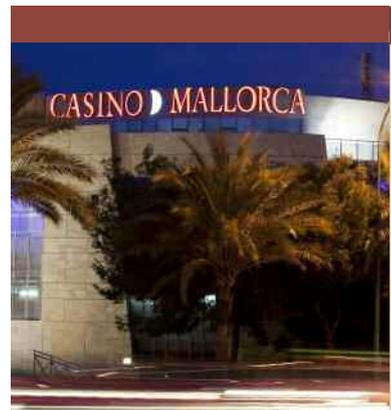


"2012 was very successful for the entire group. And the issuing of casino licences for the city package in December 2012 was of course the crowning conclusion."
DR KARL STOSS,
Director General,
Casinos Austria

for the city package in December 2012 was of course the crowning conclusion".

Expansion for the year ahead remains focussed on Asia and South America.

Austrian Lotteries recorded revenues of €2.96bn up slightly from €2.9bn in 2011, VLT subsidiary WINWIN €458m whilst a drop in revenue was experienced with its Toto, Bingo, Brieflos and Lottery sectors. Online platform win2day made substantial gains again, and development at the international lotteries subsidiary Ural Loto in the Russian Republic of Bashkortostan was also 'quite positive.' In the scope of an international call to tender in August Austrian Lotteries obtained the licence to introduce a lottery in Albania. The first drawing for the lotto game took place on 21 April 2013.



TWO CANDIDATES HAVE BEEN NAMED

in the tender to secure the second casino on the island of Mallorca. Following the Balearic Government's approval of a new casino earlier this year, German company Merkur, which has casinos all over the world, has been named as one of the leading candidates. The company wants to set up a gambling hall with 16 roulette tables and 120 slot machines in Bendinat castle. Merkur's development would create 160 jobs with the casino opening in June 2014. A rival bid has been placed with Nervion, the operator of the existing casino in Porto Pi in Palma. The company plans to invest €95m in building a 5-star hotel in Playa de Palma with a development that would include an arcade.



TCSJOHNHUXLEY
has named Todd Cravens as CEO for the Americas. Mr. Cravens reports directly to the Group CEO, Cath Burns, and will be based in Las

Vegas, responsible for the development of the Group's business interests throughout North America, the Caribbean, Central and South America. An industry veteran with over 20 years of experience in the gaming and amusement industries, he most recently was President and General Manager of American Gaming Systems, Illinois; a leading developer, manufacturer and operator of slot machines and systems. He was responsible for setting up the operation in the region and positioned the company as a market leader in the fledgling VLT market in Illinois.

HAVING TAKEN A SABBATICAL IN 2013, Germany's International Trade Fair for Amusement and Vending Machines will be held from 14 to 17 January, 2014. "We are delighted about the new edition of the IMA next year and are already right in the midst of planning," said IMA Director Petra Lassahn. As in the past, the big industry players Gauselmann Gruppe, LÖWEN ENTERTAINMENT GmbH and Bally Wulff will be expecting visitors in Halls 8a and 8b of the Düsseldorf Exhibition Centre. IMA will open with a total of 150 exhibitors. Hall planning and sale of the stand areas is starting now. On the visitor side, the organisers expect around 9,000 owners and operators of amusement arcades, bowling centres, billiard cafés and casinos.

ICE Totally Gaming shows growth

Official figures have confirmed that ICE Totally Gaming 2013 is a growing exhibition with a total of 22,247 unique attendees for February's show, representing a 4.3 per cent increase on 2012, 8.6 per cent up on 2011 and a massive 24.1 per cent uplift on 2010. The number of visitor days (the average time visitors spent at the event) increased from 1.51 days (2012) to 1.81 (2013) taking the total of visitor days spent at February's event to 40,267. Portfolio Director Kate Chambers said: "I'm delighted that our re-location to ExCeL London was so well received by both exhibitors and visitors. The evidence, suggests that the 22,247 who attended ICE came with a serious purpose in mind."

Resorts World Sentosa drops by 35 per cent

The battle for supremacy in Singapore has swung Las Vegas Sands' way following Genting Singapore's 35 per cent decline in earnings at its Resorts World Sentosa. It blamed high-rollers on a lucky run for its net profit dropping to S\$115.9m (US\$94m) in the three months up to March 31, compared with S\$205.5m in the same period in 2012. Revenue declined 15 per cent to S\$669.6m with gaming revenue falling by 20 per cent to S\$521.2m.

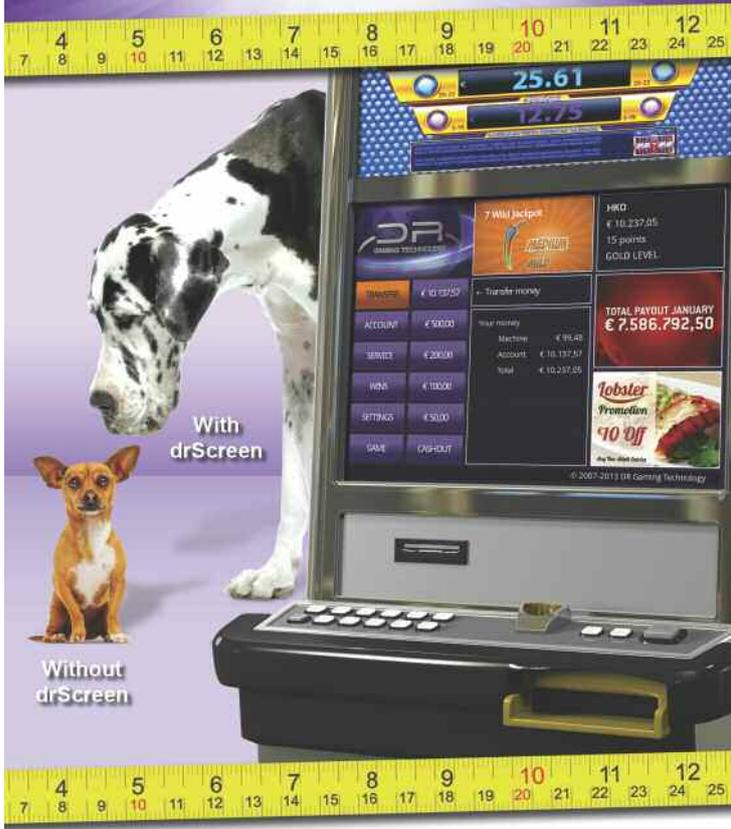
Resorts World Sentosa's earnings came as Sands' rolling chip volume moved in the other direction at its

Marina Bay Sands in Singapore increasing by 42.2 per cent to \$18.21bn in the quarter, the highest quarterly earnings in the casino's short history.

Tan Hee Teck, President and Chief Operating Officer at Genting Singapore, said: "Moving forward, looking at the economic situation around the world and also the noises that are coming out of China, we are cautious." Genting remains keen to invest in future casino developments in Japan. Mr. Tan believes there is a 70 to 80 per cent chance of legislation going through this year leading to a future casino sector in Japan.

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Dutch gaming liberation plan

Holland to introduce online gaming regulation and plans the dismantling of monopoly

Legislators are to spend two months consulting on draft legislation that would open up the online sector in The Netherlands to foreign competition before the proposed new laws are formally presented to parliament.

The plan is to end the state monopoly by 2015 and allow foreign gambling companies to target gamblers in the country. The government confirmed it will be putting licenses out to tender for online poker, sports betting and casino style games. Foreign betting companies would be taxed at 20 per cent of revenues compared with the 29 per cent Holland Casino and arcade owners in the country are subjected to.

Junior Justice Minister Fred Teeven revealed that strict requirements would be drafted into the law to restrict problem gambling, fraud and crime. The proposals



"Our focus is now on further reducing the cost and the efficiency and effectiveness of the organisation. This year will be a transition year."

DICK FLINK,
Chairman, Holland Casino.

also outline how license holders will need to help fund research into problem gambling with a national register of players on self-exclusion limits and bans.

As part of the revamp, the monopoly held by Holland Casino will also be disbanded, allowing the government to stay on the right side of EU policy. The news of the sale of state-owned Holland Casino first broke in November 2012. It is currently unclear whether the government will sell the operator or float it.



A RETURN TO FORM IN LAS VEGAS

has seen Wynn Resorts post a 4.4 per cent increase in its first quarter revenues which went up to US\$1.378.7m despite a slowing in Macau. The revenue increase was driven by 4.4 per cent higher revenues from Wynn's Macau operations coupled with a 6.6 per cent increase in revenues from its Las Vegas operations.

Table games led the way in Las Vegas which saw net casino revenues in the first quarter of \$176.3m, up 11.8 per cent from the first quarter of 2012. Table games drop of \$668.9m was up 2.2 per cent compared to \$654.5m in the 2012 quarter and table games win percentage of 26.7 per cent was higher than the property's expected range of 21 per cent to 24 per cent and above the 22.8 per cent reported in the 2012 quarter. Slot machine handle of \$696.6m was 3.1 per cent below the \$718.9m in the comparable period of 2012

Macau's first quarter saw net revenues of \$992.1m, a 4.4 per cent increase from the \$950.7m generated in the first quarter of 2012. Adjusted property EBITDA in the first quarter of 2013 was \$330.7 million, up 14.1 per cent from \$289.8m in the first quarter of 2012.



GAMING Laboratories International (GLI) has appointed James Illingworth as its Director of European Business Development. Mr.

Illingworth is based in GLI's European Headquarters in Hillegom, The Netherlands where he will lead the GLI Europe's Business Development team. He has extensive gaming experience across the continent, having worked in the industry for more than 18 years for companies such as Atronic, Magic Dreams SRL, SPIELO International, John Huxley, having commenced his career in gaming with publishing.

GLI Europe's Managing Director Martin Britton said: "James brings a wealth of experience and contacts with him to GLI as well as his work ethic and enthusiasm. We are pleased to have been able to bring him into GLI and look forward to continued growth with him leading the Business Development team."

Solaire connects with Casino Suite

Solaire Casino, the first casino to open in the highly anticipated Entertainment City project along the Philippine's famed Manila Bay, has installed the Casino Connect Suite by eConnect to connect its table games. Solaire selected the system due to its tight integration with their existing business systems. Casino Connect provides Solaire with the ability to identify patterns of theft, fraud and human error in their table games operations as well as their POS transactions. The system correlates live and recorded surveillance video with transactional data from their smart Baccarat shoes, their POS terminals and the casino table games ratings system; providing real-time exception based reporting and alerts with the ability to visually verify suspicious events and changes in business trends.

Henry Valentino, CEO of eConnect, said: "Casino Connect identifies new trends in their business and helps proactively discover details about transactional discrepancies that are not easily seen with human effort alone."

Aristocrat partners with Ogame poker network

Amaya Gaming and Aristocrat have entered into a Memorandum of Understanding whereby Aristocrat will offer the Ogame poker network platform to Aristocrat's US customers through Aristocrat's award-winning nLive online gaming platform.

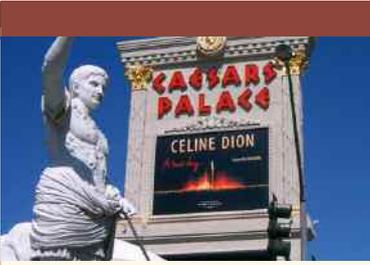
Ogame has added many features for recreational players tailored for the US market. Recent new products include Strobe, a new fast-fold poker format; Instant Rewards, an achievement and player incentive engine; and Hyperspace, in-client player communication. Ogame poker also has full mobile support for both iOS and Android, including tablets, and iPads.

Aristocrat's nLive solution offers land-based operators a turnkey solution for providing their players with an online gaming solution. Operators

can immediately start to offer play-for-fun games, which give players the chance to sample casino table games, multiplayer games and Aristocrat's online slots when they're not in the venue. As soon as necessary regulatory approvals have been put in place, the operator can switch from play-for-fun poker to real money poker.

"This aligns perfectly with our strategy of bringing our best-of-breed wagering, free play and social platform, while integrating both Aristocrat and leading third-party content as part of the nLive offering," said Atul Bali, President Aristocrat Americas.

"Integrating our online poker offering into the Aristocrat nLive platform opens up a wide range of new opportunities in the United States, commented David Baazov, CEO of Amaya Gaming Group.



RESULTS AT CAESARS ENTERTAINMENT

fell short of analysts' estimates with a first quarter loss blamed on lower revenues in its main markets of Las Vegas and Atlantic City. The first-quarter saw a loss of US\$217.6m with GGR down by 2.9 per cent to \$2.14bn. Net revenues decreased \$62.9m and casino revenues declined \$129.9m in the first quarter of 2013 compared to the very strong prior year quarter, as a result of declines in overall visitation to Caesars' properties, likely related to weakness in consumer sentiment, particularly among less affluent consumers. Revenues dropped most significantly in the Atlantic City region due to continued competitive pressure in the region, weakness in the economic environment, and the slow recovery from Hurricane Sandy. In addition, revenues in Las Vegas were impacted by the continuing construction activity for Project Linq, including the ongoing renovation of The Quad Resort & Casino, and the closure of Bill's Gamblin' Hall & Saloon in February 2013 for renovation.



RENE HUIBERS and **PIET-HEIN SIMONS** of Suzo-Happ at the latest Slot Summit.

THE LATEST EDITION OF THE SLOT

Summit took place at WestSpiel's casino Spielbank Hohensyburg in Dortmund, Germany. Slot managers from practically every casino group in Germany had the opportunity to gain information and advice on how to further improve their slots floors. Suzo-Happ was present at the Summit as sponsor and exhibitor. Slots managers had the opportunity over the three days to learn more about the products and solutions Suzo-Happ offers the industry. Suzo-Happ was represented by sales experts Piet-Hein Simons and René Huibers. Mr. Simons is the dedicated sales agent for German gaming and Mr. Huibers focuses on gaming in Europe.

Harald Wagemaker, EMEA Sales Director for Suzo-Happ, said: "A fundamental part of our strategy is communication. We seek strong communication with our customers. That is why we have such a strong sales and support team and invested as exhibitor and sponsor at this latest Slot Summit in Germany. The industry appreciates this and this explains why we have grown to be the world's largest supplier in our sector with over five decades of experience."

Conrad to Enjoy bright future

Enjoy strikes a major deal in Uruguay with Caesars selling the Conrad Hotel and Casino

The Uruguayan government has approved a deal where the current operator of the Conrad hotel and casino in Uruguay will switch from Baluma SA to Enjoy SA meaning that Enjoy takes control over the Conrad. The deal was first announced in November 2012.

According to Caesars Entertainment the companies signed an agreement where Enjoy would acquire 45 per cent of Baluma S.A., the Caesars subsidiary which owns and operates the Conrad Punta Del Este Resort and Casino in Punta Del Este, Uruguay for US\$139.5m in cash and stock and Caesars will become a shareholder in Enjoy. Under the agreement Caesars and Enjoy will both cooperate on marketing and player development and will "also cooperate on marketing and player development, increasing each company's distribution capacity and strengthening the value proposition to their customers through the ability to offer greater amenities to customers who consolidate their play with the two companies."

In three to five years, Enjoy will be given the option to acquire the remaining stake



The Conrad hotel and casino is one of the most popular and iconic casinos in Latin America and is one of the single largest employers in Uruguay. The casino and hotel has 542 slot machines, 75 gaming tables and 294 rooms and its casino licence was recently extended until 2036. Enjoy will take control over the Conrad in the coming weeks.

in Baluma S.A. Enjoy S.A. is the leading casino resort operator in Chile and operates one casino in Argentina. The company currently operates a chain of 8 casinos with 5,718 slot machines and 265 gaming tables. General Manager of Enjoy Javier Martínez told local press that: "The authorisation to operate the Conrad hotel which we have received from the government gives us great satisfaction. Now we have a presence in Chile, Argentina and Uruguay and it transforms us into the most relevant Latin American player in casino management."

Aland's Paf increases profit by 26 per cent

Paf's strong growth has continued with operating profit for 2012 of €24.7m, representing an increase of 26 per cent compared with 2011 when the operating profit was €19.6m. Turnover before lottery tax in 2012 was €117m, which was an increase of 11 per cent compared with 2011.

From Paf's profits it is proposed that €19m will be paid to Åland's provincial government, which in its turn will distribute that money to good causes. In 2011, €10.5m from Paf's profits were distributed to good causes by the provincial government.

In addition the provincial government also received

€10.3m in gaming taxes from Paf's business during 2012. Paf's CEO Anders Ingves is proud that Paf's staff has succeeded in making Paf grow further and that the positive trend has continued during the start of 2013.

"Paf has grown every month compared with the same month in the previous year for the last 30 months. We have seen growth both online and in land and ship," he said.

"I'm happy with what we have achieved individually and through cooperation during the year. We have learnt much, developed new products and processes, while also continuing to grow and change," said Mr. Ingves.

Major Topjack win with PlanetWin365

It's another huge win for jackpot game innovators Topjack Games with the signing of a deal with international betting platform PlanetWin365. PlanetWin365 can now offer its players the Topjack Games suite of guaranteed jackpot games, including slots, roulette, keno, instant lotto, bingo, video poker, and scratch cards. All the games offer life-changing jackpots, insured by a Lloyds of London broker. Recently nominated for two eGR B2B awards, the deal with PlanetWin365 is another big announcement to come from the Topjackgames.com camp. "We are absolutely over the moon to sign this deal with PlanetWin365. It's a fabulous brand and the perfect partner for Topjack Games. As well as enjoying a full suite of sports betting options, PlanetWin365 players will now be able to play for guaranteed multimillion dollar jackpots," said Topjack Games CEO Nick Lynes.

PokerStars 'the AC bad guys'

Judge rules against PokerStars which could now lose its entire investment in Atlantic Club, AC

Atlantic Club Casino Hotel in New Jersey looks likely to walk away from a sales deal with PokerStars and keep the US\$11m in advances it has received after a ruling by a US Superior Court judge.

The decision not only allows Atlantic Club to look for a new buyer, but may entitle it to an additional \$4m termination fee from PokerStars. The decision means that PokerStars and its parent company, Rational Group, may be forced to pay the full US\$15m it had offered for Atlantic Club without getting anything in return.

Tom Curtin and other lawyers representing Atlantic Club said they were pleased with the ruling but have yet to confirm if another buyer intends to negotiate a new sale. Judge Raymond Batten, who a few weeks ago had issued a temporary restraining order barring Atlantic Club from pursuing sales negotiations with another buyer, reversed his decision, saying that after further review, he determined a termination clause in the sale contract was valid.

"The provisions to that contract about which plaintiffs now complain are just that - they are provisions to the contract," Batten said.

Eric Hollreiser, head of corporate communications for Rational Group, said the company was reviewing Batten's ruling. "We remain committed to New Jersey and to contributing to its economy," Hollreiser said.

In court, lawyer Wayne Positan accused Atlantic Club of greed and deception, saying the company was receptive to PokerStars when the online gambling giant was advancing it money to keep operations afloat during the winter.

But now with funds in hand and a busy summer during which it can make money on its own, Atlantic Club was abandoning the deal and accusing PokerStars of being the "bad guys," Positan said. "They were on the verge of filing for bankruptcy. ... The only thing that stopped that was my client," he said. "We saved their butt. What do we get? The short end of the stick."

Atlantic Club lawyers said they had believed PokerStars could receive quick regulatory approval but didn't realise the



PokerStars agreed in December 2012 to pay US\$15m to buy the casino as it looked to enter the online gambling sector in the US. Only casino operators will be able to operate online gambling sites in New Jersey.

extent of the difficulties given the online gambling company's legal past. Last year, PokerStars agreed to pay \$731m to settle US Justice Department charges of money laundering, bank fraud and illegal gambling. Atlantic Club lawyer Gilbert Brooks said in court documents that when he was first brought on to review the sales contract, he had little knowledge of PokerStars, although he "was generally aware" the company had a prior legal issue with the Department of Justice. But after news reports highlighted allegations of wrongdoing, Brooks said he did more research and found a "great deal of troubling information."

Bally sets three World Records at Mohegan Sun

Bally Technologies' iVIEW Display Manager (DM) with Elite Bonus Suite (EBS) and Virtual Racing NASCAR has powered three Guinness World Records achievements at Mohegan Sun.

Bally and Mohegan Sun set a pair of world records for World's Largest Slot Tournament and Most Slot Machines Running the Same Game Simultaneously on April 27. They followed up by claiming the Largest Virtual Race record on May 11.

"These were great days for our property," said Mohegan Sun President and Chief Executive Officer Bobby Soper. "We were thrilled to work with Bally Technologies to provide a tremendous amount of excitement on the casino floor and drive thousands of guests to our casinos. These were

exactly the type of events that get people excited to visit Mohegan Sun and help set us apart."

A total of 3,001 Mohegan Sun guests competed in the April 27 tournament to capture the records for World's Largest Slot Tournament and Most Machines Running the Same Game Simultaneously. Prizes were awarded for the top 200 winners with \$100,000 up for grabs and the first-place winner walking away with \$50,000 cash.

Virtual Racing NASCAR, which made its Northeastern debut at Mohegan Sun, set a new record with 4,230 participants competing in the event. Roughly 588 players split a \$100,000 prize pool, with each person who selected Dale Earnhardt Jr. winning \$170 in free play.



INSPIRED GAMING GROUP HAS

launched the industry's first Virtual Cricket game. The new sport joins a wide portfolio of seven sports already available from Inspired, including horse racing, football, tennis, motor racing, cycling and greyhound racing. Inspired's BAFTA award-winning graphics and software team has used the latest motion capture and animation techniques from the TV and Film industry to achieve the most graphically advanced Virtual Sports content in the world.

Keeping up-to-date with the latest sports betting trends, Inspired has developed Virtual Cricket to include an in-run betting option alongside a single match game which allows customers to place bets during play as the game develops and odds change. Each Virtual Cricket event shows two cricket teams playing a Super Over that consists of one over (six balls) for each team during a four minute event cycle. Players can bet at the start and during the match on up to nine different betting markets, making Virtual Cricket the most advanced virtual sports betting game to-date. This compact version of a match allows operators to schedule up to 15 Virtual Cricket events per hour, 24 hours a day, seven days a week.

Steve Rogers, Managing Director of Inspired's Virtual Sports division, commented: "The continual development of our Virtual Sports content demonstrates our desire to be constantly innovating and to address demand from our customers who offer their online and in-shop sportsbook internationally."

UK OPERATOR RANK HAS EXTENDED

its Spanish contract with GameAccount Network meaning GameAccount Network will continue as Rank España's Internet gaming platform in Spain. The deal will see Rank move into iOS & Android gaming Apps and prepare for the advent of online casino slots in advance of the expected new laws towards the end of 2013.

Jorge Ibáñez, Director General Rank España, added: "Converging our online brand enRacha.es with our land-based bingo halls will unlock significant value. With more than two million customer visits annually, our on-going investment in upgrading and re-branding our Spanish bingo halls will organically raise awareness of enRacha.es and drive customer acquisition in a way unavailable to competing Internet-only operators. GameAccount offers us the experience and the expertise to deliver this vision through integration with our land-based player loyalty system."



ALAN HUMBLE, DANIEL TOMA and MIKJAIL ABASOW of MEI during the Slot Summit at Casino Hohensyburg.

THE RECENT SLOT SUMMIT IN

Hohensyburg in Dortmund, Germany, was the ideal opportunity for MEI to underline its unique benefits for casino operators. MEI was proud to sponsor the Slot Summit exhibiting its comprehensive cash management solution of SC Advance and EASITRAX. The SC Advance has evolved from the CASHFLOW SC note acceptor, applying new technology and market knowledge to make a great product even better. It features enhanced recognition technology, faster bill-to-bill speed, improved barcode recognition and the increased capacity to accept up to 100 different currencies and denominations.

SC Advance also has the industry's best acceptance rate for valid street-grade notes, including those that are wet, crinkled or torn. Interest from German casino operators was strong to learn more about how the SC Advance can help them create an even better casino feeling for players and enhanced performance for operators. EASITRAX also plays a key role for operators. More and more MEI customers are implementing EASITRAX Soft Count, a product extension that expands the reach of note acceptors from the slot floor into the soft count room. The addition of EASITRAX to SC Advance or CASHFLOW SC creates a comprehensive software/hardware system designed to streamline the cash management process. Since it was introduced in 2008, EASITRAX Soft Count has been installed in over 100,000 games worldwide.

The MEI product family was rounded off with the combination of the SC Advance together with the BNF (bulk note feeder). Here up to 30 notes can be entered at one time which are then individually fed into the SC Advance. This is the ideal solution for table games and has been integrated already into several providers of automatic DROP machines.

Alan Humble, MEI casino sales manager, looked back at a very pleasing Slot Summit, noting: "The increased demand for MEI at German casinos was mirrored by the great interest we had at the Slot Summit. With major German casinos like Bayerische Spielbanken in Bavaria already specifying MEI, we had the opportunity to underline our support and dedication to the German casino market here."

Inspired sign with ONEworks

Inspired Gaming continues its impressive market expansion in Asia with ONEworks agreement

Inspired Gaming Group has signed up with one of Asia's largest sportsbook platform providers, ONEworks to supply a large range of virtual sports including football, horse racing, greyhound racing, speedway, motor racing, tennis and cycling. ONEworks supplies its trusted betting platform to some of the largest sportsbooks in the world.

The first website with Inspired's Virtual Sports on the ONEworks platform went live at the start of November 2012 and other websites with this winning combination are launching every month. Revenues are showing a very quick adoption with virtual football proving to be a real hit with customers.

Steve Rogers, Managing Director for Virtual Sports at Inspired, commented: "ONEworks is the leading sportsbooks platform provider in Asia and this partnership has enabled us to establish our virtual sports products in a significant new territory. We are delighted that a company such as ONEworks, known for



STEVE ROGERS,
Managing Director
for Virtual Sports,
Inspired Gaming
Group.

seeking out for the best of breed content worldwide for its customers, has chosen Inspired Virtual Sports for its content portfolio. Our years of experience have shown our virtual sports provide incremental revenues for sports betting operators across all channels and are suitable for all territories."

Inspired demonstrated its focus on the Asian territory by exhibiting once again at G2E Asia. Inspired's stand, besides its full range of Virtual Sports products, showcased its new BetBOX Bet Management System (BMS), that enables operators to take virtual sports bets over the counter, together with the industry's first synchronized multi table game product, Sabre Synchro, which includes an electronic table gaming version of its award-winning virtual horse race product.

SPIELO G2 extends poker deal with Svenska Spel

SPIELO G2, the iGaming and sports betting division of SPIELO International, has announced that it has signed a long-term extension to continue supplying Svenska Spel with its market-leading poker product.

The agreement, which is the result of a competitive procurement process, will see SPIELO G2 continue to provide its poker product to Sweden's state-owned gaming operator for another four years, with an option for a further four-year term on expiry.

SPIELO International has been providing top-performing Video Lottery gaming solutions to Svenska Spel, one of the world's most innovative government-owned lottery and gaming operators, since 1996. Svenska Spel has used the

fully-customisable SPIELO G2 Poker software since 2006.

SPIELO G2 Poker provides players with the most precise online poker experience available and includes every major variant of stud, flop and draw, and is 100 per cent compatible with all leading platforms and devices, across multiple channels, laptops and desktops.

"With Svenska Spel recently affirming its online gaming focus, we are delighted to renew our iGaming partnership with them and maintain a key stronghold in the Nordic countries," said SPIELO International President and CEO Walter Bugno. "Svenska Spel players can continue to enjoy the benefits of our intuitive and user-friendly poker product."

iGaming shocked the Sheriff Gaming

Another scandal has rocked the iGaming sector as Dutch police and the Dutch gaming authority Kansspelautoriteit have raided the offices of Alderney-licensed Sheriff Gaming in Eindhoven in the Netherlands with a team of more than 150 law enforcement officers, on suspicion of large scale money laundering. More than 100 bank accounts have been frozen and seven "illegal" gambling sites have been taken offline. Unibet has already removed the Sheriff Gaming slots from their websites. The main suspect is 32 year-old Michel Gregoire from Geldrop along with his brother Maurice Gregoire, 34, and Stijn Flapper, 34, from Eindhoven. Sheriff Gaming recently signed deals with Betsson Group, Gala Coral, Janshen-Hahnrahts and Merkur Gaming's Edict and Bingocams.

Chilean mayors urge U-turn

Seven Chilean mayors campaign to ensure that their cities do not lose out on gaming tax revenue

Officials are looking to petition President Sebastián Piñera on the issue and have warned that changes in licensing could have a significant impact on the local economy. In 2005 Chile passed a gaming law which allowed for the construction of eighteen additional casinos to the seven municipal casinos already in operation. The licence for the seven other casinos in Chile ends on 31 December 2015. The casinos which were already licenced before the new act come under the supervision of the local municipalities where they are located and are a vital source of funding. Combined they generate around US\$90m a year in tax revenue for local governments. However from the beginning of 2016 the seven casinos will come under the supervision of the Chilean Gaming Board and the tax will be split equally between the local municipality and the central government

The campaign is being led by the mayor of Viña del Mar, Virginia Reginato. Viña del Mar is one of the most popular tourist destinations in Chile and is home to its oldest and most iconic casino. Reginato urged locals to sign a petition which calls for urgent action on the issue as casino tax revenue makes up half of the city's



"We cannot be quiet and we will not let Viña del Mar deteriorate. We will keep demanding that the President receives us."
VIRGINIA REGINATO, Mayor, Viña del Mar.

budget. "We are going to insist until the end. We cannot be quiet and we will not let Viña del Mar deteriorate. We will keep on demanding that the President receives us," said Ms. Reginato.

The casinos which would be affected by the new law are located in the cities of Arica, Iquique, Coquimbo, Viña del Mar, and the lakeside cities of Pucon, Puerto Varas and Puerto Natales. Under present proposals now being considered by the government a new law would allow for a ten year transition stage to help local governments to cope with the changes they will have to make to generate additional tax revenue. This is unlikely to be enough to satisfy local city officials who will undoubtedly continue to lobby hard on the issue in the coming months.



SANDS CHINA IS PREPARING TO OPEN

what constitutes another new casino in Macau with a new gaming floor covering 3,716 sq. m. to be opened at its Sands Cotai Central resort. Originally set aside for a theatre, the new gaming area will open in the next year and will house some 100 gaming tables.

In January, the Macau government approved an additional quota of 200 tables to Sands China. The new gaming floor is likely to be called Tropical Garden. Sands is also developing a US\$ 2.8bn project called The Parisian on Cotai. Sands china recorded revenues of US\$2.02bn in the first quarter of 2013, representing an increase of 39.3 per cent on the previous year. Aaron Fischer, analyst at CLSA in Hong Kong said: "The simple story for Sands is that it is the only one able to grow its earnings at very high rates, because it has just opened the Sands Cotai, the only new venue at a time when Macau is running at absolute capacity."



THE DEPARTMENT OF Economic Development on the Isle of Man has appointed Peter Greenhill as its new Head of e-Gaming Development. Minister for Economic

Development John Shimmin MHK said: "E-Gaming is hugely important to the Island's economy, representing around eight per cent of our National Income and directly employing around 800 people. The Island is well established as a world-leading centre of excellence for e-gaming and this appointment is a vital one to help maintain and grow our successes in this sector. I am very pleased we have been able to attract someone of the calibre and experience of Peter Greenhill to this key role. He will lead the implementation of a new gaming strategy that has been developed in conjunction with the private sector and which indicates this sector offers significant potential for further economic growth and job creation.

"Peter has over 17 years of experience within the gaming industry and has developed an extensive network of industry contacts around the world. He is joining the Department at an exciting time with the new strategy ready to be rolled out and many potential new businesses enquiring about setting up on the Island. This role will be key to exploiting these opportunities and enabling growth in jobs and of the Island's profile as a leading international business centre."

Quixant floats its shares on AIM

Provider of specialised computing platforms for gaming and slot machine applications, Quixant, has commenced trading its ordinary shares on the AIM market of the London Stock Exchange under the ticker QXT.L. As part of the admission process, the company raised gross proceeds of £3.88m through an over-subscribed placing of 8,434,782 new Ordinary Shares, at a placing price of 46 pence per Ordinary Share. Nick Jarmany, Co-Founder and MD of Quixant, commented: "Public company status will support Quixant's continuing expansion as we broaden our customer base globally, generating further profitable growth by building on our leading proprietary technology, robust fundamentals and strong growth drivers."

Third floating casino is to set sail in NE Argentina

A third river boat casino will soon launch in Argentina. According to Eduardo Torres, president of Provincial Institute of Lotteries and Casinos, a floating casino "will be a reality in a matter of months" in the province of Misiones. There are currently two casinos located on boats moored permanently to the Buenos Aires harbour. The third will be located in the city of Posadas home to the famous Iguaza falls.

Located in the far north east of Argentina, the province of Misiones is one of the most popular tourist destinations in Argentina. However, visitors invariably visit the falls for a

day or two only before moving on. For some months there have been reports that the government was looking at ways to improve tourist infrastructure in the province on the back of a local tourism boom the result of high inflation at home and restrictions on currency when travelling abroad.

Mr. Torres added that the boat will be valued at between US\$30m and US\$40m, will stand at eight floors high and will be luxuriously equipped. The boat will also come with additional building projects along the coast including a car park and a number of additional hotel rooms.

ATHENA STRATEGIC

Marketing has launched a broad service offering to the gaming industry. The company now offers research, business strategy and marketing consulting services designed to help gaming industry leaders gain a greater understanding of the player - experiences, motivations and expectations. This insight will highlight what's going on with the player, why it's happening, and what it means for the business. Candace Lucas, the founder and Chief Marketing Strategist of Athena Strategic Marketing Inc., is a seasoned executive with over 20 years in-depth business strategy and marketing experience. She brings a life-long passion for knowledge to the organisation which is the foundation by which all detailed strategies and plans are created.



Ms. Lucas is also a gaming industry veteran; she previously served as Interim VP and Executive Director of Marketing for WMS Industries, Inc. and was the recipient of the Great Women of Gaming, Rising Star Award by Casino Enterprise Management Magazine in 2010. Ms. Lucas directed all marketing communications and brand development activities and oversaw all research and analytics efforts which included competitive market analysis, product research, ideation efforts and strategies to identify customer, player, and product development needs.

Candace Lucas, commenting on the announcement said, "I am excited to once again have the opportunity to work with leaders in the gaming industry. Their passion to deliver the entertainment desired by players today, while daring to envision player entertainment expectations of tomorrow is and will always be the key to success."

KONAMI GAMING IS CONTINUING ITS

global expansion by selecting International Casino Management (ICM) as its distributor for gaming equipment in Sweden, Norway, Denmark, Finland, Estonia, Latvia, and Lithuania. ICM was founded in 2004 by Wolfram Dahlström, who was later joined by his business partner Michael Sanf'Orp in 2012. Based in Stockholm, Sweden, ICM is an experienced distributor which represents a broad portfolio of high-end products including Martin Williams gaming layouts, StylGame chairs, and Innovative Technology bill validators.

ICM founder Dahlström explained: "We strongly believe that Konami games will have great success in this region because of their innovative and unique style, which we know will attract players in the Scandinavian and Baltic markets. The Konami brand, distribution business model in general, and sales team in particular, together with the local competence that we provide, form the cornerstones of an exciting business collaboration in this region. We will put in our best efforts to make this a successful collaboration."

Nationalisation call spreads

Union members and politicians call for the nationalisation of casinos in Argentinean province

Union members and local politicians are calling for the nationalisation of casinos in the province of Neuquén in Argentina. The announcement was made jointly last week by head of the local casino union and member of the local state legislature Raúl Godoy. Secretary General of the Casino Workers Union Marcelo Blasco said: "It's necessary to make the profits of a sector which no one wants to control more transparent. For us the best thing that could happen in that regard would be the nationalisation of gaming so that the money could go back to the society where it is gambled."

Meanwhile local politician, Mr. Godoy told press: "We think that the law should be voted on in the Legislature as gaming businesses keep a lot of the profit which is then taken outside the province by a small group of business men." According to the new law 50 per cent of all profits would go to the local governments where they are located, 20 per cent to a gaming control board and 30 per cent to the province which would then be used for education and healthcare. Mr. Godoy stated also that as the majority of the 23 casino licences in the state end at the end of



"It's necessary to make the profits of a sector which no one wants to control more transparent. For us the best thing that could happen in that regard would be the nationalisation of gaming so that the money could go back to the society."
RAÚL GODOY.
Secretary General Marcelo Blasco.

2014 they would simply not be renewed. In order for the move to gain momentum it was also announced that locals would be asked to sign a petition on the issue.

While the move is at an early stage it reflects a growing trend in the region with local governments looking at placing an industry which has been growing rapidly in recent years in state hands. The announcement means that two provinces in Argentina are now looking at the nationalisation of casinos. As reported in April a number of local gaming unions in Buenos Aires province are now urging the government to put 12 casinos under state control so that the state should reap the benefits of gaming. The proposal in the province of Buenos Aires has been gaining ground and now has the backing of two State Senators who have introduced a bill into the Legislature of Buenos Aires Province.

Over 300 Mexican casinos stay open in legal limbo

An investigation into the issuing of casino licences is currently underway in Mexico and a cross party committee made up of 11 deputies has been charged with the investigation of the federal government's past involvement in the issuing of licences. This is amongst growing calls that licences have been trafficked by former members of Mexico's Interior Ministry (SEGOB).

The Special Investigative Commission, which has been charged with delivering a report to the Chamber of Deputies and proposing legal measures, policies or legislation on the back of its findings has now revealed that there could be at least 300

casinos in Mexico which remain open due to judicial stays of closures. These findings could provide additional proof of widespread corruption in the industry.

According to Mexico's Chair of the committee and member of the Citizens Movement Party (Movimiento Ciudadano), Deputy Ricardo Mejía Berdeja, the casino licences in question are: "Mostly derived from judicial decisions. That is to say that there is a constant factor when it comes to litigation through federal courts which were able to hand out these permits and it's very important for us to know for sure that they were made with complete professionalism..."

Hess in-roads into the casino market

HESS Cash Systems showed its latest cash solutions at the recent German Slot Summit at WestSpiel's Casino Hohensyburg in Dortmund. The Scorpion 410 and in particular the Scorpion 411 allow casino operators to fully automate the money flow between themselves and their players. These automatic redemption terminals can issue and redeem gaming tickets and/or cards. HESS has an excellent reputation for quality and service – the success for example in the banking sector underlines this. This equal demand for utmost quality, service and security in the casino industry places HESS as the key partner for such solutions. The versatility allows the Scorpion to be programmed to pay out wins in a server-based gaming environment and indeed also for hand payouts.



LEEDS OPTS FOR FRENCH FLAIR

Leeds City Council's licensing committee has granted a provisional statement for a large casino licence to Global Gaming Ventures who want to open a new casino as part of Victoria Gate

Leeds Council is to allow Global Gaming Ventures, a partnership involving French operator Partouche, and which has already secured a similar licence in Bath, to apply for a large casino premises licence. The Victoria Gate development, which will eventually be home to West Yorkshire's biggest ever casino, won out over a proposal to bring a casino to Leeds United's Elland Road ground.

The 50,000 sq ft casino will sit above the shops that will form the first phase of the £130m development, which is due to open in 2016. GGV will have to pay an upfront fee of £1m to the council and then over at least £450,000 each year.

Council licensing committee chair Councillor Graham Hyde said: "Following a detailed consideration of each applicants' proposal, the licensing committee decided to award the licence to Global Gaming Ventures as it was determined that their proposal would bring greatest benefit to the city. Importantly, GGV has committed to provide significant funds for a council-run social inclusion fund that will help ensure any potential harmful effects are managed and mitigated against. The two applications are major development schemes and both could have delivered substantial benefit to the city's economy through the award of this licence.

"GGV's proposal will provide a major

boost to the local economy," he added. "The leisure economy already attracts thousands of visitors to Leeds, and this new large casino at Victoria Gate will add an extra dimension to the existing popular attractions in the city. With GGV committed to create at least 205 new jobs and providing significant payments for the council to establish a social inclusion fund, the award of the licence will allow the council to invest in activities that support the city's social and economic inclusion agenda."

GGV Chief Executive Andrew Herd said: "We are thrilled to win the competition and to be coming to Leeds. In conjunction with our partners at Hammerson and our architects at Leeds-based Fuse Studios, we are determined to create an exciting and stylish new entertainment facility for the city and to deliver on our promises to Leeds City Council."

The Victoria Gate casino scheme will see the development of a 50,000 sq. ft. entertainment-led casino as part of property developer Hammerson's development of the first phase of Victoria Gate. The award is subject to the terms of an agreement that will guarantee the delivery of a number of benefits.

Joe Swindells from Hammerson said: "We've been working closely with GGV to support its bid for the casino licence

As part of the evaluation process, applicants were required to propose upfront and ongoing financial payments to the council to enable the council to create a 'Social Inclusion Fund'. The council-controlled fund will be used to deliver projects that help address financial, economic and social exclusion in the city. This will include funding activities to mitigate any potential harmful effects of the operation of a large casino.

Applicants were required to explain in detail the plans they have in place to reduce any negative impact their development could have and were required to indicate their commitment to providing employment and training for local residents as well as plans to maximise economic impact.

application and we are very pleased it has been selected, especially as there were a number of other strong locations in the running. We will now work with GGV to ensure this new leisure element to Victoria Gate complements the proposed plans and provides a successful addition to the development."

Leeds United football club wanted to bring the project to its West Stand at Elland Road. Chief Executive Shaun Harvey said: "Our bid was very professional and proposed how the greatest benefit to the city could be achieved."

The announcement follows a detailed application process which began in January 2012. Five applications were originally submitted at stage one of the statutory process, with all five applications assessed as being appropriate to proceed to stage two.

Three applicants submitted stage two applications and following a decision by one applicant to withdraw from the process, two final applications were made. GGV applied for a casino in the Eastgate development (now called Victoria Gate) and Leeds United Football Club for a casino in the West Stand at

"WE ARE DETERMINED TO CREATE AN EXCITING AND STYLISH NEW ENTERTAINMENT FACILITY."

Elland Road. Both remained in the competition for final consideration at a meeting of the licensing committee earlier this week.

The Gambling Act 2005 states that the council must grant the application which would, in the authority's opinion, be likely to result in the greatest benefit to the city.

The stage two process required the applicants to submit detailed proposals which were subject to rigorous checks and assessed against the evaluation criteria which were established by the committee and its advisors.

Leeds is one of only eight local authorities in the UK selected to approve a large casino licence. It will have a minimum area of 1,000 sq. m. and up to 150 slot machines with a maximum jackpot of £4,000.



THE EPICENTER OF GAMING

The iconic Hippodrome Casino in London has installed the EpiCentral Print System for entire range of EGMs

TransAct Technologies has signed a new contract to install the EpiCentral Print System at the Hippodrome Casino, located in London's historic Leicester Square. The EpiCentral Print System will be connected to all 144 electronic gaming machines, including both slot machines and electronic table games, and is projected to go live in the second half of 2013.

Bart Shuldman, Chairman and Chief Executive Officer of Transact said: "We are really excited to sign a contract with Hippodrome, which is one of London's premier casino properties. Hippodrome prides itself on providing its customers with a fun and amazing overall customer experience. The EpiCentral Print System will allow casino management to provide an even more optimal experience to their carded and un-carded patrons without them leaving their seats at the tables and slot machines."

Simon Thomas, Chief Executive of the Hippodrome, added: "EpiCentral was an easy choice due to the flexibility of the system and its proven ability to connect and communicate with casino players across the gaming floor through providing promotions directly through the slot machine and electronic table game. In addition, EpiCentral has the ability to cooperatively integrate with our player tracking system, which was a key criterion in selecting an application for our casino."

Colin Veitch, Director of Eurocoin, who led the negotiations with The Hippodrome team, reinforced the significance of the announcement. "The landmark Hippodrome property occupies a totally unique position in London's entertainment history, dating back to 1900," he said. "We are delighted to be working with Simon and Jimmy Thomas and their expert management team, and are confident that EpiCentral will deliver genuine and positive enhancements to the player experience at The Hippodrome Casino"

The EpiCentral Print System - connected directly to TransAct's ServerPort device inside the slot machine - is an easy-to-use, cost-efficient software system that enables casinos to internally develop marketing programs and promotional coupons to be distributed to carded and un-carded customers on a real-time basis at a slot machine via the EpiCentral technology. Additionally, the system works with existing slot systems and games as it operates with a separate and distinct connection with the printer. With this, casinos will be able to use the EpiCentral Print System to connect to all existing slot machines, regardless of the game's manufacturer, to drive increased revenue and enhance their customers' experience on a real-time basis.

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LATIN AMERICA'S RED HOT PROPERTY

Illegal gaming is still rife, but a strong economy has helped the legitimate gaming industry in Chile to thrive in recent years

ECONOMY

Chile's economy is the strongest in the region. While other countries in Latin America such as Venezuela and Argentina flounder from one financial crisis to the next Chile's economy has remained stable for over 30 years. With a market-oriented economy characterized by a high level of foreign trade Chile's economy grew by 5.5 per cent in 2012 with the economy expected to grow by five per cent by the end of 2013. As well as signing countless free trade agreements, Chile has maintained its reputation for strong financial institutions and sound policy giving it highly impressive growth rates as well as the strongest sovereign bond rating in South America. Unemployment is currently at a six-year low and consumer demand is on the up boosted by investments in the construction and mining industries. Chile's fortunes are expected to continue to grow under the leadership of centre right President Sebastián Piñera.

CASINOS

In 2005 Chile passed a wide sweeping gaming law and allowed for the construction of eighteen additional casinos to the seven casinos already in operation. Seventeen new large scale casinos are now up and running in Chile. Although the law was only passed after an extremely difficult time in both the Senate and Chamber of Deputies the law ruled that casinos must be part of a four of five star hotels and that those casinos are part of a wider package that would promote tourism in the area. The construction of the new casinos, which have been in all instances large scale, has had a profound effect on both the tourism sector and the local leisure industry in Chile. Year on year the industry as a whole has reported increased revenues and gaming is arguably the most efficiently and closely

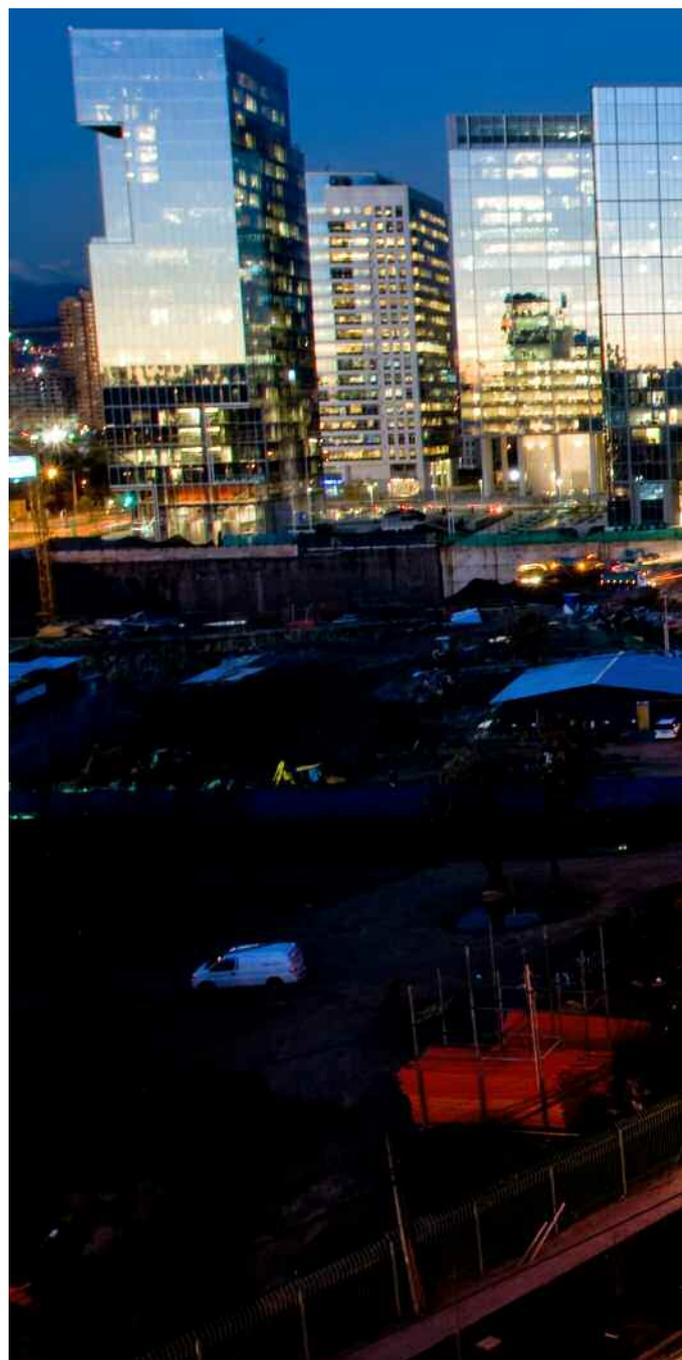
regulated sector in the entire region. In 2012 the casinos reported gross win of \$594.8m compared to \$515m in 2011 and received just under seven million visitors.

The remaining 18th licence will be granted before the end of July 2013 by the Chilean Gaming Control Board and will be located in the city of Ovalle, in the Coquimbo region after Casino Austria which initially owned the license abandoned the project in 2012. According to the Chilean Gaming Board the remaining casino licence has attracted a

SINCE THE CONSTRUCTION OF NEW CASINOS BOTH LOCAL AND NATIONAL GOVERNMENTS HAVE REAPED SIGNIFICANT REVENUES FROM GAMING.

number of offers during the latest round of the bidding process and four companies (Playas del Norte SA, Ovalle SA Casino Resort, Antay Ovalle SA and Ovalle SA Casino Dreams) have officially expressed their interest in applying for the licence.

Since the construction of the new casinos the government on both a local and national level has reaped significant revenues from gaming. Taxation for the new casinos stands at 20 per cent of GGY that is shared equally between the province and the local borough where the casino is located. The central government also receives a tax on entrance fees and VAT on gambling. In 2012 these taxes combined amounted to \$233.4m.



The government is also looking at ways to green light small scale slot parlours in the face of a sharp increase in illegal gaming in Chile. According to government estimates there are around 200,000 illegal slots machines in Chile.

Apart from the new casinos there are a further seven casinos in Chile which were already in operation before the passing of the new act. These are all located in popular tourist destinations and are in some cases well known landmarks. They will come under the control of the Chilean Gaming Control Board at the beginning of 2016. Under current proposals now being put forward by the government their licences will be renewed for a further fifteen years but the way tax revenue is divided will change. Under current rules each municipal casino comes under its own separate tax regime with the lion's share of tax going to the local municipality. Casinos located in cities are a vital source of funding and



combined they generate around \$90m a year for the cities where they are located.

From 2016 the tax will be split equally between the local municipality and the central government. However, according to the new law a 10 year transition stage will be put in place. This would gradually reduce the amount of gaming income which is destined for the local municipalities where they are located.

The government is also looking at ways to green light small scale slot parlours in the face of a sharp increase in illegal gaming in Chile. According to government estimates there are around 200,000 illegal slots machines in Chile. An estimated

150,000 are located in slot parlours with the rest present in small businesses and shops. The new law, which has the backing of President Sebastián Piñera, is a joint initiative by the Ministry of Finance and the Chilean Gaming Control Board and seeks to regulate slot parlours rather than banning them outright. Crucially the new law establishes the same tax rate for slot machines in slot parlours as those located in casinos.

SPORTS BETTING

In common with many jurisdictions in Latin America the sports betting market in Chile is limited to horse racing and a small number of fixed odds sports betting

Although horse racing had been in decline for some years the industry has shown some signs of resurgence with visitor numbers on the increase in 2012 and reported growth of around five per cent since 2010. Gross revenue for the turf industry stands at an estimated \$45m a year.

games offered by the National Lottery. Horse race betting is available at the five racetracks dotted around the country or via a network of just under 200 Teletrax horse race betting shops. Although horse racing had been in decline for some years the industry has shown some signs of resurgence with visitor numbers on the increase in 2012 and reported growth of around five per cent since 2010. Gross revenue for the turf industry stands at an estimated \$45m a year.

However, members of the industry have expressed their concerns over the rise in popularity of casinos in Chile and horse track owners have been trying without success to obtain permission to run slot



parlours at their tracks. This is unfortunate as slot parlours at tracks would be in keeping with other countries in Latin America such as Argentina, Panama and Uruguay where the “racino” model has proven so popular and has helped bring life back into the industry. In order to increase revenue racetracks in Chile have also since 2011 offered telephone betting and betting over the internet on their races.

The industry in Chile is also hindered by the fact that races are only permitted 86 days a week and there is a three per cent tax in place on bets. However, moves are afoot to strengthen the sector and save tracks which are seen to be an important part of local culture and history. In January 2012 a bill was sent to Congress by the government which has already been approved by the Finance Committee. While the three per cent tax remains in place, the bill allows for simulcasting of races from abroad at Chilean tracks. This would increase the race prize fund and would therefore provide an additional boost to the industry.

Betting on other types of sports is run by company Polla Chilena de Beneficencia which runs lotteries on behalf of the Chilean government. Polla Chilena de Beneficencia runs two sports betting games both of which have proven extremely popular with locals since their launch. Xperto allows players to bet on the outcomes of sporting events such as football, tennis matches and Formula One while Polla Gol allows customers to make

Polla Chilena de Beneficencia runs two sports betting games both of which have proven extremely popular with locals since their launch. Xperto allows players to bet on the outcomes of sporting events such as football, tennis matches and Formula One while Polla Gol allows customers to make bets on football matches and online through the Polla Gol website.

Although there is no official word on exactly how online gaming will be legislated in the future it is believed that members of the Chilean Board are currently looking at other jurisdictions such as Spain where the market is liberalised as a possible model for how online gaming will be regulated.

THE NATIONAL LOTTERY IS LOBBYING THE GOVERNMENT TO EXCLUSIVELY OFFER ONLINE SPORTS BETTING AND CASINO GAMES.

bets on football matches and online through the Polla Gol website. Polla Gol was originally launched in 1975 but was launched again in 2008 and both products are offered online as well as via lottery outlets. According to the most recent statistics released by the lottery, combined revenues for both products increased by 15.3 per cent in 2011. However sales of both products account for only six per cent of lottery sales.

ONLINE

The National Lottery is currently lobbying the government for the right to offer online sports betting and casino games on an exclusive basis in Chile. Head of the Polla Chilena de Beneficencia, Roberto Ossandón announced in 2012 that the lottery had drawn up detailed proposals which would allow the lottery to offer online casino games. This would not only raise income for social welfare programs but would also combat illegal gaming via

the internet which is believed to have increased by as much as 44 per cent over the last five years. This was after Chilean Senators, Antonio Horvath and Ricardo Lagos had proposed offering online gaming licences to Chilean casinos in 2012. This proposal is now being considered by the Finance Committee in the Senate.

Even if both proposals are not approved it is believed that combined they herald a significant change in Chile’s gaming laws. In Chile while online gaming is not expressly banned by law and as no laws yet cover the issue legally speaking it remains a grey area. Up until now offshore operators targeting Chileans have been tolerated and the government has not sought to prosecute Chileans from gambling via offshore sites.

Although there is no official word on exactly how online gaming will be legislated in the future it is believed that members of the Chilean Board are currently looking at other jurisdictions such as Spain where the market is liberalised as a possible model for how online gaming will be regulated. In Chile there are currently 3.85 million mobile broadband connections and 2.12 million fixed broadband connections. Should the government give the go ahead and offer licences to offshore operators then Chile could prove to be a bright spot not just because of Chile’s growing economy and consumer power but also due to the number of Chileans who have access to the Internet.



MALLORCA UNDER SURVEILLANCE

When the Casino de Mallorca moved from Calvià to Palma in 2011, the video surveillance system was thoroughly modernised. From that time on, the latest, state-of-the-art video technology by Dallmeier has been providing security at the casino

The Casino de Mallorca was located in Calvià for over 30 years. Then, at the end of 2011, it reopened in the Porto Pi Centro in Palma. With 3,000 sq. m of floor space, the casino accommodates up to 800 persons. In addition to an extensive range of games, including roulette, blackjack, poker and numerous slot machines, two bars and a restaurant are provided for guests to enjoy. There is also a ballroom for up to 250 people. The former location in Calvià still exists as well. Now the site of the Centro de Convenciones del Casino de Mallorca, this facility houses various halls for celebrations and events for groups ranging from 50 to 1,500 persons.

The move offered a good opportunity to replace the existing analogue video system with state-of-the-art IP technology. "Storing the images as well as processing the recorded footage have become much easier," Javier Blasco, Director of the casino, explains the change. The time had come to find a suitable supplier for the new video system.

"We saw a demonstration of the Dallmeier solutions at the gaming expo ICE in London in 2010. They seemed to us to be of higher quality than those of

other brands," said Mr. Blasco. "Dallmeier took the time to precisely analyse our needs and provide in-depth advice on what system configuration would be best suited to meet our requirements."

Miguel Ballabriga, Sales Manager for Spain and Portugal at Dallmeier, added: "Especially in a complex conversion from analogue to IP, professional guidance from start to finish is all the more important, to eliminate the customer's doubts concerning the new technology."

Finally, to obtain confirmation of the quality of the Dallmeier solution in practice, the responsible persons at the Casino de Mallorca visited another reference project: the Casino Mendrisio in Switzerland. The satisfaction of the Casino Mendrisio and a subsequent test installation of different HD cameras in the Casino de Mallorca were enough to thoroughly convince Javier Blasco and his security team.

Over 60 fixed dome cameras keep watch over the main hall with the gaming tables, the slot machine area as well as many aisles and hallways. The cameras are backed by controllable PTZ cameras,



"Storing the images as well as processing the recorded footage have become much easier. We saw a demonstration of the Dallmeier solutions at the gaming expo ICE in London in 2010. They seemed to us to be of higher quality than those of other brands. Dallmeier took the time to precisely analyse our needs and provide in-depth advice on what system configuration would be best suited to meet our requirements."
JAVIER BLASCO,
Director of Casino de Mallorca.

which provide not only a good overall view, but also additional detail images. Moreover, vandal-resistant network cameras were installed in the outside areas.

The images are recorded on several videoIP appliances of the "DMX 1600 Smatrix" model with 25 fps in real-time – with the result that even movements taking place within seconds can be precisely followed. The recordings are evaluated at six workstations in all. Two SeMSy workstations are located in the control centre; four additional PView workstations are provided for the director of the casino, the director of games, the security chief and the security service at the personnel entrance.

The workstations are complemented by the Video Management Centre VMC-1, consisting of joystick, keyboard, monitor and jog-shuttle. The VMC-1 enables efficient control of the entire video

ANALOGUE TO IP - PROFESSIONAL GUIDANCE FROM START TO FINISH IS ALL THE MORE IMPORTANT, TO ELIMINATE DOUBTS.

management system – including the intuitive control of PTZ cameras as well as the detailed evaluation of stored video sequences. The individual modules of the VMC-1 can be freely positioned for left-handed or right-handed operators, and they can also be used as standalone devices.

Before the system commenced operations in Mallorca, factory acceptance and extensive training took place in the Dallmeier FAT Centre (Factory Acceptance Test) in Regensburg. Entire systems are tested under real conditions in the FAT Centre prior to their shipment. In other words, the complete system is set up 1:1, including the network infrastructure. In this way the Casino de Mallorca could make certain even before installation that the video system is precisely what they had in mind, and they could also familiarise themselves in advance with operating their new system.

The CCTV system has been running in Mallorca ever since the casino opened. Javier Blasco does not regret his decision: "We are very satisfied, not only with the devices, but also with the service by the Madrid subsidiary of Dallmeier."

SYSTEM MOULDING TECHNOLOGIES

G3 quizzes DRGT's Jurgen De Munck concerning the latest casino systems technology and his view of the direction the industry is heading

NEW TECHNOLOGIES THAT CHANGE THE STATUS QUO ARE OFTEN REFERRED TO AS 'DISRUPTIVE.' WHAT ARE THE DISRUPTIVE TECHNOLOGIES ENTERING THE CASINO SYSTEMS ENVIRONMENT AND HOW WOULD YOU DESCRIBE AND EXPLAIN THEM?

For years systems have been using small displays for their systems which were not really up to par with what was happening outside the gaming industry. We at DRGT believe strongly that using the slot screens for displaying the players account info and converting points and marketing info is much more interactive and offers a lot more possibilities. Referring to your point about being 'disruptive', it's not that disruptive as you'd think as conversion is easy and players are delighted with an easy to understand web based interface. Thus, it is a relatively simple change for operators that brings great benefits for players and operators alike.

GSA IS HEADING IN THE RIGHT DIRECTION BUT NEW PROTOCOLS ARE TOO LARGE AND TOO SERVER CENTRIC.

OPERATORS ARE INCREASINGLY LOOKING TO CONSOLIDATE RESOURCES AND FUNCTIONS WITH FEWER BUT LARGER DATA CENTRES CREATED TO SUPPORT OVERALL IT STRATEGIES - WHAT IMPACT IS THIS HAVING ON THE MARKET AND THE PRODUCT OFFERING FROM DRGT?

Our unique serverless system allows for operators to invest substantially less than before in IT infrastructure. Our smibs (slot machine interface boards) store all the operational data locally on each smib which gets replicated among all of them in the same network. This allows for a continuous operation without the need for server presence. A database server is only used for reporting instead of the traditional model whereby all transactions



JURGEN DE MUNCK, CEO and co-founder of DRGT.

"Customer loyalty is where our focus is now and where the biggest novelties are to be expected from DRGT as well in the upcoming months and years."

"The cloud is the new hype word for some of the manufacturers where every press release lately has to mention it. In this highly regulated industry I don't see a lot of advantages of bringing this technology. Approving new technologies that are as disruptive as this one will take years and I guess by then the hype is over. Securing the highly confidential data a casino management system contains is also one of our top priorities which in a cloud system is not as easy to manage either."



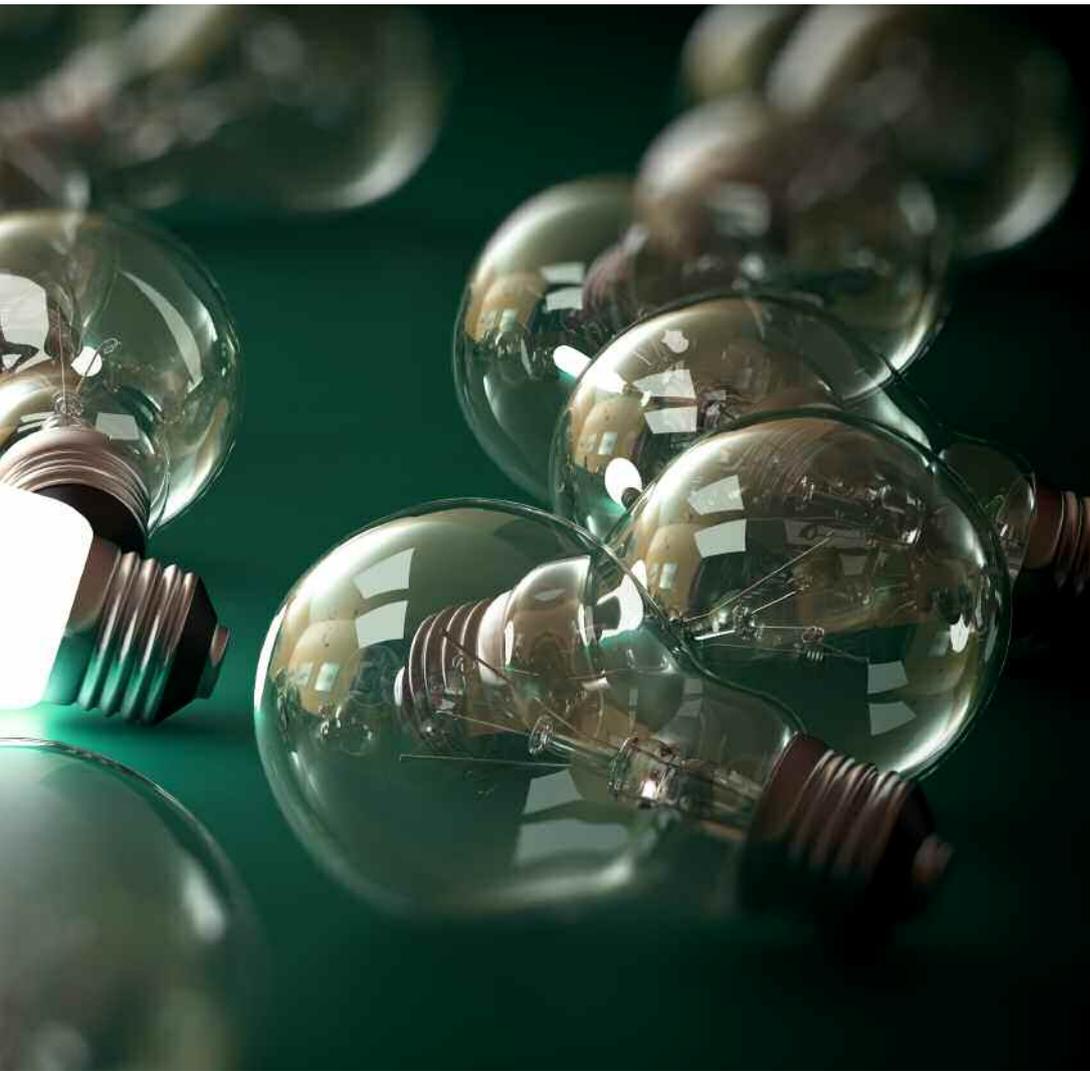
pass through the server. Therefore, operators are no longer dependent on their IT staff to keep the server going as even the worst case scenario of a server crash will have NO consequences on their day to day operations.

STANDARDISATION OF SYSTEMS IS A CONSEQUENCE OF THIS CONSOLIDATION PROCESS, WITH IT TEAMS LOOKING FOR SINGLE POINTS OF FOCUS FOR MAINTENANCE, SUPPORT AND DEVELOPMENT - BUT HOW IS THIS CHANGING THE PRODUCTS YOU OFFER?

Standardisation is a necessary but lengthy and slow process unfortunately. The industry is still running the SAS protocols that were designed decades ago and will continue to do so for many years to come. Even on simple things as using the same connector, manufacturers are not able to reach consensus. GSA is putting steps in the right direction but the new protocols are becoming too large and too server centric in my opinion. This makes rollout outside of the large casinos virtually impossible because of the high costs involved.

CUSTOMER LOYALTY PROGRAMMES ARE BEING WOVEN INTO THESE SAME IT INFRASTRUCTURES, CREATING OFFLINE AND ONLINE OFFERS WITH HOMOGENISED PLAYER OFFERING ACROSS MULTIPLE LOCATIONS - WHAT CHALLENGES DOES THIS PRESENT AS EXISTING SYSTEMS ARE ADAPTED AND WHAT COMPLIANCE ISSUES DOES THIS THROW UP?

Customer loyalty is where our focus is now and where the biggest novelties are to be expected from DRGT as well in the upcoming months and years. Operators sometimes tend to forget that the player is THE most important part of your operation. Player loyalty was so far only available for the biggest casino groups but we strive to make it available for the whole market from slot halls to casinos. As specialists in wide area operations all of our modules are available in a multiple venue setup: accounting, jackpots, player tracking, bonusing, cashless and even ticketing. Thus, I repeat that our wide area setup is the easiest and most cost effective in the industry as we don't need a server per location. A network of our drSMIB's and a simple router are enough



to connect multiple locations and have a chain-wide loyalty scheme applied. At DRGT we run one codebase for our worldwide installations. Of course we integrate configurations for the different jurisdictions we're active in.

HOW ARE OPERATORS INTEGRATING MOBILE APPLICATIONS INTO THEIR ONLINE SYSTEMS AND AGAIN WHAT EFFECTS DOES THIS HAVE ON THE REGULATORY ENVIRONMENT AS OPERATORS USE CUTTING EDGE TECHNOLOGY TO ENGAGE WITH PLAYERS ON AND OFF-SITE?

DRGT is working with different slot manufacturers behind the scenes to integrate our systems with the different online and mobile offerings. As this is still premature to talk about and a lot of innovative moves are being made, I can't go much in detail yet here. Be assured that this is top priority and you can expect much more information from us in the near future.

THE SAME QUESTION - BUT RATHER THAN MOBILE APPLICATIONS, AS OPERATORS INTEGRATE SOCIAL NETWORKING/GAMING

INTO THEIR PLAYER OFFERING?

My answer relates to the previous one. We are working on a range of solutions here that I will share with you with pleasure when the time is right.

THE INTEGRATION OF THE 'CLOUD' INTO CASINO MANAGEMENT SYSTEMS PRESENTS A SERIES OF REGULATORY ISSUES. WHAT ARE YOUR VIEWS ON THE CLOUD, ITS BENEFITS AND ITS PITFALLS?

The cloud is the new hype word for some of the manufacturers where every press release lately has to mention it. In this highly regulated industry I don't see a lot of advantages of bringing this technology. Approving new technologies that are as disruptive as this one will take years and I guess by then the hype is over. Securing the highly confidential data a casino management system contains is also one of our top priorities which in a cloud system is not as easy to manage either.

CASINOS IN THE US ARE MOVING TO OFFER IN-ROOM INTERNET PROTOCOL TELEVISION - IPTV - DO YOU SEE THIS MODEL AS ONE

"IPTV is just one of the technologies that will allow better use of existing screen inventory. Just like we use the slot machines screen to offer our system content, casinos with hotels will try to maximise their revenue by utilising the in-room TVs."

JURGEN DE MUNCK, CEO and co-founder of DRGT.

DOOMED TO FAILURE OR A WORTH ADDITION TO THE PLAYER OFFERING IN TERMS OF CASINO SYSTEMS FUNCTIONALITY?

IPTV is just one of the technologies that will allow better use of existing screen inventory. Just like we use the slot machines screen to offer our system content, casinos with hotels will try to maximise their revenue by utilising the in-room TVs.

It does take away the live ambiance of a casino though of which I am a personal favourite. Playing in a gaming room of a real casino gives a player a real way to escape reality. Obviously the biggest challenge for the land-based operators is now to differentiate themselves further from the online casinos. They will need to offer more distinctive features to create a not-to-miss ambiance. Also, here we are working closely with operators to help introduce new concepts on their floors.

WHEN THINKING ABOUT THE FUTURE OF IT, IS IT TRUE THAT EVENTUALLY EVERY BIT OF TECHNOLOGY WILL BE DELIVERED THROUGH SOME SORT OF WEB-BASED, MOBILE-TYPE SOLUTION? HOW DO YOU SEE THIS EVOLVING?

As technology advances, we will use the benefits accrued to implement these into our systems technology. Security will play a major role. We will have to wait and see how secure web-based / mobile-type data can be transferred.

THE PROBLEM WITH REGULATIONS AND THE TECHNOLOGY LIES IN THE DIFFERENT PACE AT WHICH THE TWO SUBJECTS ARE TRAVELLING. BY THE TIME A LAW IS APPROVED IT IS EFFECTIVELY OUTDATED AS THE TECHNOLOGY AND BUSINESSES MODELS WILL HAVE EVOLVED INTO SOMETHING TOTALLY DIFFERENT. CAN CASINOS BE 'CUTTING EDGE' AND SAFE AND SECURE ALL AT THE SAME TIME?

Your question is the precise reason why the industry strives to work so closely with regulators. You are right that there is a time lull between the two. The gaming industry here works closely together to ensure that new technologies are taken into consideration as soon as possible into the regulatory procedure. It is our task to convince regulators of their necessity. A good way to introduce new technology to regulators and fasten the pace of acceptance is to use it also in their benefit. Our new drBlackbox is a perfect example of that where we add slot machine screen recording for auditing purposes but use it in one go also for integration with big win video clips that can be shown on screen and optionally uploaded on the Internet.

CHANGE ON THE WAY IN ONLINE SPORTS BETTING IN BRAZIL

The forthcoming World Cup 2014 has inspired the Brazilian government to reassess its anti-online gaming stance

Although online gambling is currently banned in Brazil, it is estimated that Brazilians gamble US\$600m a year via offshore sports betting sites. This could be more than triple when Brazil hosts the FIFA World Cup in 2014. Despite a number of moves in the Senate last year which would have banned online gambling outright, along the lines of America's UIGEA Act, there is growing evidence to suggest that the government is now looking into the issue with significant changes on the way ahead of 2014.

With a population of almost 180 million, Brazil is the most populous country in Latin America and offers a potentially huge, and as yet untapped, market for the gaming industry. Gambling has been banned since 1946 when President Eurico Gaspar Dutra banned casinos and all gambling in Brazil (apart from state lotteries and horse racing). However, Brazilians love to gamble especially via lotteries and on the internet and with the World Cup fast approaching there has never been a more opportune time for the government to address the issue.

In the past the government has been reluctant to tackle the issue of gambling and regulate it more fully due to the links between gambling in Brazil and organised crime. Central to this issue is an illegal billion dollar street lottery called the "Animal Game" where pictures replace numbers. In 2004 it emerged that organisers of the game had become involved in the bingo industry and were bribing public officials in return for stays of closure. The "Mensalao Scandal," as it was dubbed at the time led to the President Luiz Inácio Lula Da Silva banning all bingo halls in Brazil by Presidential Decree – an act which was later overturned by the Senate. These

scandals continue and only last year it re-emerged that numbers runners had infiltrated both the Senate and Congress leading to a full scale investigation into the issue.

However, one advantage online sports betting has is that in Brazil sports betting is not saddled with the negative associations of corruption which are usually associated with other types of gambling locally. This makes the issue an easier one for the government to handle. And it would appear that the issue is now being considered by a number of government bodies including the Ministry of Sport, the Ministry of Finance and the Brazilian Lottery.

Calls to ban online gaming began in 2006 and since then there have been a number of moves in both houses to ban online gambling outright. The latest attempt in the Senate came in 2012 when a proposal, which had previously been put forward in 2008 by Senator Magno Malta, was reconsidered by a Senatorial Committee on Science and Technology. The proposal would have blocked credit card transactions with online betting sites, but in common with the majority of similar moves it slowly lost momentum.

In fact it would seem that calls for the banning of gambling on the internet have actually led the government to look more favourably on the issue especially as during debates lawmakers have repeatedly pointed out the difficulties in actually blocking access to offshore betting sites. This was the case in 2011 when a move to ban online gaming led to a much wider debate on the issue. In February 2011 Congressman and long standing opponent of gambling Luiz Carlos Hauly, announced the creation of Bill 57, which would have prohibited "the



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placing of bets on sporting event in nature via the internet." This in turn led first to a debate as to exactly which events would be banned under the law with Congressman Rubens Bueno putting forward a suggestion that the bill should be amended to exclude tournament poker. Poker, Buenos argued, in a move which naturally pleased poker players all over Brazil, should be classified as a game of skill as opposed to luck. Crucially it also led to a wider discussion on online sports betting with a number of Congressmen stating that they were against the bill and instead supported a regulated online sports betting industry as it would raise much needed tax revenue.

Later developments would also indicate that the government could well be



moving in this direction. In November 2011 it was revealed that the government was looking into allowing sports betting via the internet and sports betting shops. One of the reasons behind the huge popularity of online sports betting in Brazil is that there is no bricks and mortar solution in place to meet demand because of the 1947 act. Although it must be pointed out that Codere offers betting on local horse racing and via simulcast racing in seven venues in Brazil the option is still extremely limited and will in all likelihood continue to remain so for some time. As a result sports enthusiasts have no choice but to turn to offshore betting sites. Local daily Folha de Sao Paulo reported that the Ministry of Sports had commissioned a study into the issue which found that in 2011 Brazilian sports

betting turnover made via offshore sports betting sites amounted to a massive US\$300 million. And that was on Brazilian sports alone.

With pressure mounting, in June 2012 the issue came up for debate in a public hearing held by the Commission for Tourism and Sports of the House of Representatives. This time the impetus came from the state of Brazilian football as a Congressional committee was established to analyse Brazilian football club debts. Brazilian football clubs are in crisis and owe almost a billion dollars in back taxes. Unlike European clubs which can benefit from sponsorship from online sports betting companies, under current laws Brazilian soccer clubs cannot take advantage of the growing online sports

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betting industry even though millions of dollars are bet locally on the outcome of Brazilian football matches. As such a number of lawmakers stated that the opening up of online sports betting could be a solution to the present crisis.

Events continue to move apace this year. According to Brazilian media the Legal Studies Committee within the Sports Ministry is currently also preparing a report which advocates the creation of an agency to regulate sports betting. The study proposes the adoption of a number of mechanisms which would monitor the sector closely in order to prevent fraud and match fixing.

Meanwhile at the ICE conference in London this year the Secretary for



Economic Monitoring (EEAS) of the Ministry of Finance, Antonio Henrique da Silveira announced that the Finance Ministry was looking at the legalisation of sports betting. According to Mr Henrique da Silveira who made the comments during the “World Regulatory Briefing Brazil and Argentina” the Finance committee would first create a body which would be responsible for gaming within the Ministry of Finance and then a bill would have to be passed through Congress which would grant the Brazilian state lottery the right to offer sports betting via a third party. Indeed the Brazilian Lottery will be key to the future of sports betting in Brazil and according to some proposals could be the only body which will be allowed to offer online sports betting in the future.

The Caixa Economica Federal is the second largest federal government bank in Brazil and runs the Mega-Sena – the largest lottery in the country. The bank has the mandate to run state lotteries and direct the revenues into social programs such as education, sports and culture. With Mega-Sena sales alone standing at around US\$290m a year, the Brazilian

The sports betting market could prove highly lucrative.

While Brazil's economy has suffered from the effects of the global financial crisis it is estimated that economy will continue to recover albeit slowly over the coming years with a GDP growth rate of three per cent this year.

SPORTS BETTING COULD BE USED TO AID AILING FOOTBALL CLUBS IN BRAZIL AS WELL AS OTHER SOCIAL PROGRAMMES.

lottery is hugely powerful and is a major contributor to social welfare schemes.

It is believed that the lottery has undertaken a secret study into the issue and examined the models used in a number of European jurisdictions where online gaming is regulated. Under current proposals the lottery would offer foreign online companies the opportunity to bid for the rights to offer sports betting on behalf of the lottery so that it would be able to offer sports betting ahead of the World Cup in 2014.

This would strengthen its sports betting arm immeasurably which is at present extremely limited. For now the lottery only offers three sports lottery style betting options: Loteca, Lotogol and Timemania. Timemania, its latest sports

offering, was designed so that it would raise US\$250m in order to aid cash strapped football clubs. However, revenues made from the game now only stand at half the projected amount and Brazilian football clubs are still in crisis. The lottery could argue that the part of the additional funds made by online sports betting could be used to aid ailing football clubs in Brazil as well as other social programmes. In addition it would be in keeping with the expansion of its online arm as since 2011 customers have been able to buy Mega Sena lottery tickets online.

The sports betting market could prove highly lucrative. While Brazil's economy has suffered from the effects of the global financial crisis it is estimated that economy will continue to recover albeit slowly over the coming years with a GDP growth rate of three per cent this year. In addition access to both fixed and mobile broadband continues to grow with around 35 million fixed and mobile broadband subscribers in Brazil. However, while there is no doubt that the impetus to permit online gaming is growing whether the government will be able to implement this ahead of the 2014 World Cup remains to be seen. What is clear is that there are finally growing moves afoot to finally change and reap the tax benefits of a well regulated online sports betting industry.



CROWN DELIVERS BLUEPRINTS FOR 'ICONIC' BARANGAROO

Crown Resorts Chairman James Packer is whetting the appetite of Sydney politicians by releasing the three competing blue prints for his proposed Crown VIP casino resort at Barangaroo which prove it will be the most iconic development built in Sydney since the Opera House

Designs for the A\$1bn, six-star Crown Sydney Hotel Resort by three world-renowned architects have now gone public with a judging panel selecting a winner by the end of the month.

Crown Resorts Chairman James Packer said he wants the hotel to be instantly recognisable all over the world and to feature on postcards and memorabilia promoting Sydney.

"Sydney deserves one of the world's best hotels and these amazing architects have all delivered.," he said. "With these sorts of designs, Crown Sydney will be the most iconic building constructed in this city since the Opera House. Whoever ends up winning – it's guaranteed to be a masterpiece."

Crown said the designs were being judged by a panel of representatives from Crown Resorts, Lend Lease, the Barangaroo Delivery Authority and the NSW Department of Planning and Infrastructure. The final design will require approval by the Barangaroo



"There is little doubt that Lend Lease as developer/contractor, along with Crown as hotel designer/operator, could build a hotel of world rank."
PAUL KEATING,
Former Australian Prime Minister.

Delivery Authority and planning approval from the NSW Department of Planning and Infrastructure.

Crown says the hotel complex, which is entirely dependent on securing a second casino licence for the NSW region would have four restaurants, a rooftop pool and 'luxury retail facilities.'

It will be a world class tourist facility, helping Sydney compete with other global destinations and become a landmark attraction for millions of visitors.

The Crown Sydney Resort Project has the support of many leaders in the tourism industry.

After Crown and Lend Lease announced their Exclusive Dealing Agreement, Tourism and Transport Chief Executive John Lee stated: "An international hotel resort will become a focal point of Barangaroo South, attracting visitors from home and abroad. It will also help to activate the precinct, generate tourism spending and create hundreds of

jobs. Sydney needs additional hotel stock and Barangaroo needs a world-class hotel in a prominent location."

The hotel resort is expected to comprise 350 rooms of which 20 per cent will be suites and will incorporate VIP gaming similar to those operating at Crown's resorts in Melbourne and Perth. The VIP only gaming facilities are necessary to provide the commercial underpinning for the development of such an iconic, world class hotel resort. In order to proceed with the construction of the Crown Sydney Resort, Crown will require a casino licence to be issued to operate the VIP only gaming facilities within the hotel resort. After Crown and Lend Lease announced their Exclusive Dealing Agreement on 2 August 2012, former Prime Minister Paul Keating issued a statement noting the following: "There is little doubt that Lend Lease as developer/contractor, along with Crown as hotel designer/operator, could build a hotel of world rank.

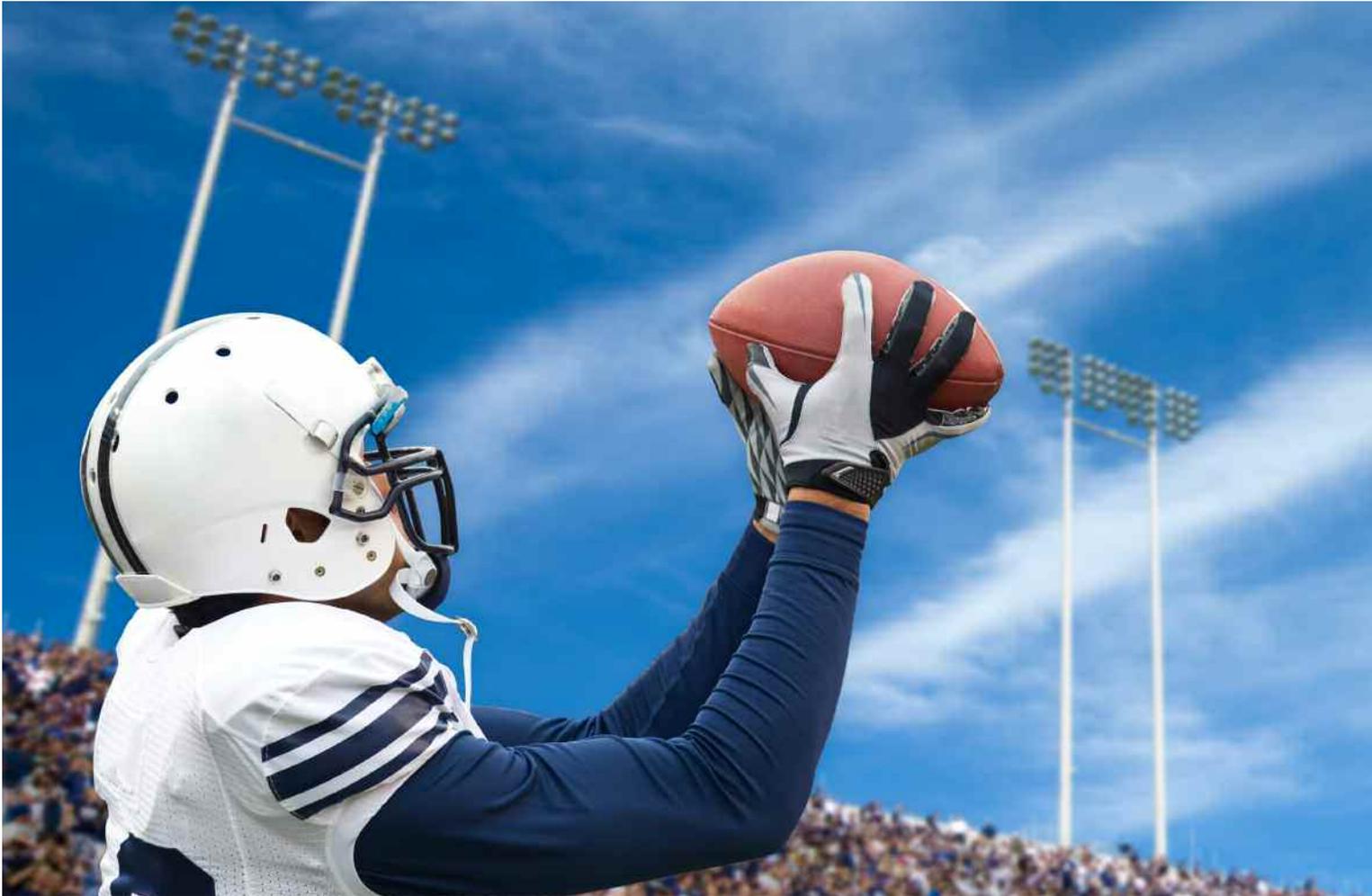
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'VIP only' gaming should bring revenue to the hotel that hotel-only operators are unable to bring. These revenues can underwrite a premium on the quality and design of the building – the very thing the precinct requires to give it world class status."

Crown's proposal for a VIP casino is being considered by a state government panel led by former banker David Murray.

The panel was due to report back in April, but their evaluation has been delayed after Crown's rival, Echo Entertainment, presented plans to expand its Star casino and increase its period of exclusivity beyond the current expiry date of 2019.

If the government opts to support Echo's plans, it would scupper Mr. Packer's as he has argued the hotel is only commercially viable with the revenue that a second Sydney casino would provide. Mr. Murray was due to give his recommendation to the state government by the end of May.



TAKING A PUNT

BuddyBet is a social betting site that lets players match wits against each other. Players set their own odds, choose stakes and create custom bets. It's CEO thinks the current monetization model for social gaming is broken and plans to reinvent it

Simplifying its model to the bare bones, BuddyBet is a Peer2Peer betting platform that enables players to compete against one another for a cash prize. It's a solution to what BuddyBet's founder, Jarrod Epps, describes as the 'broken skill games monetization model.' "The monetization of social gaming has taken its cues from the malpractice shown by banner ad sales and content sites selling eyeballs," explains Mr. Epps. "These dysfunctional models have taken over the Internet and been transferred wholesale to the Interactive sector. It's a 'give and take' model in which you offer a teaser and you try to upgrade the user to something better for which you charge for the privilege. Games have followed this model, offering players standard options for free, but enticing with special upgrades (super-special swords for example) that cost real money. In addition to the ubiquitous banner ads that muddle the screen and prove

difficult to avoid, freemium models weighted towards paying play divides player attention and ultimately drives players away from the game."

The problem, according to Mr. Epps and BuddyBet, is that the monetization of social games has been, well, just that. Social games have had cash incentives tacked on top of existing game models. None of the social games currently playable for money were designed as play-for-real games from the outset. The models have had to be adapted, and not without a series of issues arising as a result.

"BuddyBet is Peer2Peer betting," describes Mr. Epps. "There are no distracting banners and the game is completely free to play. We're not asking for paid upgrades to certain levels and all that, you can play premium games for free as the game developers are

There are three main types of bets you can make on BuddyBet: Direct Bets, Open-market bets and External link bets. A direct bet is a bet you offer directly to another individual or group. An open-market bet is a bet you offer to any BuddyBet user who might match it. Finally, an External link bet is one in which you create a link to your bet and share it on a discussion forum or social network where it'll have maximum impact.

**SOCIAL GAMES
RAISED \$807
MILLION IN
FUNDING LAST
YEAR WHILE
THE MOBILE APP
MARKET IS
PREDICTED TO TOP
\$38BN BY 2015.**

subsidised by the betting that takes place between players on the site. We believe this is a lasting model, one that unlike the freemium market, isn't destined for the scrapheap. We offer an alternative in which players bet against one another while still playing their favourite games. We match players by stake and skill level



against one another and enable them to bet on the outcomes of the games they're already playing. We're not here to compete with the Bet365 and William Hills, we'd have to spend hundred of millions of euros to match them and recognise that's not a good start-up strategy. Instead we pivoted our structure, asking why attract players to us, when third-party platforms already reach massive existing communities? We're talking about sports-news websites and forums, for example, in which people are engaged in debates and discussion about games on an enormous scale. On those site we embed our platform at the single button level, in which there's no game interruption, with players able to play by themselves or with friends, or against randomly matched people in a real money environment."

Current freemium and play-for-real providers use Facebook in a similar way,

piggy-backing their games on the social network's player base, but with all the banners and 'paid to upgrade' foibles already mentioned. What's very different about BuddyBet is that rather than attempting to convert the social games audience into a casino play-for-real crowd, for which the current stats are incredibly low (less than three per cent of the user base at a precariously high cost of acquisition and maintenance), the BuddyBet betting model can be applied to existing games environments that have little or nothing to do with traditional betting/gambling. Rather than attempting to convert Clash of Clans or Candy Crush Saga players into bingo or poker players, BuddyBet allows players to bet on their existing games and let's the developers take a percentage of the bets.

Conversely, if you look at a dedicated betting site such as Betfair, it's spending a huge amount of money attracting users to

American entrepreneur Jarrod Epps is used to launching and leading start-ups. He began his career in real estate investment, then in 1996 moved to Prague where he worked for a number of companies in business development, creating joint venture opportunities while leading acquisition teams.

Before co-founding BuddyBet he worked with Avant Group, connecting international VCs with Central and Eastern European property and software projects to help form commercial relationships.

its site to gamble (around 1.5 million registered users in 2012). BuddyBet is targeting established non-gaming sites that have huge user forums for games such as Call of Duty, whereby players could bet on the outcomes of tournaments in which they themselves are involved. While real-money chance and casino games are either in their infancy in the US, or are operating illegally, skill gaming is bridging the gap between i-gaming and the US casino market. While the market for skill games is currently unregulated, with in-app purchases and ads driving the majority of the revenue, leaving the game as pure 'fun and skill,' BuddyBet is coming at the sector from the gambling side.

"We are licensed in the Isle of Man," outlined Mr. Epps, "we have top-shelf user ID systems, address and age verification, fraud detection and betting pattern software that is state of the art and we have a highly experienced team that have all worked on the gaming side of the business. We are offering a sports-betting service in the skill games environment, operating from the same payment systems and user protection systems as the major online gaming sites. We have been very careful to build a robust system that can cater for very large numbers of users, everyday users, playing every second of every day. We are adding betting functionality into existing networks that allows them to bet on the same games they play all the time."

While reluctant to talk numbers at the launch of BuddyBet, Mr. Epps is talking up his expectations for a new betting model, one that takes micro-bets from a huge number of people, rather than taking large amounts from a small pool of players, as is the case with most gaming sites. Even social games and social casino sites have seen this model repeated, with heavy reliance on 'whales' - a small percentage of players willing to spend significantly more than the average player. Whales are thought to represent less than 15 per cent of a social game's paying users but account for over 50 per cent of its revenues. Moderate-paying players, typically represent between 25 per cent and 40 per cent of a game's paying users and account for about 25 per cent of revenue. Low-paying players are in the 45-60 per cent bracket and account for about 15 per cent of revenues. It's a model that BuddyBet is looking to actively avoid.

"As a P2P site, we're not taking the 10 per cent rakes of the traditional sites," says Mr. Epps. "This is micro-betting, which is much more the traditional handshake wager that we've put online. Users can bet against one another, but



can only bet up to £10. At the same time our user ID software checks to ensure the player is over 18 and during the first and second bet we evaluate the player and categorise players into specific types. We don't look at players as 'one-time' major bettors, but instead look at small repeat bets on an ongoing basis. We're going to be very happy with figures around £20 per head. It's a very different model to anything out there at present, but right now we are in discussions with different networks that will bring several million user networks, while two others have 40 million users. We see our percentages working across this size of player base with as much as 30 per cent

of the user base potentially involved in placing actual bets - which is a massive figure."

BuddyBet isn't targeting the traditional gaming sector, it's looking to the networks of online premium skill games users, the ones playing in fantasy football/baseball leagues and is using their passion for the games they already enjoy to offer incremental bets against one another based on the same games they're playing. This isn't a poker offer placed on top of the Real Racing skill game, it's betting on the outcome of the race itself, which is a very different player proposition.

As a hardcore New Orleans Saints and fledgling Ipswich Town fan, Jarrod has had his fair share of banter with rival fans over the years. Jarrod often betted on sports results with friends for cash and dares. After losing a bet one friend even had to run round a block in swimming trunks while covered in mustard. It was this fun factor that Jarrod wanted from his new venture.

The idea for BuddyBet came about after he and his friends gathered at the Superbowl and spent two hours trying to settle up all their bets from the year. Mentioning the problem of keeping track of it all to his wife she suggested they put all their details online.

Jarrod spent six months researching the possibility of BuddyBet and ploughed €60,000 of his own money into its development before the website launched in 2012. Now Jarrod leads a team of 21 directors, software engineers and marketing experts in the social P2P betting platform.

"We've had a phenomenal response from the gaming industry, which is to say the video games sector," states Mr. Epps. "The gaming industry is dominated by people that want to play. These sites have gathered huge communities of players without really considering monetization - they do this because they are passionate about the games they play. Talking to them they realise that this functionality will create tighter knit networks that can continue to enjoy the games they love, while providing revenue to support the infrastructures that operate them. It's a win-win."

It's increasingly difficult to differentiate one online gaming offer from another, with betting sites generically looking very similar as a result. This lack of differentiation means that players frequently swap and change between sites with 'stickiness' a major issue for today's gaming hubs. "Up till now, players have had the choice of freemium play for fun or play for money in a narrow spectrum of games," explains Mr. Epps. "BuddyBet enables the player to continue to play for

GLOBAL SPEND ON VIRTUAL GOODS IS EXPECTED TO REACH \$4.1BN BY 2016. MOBILE SOCIAL IS FORECASTED TO REACH \$2.1BN IN REVENUES THIS YEAR.

free or we will match them with the press of a button with another player to make small bets on their favourite game. We're not putting mobile ads around their game that mess with their aim and we're not steering players off sites to play somewhere else."

BuddyBet's aim is to completely up-end the monetization model that it believes is not working right now. It's integration into existing networks is expected to take around 15 days from start to finish, while individual games can be integrated in a little as three days as the platform itself is a simple API, with BuddyBet expecting to make announcements soon regarding its first network launches. If BuddyBet can take the emotion and passion of gamers and take betting into that environment, adding to the game rather than pushing pay-to-play into a new reluctant social gaming environment.



BREAKTHROUGH PERFORMANCE

APEX gaming breaks through into the casino market in Greece with installations at the Regency casinos in Thessaloniki and Athens

The Greek casino market remains one of the most important and challenging in Europe, despite the uncertain economic times at present in the country. The number of slot gaming machine suppliers to the Greek casino market is limited and the barriers of entry are high to new suppliers.

APEX gaming is thus very pleased to announce that it has been able to break into this major market. Just one year after attaining the licence to supply Greek casinos and after several months of testing in the field, the Regency Entertainment Group states excellent feedback from both casinos in Thessaloniki and in Athens. Both casinos report excellent feedback from players.

The Pinnacle upright cabinet with the MULTI MAGIC CLASSIC games selection is the right combination for APEX gaming to underline its superior technology and innovative games think tank. The

APEX GAMING'S TECHNOLOGY IS EXCELLENT AND THEIR GAMES HAVE HIT A CHORD WITH OUR PLAYERS HERE IN GREECE.

feedback from Regency will be used by further casinos and casino groups within Greece and APEX is set to become the next established major casino slot machine supplier to the Greek market.

Dimitris Kristallis is the Slots Director at Regency Casino in Thessaloniki. Reflecting on his long-standing experience he states: "Entering the Greek casino market is probably the hardest challenge



DIMITRIS KRISTALLIS and **PETROS SARAKINTSIS** of Regency Entertainment Greece (centre) with **FRANZ PLASSER** (left) and Max Pessnegger of APEX gaming.

for any slot machine manufacturer in Europe. Our players are used to the very best. I am pleased that APEX belongs to this illustrious list."

Petros Sarakintsis, Slots Director at Regency Casino in Athens, commented: "The test with APEX has proven successful and we are pleased to be able to offer our customers new gaming variety from APEX. Their technology is excellent and their games have hit a chord with our players here in Greece."

Johannes Weissengruber, CEO and founder of APEX gaming, is naturally very proud to have achieved this milestone, noting: "We are very proud to have gained such feedback from Regency Entertainment. Being successful in the Greek casino market sends out a strong signal of our quality and games innovation in the market and further strengthens our position within the industry."



ARGENTINA

Gaming has proliferated rapidly over the last 10 years in Argentina especially in capital Buenos Aires, where according to a recent study carried out by local daily Clarín, gaming has increased 70% since 2007. Nationwide in 2007 there were a total of 80 slot parlours, racetracks and casinos in Argentina. This has since almost doubled to 157.

Although casinos are banned by law there are still three large scale casinos in the capital. These are the two “floating casinos” docked permanently to the harbour while the third is under the racetrack located in the neighbourhood of Palermo downtown. All three have been the focus of a bitter dispute between the city government and the federal government as to who should reap the tax benefits of gaming. This is because while the city of Buenos Aires has been autonomous since 1994 it is the National Lottery Commission which has control over gaming. While a 2007 Supreme Court decision ruled finally that the casinos came under federal, not city jurisdiction both parties continue to battle it out over who should have final say when it comes to casino gaming in the city.

The struggle between the federal government and provincial government over gaming continues. In 2012 rumours began to surface that President Cristina Fernández de Kirchner was looking at ways to nationalise the casino industry across Argentina. This would have at a stroke placed gaming firmly in the hands of the federal government and would have been in keeping with the left leaning ideology of the present administration especially after the nationalisation of Spanish oil company Repsol proved such a popular move amongst Argentines.

However, since these rumours began there has still been no official word on the issue. Similarly rumours that Kirchner was considering nationalising bingo halls in the province of Buenos Aires, in a move to undermine governor of the

THE TEN-YEAR TRANSFORMATION OF LATIN AMERICAN GAMING

The gaming landscape in Latin America has seen a remarkable transformation over the last 10 years. While a number of governments have passed wide sweeping gaming laws, which have further opened up the market for foreign investment, elsewhere developments have been far less positive with a number of governments moving to ban casinos completely. Here we take a look at some of the key moments in the industry and how they have helped shaped the gaming industry in the ever-changing Latin American market.



Bingo halls in Buenos Aires are often large-scale housing in some cases hundreds of Class III slot machines on the premises and there are there are a total of 15,000 slot machines in the province.

province of Daniel Scioli, have not materialised. In August Scioli renewed the licences of 14 of the 46 bingo halls in his province in a deal which saw owners paying a special licence fee in cash so that Scioli could pay bonuses for state workers. Bingo halls in Buenos Aires are often large-scale housing in some cases hundreds of Class III slot machines on the premises and there are there are a total of 15,000 slot machines in the province of Buenos Aires.

On a national level casinos are less controversial and they have been increasing in the provinces of Rosario and Mendoza. Rosario is now home to the largest casino in Latin America while casinos in tourist hotspots such as Mendoza are adding to the number of tourist attractions on offer. Casinos look likely to expand in the coming years in other provinces such as Misiones in the north east where they will be instrumental in improving tourism.



BOLIVIA

Traditionally the gaming industry has suffered due to the lack of a clear legal framework in Bolivia where gaming law dates back as far as 1938 and where casino type gaming has until very recently been banned. The 1938 law banned all types of gaming in Bolivia but due to the rise of gaming the government was forced to grant around two hundred slot parlours a licence to operate in 1997 via a temporary licence. Since then there have been a number of moves to more closely regulate the industry including a number of government led proposals to replace the 1938 gaming act. However, any moves to repeal the gaming act have consistently met with fierce resistance from local municipal governments who under previous rules reaped 85% of the tax benefit of gaming operations located within their jurisdictions.

In 2007 a new gaming act proposed by the administration of President Evo Morales which would have given the central government full control over gaming was stalled and then abandoned in the Bolivian Congress. Undeterred the government brought the issue up once

BEFORE THE BAN BRAZILIAN CASINOS SUCH AS THE COPACABANA PALACE AND THE GLORIA WERE SOME OF THE MOST FAMOUS IN THE WORLD.

again in 2010 before the Congress finally managing to pass a new gaming act which allows the central government to reap 70% of the tax income generated by gaming and gives the government total control over the industry via a newly established gaming board. Although the law does allow for fully fledged large scale casinos it has proven extremely controversial amongst operators as it puts in place an extra tax burden on the both the operators and the player. For the player this amounts to a 15% tax the moment the player buys chips or tokens at a slot parlour or casino and for the operator a 30% tax on gross income.

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The new gaming act also replaces previous gaming board the National Lottery Commission of Charity and Health (LONABOL) which had been hampered by a number of high profile scandals revolving the illegal extensions of licences. The new gaming board The Authority of Taxation and Social Control over Gaming (AJ) will have fair wider powers when it comes to inspecting slot parlours and casinos. Signs that the new act could herald a crackdown on illegal gaming came in March 2012 when the new gaming board closed down 11 slot parlours and decommissioned just under a thousand slot machines. This crackdown has continued when over 200 slot machines were decommissioned in a single day in January 2013. At present there are two hundred slot parlours in Bolivia and around ten thousand slot machines with 80% of gaming revenue being generated in capital, Sucre.



BRAZIL

Casinos were first banned in 1946 by President Eurico Gaspar Dutra. Before the ban Brazilian casinos such as the Copacabana Palace and the Gloria were some of the most famous in the world and generated a significant proportion of government finances. While horse racing was still permitted it wasn't until 1993 when the betting offer was expanded slightly when the government approved the Zico Law which first allowed for the establishment of bingo halls in order to raise money for sports. In order to generate additional income the Zico Law was then amended in 1998 to allow bingo halls to house electronic bingo terminals. Bingo halls began to spread rapidly and by 2003 there were over one thousand bingo halls dotted around Brazil many of which were large scale.

However, gambling in Brazil is the most politically charged issue in the region due primarily to the proven links between gambling and organised crime. The Animal Game, an illegal street lottery, is played widely and numbers runners have been found to operate bingo halls and offer politicians and local officials bribes

ACCORDING TO A POLL CARRIED OUT IN 2012, OVER HALF OF LEGISLATORS CURRENTLY IN POWER ARE IDEOLOGICALLY OPPOSED TO CASINOS.

in return for closure. These scandals first began in 2004 and have continued to make headlines ever since. While bingo halls were banned in the aftermath of the scandal of 2004 since then the majority of bingo halls have been able to remain open by individual judicial order or via specific legislation now in place in several Brazilian states.

Due to the sensitive nature of the issue there is very little political will to address the issue of casinos directly and while there have been a number of attempts to give casinos the green light with the impetus coming from the Senate they have met with a lukewarm response from lawmakers. Furthermore, according to a poll carried out in 2012, over half of legislators currently in power are ideologically opposed to casinos and gambling on principle.



COLOMBIA

Despite illegal gaming, which remains widespread, Colombia has consistently proven to be a bright spot in the Latin American casino industry and the number of slot machines and casinos has more than trebled over the last ten years. While it is estimated that illegal gaming still accounts for around 20% of all bets made in Colombia the legal sector has continued to grow year on year with operators such as Spanish company Codere reporting significant growth in their Colombian operations. Today there are an estimated 3,200 slot parlours in the



The industry looks set to experience continued growth over the coming years with a new regulatory board now in operation.

This is after a number of scandals involving the previous gaming board ETESA (The Territorial Enterprise for Health) which collected gaming revenue and distributed it primarily to the health sector.

ACCORDING TO A RECENT REPORT THE CASINO SECTOR ALONE IN COLOMBIA WILL GENERATE AN ESTIMATED \$530M FROM 2012 TO 2015.

country, with around 70,000 slots and over 300 casinos nationwide.

The industry looks set to experience continued growth over the coming years with a new regulatory board now in operation. This is after a number of scandals involving the previous gaming board ETESA (The Territorial Enterprise for Health) which collected gaming revenue and distributed it primarily to the health sector. After a number of arrests of board members after it was revealed they were accepting bribes in return for stays of closure, a newly appointed gaming board was set up in 2012.

Known as ColiJuegos the new board, which is made up of members from a number of government ministries and whose directors is directly appointed by the President, has announced a renewed crackdown on illegal gaming and a more closely regulated gaming sector in Colombia. With a larger staff, a wider remit to enter and inspect casinos and technological advances regarding the online monitoring of gaming operations now at its disposal, under current plans tax revenue generated by the industry is set to increase over the next two to five years by as much as \$1bn according to local estimates.

According to a recent report published by PricewaterhouseCoopers the casino sector alone in Colombia will generate an estimated revenue of \$530m from 2012 to 2015.

CHILE

Chile has perhaps seen the most dramatic transformation of the casino industry in the entire region. In January 2005 the Chilean government allowed for the construction of eighteen additional casinos to the seven casinos already in

operation. Seventeen new large scale casinos are now up and running in Chile and the remaining licence will be granted before the end of July 2013 by the Chilean Gaming Control Board. Chile's gaming law of 2006 ruled that casinos must be part of a four of five star hotels and that those casinos are part of a wider package that would promote tourism in the area. Combined the new casino industry in Chile has invested a total of \$750m in infrastructure including cinemas, hotels, restaurants, conference centres and shopping centres.

According to statistics released by the Chilean Gambling Control Board there are now a total of 9,359 slot machines and 474 gaming tables with slot machines accounting for 93.3% of total bets made. Visitor numbers and revenues have been on the increase year on year. In 2012 the casinos reported gross win of \$594.8m compared to \$515m in 2011 an increase of 15.5%. Taxation for the casinos stands at 20% of GGY that is divided equally between the province and the local borough where the casino is located. In 2012 this amounted to a total of \$98.7m. The central government also receives a tax on entrance fees and VAT on gambling which combined added up to a further \$134.7m in 2012.



ECUADOR

In common with Venezuela the casino industry in Ecuador has been impacted negatively by an increasingly left wing administration. In December 2002 the government passed "The Tourism Regulation Law" which ruled that large scale casinos could only be permitted in five star hotels with a minimum three million dollar investment for the casino and smaller casinos could be part of three and four star hotels. The law also banned slot parlours. Despite the ban bingo halls and slot parlours continued to proliferate rapidly with around 3,000 illegal slot machines operating nationwide by 2005 with the government doing little or nothing to close unlicensed betting establishments.



MEXICO HAS SEEN A PROLIFERATION OF SLOT PARLOURS OVER THE LAST TEN YEARS AND THERE HAVE BEEN ATTEMPTS TO CHANGE THE LAW.

In 2007 the government then ruled that only casinos in five star hotels could be permitted and only then in a tourist hotspots. Sanctioned by President Rafael Correa, who took office in the same year, this act has since been repealed after a national referendum was carried out on the issue of gambling. The casino issue, which was part of a number of often diverse questions put forward to the Ecuadorian people in May 2011, was approved by a small majority. While it was initially believed that the casinos would be given a further two years to recuperate some of their investment, the ban went into effect in March 2012 meaning that Ecuador's short lived casino industry is now officially at an end.

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MEXICO

Casinos and gaming were banned by the "Betting and Raffles Law" of 1947. While this law is still in place Mexico has seen a huge proliferation of slot parlours over the last ten years and there have been a number of attempts to do away with the old act. These attempts have in the past been primarily motivated by a desire to allow Las Vegas style casinos in tourist hotspots in order to improve tourist infrastructure and promote tourism but more recently calls for reform have stemmed from the way and the extent the government has handed out licences.

In 2005 the government amended the 1947 act to allow for bingo, slot parlours and sports betting and The Secretary of Government (SEGOB) Mexico's Interior Ministry was given the responsibility for the granting of licences. SEGOB has been very quick to award licences as it has awarded 360 licences so far leading to a fast proliferation of gaming throughout Mexico. And while these operations do not house table games they are in many cases large scale often offering sports betting, slot machines and bingo on their premises. Furthermore, ever since 2010

these betting establishments have been permitted to house Class III slot machines. An estimated two million people visited Mexico's legal betting establishments in 2012. Together this has led to a huge surge in popularity of gambling in Mexico. This increase in gambling has been criticised by lawmakers who wish to limit gambling in Mexico and monitor more closely the way SEGOB grants licences which they claim lack transparency.

More calls for reform came closely on the heels of the tragedy in Monterrey in 2011 when a group of armed men attacked, and then set fire to, the Casino Royale, located in an upmarket neighbourhood of the city, leaving 52 people dead. Indeed it is looking increasingly likely that the Mexican government could finally act on the issue and seek to reform the 1947 act while a congressional committee in February 2013 has been charged with investigating how licences have been granted throughout the nation.

IT IS LOOKING INCREASINGLY LIKELY THAT THE MEXICAN GOVERNMENT COULD FINALLY ACT AND SEEK TO REFORM THE 1947 ACT.

NICARAGUA

With tourists visiting Nicaragua in record numbers and a new gaming act in place Nicaragua remains an intriguing prospect for investors. Despite the global downturn in 2012 over 1.2m tourists visited Nicaragua. Casinos had been permitted since 2001 as part of hotels and nightclubs with a minimum investment of \$250,000 in the capital and \$100,000 throughout the rest of the country with the purpose of further advancing tourism in the area. However, due to a rise in illegal gambling especially via illegal slot parlours and slots located in shops and other small businesses the government readdressed the issue with a new gambling act which was passed unanimously in May 2011.

The new act creates a new gaming board which comes under the Ministry of Tourism and divides betting establishments into four distinct categories. Crucially the new law also allows for the establishment of standalone establishments which do not need to be

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While casinos have often been negatively portrayed in the local press and have faced an increased tax burden the industry continues to grow. Over \$1.5bn a year is bet in Panama a year and a number of new casino licences have been granted by the Panamanian Control Board. Two more casinos will be up and running by the end of 2013 while another three licence requests are now pending.





NICARAGUA

López Pérez

Dictadura

part of a hotel or nightclub. The smallest slot parlour must house at least ten slot machines while the largest must hold above 71 slot machines with each category (A,B,C,D) falls into a separate tax category. It is believed that the new act along with the newly created gambling control board will create a more regulated market in Nicaragua where at present an estimated 70% of slot machines are imported illegally and are unregistered with the government.

PANAMA

Before 1998 there were only a small handful of casinos in Panama all of which were state run. In 1998 the government passed a wide sweeping gaming law, which permitted casinos as long as they were part of five star hotel with a minimum of 300 rooms. Since then the casino industry in Panama has grown rapidly and is now home to one of the most developed gaming industries in the entire region. This boom has coincided with Panama's growing tourist industry and subsequent building boom - the largest of its kind in the history of Latin America.

However, there have been signs that the 17 large-scale casinos now in operation in Panama could well be the victims of their own success. The key guiding principles behind the gaming act was that casinos should attract tourists. But it has been largely Panamanians who have fuelled the revenues in casinos. By 2005 it was estimated that 85% of all those who visited casinos in Panama were locals leading to calls to restrict the number of licences, increase taxes and bar entry to low income bracket Panamanians.

This has been made more acute by the rapid expansion of slot parlours, which are also becoming increasingly popular amongst Panamanians. Consequently casinos and slot parlours have been repeatedly singled out for increased taxation and fees. In 2009 the government announced that casinos would now have to pay a million dollar one off fee to operate a casino on its premises while gross income tax increased from 10% in 2009 to 15% in 2012 and will again increase in 2014.

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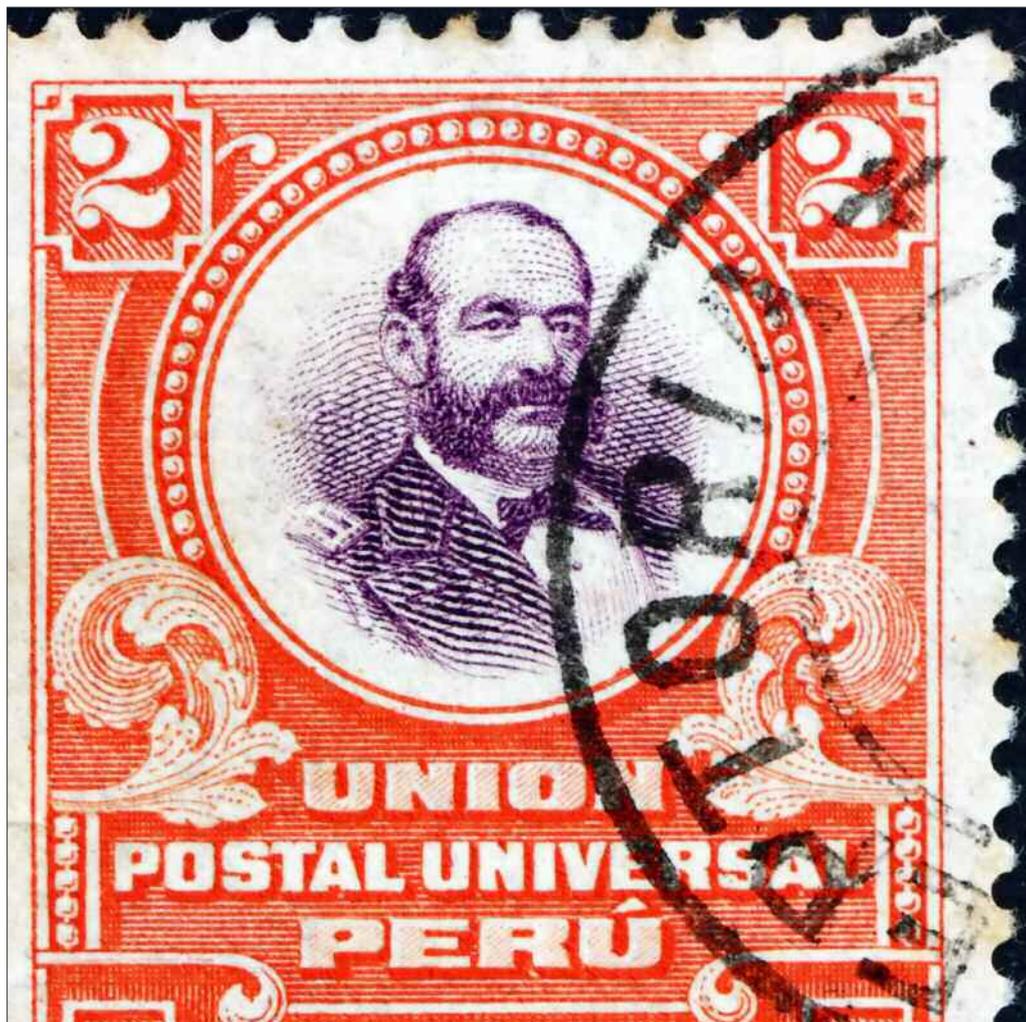


PARAGUAY

While developments have been extremely slow, long term Paraguay could be a future bright spot for the casino industry with a new act in place giving police widespread powers to stamp out illegal gaming. Casinos have been permitted in Paraguay since 1997 and may be located in provinces with more than quarter of a million inhabitants with only one casino being permitted in capital Asuncion. The act also created a gaming commission called El Comisión Nacional de Juegos de Azar (CONAJZAR). Although casinos have been permitted now for almost fifteen years the casino industry remains underdeveloped with little foreign investment in the industry and illegal gaming has remained rampant.

IN 1994 SLOT PARLOURS AND CASINOS WERE FIRST PERMITTED IN PERU. PREVIOUSLY SLOTS HAD ONLY BEEN PERMITTED IN CINEMAS.

Furthermore, the licensing process has been fraught with difficulties with three tender processes being abandoned. In 2009 and again in 2010 and 2011 CONAJZAR was forced to halt the bidding process over accusations of irregularities and other issues mostly revolving around the fact that bidders were not meeting the minimum requirements set out to by the gaming control board. However, after the failure of the last bidding process the new head of the board along with the Ministry of Tourism are now seeking a much larger investment in the sector. In 2012 head of the gaming board Gerardo Gómez, announced that the bidding process would be open once more with the goal of permitting ten large-scale casinos throughout the country. The aim of the new bidding process is to attract large



Gaming in Peru is now controlled and monitored by the Department of Foreign Trade and Tourism (MINCETUR) which regularly carries on site inspections and has destroyed around 9,000 illegal slot machines since 2006. Today tax income generated by the industry has increased more than threefold since 2007 and there are now 70,000 slot machines in 688 slot parlors and 12 casinos that operate throughout the nation.

scale foreign investment which will include other amenities such as five star hotels in order to build tourist infrastructure in the region.

PERU

Peru has seen of one of the most remarkable success stories in the Latin American gaming market in the last ten years. Thanks to the efforts of a newly established gaming board the gaming landscape in Peru has changed from a situation where less than 4% of gaming operations were regulated by the government to a situation where illegal gaming has all been eradicated and where all slot machine transactions are monitored and in real time by a central government-controlled server.

In 1994 slot parlours and casinos were first permitted in Peru. Previously slot machines had only been permitted in cinemas and after the act slot parlours and casinos began to grow at a fast pace. Unfortunately in many cases operators failed to register their operations with the government. Faced with a huge rise in illegal gaming in 2004 the government gave all operators one year to register

their operations or face closure and in 2005 began a number of high profile raids. However, very little changed as the vast majority of slot machines remained open thanks to successful appeals in the local courts.

Faced with this situation, in 2006 a federal court ruled that these ruling were void, paving the way for the Peruvian government to pass the "Reordering and Formalization of Casino and Slot Machines Law." The law has been instrumental in allowing the government to create a regulated gaming sector as it firstly created a gaming control board with teeth and secondly declared that court orders granting stays of closure were from that point onwards invalid.

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URUGUAY

Casinos have long been part of Uruguayan culture and there is no cap on the number of casinos nor is there a limit on how large they can be. The most significant change to Uruguay's gaming laws came in 1995 when the government passed what is known as the "mixed system." Under the mixed system private investors can set up a casino in a hotel but it is the state that manages and runs the casino for which it receives in return between 35% and 45% a percentage of casino profits. The mixed system has

THE WHOLLY STATE-RUN CASINOS HAVE BEEN HIT BY A NUMBER OF CORRUPTION SCANDALS OVER THE LAST FIVE YEARS LEADING TO JAIL TERMS.

since 1995 become increasingly popular in Uruguay especially as the wholly state-run casinos have been hit by a number of corruption scandals over the last five years leading in some cases to jail terms.

In the wake of these scandals the government looked set to promote the mixed system further and entirely privatise state run casinos. However, there has been a significant change of direction of late with head of the Uruguayan Gaming Board Javier Chá initiating a number of renovations of state run casinos which have been recording record profits over the last two years. Combined the entirely state owned casinos along with those casinos operating under the mixed system recorded profits of \$100m in 2012. 2012 also saw a number of important casinos opening and major renovations including the \$70m renovation of the iconic Casino Carrasco in capital Montevideo.

VENEZUELA

In 1996 Venezuela passed a gaming which allowed for casinos to be built in five star hotels with a minimum of 200 rooms. Along similar legislation to Chile's

The emergence of a legal gaming industry in Venezuela was short lived. Three years after the act was passed and Hugo Chávez was elected to power and began to implement a number of socialist reforms. While Chavez did not banned casinos or bingo halls outright he repeatedly stated that he was opposed to gaming on principle and his years in power saw a sustained attack on the industry.



THE COMMISSION CLOSED DOWN ALMOST ALL OF VENEZUELA'S BINGO HALLS AND SLOT PARLOURS IN THE COUNTRY AND REVOKED LICENCES.

gaming act of 2005 the main purpose of casinos would be to encourage tourism and add to much needed tourist infrastructure in the region. Before the act bingo halls and casinos were stand alone establishments located outside of tourist zones. The news was met with a positive response from the casino industry. It was estimated that within a very short time at least thirty new casinos would be up and running in Venezuela. Additionally bingo halls would be permitted as part of hotels and in common with casinos would only be permitted once locals approved of their establishment via a referendum.

However, the emergence of a legal gaming industry was short lived. Three years after the act was passed and Hugo Chávez was elected to power and began to implement a number of socialist reforms. While Chavez did not banned casinos or bingo halls outright he repeatedly stated that he was opposed to gaming on principle and his years in power saw a sustained attack on the industry.

This has come in the form of closures after onsite inspections and raids. While previously local governments were able to grant licences to bingo halls it is now the National Commission of Casinos, Bingo Halls and Slot Machines under the Ministry of Justice which grants licenses. In 2011 the Commission closed down almost all of the bingo halls and slot parlours in the country, revoked licences which had been granted by local authorities and left an estimated 100,000 people jobless.

THE LONG-TERM FORECAST

We're told that the future of gaming is in the 'Cloud,' but do we really understand the concept and the technology driving this revolution - and what real benefits will it bring to gaming?

Cloud computing is a new form of technology that has been developed from the concept of Virtualisation.

Virtualisation, in simplistic terms, is the carving up of a computer into pieces in such a manner that the software running on each 'piece' has no way to detect that it is not running on its own dedicated hardware. With this process it is possible to run different software systems on a computer at once and in isolation. By establishing adequate security measures, each operating system can be assigned to a different user, with each user completely unaffected by the software and actions of other users. Each of these environments is called a 'Virtual Machine.'

Virtual Machines are 'locked' by hardware and software means, but most importantly by specific software called Hypervisor. Hypervisor is a special multi-purpose OS that creates and maintains the Virtual Machine as well as serving requests for access to hardware resources.

The key feature of the Hypervisor software, which has proved fundamental to cloud computing, is the ability to create 'Virtual Images.' Virtual Images are copies on the disk of the Virtual Machines. This allows fast saving and loading of sessions without complications.

Virtualisation has made it possible to divide the resources of a physical server among different paying customers according to their needs, while keeping them secure from each other's software. By doing so, service providers are able to charge customers only for what they have requested or what has been allocated to them. These needs and allocations can be changed on demand. Likewise, customers can quickly upload their own software to a virtualised server just by copying pre-made Virtual Images on to it.

Cloud computing has developed quickly in the last few years mainly because the fast development of Internet connections. The technology on which Cloud is based dates from the 70's, however, more and more people have been connecting with broadband connections and cell phones. This ever growing broadband population is capable of creating media, web applications, social networking, and web-delivered software services, thus creating new markets and demands.

LOWER COSTS, RELIABILITY AND SECURITY, PLUS THE ABILITY TO WORK FROM ANYWHERE AT ANY TIME ARE ALL BENEFITS OF THIS SYSTEM.

Examples of Cloud computing are hosted email and hosted anti-spam services. Lower costs, reliability and security, plus the ability to work from anywhere at any time are all benefits of this system. Likewise, the possibility to run applications through a web browser provides predictable budget forecasts and lowers support needs. Hosting applications in the cloud, allows automatic updates to be released without clients having to install new software.

Other examples are data back-ups and Cloud-based desktops. Backups are a safe and automated way to ensure your data is being sent off-site, while the desktop accessibility is a useful feature for businesses.

ADVERTISING-BASED PRICING MODEL

A pricing model whereby services are offered to customers at low or no cost, with the service provider being compensated by advertisers whose ads are delivered to the consumer along with the service.

CDN

Content delivery network — A system consisting of multiple computers that contain copies of data, which are located in different places on the network so clients can access the copy closest to them.

CLOUD

A metaphor for a global network, first used in reference to the telephone network and now commonly used to represent the Internet.

CLOUD BROKER

An entity that creates and maintains relationships with multiple cloud service providers. It acts as a liaison between cloud services customers and cloud service providers, selecting the best provider for each customer and monitoring the services.

CLOUD OPERATING SYSTEM

A computer OS that is specially designed to run in a provider's datacenter and be delivered to the user over the Internet or another network.



CLOUD ORIENTED ARCHITECTURE

A term to describe an architecture where applications act as services in the cloud and serve other applications in the cloud environment.

CLOUD PORTABILITY

The ability to move applications and data from one cloud provider to another. See also Vendor lock-in.

CLOUD PROVIDER

A company that provides cloud-based platform, infrastructure, application, or storage services to other organizations and/or individuals, usually for a fee.

CLOUD STORAGE

A service that allows customers to save data by transferring it over the Internet or another network to an offsite storage system maintained by a third party.

CLOUDSOURCING

Replacing traditional IT services with cloud services.

CLOUDSTORMING

Connecting multiple cloud computing environments.

CLOUDWARE

Software that enables creating, deploying, running, or managing applications in the cloud.

CLUSTER

A group of linked computers that work together as if they were a single computer, for high availability and/or load balancing.

Overall, Cloud computing relies on sharing of resources, and despite being sold as a service, its concept mirrors the original idea behind the Internet; to achieve utility and sharing of resources over a network. Like an Electric grid the Cloud forms converged infrastructure and shared services.

CLOUD GAMING

Cloud gaming, or gaming on demand, is a portion of the Cloud market that is developing rapidly. It is a type of online gaming that allows streaming of games from a remote server to a computer. With this system, users are allowed to play games without the need of consoles. Likewise, limitations of users' computers are made irrelevant, as is the server that runs all the processing. Controls and button presses from the user are sent to the server, and the server then sends back the game's response to the inputs. This service takes advantage largely of broadband connections and removes the need to download or install the actual game. The users' computers, therefore, are used only to input commands, while the provider does all the actual work.

Cloud gaming has sparked a war between many companies in the gaming industry. Each of the main protagonists has or is in the process of developing their own version of this service. However, this is still a relatively new technology to be effectively applied to a complex and new generation of games.

APPLICATIONS WITHIN CLOUD GAMING TO DATE, HAVE BEEN MORE SUCCESSFUL IN THE CASINO INDUSTRY ON HANDHELD DEVICES AND SOCIAL NETWORKS.

Another issue is server location. While hosts are generally providing different servers in global hotspots around the world, it is not guaranteed that will location will accommodate your needs.

Applications within cloud gaming to date, have been more successful in the casino industry on handheld devices and social networks. These games are generally 'lighter in weight' than the next generation shooter or racing game. They are also reaching far more users due to

changing trends and the need for quick entertainment as demanded by today's modern users. These games are reaching hundreds of millions of users daily, are safe, they are continually updated, and provide leaderboards and real-time interaction with other gamers.

Providers also use Cloud to store game settings and saves so that users can save and load them on any computer they log-on to whatever the location. Storage capability also serves as an 'insurance' for the users. Once they have purchased a game, they will never be worried about data corruption. If a user downloads a copy to play offline and the game data is corrupted, they can retrieve the game by simply downloading it again.

In this sense, content can be made accessible as soon as customers log-in to their accounts. These options, which are available at any time, have swiftly increased player satisfaction scores, allowing companies to retain customers and maximise sales.

WHERE PREVIOUSLY, PRODUCERS WERE MORE WORRIED ABOUT HARDWARE ADVANTAGE OVER COMPETITORS, THE CLOUD ENABLES THEM TO CONCENTRATE ON THE GAME.

Cloud has also helped gaming to become part of the mainstream media, by giving players various platforms to access their games, and the freedom of playing on-the-go in quick and safe entertainment environments.

Multiple games can now be played at once, making experiences richer and adding real player value within a session experience. In this way great improvements in the relationship between gamers and companies have been achieved, ultimately helping customer loyalty.

All these factors are pushing game makers towards developing interesting and long-lasting game content. We can now see a shift from past habits, where previously, producers were more worried about hardware advantage over competitors, the Cloud enables them to concentrate on the game.

CONSUMPTION-BASED PRICING MODEL

A pricing model whereby the service provider charges its customers based on the amount of the service the customer consumes, rather than a time-based fee.

CUSTOMER SELF-SERVICE

A feature that allows customers to provision, manage, and terminate services themselves, without involving the service provider, via a Web interface or programmatic calls to service APIs.

ELASTIC COMPUTING

The ability to dynamically provision and de-provision processing, memory, and storage resources to meet demands of peak usage without worrying about capacity planning and engineering for peak usage.

EXTERNAL CLOUD

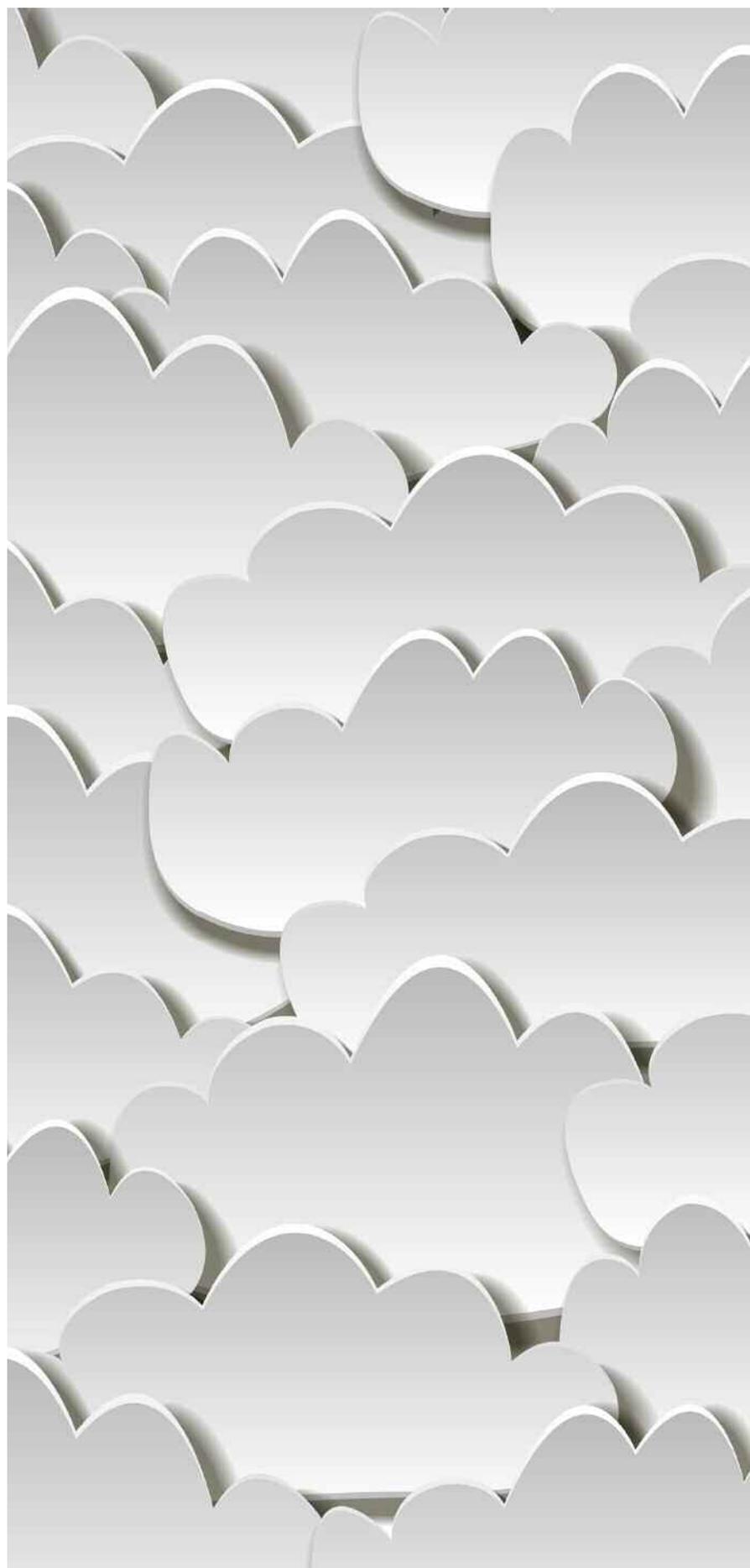
Public or private cloud services that are provided by a third party outside the organisation.

HAAS

Hardware as a service; see IaaS.

HOSTED APPLICATION

An Internet-based or Web-based application software program that runs on a remote server and can be accessed via an Internet-connected PC or thin client.





BENEFITS OF CLOUD

It is clear that there many benefits for users of hosted services, which are leading to cost reduction for operations. By acquiring services from third parties, not only is the maintenance of hardware eliminated, but IT cost efficiency can also be maximised. Companies using Cloud can often be spared the headache of updating software and are safer from virus and other malicious software at the same time. Likewise, there are many other technical benefits that can evade the non-tech savvy eye.

Virtual Machines are very agile. Agile in the sense that they can evolve as the user improves their skill in the redeployment of its resources. Multi tenancy, centralisation and peak load capacity increases, are also cost efficient features. Multi tenancy is the sharing of resources and costs across a large number of users. Centralisation of infrastructure allows saving on space requirements and utility bills, which also saves on engineers.

The remote nature of Virtual Machines delivers high reliability. This is the kind of reliability that allows businesses to remain unaffected in the face of disasters. One of the most recent cases is the tsunami that happened in Japan. Cloud-based companies were able to recover very quickly as opposed to others that had not adopted the system.

Security is also improved due to the centralisation of data on a Hypervisor Virtual Machine. The provider has the same quality of security as a company would have, but the added value is the saving that can be made by the user on those expenses. However, control over security can be a concern for some clients. Backlog checking is very difficult on hosted services, therefore some subjects chose the option on building their own Cloud infrastructure. This practice won't save as much money as a hosted service, but is the ideal choice for businesses that deal with sensitive information, such as banks, the military and government agencies.

The concept of the 'electric grid' gives accessibility to software that allows machines to interact with Cloud software. This functions in the same manner as that, for example, of a computer desktop. Customers can edit their own VM features and settings pretty much automatically, as needed and without interaction with the provider. Service vendors are actively promoting the usage of self-service on demand by constantly creating new templates and updating existing ones.

Templates do contain predefined configurations used by consumers and

HYBRID CLOUD

A networking environment that includes multiple integrated internal and/or external providers.

IAAS

Infrastructure as a service - Cloud infrastructure services, whereby a virtualised environment is delivered as a service over the Internet by the provider.

INTERNAL CLOUD

A type of private cloud whose services are provided by an IT department to those in its own organization.

MASHUP

A Web-based application that combines data and/or functionality from multiple sources.

MIDDLEWARE

Software that sits between applications and operating systems, consisting of a set of services that enable interoperability in support of distributed architectures by passing data between applications.

ON-DEMAND SERVICE

A model by which a customer can purchase cloud services as needed, eg. if customers need to utilise additional servers for the duration of a project, they can do so and then drop back to the previous level after the project is completed.

can be chosen from catalogues, where the key features of each are highlighted in order to find the most suitable one.

Templates allow a high degree of elasticity for users. Companies and clients can quickly change and evolve their Virtual Machines based on their needs, quite often by just changing a template. Obviously, this can be done almost automatically with little or no impact on the running of the business.

All these features and benefits from cloud usage are opening up limitless possibilities in a still growing market both for new businesses and existing ones. This technology can and will have an impact as big as computerisation had on the printed press in the early nineties.

THE EU PASSED A DIRECTIVE WHICH REGULATES THIS MARKET, BUT THE VERY NATURE OF THE UNION ALLOWS DIFFERENT COUNTRIES TO ESTABLISH THEIR OWN VERSIONS OF THE DIRECTIVE.

CLOUD AND REGULATIONS

Legal and regulatory issues around Cloud computing and across the Internet in general is a jungle. Due to its global nature it is especially difficult for companies to establish themselves as providers for hosted services. Laws are ever changing and it is nearly impossible for countries across the world to find a global agreement and consensus.

This forces providers and companies into establishing private cloud systems with set limitations on a 'country by country' basis. Europe is a perfect example of a 'Union' that can't find agreement over its common market. The EU passed a directive which regulates this market, but the very nature of the Union allows different countries to establish their own versions of the directive.

In addition to this there are many loopholes that effectively put at risk user's data in the context of non EU hosted services. While Cloud is fundamentally a safe system, laws in different countries mean that data can be accessed by third parties according to individual regulation.

In the US, the Patriot Act scares many IT strategists away from making the move to Cloud-based services. The Patriot Act allows the government to seize data if deemed of 'enough relevance,' under the guise of national security.

Likewise, there are many examples of breaches of security in totalitarian countries. These breaches include controls and influence over public opinion, censorship and above all the entire shutdown of a country's web services. The most recent and stark examples are China and its row with Google and Youtube, and the recent Arab spring revolts, whereby countries shutdown their networks in an attempt to quell revolts. Although these issues might not be an issue for your average company and its users, they set a precedent and highlight the controversies that have accompanied Internet and web-based services since their birth.

Regulation issues have gravitated towards issues concerning the privacy of data and the use of third party applications.

Users must be very careful when signing contracts and examine carefully the clauses. In many regulated countries failure to protect your own data can and will lead to legal action, and in the majority of the cases the user would be the target of the litigation. Cloud has a lot to offer, but when dealing with international vendors or providers, extra care must be taken. Due to their international business they might not be fully aware of individual country laws in which the user operates. In most cases, if protection of data is not adhered to properly, they will not be held accountable.

The problem with regulations and the Internet lies in the different pace at which the two subjects are travelling. By the time a law is approved it is effectively outdated. This is because the technology and businesses models will have evolved into something totally different while the technology will be unrecognisable too.

PROVIDERS' SOLUTIONS

So far we have analyzed the end user of Cloud based systems. However, with this technology rapidly becoming essential for the success of businesses and part of daily life, operators have to face many management challenges. In this highly competitive field, success not only depends on the quality of service, but also on the analysis of all the data connected to usage, accurate billing and excellent customer service.

There are many ways in which providers try to stay on top of their game and all

PAAS

Platform as a service — Cloud platform services, whereby the computing platform (operating system and associated services) is delivered as a service over the Internet by the provider.

PAY AS YOU GO

A cost model for cloud services that encompasses both subscription-based and consumption-based models, in contrast to traditional IT cost model that requires up-front capital expenditures for hardware and software.

PRIVATE CLOUD

Services offered over the Internet or over a private internal network to only select users, not available to the general public.

PUBLIC CLOUD

Services offered over the public Internet and available to anyone who wants to purchase the service.

SAAS

Software as a service — Cloud application services, whereby applications are delivered over the Internet by the provider, so that the applications don't have to be purchased, installed, and run on the customer's computers. SaaS providers were previously referred to as ASP (application service providers).

require highly qualified personnel, software and hardware.

Providers need to diversify the offers of services, by creating a wide range of personalised packages. They need to be flexible and be ready to charge less or more, according to changing trends and deliver services that are at of high value for both themselves and the client. Analysing the marketplace for new niches and areas of growth is vital, because they need to predict and realise customer needs before they realise they have that need. Forecasts like this can be done by analysing in real-time the network usage, consumption of resources and cross checking.

By analysing consumer usage it becomes easy to identify abnormal bandwidth activity. When certain traffic starts to use large chunks of bandwidth, it can affect the whole system's performance and have a negative impact on users. Abnormal activities could come from attacks on the network, while failure to act swiftly could bring the service down completely, especially during peak times. Tracking usage patterns, identifying and connecting subscribers is a solution for the quick

IF THE SERVICE DOES EXPERIENCE AN ATTACK BY MALICIOUS SOFTWARE, PROVIDERS NEED TO THINK BEYOND NORMAL ANTI-VIRUS AND FIREWALLS.

discovery of threats, while properly managing bandwidth dynamically will improve the experience of the service.

If the service does experience an attack by malicious software, providers need to think beyond normal anti-virus and firewall solutions. Managing Cloud services requires constant monitoring and a pro-active attitude towards pin-pointing the threat, blocking it and eliminating it. Of course, personnel must be highly trained and there needs to be standard operative procedures put into place in order to ensure a quick response.

As aforementioned, consumers' usage analysis enables the detection player patterns. By predicting usage, providers can steer traffic in real-time, and allocating proper bandwidth to everyone.





**SERVICE
MIGRATION**

The act of moving from one cloud service or vendor to another.

SERVICE PROVIDER

The company or organisation that provides a public or private cloud service.

SLA

Service level agreement - A contractual agreement by which a service provider defines the level of service, responsibilities, priorities, and guarantees regarding availability, performance, and other aspects of the service.

**SUBSCRIPTION-
BASED PRICING
MODEL**

A pricing model that lets customers pay a fee to use the service for a particular time period, often used for SaaS services.

See also Consumption-based pricing model.

A positive side-effect of this practice is the possibility to maintain relationships through customer service. Clients can be advised on which packages suits them best as trends changes. Clients can also be advised when odd events occur on their Virtual Machine and be helped to pinpoint the problem.

Ultimately, 'Quality of Experience' is a very high priority, so all these solutions are helping to manage safely and intervene quickly as soon as problems arise. Managing traffic based on forecasts alone is not enough and adapting as you go is of the essence. By changing traffic condition providers will be able to avoid congestion and enhance the player experience.

FUTURE FOR CLOUD

Cloud is just a new form of 'Outsourcing' services. The possibilities for cloud systems are virtually endless. From medical and scientific research, to social networking to gaming, all roads are open. Threats will come from attempts by governments to control the Internet, as happened in the past with regulations such as SOPA and PIPA in the US.

Whatever your stance, technology is moving too fast for governments to

**FOR CASINO
GAMES, SOCIAL
NETWORKING
AND MOBILE
APPLICATIONS,
THE CLOUD IS A
BATTLEGROUND
IN WHICH
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MARKET SHARE.**



CAMILLO BIANCHI

is a media journalist that comments on technology culture and lifestyle. Others areas include international relations and current affairs.

regulate effectively, which has meant that the Cloud market is currently self-regulated thanks to strong competition between providers and vendors. It is argued that the next console war will be fought over this system, but until a next generation broadband comes into place, it will be unlikely, as the data-packets are simply too large right now for that style of gaming. However, for casino games, social networking and mobile applications, the Cloud is a new battleground in which companies are wrestling for market share. It is fascinating to see such a healthy and fair competitive environment. This is a big accomplishment for a market that is born over something so controversial (regulatory wise) as the Internet.

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Gaming Publishing's G3 UK Market report examines the state of gaming play across the United Kingdom. The report features in-depth studies of each gaming sector: arcades, licensed betting offices, casinos, online and interactive, single sites and bingo. The report also features interviews with Reflex Gaming's Quentin Stott, Grosvenor Casino's Phil Urban, Praesepe's Nick Harding, BACTA's Leslie Macleod-Miller, the Bingo Association's Miles Baron, Odobo's Ashley Lang, Peter Craske of the Association of British Bookmakers, Lee Gregory of Inspired Gaming Group, Clive Hawkswood of the Remote Gambling Association and many more...



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ADVERTISING

John Slattery
T: +44(0)7917 166471
E: john@gamingpublishing.co.uk



James Slattery
T: +44(0)7917 166471
E: james@gamingpublishing.co.uk



SUBSCRIPTIONS

Jennifer Pekk
T: +44(0)161 7248716
E: jennifer@gamingpublishing.co.uk



EDITORIAL

Lewis Pekk
T: +44(0)1942 879291
E: lewis@gamingpublishing.co.uk



Karen Southall
T: +44(0)1942 879291
E: karensouthall@gmail.com



Phil Martin
T: +44(0)161 2366669
E: phil@gamingpublishing.co.uk



Gaming Publishing Ltd
Samson House, 457
Manchester Road,
Manchester M29 7BR,
United Kingdom
Website:
G3iMagazine.com -
Company Registration
Number: 7342069 -
VAT No: 995 9138 52

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