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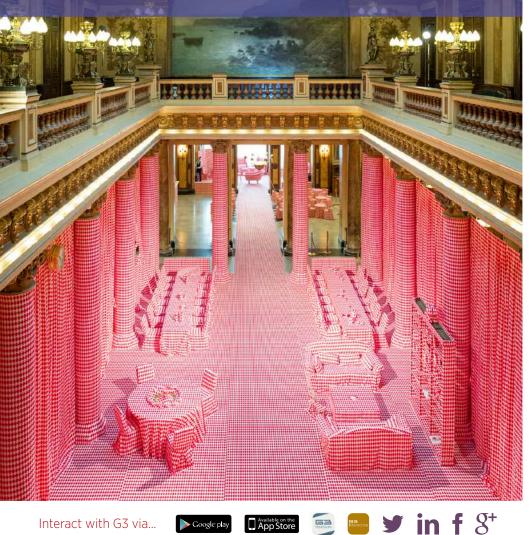
December 2017

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MONTE-CARLO SOCIÉTÉ DES BAINS DE MER **MONACO METAMORPHOSIS**

G3 interviews Pascal Camia, Gaming Managing Director of Casino de Monte-Carlo about gaming transformation



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Samson House, Manchester Road, Manchester M29 7BR, United Kingdom



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Comment December 2017

How do you balance the needs of your high-rollers with those of the general public – the non-players and the for-fun-players? Is it possible to be 'all things to all people'? If you take an international brand renowned for its exclusivity, it's natural for people from around the world to want to touch that experience for themselves, no matter who they are. But can exclusive also be inclusive? Or are they, as the term suggests, mutually exclusive?

Can an international casino brand such as Monte–Carlo not only reinvent its high roller offer, taking it to the next level, but at the same time perform the balancing act that simultaneously attracts mass market players to experience the thrill of gaming in Monaco? Luckily, we don't have long to wait for the answer...

I've never been to Casino de Monte-Carlo. I've written about the casino on countless occasions and as part of our market report coverage in 2018, we will be featuring Monaco as part of our global studies of gaming destinations. However, I've yet to step foot in the casino, which was especially embarrassing when interviewing Gaming Managing Director, Pascal Camia, for this issue.

SBM IS RAISING THE STAKES FOR ITS ULTRA-VIP PLAYERS, WHILE ALSO PROVIDING INCLUSIVE OPPORTUNTIES FOR FUN-PLAYERS

Describing the location in detail, I needed a physical map to visualise the transformation of the Atrium and Gaming Rooms within the casino, especially as new partitions and visitor attractions are being constructed within the 1863-built property. While the interview was one of my most enjoyable working in the gaming sector, it was also acutely painful to admit my lack of first-hand knowledge of the environments that are undergoing such a metamorphosis, as Société des Bains de Mer raises the stakes for its Ultra-VIP players, while also providing inclusive opportunities for non- and play-for-fun players to experience and touch the Monte-Carlo brand.

I hope to put right this glaring omission in 2018 by adding it to my list of New Year's resolutions. In the meantime, I hope you find the interview with Mr. Camia as enlightening as I did, and don't miss the discussion about games design with IGT legend Anthony Baerlocher, or the reports on LATAM video bingo and US Neighbourhood Casino markets.

EDITORIAL

G3 Magazine Editor Lewis Pek lewis@gamingpublishing.co.uk +44 (0) 1942 879291

G3Newswire Editor Phil Martin phil@gamingpublishing.co.uk +44 (0)7801 967714

> Features Editor Karen Southall karensouthall@gmail.com

Consultant John Carroll

carroll@carrollconsulting.de International News Editor

James Marrison jamesmarrison@gmail.com

Contributors

Paul Witten, Krysztof Opalka,

Kurt Quartier, Simona Pinterova Comm and Viv Ross John F

ADVERTISING Commercial Director John Slattery

john@gamingpublishing.co.uk +44 (0)7917 166471

Advertising Executive James Slattery james@gamingpublishing.co.uk +44 (0)7814227219

Advertising Executive

Alison Dronfield alison@gamingpublishing.co.uk +44 (0)1204 410771 PRODUCTION

Senior Designer Gareth Irwin

Production Manager

Paul Jolleys Subscriptions Manager Jennifer Pek

Commercial Administrator John Pek



For more information please contact: sales@apex-gaming.com

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NORTH AMERICA

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CONTACT Michael Pollock T: +1 314 614 1344 E: events@nclgs.org www.nclgs.org

NORTH AMERICA

Affiliate Summit West 2018

January 7-9, 2018

LOCATION Paris Las Vegas, Nevada, United States ORGANISER iGaming Business (Clarion) Fulham Green, Bedford House 69-79 Fulham High Street London, UK, SW6 3JW CONTACT Alana Jones T: +44 207 384 7737 E: alana.jones @igamingbusiness.com www.affiliatesummit.com

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Karen Cooke T: +44 1582 767254 E: karencooke@eagexpo.com www.eagexpo.com

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El regulador del juego Coljuegos ha

concedido otro permiso de empresa para operar juego online en Colombia, con lo que el número total de licencias asciende a cuatro. La empresa local Colbet S.A.S. operará juego online a través de www.colbet.co, y se trata de la segunda licencia en concederse en un solo mes.

El senador brasileño Benedito de Lira

(PP-AL) ha presentado un informe en favor de la aprobación del proyecto de ley PLS 186/2016 ante el Comité de Constitución, Justicia y Ciudadanía (CCJ) en el Senado. En su informe también se destacan un número significativo de cambios en lo referente a la forma de regular el juego en el futuro.

México ha caído al tercer puesto en términos

de tamaño de mercado tras haber sido superado por Chile, mientras que Argentina sigue ocupando la primera posición. Esta caída se debe a que más de 80 establecimientos de juego han visto revocadas sus licencias por parte de la Secretaría de Gobernación (SEGOB) del Ministerio del Interior de México a lo largo de los últimos seis años.

Los propietarios del casino Sun Monticello, el mayor de Chile, están haciendo frente a una demanda presentada por los familiares de una víctima que falleció durante un tiroteo en el establecimiento.

Dos proyectos de ley cruciales que supondrían cambios fundamentales en las leyes del juego de Paraguay se están debatiendo en la Cámara de Diputados del país. Las propuestas del Gobierno le darían al ejecutivo el derecho a conceder licencias en todo el territorio nacional, con la correspondiente aprobación previa otorgada por la Comisión Nacional del Juego de Paraguay (CONAJZAR).

El Secretario de Estado de Desarrollo Turístico del estado septentrional brasileño de Mato Grosso ha defendido los planes para construir un casino de grandes dimensiones en las riberas del río Manso. Actualmente se están considerando dos proyectos de ley en el Congreso brasileño, uno en la Cámara de Diputados y otro en el Senado.

En la última semana de octubre se celebró el

SYNOT Open Day en el recién inaugurado Grandhotel Tatra de Velke Karlovice, en la hermosa región de Beskydy (República Checa). Al evento asistieron más de 200 invitados, socios comerciales de SYNOT de toda una serie de países donde la empresa está desarrollando sus actividades.

El operador de casinos de Las Vegas Caesars Entertainment incorporará a su LINQ Promenade la Fly LINQ, en lo que se espera que será la primera y única tirolina en la Franja de Las Vegas.

Tras la reciente inauguración de los hoteles

Grand Hyatt y SLS, Baha Mar ha lanzado ahora una campaña global de marketing y publicidad, Life Spectacular, donde se presenta oficialmente a los futuros huéspedes este destino de resorts caribeño integrado valorado en 4200 millones de dólares. A group made up of deputies, senators as well as other government officials has formed to oppose new measures which would green light gaming

BRAZIL LEGISLATION

Powerful Opposition Forms Against Gaming

Lawmakers have joined forces to oppose separate bills, which are currently under consideration in the Senate and the House of Deputies in Brazil. In the Senate pro gaming, law (PLS 186/2016) is under debate in the House Committee on Constitution, Justice and Citizenship (CCJ). Meanwhile, another bill (PL 442/91) was approved by a special committee and is ready to be voted on in the Chamber of Deputies. Both bills seek to allow gaming in order to create jobs, boost tourism and increase tax revenue for the state. However, Roberto Lasserre member of the newly formed group the "Mixed Parliamentary Front for a Brazil without Games of Chance" denies these claims especially when it comes to job creation. "Workers will simply be recruited from other companies, such as hotels and restaurants, since the cost of training labour is very high," he said.

Ilva Maria Franca Vice President for Parliamentary Affairs for the National Association of Tax Inspectors of the Internal Revenue Service of Brazil (ANFIP) claimed that the argument that gaming would generate large tax revenues was false. The estimated R\$3bn



generated from the industry (as predicted by the Brazilian Institute for Legal Gaming) would not be enough to cover the increases in cost for health, security and infrastructure that would be needed for the operation of newly established gaming centres. In addition, the state does not have sufficient resources to monitor gambling activity she said.

The new anti gaming front, an initiative of Deputy Roberto de Lucena, launched on November 9, 2017 in the Chamber of Deputies and is made up of 209 deputies, eight senators, as well as members from a number of other organisations. Roberto de Lucena rejected the argument that legalisation would encourage tourism arguing that no tourists would come to Brazil specifically to gamble and tourism needed to be fostered via other means. The deputy announced that the next steps would be to solicit the support of other entities such as the National Conference of Bishops of Brazil (CNBB) and the Brazilian Bar Association (OAB) and to try to convince more deputies and senators to reject the two proposals that would legalise gaming.



Chile

High Court rules against operators' association

The Constitutional Court of Chile has rejected a motion put forward by The Association of Operators, Manufacturers and Importers of Electronic Entertainment (FIDEN) against the Office of the Comptroller General of the Republic when it comes to slots.

FIDEN, an interest group for the SWP (Skill with Prizes) industry, had sought to deny The Office of the Comptroller General of Chile the right to force municipal governments to stop the granting or renewal of licences that allow for slot parlours in their territory.

According to Chile's gaming law, No. 19,995 gambling machines outside of casinos are banned under Chile's gaming laws of 1995. In addition, since then the Chilean Gaming Board (SJC) has issued a number of new rules when it comes to the technical standards for slot machines as authorised under Law No. 19,995. New rules were issued partly in response to the growth of gambling machines in slot parlours.

The Lawyer acting on behalf of the ACCJ, Juan Carlos Manríquez, said: "This ruling confirms that the Comptroller has the power to reiterate to the municipalities that according to the law that they can not issue patents for electronic gaming when in fact what is being practiced is gambling. And for that reason they have to carry out inspections in their communes and make sure that they are tested by requesting a patent through the expertise of universities or institutions recognised by the SJC so that they are not illegal machines.

Colombia

Gaming regulator Coljuegos has granted another company permission to operate online gaming in Colombia taking the total number of licences to four. Local business Colbet S.A.S. will run online gaming via www.colbet.co and is the second licence to be granted in the same month. With the new agreement with Colbet now in place there are now four sites that are authorised to offer online gaming in Colombia. These are wplay.co, betplay.com.co, colbet.co and zamba.co.

Head of Coljuegos Juan B. Pérez Hidalgo said: "With this initiative we are seeking greater resources for the health of Colombians, the expansion of the games portfolio through innovative tools and in tune with the global trend towards greater use of new technologies in the world." Meanwhile, Coljuegos with the help of the National Police will continue to manage the blocking of unauthorised web pages and promote the entry of more operators via legal measures.

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Newswire

El Gobierno griego está cada vez más cerca de

aprobar un nuevo proyecto de ley sobre el juego que permitirá la introducción del juego online, nuevas licencias de casinos terrestres y la reubicación de una de las licencias de casino más importantes del país. El Ministro de Finanzas, Euclid Tsakalotos, ha confirmado el envío al Parlamento no de uno, sino de dos proyectos de ley.

Crane Payment Innovations (CPI) ha

anunciado que el Grand Casino Admiral Zagreb en Croacia especificó el validador de billetes SC Advance y el sistema de caja EASITRAX para su inauguración en octubre de 2017. Se trata del tercer casino que abre en el país Novomatic Croatia.

El gobernador de Pennsylvania Tom Wolfe ha

firmado proyectos de ley que autorizarían un importante préstamo y una amplia expansión del juego en Pennsylvania para financiar íntegramente el presupuesto del Estado. Un proyecto de ley autoriza el juego por Internet, además de minicasinos y videoterminales de juego similares a las tragaperras en estaciones de servicios de carretera y aeropuertos.

La edición de 2018 de la ICE de Londres será

la mayor de la historia. Los organizadores del evento, Clarion Gaming, han confirmado la incorporación de un espacio adicional de 2000 m², lo que aumentará el tamaño total de este evento de tecnología para el juego hasta los 43 500 m², un incremento del cinco por ciento respecto a las cifras de 2017 que está cerca de duplicar el tamaño que tuvo en su día la ICE 2012 (22 500 m²).

Century Casinos ha hecho público un

incremento en sus ingresos operativos del 19 por ciento, lo que le llevó a alcanzar los 41 millones de dólares en el tercer trimestre.

La Junta Directiva de la Asociación del Juego

de América (AGA) ha elegido a Tim Wilmott, Director General de Penn National Gaming, como próximo presidente de esta asociación del sector de los casinos. El Sr. Wilmott ocupará el cargo durante un período de dos años a partir de enero de 2018.

Macau Legend Development Limited se

encuentra en proceso de venta del hotel y casino The Landmark Macau y su compañía gestora New Macau Landmark Management por un importe de 4600 millones de dólares de Hong Kong a cuatro empresas locales de Macau. Ha declarado su intención de optimizar recursos y concentrar sus esfuerzos en el éxito de su complejo Macau Fisherman's Wharf.

La fase de prueba para que los habitantes

locales jueguen en casinos de Vietnam comenzará a principios de diciembre, según una circular hecha pública por el Ministerio de Finanzas de Vietnam, aunque todavía no se ha confirmado qué casinos participarán en esta fase de prueba.

Universal Entertainment Corporation ha

declarado que abrirá la atracción principal en Okada Manila, su resort-casino en Filipinas, en diciembre de 2017 cuando se inaugure Cove Manila, una cúpula cubierta con playa y discoteca. Senator Benedito de Lira (PP–AL) has presented a report in favour of the approval of bill PLS 186/2016 to the Committee on Constitution, Justice and Citizenship

New report includes significant number of changes when it comes to how gaming will be regulated in the future.

BRAZIL LEGISLATION

Senator Benedito de Lira (PP-AL) has presented a report in favour of the approval of bill PLS 186/2016 to the Committee on Constitution, Justice and Citizenship (CCJ) in the Senate. His report also outlines a significant number of changes when it comes to how gaming will be regulated in the future. Members of the committee could vote on the new version of the law at their next meeting meaning that it could then go before the full house for a vote.

The text of Benedito de Lira's revised gaming law legalises for over 18 years, gambling, bingo, video bingo, sports and non-sports betting as well as online casinos and integrated casino leisure complexes.

"The proposed measure, therefore, intends to withdraw gaming from informality and illegality, allowing operators to become entrepreneurs and to contribute to Brazilian economic activity, while promoting an increase in the collection of taxes for the country," according to Benedito.

A 10 per cent gross revenue tax for land-based operators would be imposed. This would go up to 20 per cent tax on offshore operators. 30 per

Mexico falls to third place in Latin gaming market league table

Mexico

Mexico has dropped to third place in terms of market size having been overtaken by Chile with Argentina still in first place. The drop is due to over 80 gaming rooms have had their licences revoked by The Secretary of Government (SEGOB), Mexico's Interior Ministry over the last six years.

Speaking at the First National Convention of the Gaming Industry held on October 17 – 18 at Mexico City's Citi Banamex Centre, President of the Mexican Gaming Association (AIEJA) Miguel Angel Ochoa Sanchez said, "Mexico occupies third place in Latin America. The most developed is Argentina where gaming has been present for forty years, but in Mexico, gaming has been present for 10.



cent of funds generated by gaming for the Federal Government must be allocated to municipalities (the administrative divisions of Brazilian states), while another 30 per cent would be allocated to the states and the Federal District. These funds would be distributed to health, welfare and security.

"In view of the extremely serious budgetary situation of the federal entities, it is urgent that the new resources collected be shared in a similar way to the way it is in relation to other taxes," according to the Senator.

Senators first rejected the version of the law PLS 186/2016 voting 44 votes in favour and 19 against in December 2016. The law proposes the legalisation of casinos, bingo halls, slot parlours and the popular "Jogo do Bicho" or "Animal Game." However in December senators voted that it be returned for further analysis to the CCJ. As a result the proposal was withdrawn from the agenda and was subject to further analysis. Senator Benedito de Lira was first named as rapporteur for the new report on gambling in March by The President of the CCJ Edson Lobão after being charged with providing further details regarding revised gaming law.

We have not grown. We had less gambling centres this has reduced us to third place, they (Chile) grew and we have not. The issue has been to organise growth and to control it better, I think it is valid, but now that we are organised it is time to grow."

In 2013 there were more than 400 gaming rooms in Mexico while today there are 321. The head of the AIEJA said that the closures were related to the revocation of permits since in some cases if a casino had opened with irregularities, licences had been revoked for the entire casino as well as gaming rooms attached to the casino.

Under new rules now being considered in the Mexican Senate, slot parlours and sports betting shops will also no longer be able to rely on stays of closure and protection from local courts if they are found to be in contravention of their licenses.

Argentina

More than one operator will be allowed to run the newly licensed casinos in the province of Buenos Aires. Governor of the province of Buenos Aires María Eugenia Vidal has decided to tender nine of the 12 provincial gambling establishments currently in operation excluding the Trilenium Casino in Tigre, the casino de Sierra de la Ventana, and the casino in the Hotel Uthgra Sasso in Mar del Plata. One of the primary goals of the new tender process is to ensure that a number of operators run gaming in the province. As a result, the government is working against the clock to ensure that the bidding process allows free competition in the sector. The idea of closing the tender process is still in place. As a result those who are working on the bidding terms and conditions are hurrying in order to find a scheme that permits the opening up of gaming to several companies instead of just one.

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BRAZIL - The State Secretary for Tourism Development for Brazil's northern state of Mato Grosso has defended plans for a large scale casino on the banks of the Manso River. There are currently two bills being considered in the Brazilian Congress: one in the Chamber of Deputies and the other in the Senate. In the Chamber of Deputies gaming law would allow for casinos within wider leisure complexes. States with more than 25 million inhabitants would be permitted to have a maximum of three casinos. States with populations between 15 million and 25 million may have two, and those with less than 15 million inhabitants may have one casino as is the case in Mato Grosso . Licences would be granted for 30 years. Legislation which is being considered in the Senate would allow for 35 casinos, with at least one per state while some states would be permitted to have as many as three, depending on the population and the economic outlook in each state. The resorts would only be permitted to use 10 per cent of the available space for gaming while the remaining space would be used for restaurants, shops, theatres, exhibition space, as well as others facilities.

ARGENTINA – The Association of Racetrack and Betting Agency Personnel (APHARA) have expressed their frustration that they have not been able to obtain an audience with the head of The Provincial Institute of Lotteries and Casinos (IPLyC) Matías Lanusse. The Secretary General of the Union Diego Quiroga said in a statement that he had requested a meeting on several occasions with Lanusse with the purpose of eliminating the 10 per cent tax that customers pay while placing bets on horse betting agencies in the province.

Quiroga said that the request in question is stipulated in article 13 of Horse Racing Regulations for the Province of Buenos Aires, which was passed in 2004. The law gives the executive branch the right to eradicate the additional tax on horse race betting made for races carried out in La Plata and the San Isidro racetrack. The elimination of the new tax would generate increased revenues as it would become more appealing to players and would provide a relief for the racetracks, said the APHARA. Extra funds should also be allocated to the tracks from the provincial gaming fund. This was justified he said as the two tracks were denied permission by the 2004 law to house slot machines on the premises meaning that the racetrack located in capital Buenos Aires, which houses slot machines. has an unfair advantage. The statement went onto say that the traditional horse agencies are responsible for 40 per cent of the amount bet on races held on racecourses and as such are a significant employer. Consequently, the tax on bets could lead to further job losses in the sector as well as an increase in illegal gaming.

Sun Monticello Casino Facing Lawsuit

The owners of the Sun Monticello casino, the largest casino in Chile, are being sued by family members of a victim who died during a shooting on the premises

Lawyers who are taking on the case claim that the accident was caused by negligence and a lack of duty of safety and care

CHILE CASINO OPERATIONS

The owners of the Sun Monticello casino, the largest casino in Chile, are being sued by family members of a victim who died during a shooting on the premises. Carolina de los Angeles Carreño Avila was murdered by problem gambler, Osvaldo Campos Azocar, 42. The incident, which took place after the player had lost more than £20,000, his life savings at the roulette table, saw the country's gambling regulator call for a review of the casino's security measures. The croupier was one of two fatal victims during the attack, which took place on July 2. The man, who worked as a vet, later committed suicide by lethal injection in one of the casino's toilets, having locked himself in the bathrooms for 17 hours.

Lawyers who are taking on the case claim that the accident was caused by negligence and a lack of duty of safety and care by the defendant San Francisco Investment SA. According to the plaintiffs, a number of events had occurred recently at the casino, which should have made

Brazil

The Tourism Minister for the state of Bahia Alberto Alves in Brazil has called on lawmakers to make changes to its gambling law as a matter of urgency. The National Forum of State Secretaries and Directors of Tourism (FORNATUR) met recently with federal deputies in Brasilia in order to discuss emergency issues for the tourism sector. The meeting also discussed proposed structural changes to the Brazilian Tourist Board (EMBRATUR). Vice President for Institutional Relations of FORNATUR Leonel Pavan said: "Both projects are of fundamental importance to promote tourism for the national and state economies." Speaking after the meeting in the Federal Chamber, attended by representatives of 25 Brazilian states, Tourism Minister for the state of Bahia Alberto Alves said that members of FORNATUR were able to impress upon local lawmakers the importance of passing gaming laws now under consideration in Congress, which would help stimulate economic growth.

Paraguay to debate two new gaming bills to overhaul legislation

Paraguay

Two key bills that would make major changes to Paraguay's gaming laws are now up for debate in the Chamber of Deputies. Government proposals would give the Executive branch the right to grant licences throughout the national territory, with prior approval given to it by Paraguay's Gaming Board (CONAJZAR). Paraguay's gaming laws, which date back to 1997, would be changed so that casinos would be allowed throughout the territory in order to generate more income for the state, create jobs and boost the tourism industry.

CONAJZAR has for some time been lobbying for more licenses. In January 2017, The President of Paraguay's Gaming Board Javier Balbuena announced that a bidding process could soon be launched for a number of new casino licences. The licences



the company adopt security measures and train staff so that they would been able to deal with dangerous situations more effectively.

In July 2016, robbers targeted the casino when there were a number of customers still inside the casino in the early hours of the morning. The robbers first tried to take the ATM by attaching it to a vehicle and pulling it out via a steel loop but failed. The thieves then used explosive gas to blow up the device and managed to escape with over \$6m pesos (US\$9,000).

According to local daily El Mercurio, lawyers are demanding \$168,973,896 (US\$266,999.172) a sum calculated on monthly wages plus tips Carreño Avila would have earned over the next 26 years plus an additional \$3bn (US\$4,740,505.581) for "moral damages" which should they win will be divided equally by her two daughters. Lawyers are also demanding a further \$1.5bn (US\$2,370,196.573) for the father of her two children.

> would, he said, be available in the main cities of the Central Department. The Central Department is the smallest but most highly populated of the 17 departments of Paraguay. Additional casinos could also be permitted in cities such as Luque, which is nearby to capital Asunción as well as in Fernando de la Mora and Lambaré.

> Meanwhile, members of the opposition party are proposing that government owned land or property should not be used for the site of a casino. The ANNP property is located at the head of the Friendship Bridge (Puente de la Amistad) – an arch bridge connecting the Brazilian city of Foz do Iguacu and Ciudad del Este. The bill was put forward by Deputies from the Authentic Liberal Radical Party (PLRA). Amado Florentín first presented the new bill back in August saying that Paraguayan rules when it comes to granting gaming licences were highly restrictive and added that the use of state property for casinos was not in keeping with Paraguayan gaming laws.



SPRINGFIELD NUCLEAR POWER PLANT IMPSONS

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Introducing *The Simpsons* – a new slot game featuring beloved characters and settings from the record-breaking popular animated television series. Available on a wide-area progressive link or as a standalone game, *The Simpsons* is showcased on the groundbreaking GAMESCAPE[™] cabinet with HD displays that immerse the player in the action and motion-sensor technology that takes player interaction to a new level!

Contact your Scientific Games sales representative today to get *The Simpsons* on to your casino floor.



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Die Glücksspielaufsicht Coljuegos hat ein

weiteres Unternehmen für den Online-Glücksspielbetrieb in Kolumbien zugelassen, wodurch die Gesamtzahl der Zulassungen auf vier steigt. Das einheimische Unternehmen Colbet S.A.S. bietet Online-Glücksspiele über die Webseite http://www.colbet.co, und es ist bereits die zweite Zulassung, die binnen ein und desselben Monats erteilt wurde.

Der brasilianische Senator Benedito de Lira

(PP-AL) hat dem Verfassungs- und Rechtsausschuss (CCJ) im Senat einen Bericht zugunsten der Billigung des Gesetzentwurfes PLS 186/2016 vorgelegt. Sein Bericht umreißt zudem eine Vielzahl von Änderungen hinsichtlich der künftigen Regulierung des Glücksspiels.

Mexiko ist hinsichtlich der Marktgröße auf

den dritten Platz zurückgefallen, da es von Chile überholt wurde, während Argentinien nach wie vor Platz eins belegt. Der Rückgang ist eine Folge der Aufhebung der Zulassungen von mehr als 80 Glücksspieleinrichtungen durch den Staatssekretär (SEGOB) des mexikanischen Innenministeriums in den zurückliegenden sechs Jahren.

Die Eigentümer des Kasinos Sun Monticello,

der größten Spielbank in Chile, werden von den Angehörigen eines bei einer Schießerei auf dem Spielbankgelände getöteten Opfers verklagt.

Im Abgeordnetenhaus Paraguays werden

derzeit zwei wichtige Gesetzentwürfe beraten, die die Glücksspielgesetzgebung des Landes grundlegend verändern würden. Die Regierung schlägt vor, der Exekutive das Recht einzuräumen, nach vorheriger Freigabe durch die paraguayische Glücksspielaufsicht (CONAJZAR) innerhalb des gesamten Staatsgebietes Zulassungen zu erteilen.

Der für die Entwicklung des Tourismus in

Brasiliens nördlichem Bundesstaat Mato Grosso zuständige Staatssekretär hat die Pläne für ein groß angelegtes Kasino am Ufer des Manso verteidigt. Derzeit liegen dem brasilianischen Kongress zwei Gesetzentwürfe zur Beratung vor: einer im Abgeordnetenhaus und der andere im Senat.

In der letzten Oktoberwoche fand in dem neu eröffneten Grandhotel Tatra in Velke Karlovice, in der wunderbaren Gebirgsregion der Beskiden in der Tschechischen Republik, der Tag der offenen Tür der Unternehmensgruppe SYNOT statt. An der Veranstaltung nahmen mehr als 200 Gäste, SYNOT-Partner aus einer Reihe von Ländern, in denen die SYNOT-Gruppe ihre Geschäftstätigkeit vorantreibt, teil.

2018 wird die ICE London die größte ihrer

bisherigen Auflagen erleben. Der Veranstalter, Clarion Gaming, hat die Erweiterung der Ausstellungsfläche um zusätzliche 2.000 m2 bestätigt, dadurch erhöht sich die Gesamtgröße dieser Glücksspieltechnologiemesse auf 43.500 m2, was eine Steigerung um 5 Prozent gegenüber 2017 bedeutet und eine annähernde Verdoppelung der Größe im Vergleich zur ICE von 2012 (22.500 m2). Czech-based Synot Group staged a professional presentation of its games, systems and online services during an Open Day event that discussed legislation changes

The Synot Open Day was a slick presentation of everything the increasingly international company has to offer and much, much more...

CZECH REPUBLIC GAMING SUPPLIERS

The last week of October saw the SYNOT Open Day take place in the newly opened Grandhotel Tatra in Velke Karlovice, in the beautiful area called Beskydy in the Czech Republic. The event was attended by more than 200 guests – SYNOT business partners from a number of countries where SYNOT is developing its activities.

"The SYNOT Group currently operates in approximately 20 countries all around the world and I am sincerely glad that many of our business partners and suppliers have accepted our invitation. These were mainly guests from the Czech Republic, Slovakia, Serbia, Romania and the UK," states Neofytos Neofytou, Managing Director of SYNOT International, adding: "Such occasions are very important to us because, among others, this help to strengthen relations with our partners."

However, the aim of the event was not only to strengthen business cooperation, but also to present the news from each of the individual companies within the SYNOT Group.

"This was especially the introduction of the new game compendium VLT Premium 1 and 2, which will appear on the Slovak and Czech markets in the first quarter of 2018, including the VLT Firebird and the further game compendiums,



Explosive Games Premium or Phalanx and Pentagon product sets. In addition, SYNOT showed a variety of new games from its games studio, SYNOT GAMES, which guests could test on platforms including VLT terminals, desktop application and mobile devices," said Miroslav Valenta jr., Sales Director of the SYNOT Group.

In addition, guests had the opportunity to participate in several presentations and lecture sessions where they were introduced to new products offered by the SYNOT Group, especially the new online casino. An important part of the product presentation was a unique player registration system that meets the requirements of new legislation in the Czech Republic. Modern camera systems provided by GAN, as well as SYNOT ICT Services technology, were also introduced to guests.

Concluding, there was a discussion on current legislation, including registration of players, changes in licensing processes and other requirements resulting from the new Gambling Act that will enter into force in the coming year.

In the evening, the program was enriched by social entertainment, including the performance of singer Monika Bagarova accompanied by fashion show in Grandhotel Tatra.

UK

ICE London set to be biggest edition ever in 2018

The 2018 edition of ICE London will be the biggest on record. Event organisers, Clarion Gaming, have confirmed the addition of a further 2,000 sqm of space, which will raise the total size of the gaming technology event to 43,500 sqm, a five per cent increase on the 2017 figure and approaching twice the size of ICE 2012 (22,500 sqm).

The development, which has been driven by demand for stand space by both existing and new exhibitors, represents the sixth consecutive year of growth for the London event.

Kate Chambers, Managing Director of Clarion Gaming, said: "This is great news for gaming organisations who we know want a stand out, flagship event that showcases the world's leading innovators from every gaming vertical. By expanding our footprint in this way, I believe ICE London has underlined its status as the world's capital for the international gaming industry."

She added: "Our strategy, wherever we operate in the world, is to work with the industry to create events and opportunities that help meet its business objectives.

"The expansion of ICE has been driven by demand and reflects the dynamics of the international market which views London as the once-in-the-year opportunity to engage with a really significant and influential community of buyers and influencers, which in 2017 travelled to ICE from 151 jurisdictions."

ICE London is the world's biggest gaming technology event, attracting 30,213 visitors to the 2017 edition.

Spain

The Ballesteros Group has acquired the entire shareholding of the Gran Casino de la Mancha, better known as the Casino de Illescas, in the Spanish town of Toledo. Ballesteros was already the majority shareholder of the casino but has now acquired all the property after buying shares from Juan José Sánchez Colilla and Haiguan Zhou Ye. The property opened in September 2016 having been approved by the Governing Council of Castilla La Mancha. The venue covers more than 1,000sq.m and cost €3m to build. At the opening ceremony personalities such as actor and comedian Enrique San Francisco, were present along with Raúl Fervé, as well as members of Spanish social and political life, such as Carmen Martínez Bordiú.



PASSION EXCELLENCE COMFORT PERFORMANCE ENDURANCE





Die griechische Regierung kommt der

Verabschiedung eines neuen Glücksspielgesetzes immer näher, durch das die Einführung von Online–Glücksspielangebo-ten, die Vergabe neuer Zulassungen für ortsgebundene Spielbanken sowie die Neuvergabe einer der wichtigsten Spielbankzulassungen des Landes ermöglicht würde. Finanzminister Euclid Tsakalotos hat bestätigt, dass dem Abgeordneten-haus nicht nur ein, sondern zwei Glücksspielgesetzentwürfe vorgelegt worden seien.

Crane Payment Innovations (CPI) melden,

dass sich das Grand Casino Admiral Zagreb in Kroatien für seine Eröffnung im Oktober 2017 für das Geldscheinprüfgerät SC Advance und das Kassensystem EASITRAX entschieden hat. Es handelt sich um die dritte Spielbank von Novomatic Kroatien, die in dem Land eröffnet wurde.

Tom Wolfe, der Gouverneur von

Pennsylvania, hat Gesetzentwürfe unterzeichnet, die eine höhere Kreditaufnahme sowie eine breit angelegte Ausdehnung des Glücksspiels in Pennsylvania mit dem Ziel der vollständigen Haushaltsfinanzierung des Bundesstaates zulassen. Ein Gesetzentwurf erlaubt sowohl das Glücksspiel im Internet als auch kleine Spielhallen und automatenähnliche Videospielgeräte an Raststätten und Flughäfen.

Der Spielbankbetreiber Caesars

Entertainment aus Las Vegas erweitert seine LINQ-Promenade um Fly LINQ, die wahrscheinlich erste und einzige Zipline-Hochseiltrasse auf dem Las Vegas Strip.

Nach der kürzlichen Eröffnung sowohl des

Grand Hyatt als auch des SLS-Hotels startet Baha Mar jetzt eine weltweite Werbe- und Vertriebskampagne unter dem Titel Life Spectacular, um die 4,2 Mrd. teure Freizeit- und Ferienanlage in der Karibik künftigen Besuchern als Reiseziel bekannt zu machen.

Century Casinos meldet mit einem

Betriebsertrag von knapp 41 Mio. USD im dritten Quartal einen 19-prozentigen Ertragsanstieg.

Der Vorstand des US-amerikanischen

Glücksspielverbandes (AGA) hat Tim Wilmott, den Vorstandsvorsitzenden von Penn National Gaming, als nächsten Vorsitzenden des Branchenverbandes gewählt. Wilmott amtiert ab dem Januar 2018 für zwei Jahre.

Macau Legend Development Limited

verkauft den Hotel- und Spielbankkomplex The Landmark in Macau sowie dessen Verwaltungsgesellschaft New Macau Landmark Management für 4,6 Mrd. HKD an vier in Macau ansässige Unternehmen. Als Begründung wird angeführt, dass man alle Kräfte neu ausrichten und auf den Erfolg des Fisherman's Wharf-Projektes in Macau bündeln wolle.

Die Unternehmensgruppe SYNOT hat ihre

Stellung in Asien durch die Gründung eines neuen Ablegers namens SYNOT SEA in Ho Chi Minh– Stadt in Vietnam gestärkt.

Radical Shake-up in Greek Gaming Market

The Greek government is edging closer to approving a new gaming bill that will usher in online gaming, new casino licences and relocation of one of the country's leading casino licences in a move that will radically alter the gaming landscape

Greece is on the cusp of implementing a radical overhaul of its gaming laws that will affect online and land-based operations

GREECE LEGISLATION

The Greek government is getting closer to approving a new gaming bill that will allow the introduction of online gaming, new land-based casino licences and the relocation of one of the country's leading casino licences. The Minister of Finance Euclid Tsakalotos has confirmed that not one but two gaming bills were have been sent to parliament.

The proposals for new laws deal with the need to renegotiate the controversial video lottery terminal (VLT) contract between the Greek state and OPAP. However the debate on the former state-owned gaming operator's contract extension has brought with it a far reaching plan to re-energise Greece's entire gambling market and generate much needed tax.

Parliament is now expected to pass changes concerning the contract between the state and OPAP as regards video lottery terminals (VLTs) and the relocation of the Parnitha casino bringing it closer to Athens, as well as launching a tender process for new casino licences on Crete and Myconos and the licensing process for online gaming services.

Francaise Des Jeux launches eSports social betting with Sportradar

France

FDJ (France's national lottery) has accelerated the development of its sports betting brand, ParionsSport by launching a free esports betting site with offerings across the main international esports competitions.

The new site at parionsesport.fr will be powered by Sportradar's data, allowing esports fans to enjoy a range of content and statistics from esports competitions worldwide.

Sportradar will deliver its market-leading esports API, Stats Centre, as well as its Life Cycle of Odds and Live Odds offerings across all available titles to FDJ, while Sportsbook Cloud, a gold certified partner of Betradar, will provide the



The amendment in the draft bill for the relocation of the Regency Casino on Mont Parnes to the northern suburbs has been greeted with support and has been approved in principle by the finance committee. Governing coalition parties SYRIZA and ANEL have voted in favour of the relocation, New Democracy, the Communist party and Golden Dawn voted against, while the Democratic Coalition, Potami and the Centrists' Union reserved their decision for the debate at the Parliament's plenum.

Mr. Tsakalotos said: "Essentially, we are moving the casino relatively far from Loutraki and Hellinikon. Excluding other options, we are sending it to the north. By excluding these areas, the casino will not come in the city center and next to residential areas, which are totally excluded. At the same time, the casinos of Helliniko and Loutraki will be are minimally affected, protecting the investments there," he pointed out. At the centre of the debate is taxation with the Greek government recognising that tax rates over 22 per cent deter major investment, whilst threatening the sustainability of existing casinos.

web and mobile platform. FDJ has developed the free esports betting site in-line with French legislation, which currently prohibits real money betting.

Jean-Francis Beaulieu, Business Unit Director of ParionsSport, said: "Sportradar's reputation in the esports sector is impossible to ignore, they will bring us the content for this free esports betting offering and will undoubtedly support our mission to speak to a population of young adults with the principles of image and recruitment."

Sportradar's Head of esports, James Watson added: "We are excited to be working on ParionsSport esports offering and to help deepen the connection between a range of esports titles and these savvy fans, who are looking for interaction and insight. This is an exciting time for esports in France."

France

Aristocrat's Zorro slot machine has been tested with great success in three casinos belonging to the Lucien Barrière group.

"We are always at the forefront of innovation," the Barrière Group said. We're delighted to offer our customers a new gaming experience with the new slot machines Zorro. Enjoying an exclusive in the French territory, only Barrière Casinos will offer this game with an event launch being set up to celebrate this arrival. It has been installed for four months in our casinos in Toulouse, Royan and Cannes Croisette."

The Zorro slot machines will be deployed in all 28 French casinos owned by Barrière by the end of the year, with the exception from Cap d'Agde, where players will have to wait until the opening of the new casino in the spring to discover these new slot machines.





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ESTONIA – Olympic Entertainment Group (OEG) has been ranked as the most successful company in Estonia. The list of the TOP 100 most successful Estonian companies is annually published by the largest Estonian business daily Äripäev. The ranking is based on the top 500 Estonian companies with the largest revenue and is developed taking into account also their operating profit, revenue and profit growth, profitability and asset productivity.

According to Mr. Armin Karu, Chairman of the Board of OEG, it's the second time the company has been ranked as the overall most successful business in its home market. "Last year really was a significant year for us. We completed and opened a 13–storey building in Tallinn to accommodate our brand–new flagship casino and the Baltic's first Hilton, and later the same year we also managed to sell the building in order to focus on our main strength – provision of truly the best gaming experience," Karu said.

ISLE OF MAN – Quanta Technology has recently been granted a licence to operate and develop their business on the Isle of Man. The company, who are based in the Isle of Man, operate the first fully compliant blockchain lottery in the world.

Lee Hills, Director of Quanta commented: "As the first blockchain gambling business obtain a reputable gambling licence, we have negotiated significant regulatory and operational hurdles. Our partners on the Isle of Man and the Department of Economic Development have been extremely knowledgeable and helpful throughout the process of establishing operations on the Island.

Built on the Ethereum blockchain, Quanta utilises smart contracts for ticket sales, winners and prize pay–outs. The system allows for autonomous, transparent, manipulation–proof gaming.



AUSTRIA – Greentube, the NOVOMATIC Interactive division, has announced a key appointment as Michael Bauer assumes the company's new position of CGO – Chief Games

Officer. As Greentube faces significant opportunities in the ever-evolving online gaming space, Michael Bauer shall advance the company's potential to boost sales and reach its ambitious growth plans. After recent internal structural changes in the company, Bauer now leads Greentube's newly established games vertical with immediate effect.

His long-term goal is to position Greentube as the leading content supplier in online gaming. Michael Bauer joined the NOVOMATIC Group in 2013 and became Greentube CFO in 2015 - a role that he will continue as well.

Grand Casino Admiral Zagreb Selects CPI

The winning combination of SC Advance and EASITRAX have been installed across entire slot floor of Novomatic's new Casino Admiral Zagreb in Croatia

The opening of the stunning Grand Casino Admiral Zagreb in Croatia by Novomatic sees CPI install its SC Advance and EASITRAX as part of a total cash solution

CROATIA CASINO SUPPLIERS

Crane Payment Innovations (CPI), has announced that Grand Casino Admiral Zagreb in Croatia specified the SC Advance banknote validator and EASITRAX cashbox system for its October 2017 opening. This is the third casino from Novomatic Croatia to open in the country.

"We are well aware of how beneficial it is to use SC Advance and EASITRAX together, so our decision to open with these products was very easily made," said Dennis Böttcher, technical assistant to the Board of Directors at Grand Casino Admiral Zagreb.

SC Advance, when coupled with EASITRAX, creates a powerful cash management solution that enables newfound operational efficiencies from the slot floor all the way to the soft count room and back offices. By gathering data directly from the note acceptor and then generating reports through its intuitive web portal, EASITRAX provides the critical insight needed to streamline the drop process, facilitate asset evaluations, optimise asset performance and improve maintenance programs. It utilises RFID technology to automate asset tracking so

GAMING1 signs NYX Gaming Group agreement

Belgium

GAMINGI has put pen to paper on an agreement with NYX Gaming Group that will see it integrate its games portfolio into NYX OGS (Open Gaming System). The deal will make GAMINGI's portfolio of HTML5 content available to more than 200 operators, with NYX to integrate four table games and more than 15 slots, as well as Fakir Slot, GAMINGI's top performing title.

The first operator to roll out GAMINGI's games will be Mybet, with many more set to follow over the coming weeks. GAMINGI CEO Sylvain Boniver said: "We are committed to growing our presence in regulated markets, and to do so in partnership with NYX Gaming Group is a very positive step for GAMINGI. "We look forward to enjoying a close relationship with them, and I am sure our games will grow to be a core part of their offering."

Dominic Le Garsmeur, VP of Casino at NYX Gaming Group said: "We have been impressed by GAMINGI's diverse range of titles for both international and local markets, and we are delighted to be able to provide them to our operating partners.

"NYX OGS offers a broader reach in terms of customers and jurisdictions than any other truly open network. Our close relationship with providers like GAMING1 ensures OGS remains the premium platform solution for the gaming industry."

The deal with NYX continues GAMINGI's commercial expansion, having recently launched online casino and sportsbook Zamba.co in Colombia in partnership with Vicca Group.



cashboxes no longer need to be assigned to specific slot machines, and each machine no longer needs a second cashbox.

"EASITRAX allows us to control our cash management processes in a way that no other product can," said Böttcher, "and CPI gave us an excellent demonstration of how it can help maximise the value we receive from SC Advance. We can't imagine having gone any other way but with CPI."

Anette Jauch, CPI sales director – EMEA Gaming, explained the importance of this endorsement: "We are very proud of this win. At a global level, it is clear that the management team at Novomatic know how important it is to choose the right banknote validator. Specifying SC Advance opens the door for players to physically experience the positive difference it makes at the slot machine – and EASITRAX only adds to the returns operators get from that. Novomatic Croatia has set an excellent example for other casinos in the Balkans, and we look forward to supporting the continued growth of the Gaming industry within that region."

Switzerland

Grand Casino Lucerne has held its first ever eSports event, hosting a FIFA18 tournament on October 22 in its panoramic hall. 128 participants experienced a tournament of the highest class with the winner taking home 2,000 francs and The Lucerne club Royal Cup. A total of 3,000 francs of prize money was distributed.

Casino CEO Wolfgang Bliem said he was interested in hosting further tournaments. "We will wait and evaluate the first tournament, but the demand for e-sports events is high and the response so far has been very positive."

The entire event could be followed live on the Internet via the "twitch.tv" platform. Players and guests were given free entry to the Grand Jeu and Jackpot Casino throughout the tournament.

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CYPRUS – Merit Casinos, the largest casino group in Northern Cyprus, has installed the Dragon Egg jackpot system. From Apex Gaming.

This Pinnacle Premium Jackpot comprises of eight Pinnacle Premium SL slot machines, all with three large screens each. The large top and side lightings are integrated into the game meaning the player can see the dragon fly over all three screens and the top display as well. This gives the game an expansive feeling. Furthermore, players can participate in up to 16 different jackpots over four main levels.

Nuh Yondem, Slots Director at Merit, said: "We take our company philosophy extremely seriously. The roots of our success stem from this. The Dragon Egg provides a new level of gaming entertainment that we wish to offer our customers. It fits in perfectly on our casino floor. We are extremely pleased with the feedback from our guests and its popularity shows that we have made the right choice. At last we have a complete jackpot system that brings our casino to life. Apex is living up to its business spirit to take gaming to the next level."

Kubilay Özer, Global Sales Director at Apex, said: "It is a special occasion when two companies can live up to their philosophies by working together. Our thanks go to the Merit team for bringing Dragon Egg to their customers. We are very proud to have made such a strong contribution here."

SWEDEN – Betsson is teaming up with BetConstruct to provide BetConstruct's Sportsbook in the Spanish market. The agreement includes integrating Sportsbook with full access to prematch and live betting coverage, offering huge betting opportunities.

This new partnership is yet another expansion for both BetConstruct and Betsson in the European region."We are happy to be partnering with BetConstruct for our new sportsbook venture in Spain. BetConstruct is already integrated with our existing technology provider in this market. We have confidence in the product and its functionality. With BetConstruct we will shorten our time to the market and they will help us deliver on our entry plans," said Andrea Rossi, MD Southern Europe and LatAm. "We are thrilled to seal a partnership with Betsson group to provide our state-of-the-art Sportsbook to their new venture in Spain. Betsson group is known as a company providing to its customers the best products in the industry and choosing BetConstruct as sportsbook provider for the Spanish market emphasises their good taste in gaming," said Kristina Hambardzumyan, BetConstruct's Regional Director in Malta

Golden Horseshoe Sparkles Again

British casino group Grosvenor Casinos has continued its commitment to upscaling and refurbishing its casinos with a £1.5m investment in its Bayswater branch, otherwise known as Grosvenor Casino, Golden Horseshoe

Grosvenor Casino Golden Horseshoe unveils new look with grand re-opening three day celebration

UK CASINO OPERATIONS

Grosvenor Casinos has continued its commitment to upscaling and refurbishing its casinos with a £1.5m investment in its Bayswater branch, otherwise known as Grosvenor Casino, Golden Horseshoe.

The Golden Horseshoe refurbishment was officially unveiled in November to a crowd of West London VIPs, journalists and sports fans. Showing off its new look, guests were treated to canapés, welcome drinks, magic tricks from a mind-boggling magician and music from violinist, Kate Chruscicka.

To mark this exclusive re-launch, Grosvenor Casino Golden Horseshoe has kicked off a series of events entitled 'Have a beer with...'. One night per month a sporting legend will give a live Q&A about their career from the new sports bar. First up was ex-Southampton player, Matt Le Tissier, who lavished guests and fans with stories of his career; the highs, the lows, playing for England. The 'Have a beer with...' events will run on a first come, first serve basis and entry is free.

Authentic Gaming strikes partnership with Royal Casino Group

Malta

Authentic Gaming has signed a break-through partnership deal to live stream its Authentic Roulette product from the gaming floor of online and land-based casino operator, Royal Casino Group, in Denmark.

The deal marks the first time that live gaming will be streamed from a Danish land based casino. It will stream footage from two tables, with standard and auto-roulette LIVE offered to a number of operators including Royal Casino Groups own online casino www.RoyalCasino.dk.

The partnership marks a first for Live Casino being streamed out of Denmark, with Danish croupiers to Danish customers as well as to markets beyond. Jonas Delin, CEO of Authentic Gaming, said: "We are



As part of the refurbishment and to match the exclusivity of the area and increasing number of high stakes players, Grosvenor Casino Golden Horseshoe now also boasts a sophisticated VIP area where players looking for a more opulent environment can enjoy their gaming in privacy.

General Manager Paul Jones (pictured above right with Matt Le Tissier and Amy Culora) said: "We are thrilled to be hosting these events at the casino. We're showing off our new sports bar and so what better way that hosting live Q&As with genuine sporting legends? Thanks to the recent refurbishment, the casino now benefits from a huge number of improvements to both our gaming and entertainment offering. We always aim to provide something for everyone and we're confident that the new look casino will not disappoint."

The refurbishment will also include external enhancements, to maximise profile and street presence, LED and additional lighting to create ambiance.

delighted to have signed this deal with Royal Casino Group in Denmark. It is one of the oldest and most prestigious casinos in the world, and provides a beautiful backdrop for online players.

Mads Richard Pedersen, the owner of Royal Casino Group, said: "With more than 26 years of experience and having become an online operator, we're always looking to innovate and push the industry forward.

"Authentic Roulette is a cutting-edge live casino product, and we are thrilled that online players from all over the world can access tables located on our gaming floor in Denmark for the first time. "It is a huge opportunity to introduce new players to the Royal Casino Group and our exclusive online and landbased casinos, while also providing our Danish and international patrons with the opportunity to continue to play while away from the land based property online.

UK

Playtech BGT Sports (PBS) has agreed to install additional selfservice betting terminals (SSBTs) in Betfred's UK retail estate. PBS will supply a number its state-of-the-art widescreen terminals into Betfred's best performing shops across the operator's 1,700 strong estate. The operator has already expanded on its deal with PBS this year, after it agreed to rollout a further 500 in June.

Playtech BGT's John Pettit, commented on the agreement: "Betfred continue to be a very important customer to us, and this latest deployment of our cutting-edge widescreen terminals is set to build on this partnership further.

"Having already extended the initial contract earlier in the year, we're delighted that their customers are continuing to enjoy both the incremental revenue opportunities and product development features that only the Playtech BGT Sports SSBTs can deliver."

Dragon Egg Lays Foundations in Cyprus

The Savoy Ottoman Palace and Casino in Kyrenia, Northern Cyprus has installed APEX gaming's storming new DRAGON EGG island jackpot solution

APEX gaming's runaway hit, DRAGON EGG, its complete jackpot solution, is blazing a trail across the casinos of Northern Cyprus

CYPRUS SUPPLIER NEWS

APEX gaming is proud to report that another casino in Northern Cyprus has installed its DRAGON EGG Island Jackpot solution, the Savoy Ottoman Palace and Casino in Kyrenia.

The DRAGON EGG Island Jackpot solution consists of two banks of four APEX Pinnacle Premium SL slots. Each is fitted with three x 27ins. screens while the game additionally makes full use of the large overhead display that is an integral part of the solution. With a total of 16 different jackpot levels stemming from the four main progressives, excitement builds extremely quickly towards potential jackpots.

"This DRAGON EGG island is probably the perfect all-in-one jackpot solution," said Semih Zafer Güven, General Manager of The Savoy casino. "It has everything a player looks for – a wonderful, intelligent game with exceptional bonus features. We see ourselves at the forefront of gaming in Northern Cyprus and require the best-of-the-best for our customers, which is why we are so pleased to have the APEX DRAGON EGG in our casino."

The DRAGON EGG island has already made a

Madrid

Codere, the official betting company for Real Madrid FC, has now opened four gaming halls in Madrid. In addition to the gaming halls in Valdemoro and the recently refurbished Rafael Salgado, new lounges located in Alberto Palacios and Pan y Toros have been opened. The spaces have roulette machines, gaming terminals, sports betting and a snack bar.

"With these four openings we are not only growing our own network of slot halls, but also boosting the growth of gaming halls managed directly by the company. This model will be transferred to other autonomous communities," a company spokesperson explained.

In other news, Codere Bets has obtained a licence as operator and the homologation of systems for the Balearic Islands, which will allow it to start operating in the near future.

Summit Ascent asks for status quo on Tigre de Cristal tax rates

gaming halls."

Russia

Summit Ascent, the operator behind the Tigre de Cristal in the Primorsky Region in the Russian Far East, has said it could be subjected to higher taxes if federal Government approves changes to the tax laws. The Federal Government has recently submitted a draft bill to the State Duma proposing an increase to the range of tax rates. The proposed monthly tax levies would be doubled. The draft bill has gone through the First Reading by the State Duma.

Currently each gaming table is taxed at RUB125,000 (approximately US\$2,145) and each gaming machine at RUB7,500 (approximately US\$129). John Wang, Deputy Chairman and Executive Director, said: "Unlike Macau or the Philippines, gaming tax in the Russian Federation is not levied based on a percentage of gaming revenue. The Russian Federation has established a gaming tax system which is based on a fixed levy on each gaming device deployed in a particular calendar month in the casino. Gaming taxes are payable to the local governments."

If the draft bill becomes law and the Primorsky Krai Duma opts to levy gaming tax at the highest possible rates permitted by the Federal Law, Mr. Wang said there will be a negative impact of approximately RUB9,020,000 (approx. US\$154,770) on the monthly gaming tax payable of Tigre de Cristal, equivalent to an annual negative impact of approximately RUB108.24m (approximately US\$1.857m) assuming that the same number of gaming tables and gaming machines will be in operation as in September 2017.





UK – Astra Games, part of NOVOMATIC UK, has signed a new distribution agreement with Germanbased casino equipment distributor E-Systems for the provision of Ainsworth Gaming Technology products in several European markets.

The deal reaffirms the long-standing partnership between E-Systems and Ainsworth UK following the restructuring of the Ainsworth business in Europe. Under the newly extended agreement, E-Systems, formerly known as D-Systems, will continue to provide Ainsworth products into Germany, Austria, Poland and Luxemburg, as well as to several European customers. The Ainsworth product suite includes a range of slot machines such as the A640, A600 and A600 ST, as well as a wide selection of games and jackpot solutions.

Phil Burke, Director of UK Casino & Export for Astra Games and Ainsworth UK, said: "We are pleased to sign this new agreement for E–Systems to continue delivering Ainsworth products into key markets in Europe. This partnership has been successful over the past years and we look forward to gaining more market share as the Ainsworth product portfolio develops for the European markets."

Emilia Tomachinska, General Manager E-Systems, added: "We've been a distributor of the Ainsworth brand for 12 years, we rolled out the first Ainsworth slots in the German-speaking market and we were able to grow the market share constantly each year. We are convinced that the new generation of Ainsworth gaming machines will be a great addition to all our customers' product portfolios and that we can build on the success of the past."

 $\label{eq:FRANCE} FRANCE - French operator Cogit has completed the first phase of work at its casino in Cherbourg in the Manche region of France. It officially unveiled the first phase of the renovation works on Friday October 13 with the second part of the work beginning soon. It should be completed by April 2018 at which stage the casino will launch a brand new games room and a redesigned dining and entertainment area. In total, the amount of investment for this renovation is €4.5m, which illustrates the scope of the project. In the next few weeks, the casino will launch electronic roulette for the first time.$

In a gloomy economic context, Henri Ernoult, CEO of the Cogit Group, said that "it is through investments such as this that we will manage to get out of it."

Jean–François Cot, President of Casinos de France, who was also present at this reception, added that French casinos invest €100m in the renovation of their premises or in new slot machines and that the investment is the 'engine of growth today.'



real difference to the casino floor, as Mr.

been a long time since we've seen a new

solution on our casino floor cause such a

Abdullah Kocadayi, Slot Director of The Savoy

casino, explained: "Its popularity is amazing. It's

positive reaction amongst our customers. It is a

well-conceived complete jackpot solution with

such a number of levels that it attracts all kinds

great to look at. It has it all. We made 100 per

cent the right decision to place the DRAGON

EGG island in our casino."

of players. The design is very special and it is just

Since its introduction at the ICE show in London

2017, DRAGON EGG has seen more and more

can make to their floors. "This is such an

team at the Savoy who followed both their

instinct and the excellent feedback in the

have the right solution for all casinos and

casino managers convinced of the difference it

exciting time," noted Kubilay Özer, Global Sales

Director at APEX gaming. "My thanks go to the

market to choose the DRAGON EGG island. We

have expanded our solution range and are proud

to have three different types of DRAGON EGG

complete solutions. In this way, we believe we



Le comité de contrôle des jeux Coljuegos

vient d'octroyer à une autre entreprise le droit de gérer les jeux en ligne en Colombie, faisant ainsi passer le nombre de licences valides à quatre. La société locale Colbet SAS opérera les jeux en ligne via la plateforme www.colbet.co. Il s'agit du second octroi de licence au cours du même mois.

Le sénateur brésilien Benedito de Lira

(PP-AL) vient de présenter un rapport en faveur de l'adoption du projet de loi PLS 186/2016 au comité sur la Constitution, la Justice et la Citoyenneté (CCJ) du Sénat. Son rapport souligne également qu'un nombre important de changements devrait avoir lieu concernant la réglementation des jeux.

Le Mexique vient de tomber à la troisième

place en termes de parts de marché, supplanté par le Chili et l'Argentine, qui occupe la première place. Cette chute fait suite à la révocation des licences de 80 salles de jeux par le Secrétaire du Gouvernement (SEGOB), le ministère de l'intérieur du Mexique, au cours de ces six dernières années.

Les propriétaires du casino Sun Monticello, le

plus grand casino du Chili, sont actuellement poursuivis en justice par les membres de la famille d'une victime décédée lors d'une fusillade qui a eu lieu dans ses locaux.

La chambre des députés s'apprête à débattre

de deux projets de loi majeurs qui pourraient modifier significativement la réglementation des jeux d'argent au Paraguay. Le gouvernement propose que sa branche exécutive ait le droit d'octroyer des licences sur l'ensemble du territoire national après approbation du CONAJZAR, le Comité de contrôle des jeux du Paraguay.

Le secrétaire d'état pour le développement du

tourisme dans l'état du Mato Grosso, au Brésil, vient de présenter ses arguments en faveur de la construction d'un casino d'envergure sur les berges de la rivière Manso. Deux projets de loi sont actuellement à l'étude au congrès brésilien : l'un à la chambre des députés et l'autre au Sénat.

Les portes ouvertes SYNOT ont eu lieu la

dernière semaine d'octobre dans le tout nouveau Grandhotel Tatra, à Velké Karlovice, une ville située dans la superbe région des Beskides, en République Tchèque. Plus de 200 personnes, partenaires commerciaux de SYNOT issus des divers pays dans lesquels SYNOT développe actuellement son activité, ont assisté à l'événement.

L'édition 2018 d'ICE Londres sera la plus

importante jamais vue. Les organisateurs de l'événement, Clarion Gaming, ont confirmé qu'elle bénéficiera de 2000 mètres carrés supplémentaires, à savoir 5% d'espace en plus comparé à 2017, ce qui signifie que le salon des technologies du jeu s'étalera sur un total de 43 500 mètres carrés. Cela représente presque deux fois la taille du salon ICE 2012 qui comptait 22500 mètres carrés.

Le comité de direction de l'American Gaming

Association (AGA) vient d'élire Tim Wilmott, PDG de Penn National Gaming, prochain directeur du secteur des casinos. M. Wilmott prendra ses fonctions en janvier 2018, pour un mandat de deux ans.

Pennsylvania Approves Bill for Expansion

Senator signs bills to bring another 10 casino licenses to the state as well as introduce both online gambling and slot machine gaming at truck stops and allow for the introduction of casino gaming at eight airports in the state

Pennsylvania is already the No. 2 commercial casino state, generating \$1.4bn in taxes last year.

PENNSYLVANIA LEGISLATION

Pennsylvania Governor Tom Wolfe has signed bills that would authorise major borrowing and a broad expansion of gambling in Pennsylvania to fully fund the state budget.

One bill authorises internet gaming, as well as mini-casinos and slots-like video gaming terminals at truck stops and airports. Wolf says there has been a lot of pressure to expand gaming, and cites the need for the recurring revenues it will raise.

Under the measure, the state will become the fourth to allow online gambling, joining Nevada, New Jersey and Delaware. It also makes Pennsylvania the first state to allow online play for both commercial casinos and its state lottery, as both go in search of new players.

Wolf, a Democrat, had not been enthusiastic about expanding gambling, but he entertained the idea in dealings with a Republicancontrolled Legislature that saw it as a better option to balance the state's persistent deficits than a tax increase.

Scientific to launch SG Universe with seven Oklahoma properties

Oklahoma

Scientific Games will partner with Osage Casinos to bring its seven Oklahoma properties to the forefront of the digital casino landscape with the SG Universe product suite.

The SG Universe digital product suite gives players an exclusive all-access pass to a casino's game services and amenities in an intuitive mobile and desktop app, wrapped in a sleek interface that showcases the property's brand.

The Play4Fun Network social casino puts top-performing games in the palm of a player's hand and drives revenue even when they're off-property.

The anytime, anywhere SG Universe solution empowers players with new ways to play and ignites new marketing



While lawmakers also saw a gambling expansion as a way to bring tax revenue to their districts and pet projects, Wolf had focused on ensuring a gambling expansion would not damage the state's existing tax collections from casino revenues or receipts from the struggling Pennsylvania Lottery.

Ten of the state's 12 existing casinos will be able to bid on a license for a new, smaller casino with hundreds of slot machines. Bidding would start at \$7.5 million, with a table games certificate costing an extra \$2.5 million, for a casino limited to 750 slots and 30 table games.

Currently, the state's larger casinos can operate up to 5,000 slot machines.

Meanwhile, casinos will be able to offer interactive gambling parlors in eight airports, including Pittsburgh and Philadelphia, while qualifying truck stops can operate up to five slot machine-style monitors called video gaming terminals. Only Nevada and Puerto Rico currently allow airport gambling.

US

opportunities for casino operators.

Byron Bighorse, Chief Executive Officer of Osage Casinos, said: "This partnership is a true win-win. SG Universe will bring our brand to the next level. With seven properties across Oklahoma that will utilise Scientific Games' digital casino product suite, we're poised to become a one-stop shop for cutting-edge gaming technology."

Leigh Nissim, Senior Vice President and Managing Director, B2B, for SG Interactive said: "We consistently aim to bring our products to new players across the globe, so this contract is a natural and impactful step for the SG Universe product suite. We're thrilled to empower their properties with an unparalleled online experience. Our partnership with Osage marks our first SG Universe install in Oklahoma; we can't wait to bring this product to their players."

IGT's Fort Knox Video Slots multi-level progressive games on the CrystalCurve cabinet were recently deployed at Sugar Creek Casino in Hinton, Oklahoma. Sugar Creek Casino customers can now be among the first players in the world to experience IGT's Fort Knox Cleopatra and Fort Knox Diamond Vault games while vying for the titles' progressive jackpots. IGT's Fort Knox is one of the most internationally celebrated and widely placed multi-level progressive slot games of all time. The new Fort Knox slots introduce new game and bonus features, while retaining many of the same play mechanics that propelled the original Fort Knox games to success, such as bank-wide bonus celebrations and mystery bonus triggers. The games are housed on IGT's CrystalCurve cabinet, which features a 43-inch, curved, ultra-HD display to deliver pristine graphics and enhance

gameplay.



For All Enquiries Contact: T: +44 (0)20 8580 6000

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Le gouvernement grec s'apprête à entériner

un nouveau projet de loi qui autorisera l'octroi de nouvelles licences de casinos pour des jeux en ligne et de nouveaux casinos basés sur le territoire ainsi que la délocalisation de la licence de l'un des plus importants casinos du pays. Le ministre des finances, Euclid Tsakalotos, a confirmé que ce n'est pas une mais deux propositions de loi qui ont été envoyées au parlement.

Crane Payment Innovations (CPI) vient

d'annoncer que le Grand Casino Admiral, situé à Zagreb, en Croatie, s'est équipé du validateur de billets SC Advance et du système d'encaissement EASITRAX pour son ouverture, en octobre 2017. Il s'agit du troisième casino de la marque Novomatic Croatie à ouvrir ses portes dans ce pays.

Tom Wolfe, Le gouverneur de Pennsylvanie,

vient de signer des projets de loi autorisant des emprunts à grande échelle et un fort développement des jeux d'argent dans l'état de Pennsylvanie pour financer le budget de l'état. L'un de ces projets de loi autorise les jeux en ligne ainsi que la création de mini casinos et de terminaux de jeux vidéo dans les relais routiers et les aéroports.

L'opérateur de casinos de Las Vegas Caesars

Entertainment va déployer une nouvelle attraction, le Fly LINQ, la première et unique tyrolienne du Las Vegas Strip, qui vient s'ajouter aux autres attractions de la Promenade LINQ.

Après la récente ouverture des hôtels Grand Hyatt et SLS, Baha Mar vient de lancer une campagne de publicité internationale intitulée Life Spectacular pour présenter officiellement son complexe casino des Caraïbes de 4,2 milliards de dollars US aux futurs clients.

Century Casinos a enregistré une hausse de 19 % de ses résultats d'exploitation : ses résultats pour le troisième trimestre atteignent ainsi 41 millions de dollars US.

Macau Legend Development Limited vend

l'hôtel et casino The Landmark Macau ainsi que son entreprise gestionnaire, la New Macau Landmark Management, à quatre entreprises locales de Macao, pour la somme de 4,6 milliards de dollars de Hong Kong. Le groupe a annoncé vouloir concentrer ses efforts sur le développement de son projet Macau Fisherman's Wharf.

Une circulaire émise par le Ministère des

Finances vietnamien affirme que début décembre, les citoyens vietnamiens pourront participer à une expérience et ainsi venir jouer dans les casinos. Aucune confirmation n'a été donnée quant au nom des casinos qui feront partie de l'expérience.

Le groupe Universal Entertainment

Corporation vient de confirmer l'ouverture de la principale attraction de l'Okada Manila, son complexe avec casino situé dans les Philippines, en décembre 2017 : il s'agit d'un dôme couvert dans lequel on peut profiter d'une plage et d'un nightclub en toute saison.

Caesars to Launch Fly LINQ to LINQ

Fly LINQ will reunite many of the team members behind the development of the High Roller observation wheel, including Themed Development Management

Las Vegas casino operator Caesars Entertainment will add Fly LINQ, expected to be the first and only zipline on the Las Vegas Strip, to its LINQ Promenade

NEVADA CASINO OPERATIONS

Developed by the team behind the High Roller, the world's tallest observation wheel, the approximately \$20m Fly LINQ features 10 sideby-side zip lines, capable of simultaneously launching all riders. The experience will be constructed on The LINQ Promenade, the openair shopping, dining and entertainment district situated at the heart of the Las Vegas Strip.

Construction is expected to begin in the spring of next year.

"Fly LINQ will further establish The LINQ Promenade as a must-visit destination, particularly for distinctive Las Vegas entertainment experiences," said Bob Morse, President of Hospitality, Caesars Entertainment Corporation. "This new experience will join The LINQ Promenade's growing number of thrilling and memorable entertainment, dining and retail options."

Guests are expected to begin their ride experience by taking an elevator designed to provide open strip views from the Vortex at The



LINQ Hotel & Casino to the top of the 122-foottall launch tower. After enjoying spectacular views of the Strip during the ascent, it is planned that guests will arrive on the launch deck, where queuing and gear-fitting will take place. Riders can choose to ride in either a "superman" or seated position.

From the launch tower, the ride continues eastward, traveling 1,080 feet above The LINQ Promenade. Riders disembark near the base of the High Roller. To remember their exhilarating experience, guests will be able to opt to purchase professional photos—either individually or as a group—dressed in full flight gear and in mid-air.

Fly LINQ is expected to feature two automated gear retrieval lines that will keep queues moving quickly by swiftly returning gear back to the launch tower. In addition, it is planned to feature an innovative, custom-built automated ride system as well as best-in-class technology developed by global leaders in zipline construction.

Curacao

EGT Interactive games are now live with Cheri Casino and Tropezia Palace. With its variety of online casino games Cheri Casino is good and promising direction for expanding EGT Interactive portfolio in iGaming sector. Tropezia Palace is one of the biggest and versatile online casinos that provides a dozen of games like slots, blackjack, roulette, poker, video poker, keno and many more trendy propositions. Both sites are licensed and regulated by Curacao.

Elena Naumova, Sales Director at EGT Interactive said: "After the successful start a few months ago with Slotsmillion, these two new partnerships have come via Alea, one of the leading provider of online casino products and EGT Interactive strategic partner. We continue to establish the company as a preferred partner for iGaming market. Ensuring a lot of customer's quality gaming experience".

Bahamas

Baha Mar launches global ad campaign



With both the Grand Hyatt and SLS hotels recently opened, Baha Mar has now launched a global advertising and marketing campaign, Life Spectacular officially introducing the \$4.2bn integrated Caribbean resort destination to future guests.

"Baha Mar is a resort destination unlike anywhere else in the world," says Karin Salinas, Vice President of Marketing, Baha Mar. "Because of this, we envisioned one concept showcasing the overall destination, while also highlighting the unique features of our three iconic hotel partners and the luxury in choice of various accommodations. The feel at Baha Mar is intimate and the spaces are carefully curated to create customized experiences that are personalized and real. We needed to communicate that there is no 'one size fits all' approach at Baha Mar. Every nuance of the resort from amenities to special experiences and offerings is purposefully created."

"The campaign is designed to convey how this spectacular multibillion dollar development also feels very personal and real, as if the destination is tailored just for you." said Marcelo Cardoso, Creative Director, Mod Op.

Century sees Q3 increase of 19 per cent

Canada-based Century Casinos has reported a jump in operating revenue of 19 per cent as its third quarter revenue hit \$41m

The Canadian-based operator said its earnings from operations were \$4.8m, an increase of 25 per cent from the three months ended September 30, 2016.

CANDA OPERATOR NEWS

Century Casinos has reported a jump in operating revenue of 19 per cent as its third quarter revenue hit \$41m. The Canada-based operator said its earnings from operations were \$4.8m, an increase of 25 per cent from the three months ended September 30, 2016.

Peter Hoetzinger, Vice Chairman of the Board, President and Co-CEO, said: "Looking at the Canadian results in more detail, our largest property Century Casino & Hotel-Edmonton, offering 822 gaming machines and 35 gaming tables showed a revenue increase of two per cent, EBITA grew by 17 per cent, EBITDA margin jumped from 32 per cent to 36 per cent. Century Casino St. Albert also located in the great Edmonton area had a very good quarter too. The EBITDA margin increased to 34 per cent.

In Europe, Century's casinos in Poland generated 30 per cent of the company's total and 16 per cent of the EBITDA. Mr. Hoetzinger said: "This quarter the Poland revenue was up eight per cent, slot machine revenue was up 33 per cent but the lower whole percentage on the



table games 19 per cent this quarter versus 23 per cent of last year reduced the overall revenue growth to eight per cent. Our new casino in Poland the Hilton Hotel in Warsaw is performing very well. Revenues stand steadily since opening in early June. They increased from June to July by 40 per cent, from July to August by been nine per cent and from August to September by another 43 per cent."

Century, together with the owner of the Hamilton Princess Hotel & Beach Club in Hamilton, Bermuda, has also submitted a license application to the Bermudan government for a casino at the Hamilton Princess Hotel & Beach Club.

In June 2017, the company further acquired 100 per cent of the outstanding common stock and the casino licenses held by Saw Close Casino Ltd. The company will utilise the casino licenses to develop and operate a casino in Bath, England. It estimates that the project will cost approximately \$7.5 million and that the casino will open in the first half of 2018.

US



Las Vegas and Macau both outperform for Wynn Resorts

US

Both Macau and Las Vegas outperformed for Wynn Resorts in the third quarter with net revenue coming in at \$1.61bn, an increase of 45.3 per cent, or \$502.5m, from \$1.11bn for the same period of 2016.

The surge was the result of an increase of \$390.7m from Wynn Palace and increases of \$79.3m and \$32.5m from Wynn Macau and its Las Vegas Operations. Adjusted Property EBITDA was \$473m for the third quarter of 2017, an increase of 54.8 per cent. Net revenues from Wynn Macau were \$597.4m for the third quarter of 2017, a 15.3 per cent with casino revenue upl6.2 per cent and VIP tables up 22.2 per cent. Net revenues from Wynn Palace were \$555.3m for the third quarter with Property EBITDA from Wynn Palace was \$138.2m for the third quarter of 2017, compared to \$25.5m for the same period of 2016.

Casino revenues from Wynn Palace were \$514.5m for the third quarter of 2017, compared to \$146.7m for the same period of 2016. Table games turnover in VIP operations was \$13.69bn, compared to \$4.15bn for the third quarter of 2016. Net revenues from Las Vegas Operations were \$459.6m for the third quarter of 2017.

invest significantly to upgrade and renovate its Vegas casinos. The operator has already completed \$100m renovations at Caesars Palace and Planet Hollywood and is renovating 950 rooms at the Carnaval Tower North at Harrah's, and 1,270 rooms at the Flamingo. By the end of the year, Caesars hopes to have renovated almost 12,000 rooms, equating to half of its Vegas rooms total since 2014, with plans to complete nearly 90 per cent in the next few years. CEO Mark Frissora said: "We're building a 300,000sq.ft convention facility on the Strip for more mid-size business meetings, behind The LINQ and near the Flamingo and Harrah's. We're also exploring opportunities to develop large, commercial scale properties adjacent to the Las Vegas Strip and invest in new technology, such as check-in kiosks, mobile concierge services and mobile

pay options."

Caesars Entertainment is to

Newswire North America



US – Boyd Gaming has said that Hurricane Harvey had a much more detrimental effect on its quarterly revenues than the tragic shooting on the Las Vegas Strip. Keith Smith, President and CEO of Boyd Gaming (above), said Boyd had 'not really seeing an impact to the overall business' in Las Vegas following the massacre at the Harvest 91 Festival whilst the company's Delta Downs Racetrack Casino in Louisiana was closed for several days due to Hurricane Harvey.

Boyd reported third-quarter 2017 net revenues of \$587.7m, an increase of 10.5 per cent from \$531.9m in the year-ago quarter. Income from continuing operations, net of tax, for the third quarter was \$23m, or \$0.20 per share, compared to \$161.9m, or \$1.40 per share, in the prior-year third quarter. Results for the current year include the operations of Aliante, acquired by the company on September 27, 2016, as well as Cannery and Eastside Cannery, acquired on December 20, 2016.

Keith Smith said: "Every Vegas Locals property grew Adjusted EBITDA at a double–digit pace, and on a same–store basis we reported our best third– quarter results in nearly a decade. Our newly acquired properties once again delivered strong growth, and each has achieved double–digit Adjusted EBITDA increases during every quarter under our ownership."

US – SUZOHAPP has announced its partnership with Nanoptix, a global provider of technologies for the gaming, lottery, kiosk, POS and amusement markets. The new agreement involves the global distribution of all printing solutions from Nanoptix. Its strong experience and its top quality innovative solutions such as the PayCheck NextGen printer make Nanoptix the perfect partner for SUZOHAPP.

"We are proud of this new partnership" commented Goran Sovilj, Vice President of Sales Gaming EMEA for SUZOHAPP. "Nanoptix is a progressive and innovative manufacturer and represents the future of ticket printing technology. We are happy to provide our customers with the most current technology available in the marketplace and deliver quality and long-term value."

"We were looking for an industry leader with a strong distribution network and outstanding service capability in the global gaming market" said Daniel Vienneau President & CEO of Nanoptix. "We believe that SUZOHAPP is the ideal partner for us."

"The fact that Nanoptix has chosen SUZOHAPP as a partner is a great endorsement of our distribution leadership. We look forward to a long and successful partnership", concluded John Archuleta, Director of Sales – Aftermarket Americas.





CHINA – Global Gaming Expo (G2E) Asia will be returning to Macau from May 15 to 17, 2018 at The Venetian Macao. Presented by the American Gaming Association (AGA) and organised by Reed Exhibitions, G2E Asia's 2017 edition boasted its strongest numbers ever, recording visitor satisfaction and anticipated return rates of 84 per cent and 82 per cent, respectively. The event spanned a 28,000sq.m show floor and showcased more than 190 exhibiting companies, at a near 20 per cent increase over 2016. It additionally welcomed nearly 13,000 visitors from 84 countries and regions – including over 1,500 VIPs, top buyers and decision makers with high purchasing power.

"G2E Asia has played an integral role in our business development. We've been exhibiting for 11 years. The event provides unparalleled exposure to a wealth of information and networking opportunities. We're proud to have expanded alongside such a spectacular event," adds Millie Chiang, Marketing Manager of Jumbo Technology.

SAIPAN – The owners of the Imperial Pacific Resort project in Saipan has decided to settle out of court with its construction partner Mace Limited, who petitioned the High Court of Hong Kong claiming the company had failed to pay fees worth HK\$2.6m.

Imperial had initially issued statements saying it would fight the claims in court but has since backtracked and said it would pay the monies owed.

Mace will submit an application to the High Court of Hong Kong for withdrawal of the filed winding-up petition.

The soft opening of Imperial Pacific Resort took place in July but only the lobby and sections of the casino are currently open due to a series of delays. Phase I will not now be complete until 2023 with Phase II following five years later.

Imperial Pacific had initially said: "To the best of the board's knowledge, information and belief, since Mace Limited failed to provide satisfactory service and related evidence of service in accordance with the agreement, recovering construction management fees unreasonably, the company has refused to pay such fees and is seeking independent legal advice to dispute the claims. If the company pays the HK\$2.6m construction management fees the petition will be dismissed, however the board considers that this commercial dispute does not constitute grounds for a windingup petition and it is believed that the court will make a just decision."

Macau Legend to Sell Landmark Macau

Macau Legend Development Limited is selling The Landmark Macau hotel and casino and its management company New Macau Landmark Management Limited for HK\$4.6bn to four local Macau companies.

Legend is looking to streamline and focus its efforts on the success of its Macau Fisherman's Wharf development.

CHINA OPERATOR NEWS

Macau Legend Development Limited is selling The Landmark Macau hotel and casino and its management company New Macau Landmark Management for HK\$4.6bn to four local Macau companies. It has said it wants to streamline and focus its efforts on the success of its Macau Fisherman's Wharf development.

Dong Lap Hong Property Investment Company Limited will buy 58 per cent of New Macau Landmark Management, Tong Lap Tak Real Estate Limited will buy 20 per cent, Tong Hong Wan Real Estate Limited will buy 17 per cent and Tong Tak Cheng Real Estate Limited will buy five per cent. The Landmark Macau boasts 439 fivestar rooms and suites as well as Pharaoh's Palace Casino with 60 mass market gaming tables, 17 VIP gaming tables and 141 slots.

The Landmark Macau is strategically located on the Macau Peninsula along the Amizade strip in the vicinity of the Nam Van entertainment district. The Landmark Macau is approximately a five minute walk from Wynn Macau, Casino L'Arc Macau, Galaxy Star World, the Grand Lisboa and the Hotel Lisboa.

Macau Legend Development said: "The Directors consider that the Disposal will enable the Group to streamline its operation and allow the Group



to focus on the operation and development of Macau Fisherman's Wharf. As a waterfront property, MFW has the potential for further development through land reclamation. The Board believes that MFW, which is the only major waterfront entertainment complex in Macau that is easily accessible to Macau residents and overseas visitors, could attract and cater for a greater number of patrons. In the past few years, the Group has employed more new staffs and reallocated manpower from The Landmark Macau to MFW to cater for the increase in demand as a result of the opening of new hotels and casino in MFW. As the Group is now operating two entertainment complex, namely The Landmark Macau and MFW, the operating costs including the labour cost of the Group have increased tremendously. The Disposal will streamline the development of hotel and gaming business in MFW.

"The Macau Fisherman's Wharf Redevelopment is significant to the Group because the Directors believe that the upgraded and new gaming and leisure facilities in MFW will attract more premium mass market patrons, continue providing luxurious amenities and a high level of service to VIP patrons, and increase revenues from the mass market segment as well as from non-gaming activities."

Czech-based Synot Group establishes Vietnam company

Vietnam

The SYNOT Group has strengthened its position in Asia with the founding of a new company in Ho Chi Minh, Vietnam, SYNOT SEA.

"The new company SYNOT SEA manages all our activities in Vietnam, where we have been active for approximately two years. Its very foundation is proof of the fact that we are really serious with our business activities here," said Neofytos Neofytou, Managing Director of SYNOT International.

In Vietnam, the SYNOT Group began its operations at the end

of 2015 when it opened its first casino. Today, three casinos are in operation with two further locations to open by the end of the year. Existing and newly built casinos will be exclusively equipped with SYNOT's state-of-the-art game technology.

"We see a great potential for future growth within the Asian market. Our plan is to expand to other Southeast Asian countries. It also calls for the name of the new SYNOT South East Asia. We do not want to confine ourselves to the lottery business only. As we have said before, our plan is to engage in the same way as in other countries where we operate, including tourism, IT and sports support activities," added Miroslav Valenta jr., Sales Director of the SYNOT Group.

Vietnam

The trial for locals to play in casinos in Vietnam will begin at the start of December, according to a circular issued by Vietnam's Ministry of Finance, however there has been no confirmation of which casinos will partake in the trial. The information outlines that December 1 will be the official start date for the three-year trial that will see local players have to prove they earn a monthly income of at least VND10m (US\$440). They will be charged an entrance fee with entry monitored.

Previous information has stated that the two casinos to take part in the trial will be located in Van Don Economic Zone in Quang Ninh province and on Phu Quoc island in Vietnam's south-west. However, neither property has yet been built.





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PHILIPPINES – Universal Entertainment Corporation has said it will open the main attraction at Okada Manila, its resort casino in The Philippines in December 2017 when Cove Manila, a covered, allweather dome with a beach and nightclub opens. The company stated: "Okada Manila plans to start operating Cove Manila in December 2017. This allweather dome has a beach club, night club and space for 5,000 people to attend a variety of events. The dome will be a key symbol of this casino and resort along with The Fountain, which made its debut in March 2017."

The announcement came as the company released in third quarter earnings. It said of its Manila casino: "Earnings continue to increase due to the completion of a VIP casino and other measures. The plan is for Okada Manila to start making a material contribution to consolidated performance once this resort and casino holds its grand opening. Universal Entertainment believes this property can attract large numbers of people from the Philippines and other countries and produce substantial earnings. Everyone involved with this project has a strong commitment to ensuring that guests have the best possible experience as expressed by the Okada Manila motto "Discover Extraordinary."

Okada Manila has posted net sales of 8,889m ven and an operating loss of 7,064m yen (compared with an operating loss of 2,968m yen in the same period of the previous consolidated fiscal year). Work is now in the final stage of preparations for the planned grand opening of this casino and resort early in 2018. The group said: "The casino, which includes a VIP section, has been generating steady growth in revenue. In addition, the number of completed rooms in the Pearl Wing luxury hotel, which will have 464 rooms when finished, is increasing. Construction of the fine dining section and shopping mall is also developing and more tenants are starting operations. The improvement in monthly profitability is continuing in the Casino Resort Business as the rising utilisation rate of facilities makes it possible to cover an increasing amount of fixed expenses. Losses are decreasing faster than expected. Sales increased from about 3,200m yen in the first three months to about 5,600m yen in the second three months of this consolidated fiscal period. Furthermore, the operating loss decreased from about 4bn yen in the first three months to about 3bn yen in the second three months and some months were profitable on a stand-alone basis. Earnings in this business are therefore expected to increase rapidly."

Universal posted an operating loss of 0.3bn yen, due to the construction costs of 0kada Manila. It also highlighted a decline in its pachislot and pachinko business and the cost of ongoing litigation against its former owner and founder Kazuo 0kada.

Jeju Landing Hotel Launched in Korea

Landing Jeju Development, has announced that the Group's first hotel under its own brand – Jeju Shinhwa World Landing Resort – opened in November

Landing Jeu Development expands its footprint in South Korea with the opening of its first own brand hotel and convention centre

SOUTH KOREA OPERATOR NEWS

Landing Jeju Development, a wholly-owned subsidiary of Landing International Development, has announced that the Group's first hotel under its own brand – Jeju Shinhwa World Landing Resort, along with Landing Convention Centre opened in November.

Dr. Yang Zhihui, Chairman and Executive Director of Landing International and Landing Jeju and Mr. Jay Lee, Chief Operation Officer of Landing International and Chief Executive Officer of Landing Jeju officiated the simple yet grand opening ceremony of Jeju Shinhwa World Landing Resort.

Jeju Shinhwa World Landing Resort is the first to open to business among the hotel facilities in Jeju Shinhwa World. With premium grading, it offers 615 luxury rooms of different sizes, a business centre and comprehensive food and beverage facilities, with M.I.C.E. in Landing Convention Centre drawing attention.

Macau returning back to normal for Galaxy Entertainment

China

Macau operator Galaxy Entertainment said that following the devastating effects of Typhoons Hato and Pakhar, its business was slowly returning back to normal.

It posted third quarter revenue of \$15.9bn, up 23 per cent year-on-year and up 10 per cent quarter-on-quarter. Total mass table games revenue was \$6.1bn, up 14 per cent year-onyear. Total VIP revenue was \$8.2bn, up 34 per cent yearon-year. Total electronic gaming revenue was \$567m, up nine per cent year-on-year.

Galaxy Macau, the primary contributor to Group revenue and earnings. During Q3 2017, revenue was \$11.3bn, up 20 per cent year-on-year and up 15 per cent quarter-on-quarter.

VIP rolling chip volume for Q3 2017 was \$164.9bn, up 41 per cent year-on-year and up 24 per cent quarter-on-quarter.



Landing Convention Centre, comprising Landing Grand Ballroom and 12 meeting rooms, covers 12,180 sq. m. and supported by the most advanced facilities for conventions and exhibitions. The column free Landing Grand Ballroom allows the venue to be decorated with a high degree of flexibility, thus enhancing the visual effect. The grand ballroom can accommodate up to 2,000 people, and be rearranged into a concert space for an audience of more than 1,000 people.

"This marks a milestone in expanding our footprint in the region. The opening of Landing Resort, along with the facilities that was already opened in the first phase of Jeju Shinhwa World, would become valuable additions to Jeju's existing tourist facilities. We believe Jeju Shinhwa World will become a global leading integrated leisure and entertainment resort that will see an influx of more tourists to Jeju," said Dr. Yang.

Mass gaming generated \$4.2bn, up 17 per cent year-on-year and up eight per cent quarteron-quarter. Electronic gaming revenue at the casino came in at \$482m, up five per cent year-on-year and up 10 per cent quarter-on-quarter.

Dr. Lui Che Woo, Chairman of Galaxy, said: "Following the devastating impact of Typhoons Hato and Pakhar, we continue to focus on our recovery and repair efforts and working hand in hand with the Macau community to ensure Macau quickly returns to its former self. Our business operations have effectively returned to normal and we continue to believe in the long term potential of Macau. Our confidence in the long term future of Macau remains as strong as ever and is supported by a number of key factors including the low penetration within Mainland China, the continuing growth in the demand for leisure, tourism and travel by Chinese, the ongoing build out of infrastructure in accessing Macau and movement within Macau, and the support of both the Central and Macau Governments.

South Korea

South Korean casino operator Paradise Co. saw a rise in revenue in the third quarter due to a recovery in Chinese VIP play but it still saw its quarterly profits fall spectacularly.

Profits dropped by 86.5 per cent to KRWI.4bn (\$1.26m) from last year's quarterly figures despite an 11.9 per cent increase in revenues to KRW196.1bn (\$176.29m). The company's revenue increase from quarter to quarter by 40 per cent.

It put the recovery down to improvements in its VIP and mass sectors, particularly in Chinese VIP play but with solid growth from Japanese VIP play.

The company said that Paradise City integrated resort in Incheon, near Seoul's international airport had experienced 'robust growth' and had reached its operating break-even point with 'strong casino growth from non-Chinese VIPs.'

Paradise City reported GGR of KRW55.54bn in the third quarter of 2017, compared to KRW35.04bnin the previous three months. The recent fortunes of operator rivals Bloomberry Resorts and Travellers International are compared and contrasted by investors



PHILIPPINES OPERATOR NEWS

Manila Rivals Move in Different Directions

The local elements behind two of Manila's leading casinos have seen their third quarter earnings move in different directions with Bloomberry Resorts, the group behind Entertainment City's Solaire casino recording the second greatest quarter in its history, whilst Travellers, the Philippine-based company behind Resorts World Manila, suffering a 42 per cent revenue decline following the deadly, June 2 arson attack on its flagship casino.

Bloomberry generated GGR of Phpl1.64bn driving third quarter profit to a 31 per cent increase to Phpl.9bn, giving the second highest quarter in the company's history. Bloomberry Chairman and CEO Enrique Razon Jr said: "We continue to grow across all sectors, and hope to see this uptrend continue until the end of the year. Our top line and bottom lines are positive and, despite some minor hiccups, I am confident that 2017 will be a banner year."

Solaire's GGR grew by 18 per cent year-on-year with mass market table revenue increasing by 22 per cent to reach Php9.67bn and electronic gaming machine revenue increasing by 38 per

cent to reach Php49.69bn, a new high for the casino. Solaire also saw increases with its VIP segment which increased by 14 per cent year-on-year to reach its third highest ever total.

In direct comparison, its rival domestic casino group, Travellers International Hotel Group, has reported that its net profit for the year so far fall by 101 per cent with GGR from its Resorts World Manila casino down by 28.9 per cent for the first nine months of the year. The company's third quarter was, of course, devastated by the attack on its Resorts World Manila property on June 2, which saw 37 customers and workers murdered by a crazed problem gambler who set fire to gaming tables.

Travellers International said: "The June 2 incident resulted in lower net revenues for the nine months and three months ended 30 September 2017 compared to the same periods of 2016." The operator said that gross gaming revenues for the three months ended September 30, 2017, on the other hand, amounted to P3,551.6m fell 43 per cent from P6,209.2m for same period of 2016.



MGM China upswing ahead of Cotai opening

MGM China saw a five per cent swing in its revenues for the three months ended September 30, 2017. During the Period, MGM China recorded total revenue of HK\$3,679m, an increase of five per cent from the second quarter this year. Adjusted EBITDA grew three per cent quarter-onquarter to HK\$1,049m. The Group recorded adjusted EBITDA margin at 28.5 per cent for the Period.

There was sequential improvement in all gaming segments, with approximately 80 per cent of profit contributed by the main floor. Main floor table games win increased by two per cent and drop increased by seven per cent sequentially. Slot win grew by 14 per cent and VIP table games win increased by nine per cent sequentially.

Grant Bowie, Chief Executive Officer and Executive Director of MGM China said: "We are in the final stage in preparing the opening of MGM Cotai on January 29, 2018. MGM Cotai will redefine the way people experience art and entertainment through innovative technology. The resort brings mindblowing entertainment experiences through our Spectacle and MGM Theater, Asia's first dynamic theatre with exciting resident shows. It is also home to a unique art collection of more than 300 pieces of contemporary art. The resort will become Macau's most creative culinary destination with first-to-Macau dining concepts curated by world-renowned Michelin-starred chefs and regional Chinese cuisines."

China

During the Macao Gaming Show, held at the Venetian Casino Resort last month, BetConstruct presented its BookieApp to visitors at the exhibition.

BetConstruct exhibited its complete line-up of gaming and betting solutions, but has a special product announcement to impress the visitors -BookieApp, a new iOS and Android application.

"With this app anyone can be a bookie now," said Vigen Badalyan, BetConstruct Founder and CEO. The app allows any person to become a bookmaker and turn any game into a bet-on event. It features multiple sports, from the most popular such as football or basketball, to a custom event that can be for an ordinary hand game like Rock-Paper-Scissors. Apart from being a source of entertainment, BookieApp also works as a business tool, allowing bookmakers to set odds for any real match.

Newswire Asia & Oceania



CHINA – Analyst Morgan Stanley believes that GGR in Macau could double for many operators by 2022, reaching US\$53bn if the renewal of gaming concessionaires goes smoothly. Called 'Macau 2022 – Power of Compounding,' the report is based on a growth of six per cent in visitation and five per cent in spend per head.

Morgan Stanley said: "We think the quality of growth will be better, as more than 80 per cent of the forecast profit should come from the mass market segment. Starting in 2018, we expect to see game-changer infrastructure developments with respect to HK-Zhuhai-Macao Bridge and Hengqin. We also think that by 2022, there will be clarity around license renewal, development capex and infrastructure ramp. However, our long-term valuation could come down if there is either a onetime payment or increase in tax for the renewal."

The research also predicts growth in 2018 and 2019 of 11 per cent and 12 per cent respectively. SJM Holdings and MGM China are tipped to lead the growth as both have big openings on the horizon in Cotai. Morgan Stanley said there was a 'high likelihood of doubling the profit and tripling the dividend,' for these two operators.

AUSTRALIA – Big Time Gaming (BTG), has struck a deal with GVC Holdings to launch its full suite of games across the operator's roster of casino brands. Under the deal, proven player favourites such as Bonanza, Danger High Voltage and Dragon Born will be made available to players accessing the operator's bwin, PartyCasino, CasinoClub and Foxy Casino sites.

BTG has built a formidable reputation for developing top-quality slots that boast intelligent math, state-of-the-art mechanics and innovative features. This includes its patented Megaways and Extending Reels, which made its debut in the supplier's latest release, White Rabbit.

BTG develops a small number of games per year, focusing on quality over quantity and ensuring they pack a big punch when launched.

The supplier develops its games in a state-of-theart HTML5 engine, allowing its titles to be launched across any device. It was also the first to develop a 60 frame per second engine for mobile, so the experience is the same in-browser as in a native application.

Nik Robinson, CEO of Big Time Gaming, said: "We are delighted to have signed this deal with GVC, and to make our OMNI games available to players across their online casino brands for the very first time."

The Metamorphose of Casinos de Monaco





Insight

MONTE · CARLO SOCIÉTÉ DES BAINS DE MER

Pascal Camia, Gaming Managing Director of Monte-Carlo Société des Bains de Mer and Director of Casino de Monte-Carlo

Pascal Camia became Gaming Managing Director of Gaming of Monte-Carlo Société des Bains de Mer in December 2015. As a native Monegasque, Pascal Camia became fully immersed in the casino world at a young age. Starting in early childhood, he dreamed of contributing to the international reputation of the Principality. With a Master of Science degree in Economics, a Hotel Management diploma and a Corporate M.B.A, Pascal Camia joined SBM in 1994, after several international experiences including, Waldorf Astoria Cavalieri in Rome, The Westbury London, Lutetia Hotel in Paris... During his brilliant career with the Monte-Carlo Société des Bains de Mer Group, Pascal Camia has been Director of Catering of Hôtel de Paris Monte-Carlo, Deputy Director of Monte Carlo Bay Hotel & Resort in 2005, and Director of Sporting. In 2011, he took over management of Hôtel Hermitage Monte-Carlo, where he developed ambitious projects including highend business tourism. As a field man and an acknowledged and respected manager, Pascal Camia is now working with his teams on redesigning the Group's gaming offerings, specifically the legendary Casino de Monte-Carlo

Monte-Carlo is one of the most powerful brands in the world and has, over its 150+ years' history, become synonymous with the highest quality gaming imaginable. Comprised of three casinos operated by Monte-Carlo Société des Bains de Mer (SBM), Casino de Monte-Carlo is the crown jewel, attracting a truly international clientele thanks to its history, legendary decor and full range of table games and slot machines.

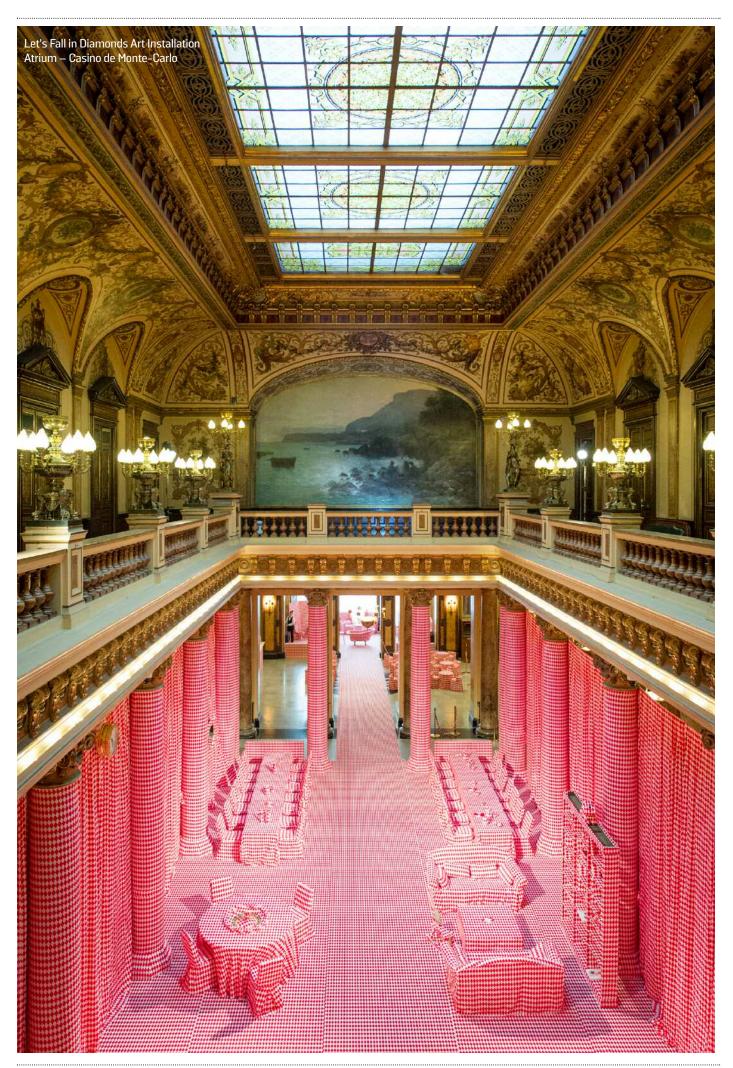
Established in 1863, the casino has served its prestigious customers for a century and a half, but like any living, breathing brand, the rigours of change need to be embraced in order to keep it fresh and relevant in the future. Being reverential to the past is one thing, becoming the past is something entirely different. Receiving a call from SBM to discuss the relaunch and rebirth of gaming was as exciting and intriguing a prospect as it sounds. One of the biggest challenges for any long-established brand is the balance between building on the strengths of the past, while innovating and incorporating the new technologies of the future. And in SBM's case, doing all that within the confines of the two square kilometres of Monaco.

The call was to take place with Pascal Camia, Gaming Managing Director of Monte-Carlo Société des Bains de Mer, who joined SBM in December 1994, but who migrated as a hotelier to the gaming side of the business in November 2015. We include a biography within these pages, but wanted to begin by asking for a personal description of Mr. Camia's 23-year journey with SBM. "I started with the company in 1994 working in the hotel division of SBM. and since that time have worked across nearly all properties within the Group, including Hotel de Paris Monte-Carlo and Sporting Monte-Carlo. When SBM launched the Monte-Carlo Bay Hotel & Resort, I became the Deputy General Manager, and after that the General Manager of the Hotel Hermitage Monte-Carlo, one of SBM's palaces,

in 2011. Since that time the results from the business have been very positive and so our CEO decided to 'launch me' into the casino side of the company."

SBM operates across three distinctly different activities. The first, what could be described as the DNA of the company, is gaming. The second is its hospitality business, which includes its fabulous 'palaces,' - restaurants, wellness centers, beaches, entertainment ... - and the third part, the most recent venture for SBM, is realestate. Every aspect of the business is contained within the two square kilometres that is Monaco, and so with the company owning both property and land, SBM is currently building a new square 'One Monte-Carlo,' on the casino place. One Monte-Carlo will create luxury residences and boutiques, a restaurant, a convention center and offices, further expanding the hospitality services provided by the company.

"In December 2015, I became the Gaming Managing Director of Monte-Carlo Société des Bains de Mer and the Director of Casino de Monte-Carlo," continues Mr. Camia. "The direction given by our CEO was to improve the hospitality side of our casino business. Being a hotelier I understand how to greet our guests and take care of their needs. I was also tasked with increasing the service level for our guests. Even in a place like Monaco, it is possible to improve our products and give high-rollers a





tailor-made service unlike anything they can experience elsewhere. The DNA of this company is gaming and we are lucky to have so many high rollers coming to play with us, but we can't take that for granted and must always increase and improve our service levels."

In the past, the casino industry looked to Monaco / Casino de Monte-Carlo for gaming innovation, but what are the associations with

"I think that while we have a very strong image in the industry, we undoubtedly also have a lot of competitors too. It is right, therefore, that we look to continuously improve, to give our clientele the casino they want not just for 2017, but 2020 and 2025. The experience of playing in our private rooms, in a casino built in 1863, is very special, but we can't rely on tradition alone." the brand today, what makes it special and what aspects of the past can be adapted for the future? It is interesting listening to Mr. Camia describe the modern incarnation of brand. He believes that SBM's gaming operations must embrace not only new technology, but also move with the shift in tastes and desires of both its current and future clientele. "I think that while we have a very strong image in the industry, we undoubtedly also have a lot of competitors too," says Mr. Camia. "It is right, therefore, that we look to continuously improve, to give our clientele the casino they want not just for 2017, but 2020 and 2025. The experience of playing in our private rooms, in a casino built in 1863, is very special, but we can't rely on that tradition alone.

"One of our greatest assets is the way we treat our clientele and we understand that this must be combined together not only with our gaming knowledge and experience, but also with new technology," says Mr. Camia. "We have divided our casinos within the Group into distinct segments, each offering unique luxury experiences with the very highest level of gaming technology, which means new gaming options and new activities for the players." Gathering feedback from guests, SBM knows that its high rollers remain supremely satisfied with its gaming offer, which plays heavily upon the image and tradition of the brand. The acknowledgment that Casino de Monte-Carlo is one of the best casinos in the world stems from a tradition in Monaco to provide its high rollers with a personalised service, which has to be experienced to be believed. It is tailor-made from the moment VIPs touch down on the runway, to their play at the tables, dinner in one of SBM's amazing restaurants and superb hospitality in one of the magnificent hotels. However, as Mr. Camia describes, the company has been found wanting in regards the servicing of its 'other' clientele, the play-for-fun or nonplayers who enter its properties looking for the 'Casino de Monte-Carlo experience.' This part of the business was not formerly a focus for SBM but that's all changing.

"Very little attention had been paid to the 'fun and non-gaming' side of the business," states Mr. Camia. "We dedicated ourselves to the complete service of the high rollers, which reinforced a view that we could not accommodate both types of clientele within the business model. However, this clientele, when



you look at Las Vegas and even Singapore, you see that the revenues are compelling and it is interesting that 70 per cent of the revenue in Las Vegas is now generated from non-gaming activities. I'm not saying that Monaco has to become a mini-Las Vegas, because we understand that we are a small, niche operation. However, we do recognise that we need to attract fun players, the time-on-device players; the ones that like to spend long periods of time in the machine hall and at the tables. This is my goal, to increase all segments of the clientele."

It's not just a noble goal, but makes sound economic sense, not least for the fact that attracting a future gaming audience may just rely upon embracing a more inclusive approach to customer engagement at all levels. However, Las Vegas, Macau and Singapore offer diverse experiences to many different kinds of clientele across their huge integrated resorts. Does Mr. Camia believe that he can satisfy all those different client segments in such a limited space as Monaco? "It is true that the vast gaming spaces of Vegas and Macau enable operators to assimilate all the different player segments, but what is special about Monaco is that over the two square kilometres, everything is within walking distance," explains Mr. Camia.

"We have individual casinos, each with a very different ambience, offering different types of gaming, which allows us to dedicate each casino to a different player segment," continues Mr. Camia. "It is also important to emphasise that the popularity of the main casino, Casino de Monte-Carlo, is due in part to the fact that it was built over many decades. The first phase of the building was completed and opened before additional phases were added over the long history of the building. The result is a multifaceted building that saw continuous construction between 1863-1910, creating a building with very distinctive gaming rooms that each have their own ambience and which appeal to different player segments."

In the near future, visitors entering the Atrium of Casino de Monte-Carlo will be greeted with a multitude of non-gaming activities designed to have a broad appeal. In the summer 2017, the casino created its temporary Atrium boutique designed to sell Casino de Monte-Carlo merchandise, which is set to become a permanent fixture. In addition, the casino is adding a relaxed bar environment and a seated

The Monte-Carlo Action Plan

Pascal Camia's action aims at strengthening Monaco's position as the most beautiful and exclusive Gaming destination in Europe. Monaco offers one of the most unique gaming experiences in the world, a blend of tradition and innovation, in an unparalleled setting. To cope with the challenging economic climate and the fundamental changes in the gambling market, Pascal Camia has redeployed the gaming activity around three strategic pillars: Excellence, Management, and Innovation.

- Excellence of service and customer experience, thanks to a redesigned offering of 3 casinos, each with a specific identity and offerings: Le Grand luxe du jeu (Luxury Gaming) at Casino de Monte-Carlo, the most prestigious gaming venue in Europe, which offers exceptional events all year round such as Surreal Dinners and Art Installations, a new Casino Café de Paris, modern and welcoming, with hundreds of latest-generation slot machines, a new selection of table games and two outdoor terraces to entice local clients from Cannes to San Remo, and The Sun, a friendly and festive "American-style" venue for international clients visiting Monaco. This renewed portfolio of offerings has been supported by a new Public Relations strategy with Top Premium clients and strong marketing efforts. The team has also implemented the rolling gambling system, which is particularly appreciated by Asian clients.
- Management, with a new collegial management model and organization, new collective agreements, and increased investments in training aimed at enhancing gambling teams' operational skills, their 150 year-old know-how continues to improve through the incorporation of international best practices.
- Innovation, thanks to new gaming experiences and technologies, latest generation concepts and the creation of a new R&D position.

area with a French roulette table that includes a professional photographer, so visitors can have their picture taken at a casino table within Casino de Monte-Carlo. "We are creating areas that are designed specifically to attract the playfor-fun slots players and have set aside one of our most beautiful rooms equipped with table games for fun players," elaborates Mr. Camia. "We are increasing the breadth of the gaming offer, stretching from the very quiet, exclusive rooms for VIP players, with ultra personalised service, high table maximums and expert croupiers and staff; right through to a casual gaming experience that can be enjoyed by absolutely anyone."

The transformation of Casino de Monte-Carlo's Atrium, which began in the summer, includes one extra special ingredient inspired by its international casino brethren. Animating the Atrium is an art installation that changes on a seasonal basis. Taking its cues from the Bellagio in Las Vegas, which makes its seasonal floral display an attraction in its own right, Casino de Monte-Carlo is adding visual impact and seasonal appeal for players and non-players alike, whenever they choose to visit the casino. "Every season we will feature an art installation

Insight MONTE · CARLO SOCIÉTÉ DES BAINS DE MER



in the Atrium area of Casino de Monte-Carlo," states Mr. Camia. "The art installation will add drama and interest to the Atrium that will lead visitors to three gaming rooms that we are separating from the rest of the building. We are creating these separations so that visitors to these areas are not required to pay the casino entrance fee. These areas will be for fun players looking to access our bars and restaurants and to service this demand we plan to create a large central bar and lounge area. These transformations won't affect the main casino, but they will broaden the appeal of the building to a wider spectrum of visitors, as we believe it is very important to offer both a traditional and contemporary service to visitors.

SBM is working to introduce its non-gaming facilities over the next 18 months/two years, while over this same period the Casino de Monte-Carlo will also be transforming and relaunching its gaming experience for highrollers. Taking inspiration not from external sources, but looking to its own heritage and past, Casino de Monte-Carlo is to deliver opulence, luxury and a level of service that's beyond compare. "It is very important to offer VIPs the tables on which they want to play, the rooms that they want to play in and the very highest maximums they want to play for," explains Mr. Camia. "Very few casinos offer these maximums to players due to the volatility involved, but this is the experience our players are looking for and so we deliver. Away from the tables, we must also offer our high-rollers something that money can't buy. We describe these as privileged events and this includes the spectacular Surreal Dinner; a chance to share with H.S.H. Prince Albert of Monaco an incredible experience available nowhere else in the world."

Celebrating the Art Monte-Carlo weekend in April 2017, the Principality's contemporary art

"Away from the tables, we must also offer our high-rollers something that money can't buy. We describe these as privileged events and this includes the spectacular Surreal Dinner; a chance to share with H.S.H. Prince Albert of Monaco in an incredible experience available nowhere else in the world."

fair, Casino de Monte-Carlo became the embodiment of its goal to deliver the true 'Luxury of Gaming,' with the launch of its Surreal Dinner Designed by Charles Kaisin, an architect and designer from Brussels who has made his name across Europe and around the world thanks to his surrealist dinners. During the event, 120 guests experienced unforgettable 'scenographies,' song, choreography, fashion and sport, while enjoying an Alice in Wonderland inspired grand banquet created by the Michelinstarred chef of Blue Bay, the signature restaurant of Monte-Carlo Bay Hotel and Resort, Marcel Ravin.

Failing to secure an invitation, but having watched a video presentation, G3 can confirm that the Surreal Dinner is unlike anything we've ever seen before. A celebration of the "Art of Gaming and Game of Art," the dinner mixed opera from Giuseppe Verdi with geishas serving champagne; a 19th century horse-drawn carriage trotted into the casino adding rhythm to the poetry and philosophy, while tennis players passed balls above astonished diners heads. And the dessert – oh the dessert... Created by Pierre Marcolini, the famous chocolate-maker from Brussels, each plate featured a tiny light and a



twisted iron wire, which once lit revealed a passage by Francois Blanc on the 'Passion of Gaming.' Theatrical, artful and astonishing, the Surreal Dinner is the embodiment of everything that Mr. Camia wants to distill into the highroller experience at Casino de Monte-Carlo.

"We understand that it's important to offer highrollers experiences that they can't buy and only Casino de Monte-Carlo can offer," describes Mr. Camia. "At the same time, we are creating our ultra-high service for top premium clientele. We are building an experience that begins at the airport and accompanies them through the hotel, to the casino and hotel and back again. We have always been strong across all the different activities that we offer, but until now we didn't complete the circle. Our exclusive service addresses all aspects of this journey for the customer. The new Hotel de Paris Monte-Carlo, which will open at the end of 2018, having already opened several new wings, will be an extraordinary experience and I'm especially excited to see the new Diamond Suites facing the sea."

What Casino de Monte-Carlo is seeking to deliver is an experience that high-rollers can't



buy and the thrill and excitement to fun gamers that essentially they can't afford. In this sense, it's the epitome of exclusivity. SBM is appealing to the fun player who looks to Vegas for their gaming excitement, to the blackjack tables and slots, but it also tapping into their desire to play in the Casino de Monte-Carlo, to experience the character, the service and the heritage.

Seamlessly blending these two environments together will be no mean feat, but there's no reason why Casino de Monte-Carlo can't bring the best of both worlds within the two kilometre circumference of the Principality. There's also no rule to say that these segments must by necessity be 'mutually exclusive.' Speaking to Simon Thomas at the Hippodrome in London this summer, he explained that certain high rollers enjoyed playing on the main floor just as much as the private rooms. They like the high intensity of the main floor and playing among the crowds who recognise their status. It's something that Mr. Camia acknowledges, but caveats his response by saying that Casino de Monte-Carlo is very different from the casino in Leicester Square with a footfall of over 200,000 people per day. He also explains that while there are high

rollers visiting Monaco that do enjoy playing among the masses, it's only to a certain level. "High rollers can only play to a certain level in the lower stake rooms and so they migrate to the private rooms when they want to experience the maximum service level offered by the casino and the maximum stakes," says Mr. Camia. "They don't want to feel that we are limiting their play."

One of the very physical, practical changes taking place within the SBM Group's casinos encompasses technology and its impact on all aspects of table gaming, slots, player loyalty programmes etc. Regarding slots, the most renowned slot manufacturers seek to launch their products in Monaco. IGT has its showroom here, located in the Casino Café de Paris, and SBM has entered into partnership at the Sun Casino with EGT, which has seen the introduction of top slot products for the European market launched on the slots floor. "We believe we are at the pinnacle of slot machine operation in Europe," underlines Mr. Camia. "In terms of table games, we are focused upon developing our side bets offer, introducing new layouts on the tables as we know that fun players are seeking something new, something

Transformation of Casino de Monte-Carlo At the core of this strategy is the transformation of the Casino de Monte-Carlo. For over 150 years, Casino de Monte-Carlo has been welcoming people from all over the world in its luxurious gaming rooms created by the architects of the golden age of Monaco. It is one of the most prestigious and sought-after venues in the world.

To position the Casino as the ultimate venue for the worlds' biggest players while also attracting new customers with unique gaming experiences, Pascal Camia and his team have imagined a new Gambling journey based on a key principle: 1 customer segment, 1 room, 1 service, 1 animation.

This journey also comes with a redesigned travel, hospitality, gastronomy and entertainment offering and a new loyalty–building strategy. An approach supported by a series of regular outstanding events.

Insight **MONTE** CARLO SOCIÉTÉ DES BAINS DE MER

different. Innovation is one of the three pillars of our vision for the Casino de Monte-Carlo into 2020 and beyond; the innovation pillar encompasses slots, electronic table games and new technologies. At the Casino Café de Paris we have introduced tables with iPads for a younger generation of players who want to learn to play using these devices and we are constantly looking to refresh and develop our slots and table games offer. The second pillar is management and the third is excellence, especially the dedication to personalised service. We are very dedicated to this three pillars strategy and we are following it very strictly."

SBM is planning to launch a new loyalty programme, first for its casinos and for the entire Resort a few month later, with a go-live by the end of the year, which will play a huge part in increasing the service level offered to its VIP players, while at the same time granting fun players membership to their own exclusive loyalty scheme. The programme will cater for the most demanding customer, satisfying their needs with an ultra-high level of service; be that in the private rooms, on the main floor, or the rooms in the newly refurbished Hotel de Paris Monte-Carlo. And it will service the needs of a much broader, wider audience that wants to be part of the excitement of Monte-Carlo. "We are very excited to introduce the new loyalty programme," underlines Mr. Camia. "As it will allow us to target every player segment, from the fun players, the low-stake and high stake players and the VIPs.'

Building and executing upon a strategy to appeal to high rollers, fun players and non-gamers is a major step for SBM that will need to be communicated in the most effective way possible to both its existing and potential future audience. Not only must there be an immediacy to the way in which the segmented environments convey their function to the visitor, but the casino must reach out and communicate its message on both the regional, national and international stage. "To deliver this strategy, we divided our activity between the three different casinos to create three very different experiences," describes Mr. Camia. "We wanted to ensure that the clientele understood immediately the type of gaming activity offered by each environment.

"We divided the casinos into three separate and distinct casino brands with the Casino Cafe de Paris focusing on local clients, attracting players from Cannes to San Remo, a geographic territory that envelopes 16 casino competitors. We are creating a lot of exposure in terms of advertising to these players in the local media and we invite players to special events and functions at the casino," continues Mr. Camia. "We again focus on offering players activities that they cannot purchase or experience anywhere else in the world. For example, during the Monaco Grand



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Prix, we hosted guests in the Tower of the race director of the Automobile Club de Monaco, something extra special and very exclusive. The new loyalty programme will also enable us to target precisely the different player segments and tailor promotions from the three distinct casinos of SBM to meet their different expectations."

SBM's hotels are high end. They're for the highest level of VIPs and the wealthiest of visitors to the Principality. To stay at the Hotel de Paris Monte-Carlo, when it is fully refurbished, will be the pinnacle of a life's achievement. The Hotel de Paris Monte-Carlo and Casino de Monte-Carlo are locations completely dedicated to high rollers. When complete, the Hotel de Paris Monte-Carlo will

offer the two most exclusives suites of the Riviera - including the unique Princesse Grace Suite - on the roof of the hotel. A 360° view encompasses the Place du Casino square and a breath-taking view of the Mediterranean and as Mr. Camia points out, the Wynn or Bellagio in Vegas can't provide that kind of experience.

Maintaining its exclusivity while becoming more inclusive is the balancing act that SBM is seeking to perform. Throwing wide its doors to the broader gaming public isn't the only part of the strategy that will see SBM's casino operations embracing the casino market at large. Part of the communication process upon which SBM has embarked includes its recent membership of the European Casino Association. "I can't explain why SBM was not a member of the ECA before 2017," says Mr. Camia. "When we visited the ICE show in London this year and we met with our peers in the European casino industry, we learned that SBM was one of the few casinos in Europe that was not part of the association. For me, it was something that we needed to remedy as it is important to be part of the wider community, to exchange ideas and not remain in isolation. We have learned a lot from our colleagues and I hope that they will also learn from us."

It's interesting that Mr. Camia describes the former stance of the casino group as somewhat isolationist. Could the fact that the Monte-Carlo brand is so strong and influential, have meant that SBM has not been as forceful in the past at



communicating its message to a wider audience? "I think people witnessing the events we have staged and the public relations we have conducted with our clientele, would not say that Monaco has been unsuccessful in communicating our message," affirms Mr. Camia. "However, I also think we have been alone for too long. I think that we need to change our mindset a little, be more open here in Monaco and make clear that we are now back in the game."

Being back in the game doesn't mean jettisoning the past and embracing solely the new. The formula is the same, with SBM doubling down on the history, tradition, exclusivity, its amazing service level and quality. SBM has recognised that the thrill of touching the brand is also appealing to a much wider and broader audience than the select few that can play in the private rooms of the Casino de Monte-Carlo or stay in the Diamond Suite of the Hotel de Paris Monte-Carlo. Of course, it's a balancing act between maintaining exclusivity and providing a bite-sized portion of glitz and glamour without descending to theme park-like exploitation. An essential part of this will be its gaming offer, which must embrace the future while also maintaining the traditions of the past. With so much emphasis in the public consciousness on eSports, skill-based gaming, mobile and online right now, it's important that future for land-based gaming is managed successfully by a global casino brand such as Monte-Carlo.

"I think everyone in the casino gaming business across the world is asking how they can appeal to and remain relevant to the next generation of players," agrees Mr. Camia. "For SBM it is very important to attract a new generation of customers. To address this we now have a team dedicated to research and development, led by a director who is focused on new games, eSports, tablets etc. We are looking to attract the new generation of slots players, those that enjoy the latest table games and side bets, and I'm especially excited to see that roulette is attracting more and more younger players. We know that younger players enjoy electronic roulette, but we are watching carefully the engagement of this generation with the live dealer game, especially low-stake English Roulette. I think that it is important to offer the right mix of electronics and live gaming if we are to attract the next generation of players."

If SBM can enthuse a new generation of both players and non-gamers to visit Monaco to experience some of the magic of this amazing location, to touch the brand in whatever capacity and receive a thrill of excitement they can share with their friends and family, Casino de Monte-Carlo will be reinforcing its brand without losing its allure. This is not a dumbing down of the brand, it is SBM doubling down on what makes Monte-Carlo a special place for whoever visits the Principality and whatever their budget.

When talking about brands, and this is a

"We are looking to attract the new generation of slots players, those that enjoy the latest table games and side bets, and I'm especially excited to see that roulette is attracting more and more younger players. We are watching carefully the engagement of this generation with the live dealer game, especially low-stake English Roulette."

question that was recently asked in an international survey, people listed their top three gaming brands in the world as Las Vegas, Monte-Carlo and Macau - in that order. While its gaming footprint is just 0.3 per cent of the total gaming revenue in the world and its physical presence spans just two kilometres, despite this the Monte-Carlo brand is one of the strongest in the world. Mr. Camia believes this is due to yet another trinity of things: the exclusivity of SBM's products and services, its buildings and its location. "We know that the brand is very strong, but it's not enough when we are faced with so much competition," underlines Mr. Camia. "We know that we are unique, but we must deliver that message to a wider audience. And while no one compares to us, we can always improve and build a better product.'

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UK National Casino Forum

Casino operators regret 'missed opportunity' to modernise in UK

Summary of The National Casino Forum's Proposals

The NCF identified five main priorities for the land-based casino sector in its response to the DCMS call for Evidence, all to allow healthy evolution, not revolution, of the casino industry:

- Allow Small 05 Act casinos a 3:1 machine to table ratio capped at 80 machines (an increase from the current 2:1 ratio).
- Allow converted casinos licensed under the 1968 Gaming Act a 3:1 ratio with a minimum allowance of 20 machines & maximum 80, regardless of number of tables.
- Increase the maximum machine allowance for Large 2005 Act casinos to 500, from the current limit of 150, maintaining the 5:1 ratio.
- Increase the prize value of Progressive Linked Jackpots (PLJ) to £100,000 – equivalent to 10 machines – while retaining the maximum £5 stake. Amend regulations to extend this across a wide area casino network (WAN).
- Allow casinos to give customers access to online products via dedicated tablets.

The NCF also put forward two secondary proposals

- Allow a maximum of £100 per to be staked on B1 machines through contactless cards, provided the player is using a loyalty card.
- Allow players to transfer £50 (currently £20) at a time on B1 machines from the bank to the play meter.

A final, less urgent, proposal, was to seek further discussion on increasing stakes for B1 machines at high-end casinos to £50 maximum with a £100,000 maximum prize and to consider creating a B1 sub-category (B1H) for high-end casinos.



The National Casino Forum (NCF), which represents all the UK's land-based casinos, provided a detailed response to the DCMS Call for Evidence last December, putting forward a series of proposals to modernise the casino sector. None have been accepted in the consultation paper.

On November 1st, the National Casino Forum in the UK issued its response to the Department of Culture, Media and Sport's review into gaming machines and social responsibility measures, which the DCMS published on October 31, 2017.

'We are disappointed and frustrated by the DCMS gambling review. It welcomes the progress made by the casino sector in protecting its customers while at the same time stifling modernisation and innovation.

This was an opportunity to modernise the casino industry, giving our customers greater choice and recognising that machine gambling is best suited to safe, well-regulated and well-staffed venues – sadly, it has not been taken.

Casino operators have been discussing the regulatory situation with DCMS for many years and we were progressing well with what we thought was an agreed roadmap.

The DCMS acknowledges that machine allowances in casinos originally licensed under the 1968 Gaming Act are significantly smaller than in other European countries and overseas territories, but does nothing to address this fact. It is simultaneously denying British customers the choice they can routinely find abroad and making the UK's casinos less attractive to tourists visiting this country. Foreign visitors laugh at the 20-machine limit in British casinos.

Putting all casinos on a level playing field and removing outdated, illogical regulations that differentiate between them solely on their licensing conditions, would trigger nearly £100 million in investment, create nearly 1,500 new jobs and put an extra £95m into the Exchequer, much of it from overseas customers. It would allow casino operators to diversify and improve their leisure offering.

It has long been accepted that casinos are at the top of the regulatory pyramid, with high levels of supervision and control – a point made by former Gambling Minister Richard Caborn to the Culture, Media and Sport Select Committee as long ago as 2012. The casino sector has led the way in promoting responsible gambling, launching the Playing Safe programme, which requires all operators to be evaluated and accredited by an independent panel. Casinos have high staffing levels, licensed door staff to monitor entry and a culture of interaction between customers and staff, all of whom are licensed.

The widely publicised problems associated with Fixed Odds Betting Terminals which the government has



UK National Casino Forum



addressed in this review are not prevalent in the casino sector. Only around 180 of the 34,000 B2 machines in the UK are situated in the country's 148 casinos and the average amount spent per play is £12.81. The fact that there have been no reported issues around FOBTs in casinos, demonstrates the suitability of our premises for high stakes machines.

This review also offered an opportunity for a more widespread reform of the 2005 Gambling Act, which is no longer fit for purpose. The DCMS has ducked this challenge. For example, it is absurd that casinos are not allowed to give customers direct access to their online gaming sites even though they can access them from their own smartphones while inside the casino. Nor can it be right that, in the 21st century, casinos cannot use cashless technology; but this issue has not been satisfactorily addressed.

In fact, the review raises the prospect of new regulations, which will potentially add costs to operators, such as the widespread introduction of tracked play. It is doing this while holding back innovation; for example, proposing to amend the rules governing tables, which will impact the use of automated or partially automated tables. An opportunity to allow high-end casinos to introduce a new gaming machine that would appeal to High Net Worths, who are used to playing high stakes commensurate with their wealth profile at venues around the world, has also not been taken.

The DCMS says it needs to see more evidence that player protection is being enhanced before it will

agree to consider allowing more Bl machines into casinos. We believe that existing levels of control and supervision justify extra machines; furthermore, customer data is submitted by operators and is available for scrutiny.

The casino sector has been working on a major research project for the last three years with the Canadian firm, Focal Research, which seeks to identify behaviour patterns associated with problem gambling. Five major operators are providing customer data for this project and live trials begin in December 2017, concluding in May 2018 – too late for the 12-week consultation period.

We are extremely disappointed that the DCMS appears to be ruling out any change to machine numbers at present when the casino sector has, in fact, been pioneering the very research it calls for in this review.

We welcome the opportunity to take part in the consultation and share the government's objective of enhancing player protection. We intend to demonstrate that the time for change is now. We hope the government will recognise the work undertaken by operators to ensure casinos are the safest places to gamble, allowing them to invest and modernise rather than saddling them with extra costs and blocking innovation.

We will continue to make the case for the modest reforms we have put forward, which put the customer first and promote socially responsible gambling."

"This review also offered an opportunity for a more widespread reform of the 2005 Gambling Act, which is no longer fit for purpose. The DCMS has ducked this challenge. For example, it is absurd that casinos are not allowed to give customers direct access to their online gaming sites even though they can access them from their own smartphones while inside the casino. Nor can it be right that, in the 21st century, casinos cannot use cashless technology; but this issue has not been satisfactorily addressed."

AGEM

MEMBERSHIP NEWS



Company / William Hill US Web address / www.williamhill.us AGEM Membership level / Bronze Description / We are the largest operator of land-based sports books in Nevada with 56 per cent market share by number of outlets. Our US business also provides mobile sports betting services in Nevada and we are the exclusive bookmaker for the State of Delaware's sports lottery. William Hill US was created in June 2012 through the acquisition of three small sports book operators in Nevada that were consolidated and rebranded as William Hill. New products for 2017 / We have successfully grown William Hill US by expanding the product range, including InPlay betting, enhancing our award-winning Mobile Sports app and redeveloping the sports books, which are branded as William Hill. The William Hill Mobile Sports app makes sports wagering in Nevada more convenient than ever. Bet on iPhone, iPad or Android device from anywhere in the state. Cash deposits can be made at all William Hill Sports Books, Mobile Sports Deposit Hot Spots located inside PTs and Sierra Gold taverns, and 7-Eleven locations throughout Nevada. LIVE InPlay wagering is available on football, basketball, baseball, soccer, and hockey games - plus other select events throughout the year. InPlay allows bettors to continually bet adjusting sides, totals and money lines throughout the game. InPlay wagering is offered at all William Hill US locations in Nevada, plus via the William Hill Mobile Sports app, allowing bettors to place a bet on a game

at virtually any time.

Newsworthy events to share / By navigating WilliamHill.us, players can find plenty of valuable tools to improve their sports betting experience. WilliamHill.us offers an easy to use map to help find the sports book or kiosk location nearest to the player in Nevada.

MEMBERSHIP NEWS

AGEM Key Board of Directors Actions

- Dr. Russell Sanna, Executive Director for the National Center for Responsible Gaming (NCRG), gave an in-person presentation at the recent AGEM monthly meeting. His overview included the important work carried out by the center to provide information and ground-breaking research undertaken by leading academics that helps policy makers to make better decisions. The scientific-based research is helping to increase awareness among the gaming industry by educating employees and patrons about problem gaming and responsible gaming. AGEM is a major supporter of the center through annual contributions as well as raising money from the AGEM-AGA Golf Classic. Over the past 19 years, the event has managed to raise an astonishing \$2.7 million for this very worthwhile cause.
- As part of AGEM's support for education initiatives, members approved an annual contribution of \$10,000 for Nevada State College students and the Visual Media Department. The focus of the college is to help educate youth in areas of need in Nevada and help them to get jobs in the community. Graduates from the visual media programme can find careers in a variety of industries, including gaming creation, film and graphic design.
- Macau's Gaming Inspection and Coordination Bureau, known as the DICJ, recently
 published new language that significantly affects suppliers and test labs. Some of the
 key proposed amendments suggest only companies incorporated in Macau will be
 allowed to sell gaming machines, equipment and systems and will not be allowed to
 operate from branch offices outside of the region. Similar changes will also affect
 independent testing labs and gaming suppliers in general.
- The Ist National Convention On The Gaming Industry, took place recently in Mexico City from October 17-18. Hosted by trade associations AIEJA, APPJSAC and AGEM and regulatory agency SEGOB, the event was well attended and proved a great forum to discuss issues that affect the region. Many of the sessions were completely full and illustrated that by working together, the industry can achieve good things. Due to the success of the event, it is likely it will be held again, but the date may change so that it's not straight after G2E.
- AGEM welcomed three new members at the November Board meeting, taking the membership to 156 companies across 24 countries. Bronze members are DR Gaming Technology, based in Belgium and a global supplier of integrated casino management solutions for the gaming industry, and Jackpot Digital, based in Vancouver, Canada, and developers of leading electronic table games and mobile games for casinos, cruise ships and online operators. New Associate Member Shenzhen General Lottery Technology (Genlot) is a provider of goods and services to the Chinese lottery.

Events and Activities

• AGEM members approved a \$5,000 contribution to the Western Indian Gaming Conference, which will take place from February 6-8, at Harrah's Southern California. AGEM has supported this important event for numerous years which sees representatives from all the California gaming tribes attend.

AGEM INDEX

The AGEM Index experienced significant gains for the second month in a row during October 2017. The composite index closed the month at 475.35 points, a gain of 17.44 points or 3.81 percent, when compared to September 2017. The AGEM Index reported a year-over-year increase for the 25th consecutive month and has climbed 153.45 points, or 47.67 percent, since October 2016. During the latest period, seven of the 12 global gaming equipment manufacturers reported month-to-month increases in stock price. One manufacturer saw no change in its stock price, while four manufacturers reported decreases in stock price during the month, with one posting double-digit declines

AGEM	Exchange: Symbol (Currency)	Stock Price At Month End			Percent Change			Index	
		Oct-17	Sep-17	0ct-16	Prior Per	iod	Prior Ye	ar	Contribution
Agilysys	Nasdaq: AGYS (US\$)	12.27	11.95	9.65	2.68	0	27.15	0	0.10
Ainsworth Game Technology	ASX: AGI (AU\$)	2.28	2.55	1.78	(10.59)	U	28.45	0	(1.00)
Aristocrat Leisure Limited	ASX: ALL (AU\$)	23.55	21.00	14.82	12.14	0	58.87	0	14.90
Astro Corp.	Taiwan: 3064 (NT\$)	13.60	15.05	27.85	(9.63)	0	(51.17)	0	(0.04)
Crane Co.	NYSE: CR (US\$)	83.12	79.99	66.82	3.91	0	24.40	0	2.63
Everi Holdings Inc.	NYSE: EVRI (US\$)	8.29	7.59	2.01	9.22	0	312.44	0	0.69
Galaxy Gaming Inc.	OTCMKTS: GLXZ (US\$)	1.17	1.17	0.52		0	125.00	0	
Gaming Partners International	Nasdaq: GPIC (US\$)	11.00	10.76	10.29	2.23	0	6.94	0	0.03
International Game Technology PLC	NYSE: IGT (US\$)	23.50	24.55	27.67	(4.28)	U	(15.07)	0	(2.77)
Konami Corp.	TYO: 9766 (¥)	5,500	5,410	4,145	1.66	0	32.69	0	0.69
Scientific Games Corporation	Nasdaq: SGMS (US\$)	47.60	45.85	12.40	3.82	0	283.87	0	2.21
Transact Technologies	Nasdaq: TACT (US\$)	9.50	9.75	7.20	(2.56)	U	31.94	0	(0.02)
						Cha	ange in Index	Value	17.44
					AGEM Index	Value	: September	2017	457.91
					AGEM In	dex Va	lue: October :	2017	475.35



AGEM is an international trade association representing manufacturers of electronic gaming devices, systems, lotteries and components for the gaming industry. The Association works to further the interests of gaming equipment manufacturers throughout the world. Through political action, tradeshow partnerships, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization. Together, AGEM and its member organisations have assisted regulatory commissions and participated in the legislative process to solve problems and create a positive business environment.

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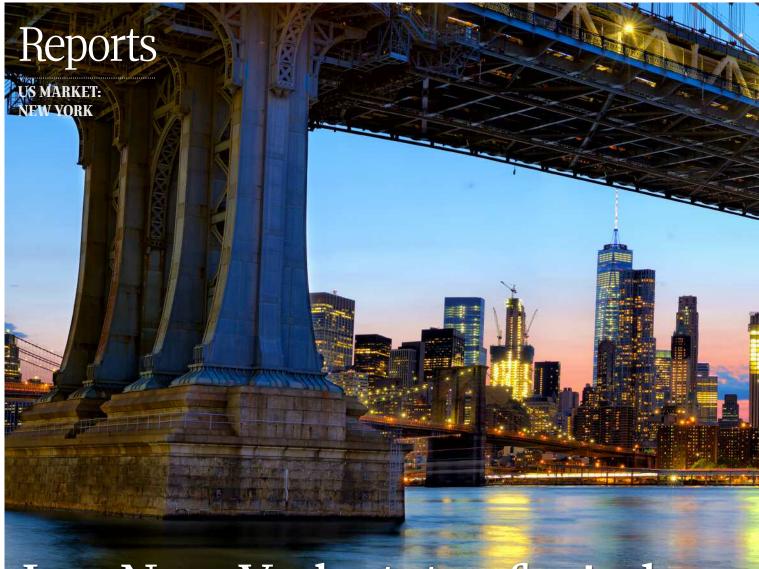
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In a New York state of mind

The approval of commercial casino gaming in 2013 changed the landscape of gaming not only in New York state, but across neighbouring states, impacting greatly on Atlantic City. We look at the scale of change in the last four years and what's still to come

Historically New York's gambling laws limited gaming to casinos on Indian reservations and horse race-betting. Way back in 1894 gambling was prohibited until 1939 when pari-mutuel betting on horse racing was introduced. Charitable bingo followed in 1957 and in 1966 the state lottery was introduced run by the New York Lottery.

In 1993 New York entered an agreement with the Oneida Indian Nation and the Turning Stone Casino opened this was followed by the other Indian gaming casinos which opened over the next few years.

In 2001 legislation authorised VLT gaming at nine horse racing facilities and in 2004 the first Racino opened at the Saratoga Raceway. Today there are nine VLT facilities, five tribal class III casinos and three tribal class II facilities.

Then back in 2013 voters approved an amendment and the Upstate New York Gaming and Economic Gaming Act was signed which permitted four non Tribal commercial gaming resort casinos in Upstate New York with the aim of boosting economic development, creating jobs and adding revenue for the state.

The Upstate tourism industry is an important part of the economy and aims to attract non New York residents and bring Downstate New Yorkers Upstate. A bidding process was introduced and owners were selected on merit.

In 2015 background and suitability checks were

completed on three selected applicants and licences were awarded to: Del Lago Resort and Casino, Montreign Resort Casino and Rivers Casino and Resort at Mohawk Harbor.

Under the law the casinos had to open within two years of the date of receiving their licences and licences are issued for a period of 10 years initially with renewals.

Meanwhile the licensing process was re-opened for the Southern Tier area after an unsuccessful bid for the Southern Tier licence in 2014. Tioga Downs Casino Racing and Entertainment led a campaign to re-open the bidding process to allow for the award of one additional licence to the Southern Tier. The request was granted and following a second successful bidding process Tioga Downs was granted a full gaming licence.



The casino opened in December 2016 and it has 940 slots and 30 tables and 12 poker tables. The work continues and there will also be a 161 room hotel opening plus golf course, spa, restaurant, events and convention centre at the location. Tioga Downs is a harness racetrack which already offered gaming and entertainment. The Tioga Downs casino saw total credits played for the month of May 2017 of \$70.6m with a Slot and ETG GGR of \$5.1m.

Meanwhile the Rivers Casino & Resort at Mohawk Harbour opened in February 2017. It has been developed by RushStreet Gaming, founded by Neil Bluhm and Greg Carlin who have three casino operations in Pittsburgh, Philadelphia and Des Plaines.

The Rivers Resorts in Schenectady houses 1,150 slots and 67 table games and a poker room. There is dining and entertainment facilities plus a 165 room hotel and spa and the whole project cost \$330m.

The Del Lago Resort and Casino is located in Waterloo, Seneca County and opened its doors at the beginning of 2017 also. It is a partnership with Rochester based Wilmorite Inc and Peninsula Pacific which comprises of the team from Peninsula Gaming which manages regional

COMMERCIAL CASINOS GGR FOR MONTH OF MAY 2017

MAY 2017 GGR	DEL LAGO	TIOGA DOWNS	RIVERS CASINO
SLOTS & ETG			
No. of Slots & ETG	1,967	944	1,150
Credits Played	\$126.2m	\$70.7m	\$80.4m
Slot&ETG GGR	\$9.1m	\$5.1m	\$6.6m
TABLES			
No of tables	85	30	67
Table drop	\$15.9m	\$3.8m	\$18.5m
Table GGR	\$3.4m	\$801,808	\$48,580
POKER			
No. of tables	12	12	16
Poker GGR	\$213,931	\$85,057	\$561,790
TOTAL GGR	\$12.7m	\$5.9m	\$10.8m

casinos in five states. JNB Gaming manages the casino. The resort is a \$440m project and aims to act as a gateway to the Finger Lakes regions

In July the hotel and spa then opened which also features a 3,700sq.ft banquet facility and The

Sociale Café and Bar. The 14,000 sq.ft spa offers various treatments. The hotel is six stories high and features 205 rooms, business centre and fitness area. The casino is 94,000sq.ft in size and features 1,980 slot machines and 99 table games including 14 poker tables. It is anticipated that

Reports

US MARKET: NEW YORK

RACETRACK CASINOS

VIDEO LOTTERY TERMINALS 17,000

VLT GGR \$1.98bn

RACETRACK HANDLE \$591.1m

TRIBAL CASINOS

TRIBAL SLOTS

TRIBAL TABLES

COMMERCIAL CASINOS 3 currently open

4.000

COMMERCIAL TABLES

this resort will attract some 3.2m visitors per year.

Meanwhile a third casino, Resorts World Catskill is owned by Montreign Operating Company which is an indirect wholly owned subsidiary of Empire Resorts which also operates the Monticello Casino and Raceway. Empire has been operating in the Catskills since 1993. The property is located in the Catskill Mountains and will include an 18 storey casino, hotel and entertainment complex with a 100,000sq.ft gaming area with 130 table games, 2,150 slot machines, poker room and private gaming salons. There will be 332 all suite luxury rooms including 12 penthouse suites, eight garden suites and seven two storey villas, two pools and spa and fitness centre. The entertainment village will open in 2018 and in spring 2019 an 18 hole golf course will be added.

It is anticipated that the four Upstate casinos



will generate \$325m in gaming revenue for the state plus \$65m for localities and \$260m for public education programmes.

RACE TRACK CASINOS

Meanwhile Licensed horse and harness racing is legal plus off track pari-mutuel wagering at licensed facilities in the state.

The New York State Gaming Commission regulates all aspects of gaming including horse racing, pari-mutuel betting, Class III Indian

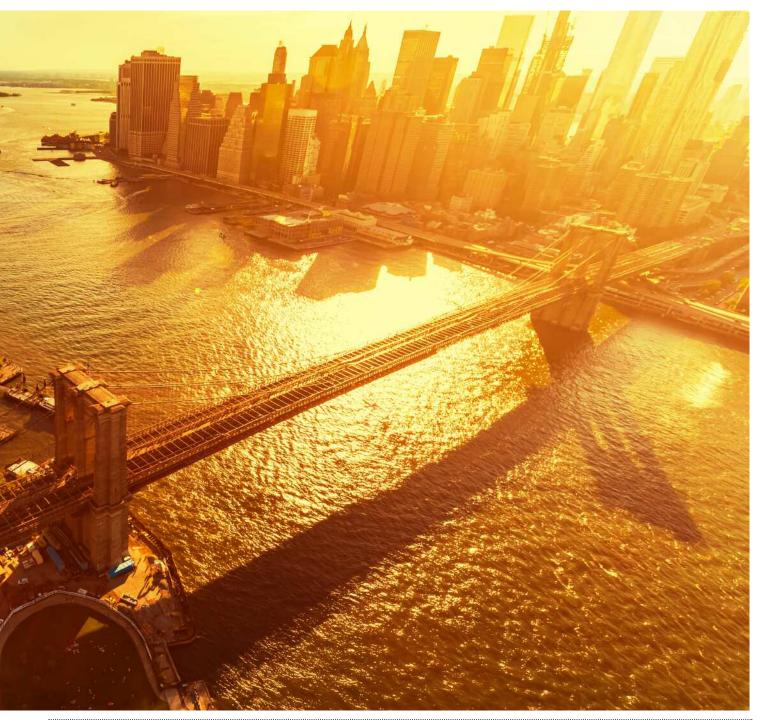
There are currently nine Racetrack casinos with VLT and Electronic Table Game devices. The sector now pays out among the highest purses in the nation and the racetrack sector revenue has soared with purses at seven harness tracks tripling over the past 14 years. Gaming, the state lottery, VLTs and charitable gaming. The commission was created in 2012 and the law merged the New York State Racing and Wagering Board with the New York State Division of Lottery into a single agency.

New York saw a growth in its gaming revenues in 2015 which were up 2.8 per cent to a total of \$1.95bn with \$888.3m in tax receipts.

New York legalised gambling back in 2001 and the first casino opened in 2004. Prior to this point New York's racetracks payout outs were among the lowest prizes in the nation and many of the tracks were struggling.

There are currently nine Racetrack casinos with VLT and Electronic Table Game devices. The sector now pays out among the highest purses in the nation and the racetrack sector revenue has soared with purses at seven harness tracks tripling over the past 14 years.

The gaming revenues supports the racetrack industry providing around \$245m in 2015



RACETRACK/CASINO DATA 2015 RACETRACK ATTENDAN

RACETRACK	ATTENDANCE 2015	TOTAL HANDLE 2015	CASINO
Thoroughbred Tracks		\$724,8m	
Saratoga Race course	1,180,076	\$157.4m	-
Belmont Park	632,448	\$212.9m	-
Aqueduct/Resorts World	427,280	\$295.8m	Resorts World & Nassau OTB
Fingerlakes	104,292	\$58.5m	Fingerlakes Casino
Harness Tracks		\$159.5m	
Saratoga Raceway	*	\$40.8m	Saratoga Casino
Yonkers Raceway	26,786	\$85.4m	Empire City Casino
Vernon Downs	94,029	\$9.8m	Vernon Downs Casino
Buffalo Raceway, Fairgrounds	*	\$8.0m	Hamburg Gaming
Batavia Downs	196,165	\$4.9m	Batavia Downs Gaming
Monticello Raceway	33,169	\$5.9m	Monticello Casino
Tioga Downs	54,312	\$4.3m	Tioga Downs Casino
TOTAL	2,748,558	\$884.3m	



There are 1,790 ETG seats state wide. New win per day per machines has dropped to \$508 with a total ETG net win of \$331.7m compared to \$305.5m in 2014. In 2015 Electronic Blackjack was introduced and by end 2015 there were 418 games in New York

towards racing and breeding. The sector support 3,540 full time jobs and another 1,600 additional jobs.

Horse racing and pari-mutuel wagering in New York is regulated by the Gaming Commission and there are 11 racetracks in total offering both thoroughbred and standardbred horse racing with four thoroughbred tracks and seven harness tracks in the state.

The total handle at New York state racetracks in 2015 for the Horse racing sector was \$884.3m divided between \$540.7m for simulcast racing and \$343.6m for live handle. The thoroughbred tracks were responsible for \$724.8m and harness \$159.5m. Total New York State OTB handle on all tracks amounted to \$591.1m bringing a complete total of \$1.4bn.

There were a total of 3,568 thoroughbred races in 2015 with an average purse of \$51,644 whilst there were 10,556 harness races and an average purse of \$11,052. Bettors can wager on races remotely via the state's five off track betting offices whilst the tracks also feature simulcast wagering.

Capital District OTB which has 42 branches and 30 EZ Bet locations throughout the state. They also offer the OTB Parlour – a Clubhouse RaceBook in Albany with dining, horse racing, simulcast racing and sports. The facility has 240 TVs showing racing and sports all day, 140 individual carrels and 35 self service betting terminals.

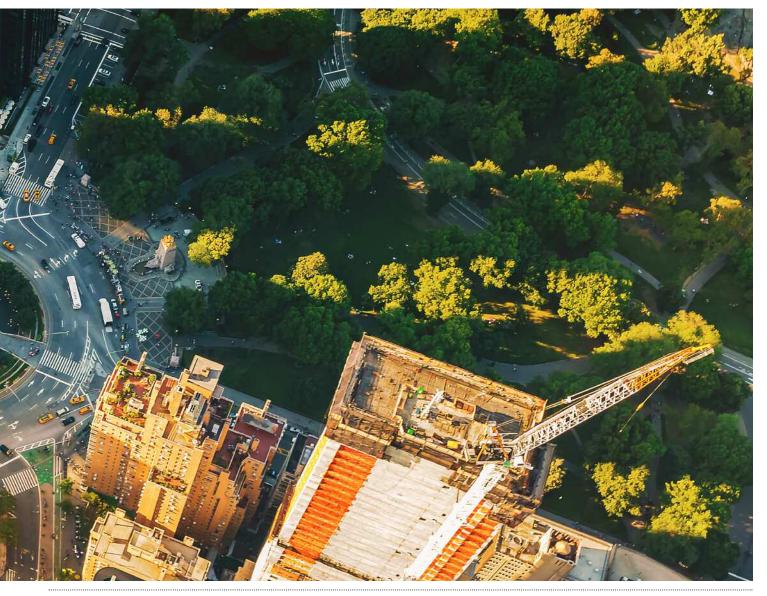
Catskill OTB has been operating since 1976 and offers more than 30 full branch betting shops plus in partnership with local restaurants and sports bar. They also provide online wagering via Interbets.com

Suffolk Regional OTB has six branches and 33 Qwik Bet locations. In February 2017 Jake's 58 Hotel and Casino opened in Islandia at the Suffolk OTB facility in a bid to help the OTB get out of \$15m worth of debt. It is operated by Delaware North on Long Island featuring 1,000 VLTs and EGTs and apparently is generating \$800 a day from its slots. It is located at the 227 room hotel formerly known as Islandia Marriott and opened after years of long debates over its location. Nassau Downs OTB faced similar opposition for its mini casino before it opted for a revenue share agreement in exchange for transferring its rights to the 1,000 slots machines to Resorts World Casinos. There are penny slots and a high limit room with bets up to \$25 and ETG plus bar, 'grab and go' restaurant and bistro. Apparently it's pulling in around \$800 in daily earnings and is becoming the most successful VLT facility in New York.

Suffolk OTB filed for bankruptcy protection in 2012 and have pinned their fiscal solvency on the casino. The casino is permitted 1,000 maximum machines.

Nassau Downs OTB opened its doors in 1975 in Hempstead. In 2004 it made history by opening the Race Palace, an upscale racing tele-theatre with a 20 foot video wall, dining and bars. There are six branches plus a network of restaurant locations and Fast Track betting options or online. Nassau OTB now operates a mini casino at Resorts World.

Western Regional OTB offers around 30 EZ Bet locations and 18 OTB branches.



VLT GAMING FACILITY FIGURES. DATA: APRIL 2016-MARCH 2017

CASINO	CREDITS PLAYED	NET WIN	NO. OF VGMS	WIN VGM PER DAY
Sarataga Cacina Hotal	\$2,41bn	\$164m	1.712	\$266
Saratoga Casino Hotel Finger Lakes	\$1.78bn	\$125m	1,712	\$200
Hamburg Gaming	\$862.2m	\$64.2m	940	\$186
Batavia Downs	\$721.9m	\$53.5m	798	\$183
Monticello Casino	\$894.8m	\$59.9m	1,110	\$150
Tioga Downs*	\$817.5m	\$57.9m	795	\$204
Empire City	\$9.5bn	\$592.1m	5,277	\$309
Vernon Downs	\$485.4m	\$36.2m	767	\$131
Resorts World	\$17.1bn	\$786.4m	5,358	\$404
Nassau OTB**	\$2.7m	\$67.6m	460	\$859
Nassau OTB**	\$2.7m	\$67.6m	460	\$859

* 2015/16 figures. ** Located at Resorts World. Opened Oct. 2016 so figures for Oct 2016–March 2017.

Meanwhile the race tracks include New York Racing Association (NYRA) operated tracks – Aqueduct Racetrack, Belmont Park and Saratoga Downs – plus Batavia Downs, Buffalo Raceway, Finger Lakes, Monticello, Saratoga Raceway, Tioga Downs, Vernon Downs and Yonkers.

THE LOTTERY AND VLTS

The lottery sector saw combined sales and net win from traditional lottery and VLTs in 2016 of \$9.68bn a slight drop from 2015 figures of \$9.69bn. Some \$3.27bn was handed over in education contributions.

The traditional lottery sector saw \$7.67bn in

sales and there are various games run by the New York Lottery including Jackpot Games: Mega Millions with total sales of \$284.6m, PowerBall with total sales of \$348.6m, Cash4Life with total sales of \$89.3m and New York lotto with sales of \$76.1m plus there are five daily games and scratch off games.

Meanwhile the VLT gaming facilities sector saw revenues of \$1.99bn in 2016 which came from the nine racetrack casinos. This was the Net Win figures taken from \$37bn in credits played and \$35bn won.

VLT operations began in 2004 at the Saratoga

Gaming and Raceway in Saratoga Springs and today there are nine gaming facilities.

By 2013 there were 17,213 VLTs in the state and revenues have seen a 2.4 per cent increase against 2014 figures. All VLT facilities saw a year on growth except for Vernon Downs with a net win decrease of 5.9 per cent.

There are 1,790 ETG seats state wide although the new win per day per machines has dropped to \$508 with a total ETG net win of \$331.7m compared to \$305.5m in 2014. In 2015 Electronic Blackjack was introduced and by end 2015 there were 418 games across the state.



Batavia Downs is the oldest lighted harness track in North America and opened in 1940. It is owned by Western Regional Off Track Betting Corporation and the gaming facility began in 2005 and offers gaming and racing with over 800 machines and harness racing. The hotel has 84 guest rooms.

Resorts World also began to convert unused food outlets into gaming spaces and this meant an additional 313 machines were added bringing a total of 5,313 slots.

The Racetrack casinos are:

Saratoga Casino Hotel dates back to 1941 when the first harness racing began whilst the gaming facility opened in 2004. There is a 117 room hotel with meeting space, pool, restaurants. The casino holds 1,700 slots and electronic table games plus live harness and simulcast wagering and entertainment. The casino saw \$2.4bn credits plaved 2016/17 with a net win in 2016 of 164m.

Empire City Casino at Yonkers Raceway opened in 2006 and has 5,300 slots and electronic table games plus restaurants, live entertainment and racing five nights a week. The racetrack was founded in 1899 as the Empire City Trotting Club and in 1972 the raceway was acquired by the Rooney Family. When VLTs were introduced in 2001 the raceway closed in 2005 to construct a gaming area and it was re-opened a year later. Credits played in 2016/17 amounted to \$9.5bn with a net win of \$592.1m. 2011 at Aqueduct Racetrack and is operated by the Genting Group. There are over 5,350 slots and electronic table games plus high limit rooms. The casino saw total credits played in 2016/17 of \$17.1bn with a net win of \$786.4m. In October 2016 the Nassau OTB was added to the location

Monticello Casino & Raceway is located 90 minutes from New York City and offers 40,000sq.ft of gaming area and 1,000 machines. Total credits played last year amounted to \$894.8m with a net win of \$59.9m. Monticello Raceway opened in 1958 and added its slot facility in 2004 and a \$34m renovation project was undertaken to include the casino.

The casino is operated by Monticello Raceway Management which is a subsidiary of Empire Resorts. Empire via is subsidiary Montreign Operating Company is the name behind the new commercial casino. In 2013 the town of Thompson approved a multiphase development plan to move the Monticello Casino and Raceway to the Concord Resort site in the Catskills.

Hamburg Gaming and Buffalo Raceway at the

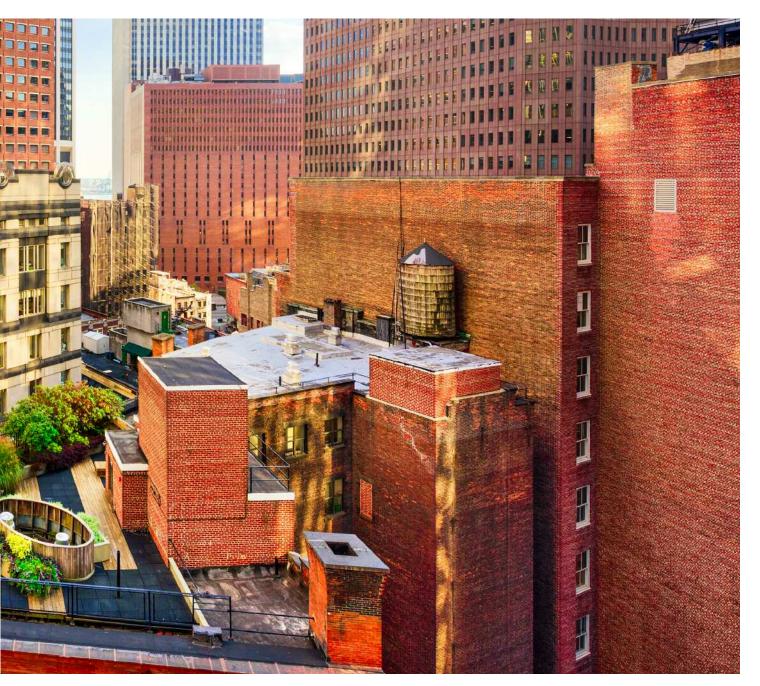
Fairgrounds opened in 2004 and is operated by Delaware North and has a 55,000sq.ft gaming floor with 940 gaming machines. The racetrack dates back to 1942 and Buffalo Raceway became a harness racing fixture in the 1960s. Last year the total credits amounted to \$862.2m with a net win of \$64.2m.

Batavia Downs is the oldest lighted harness track in North America and opened in 1940. It is owned by Western Regional Off Track Betting Corporation and the gaming facility began in 2005 and offers gaming and racing with over 800 machines and harness racing. The hotel has 84 guest rooms. Total credits last year were \$721.9m with a net win in 2016 of \$53.5m.

Finger Lakes Gaming & Racetrack casino also opened in 2004 in Farmington and is operated by Delaware North Companies and offers 1,500 gaming machines and tables in a 44,000sq.ft gaming floor and 160 live thoroughbred racing days per year. The racetrack originally opened in 1962. The casino saw total credits of \$1.78bn last year with a net win 2016 of \$\$125m.

Vernon Downs Casino opened in 2006 and is in Central New York offering harness racing. The

Resorts World Casino, New York City opened in



casino has 767 gaming machines whilst the hotel offers pool, meeting rooms, dining and entertainment. Total credits played 2016/17 amounted to \$485.4m with a net win in 2016 of \$36.2m. It is owned by American Racing and Entertainment (real estate executive and racing enthusiast Jeffrey Gural).

Tioga Downs Casino is owned by American Racing and Entertainment and located in the heart of the Southern Tier and has 950 slots. The Tioga Downs was originally a quarterhorse track which opened back in 1976 and was known as Tioga Park. It closed after its third season due to losses. Jeffrey Gural bought the park for \$32m in 2005 after slots were approved and it re-opened in 2006 offering harness racing, simulcast betting and VLTs. Tioga Downs has since received a licence for a commercial casino.

TRIBAL GAMING

In 1988 Indian Gaming arrived when the Congress passed the Indian Gaming Regulatory Act enabling Indian tribes to conduct gaming activities. In New York three tribes operate five Class III gaming facilities in the state and three class II gaming facilities. The five Class III casinos are: Turning Stone Casino and Resort is operated by the Oneida Indian Nation and was the first casino to open in New York back in 1993. T

he resort is 3,400 acres and offers golf, entertainment, accommodation and spa facilities alongside its gaming. The casino offers 2,000 slots and table games plus bingo, poker room and keno. The resort sees around 4.5 million visitors a year.

Akwesasne Mohawk Casino is operated by the St Regis Mohawks which opened in 1999. The casino has 1,600 slots and 30 table games plus a 500 seat bingo hall. The hotel offers spa facilities, restaurants and entertainment.

Seneca Niagara Casino & Hotel by Seneca Nation opened in 2002 and is one of three casinos operated by the Seneca Nation of Indians.

The 26 storey hotel opened in 2005 and has 604 rooms, 10 restaurants, eight shops and a gaming floor of 147,000 sq.ft, and more than 3,600 slots and 90 table games, plus live poker, keno, spa, meeting facilities and entertainment. The resort sees more than eight million visitors each year.

Seneca Allegany Resort and Casino is also operated by the Seneca Nation and this opened in 2004 and is located in the Southern Tier region near the Allegheny Mountains on the Pennsylvanian border.

There are 1,800 slots here plus 33 tables in the 68,000 sq.ft casino. There is a 413 room 11 storey hotel which opened in 2007 and events centre plus restaurants. The resort sees around three million visitors annually.

The third Seneca Nation venue is Seneca Buffalo Creek Casino which was opened in 2007 in downtown Buffalo. It has a 67,000 sq.ft gaming floor with 800 slots and 22 table games. The Stixx Sports Bar offers 12 big screens for sporting events. In 2016 the Seneca Nation broke ground for a \$40m expansion of this casino and the group added a two storey casino building adding 28,500sq.ft on each level. They added an additional 250 slots and 30 table games and high limit room and performance stage for the sports bar plus retail space whilst the WD Bar & Grill was refurbished On the second floor is new retail space and dining area. The casino sees around three million visitors annually.



Although Nevada's gaming sector has higher revenues, according to the American Gaming Association, in 2015 no state received more direct gaming tax revenue from its casino sector than Pennsylvania. The state has 12 casinos and they are taxed at a rate of 55 per cent on slot machine revenue which is one of the highest gaming tax rates in the country.

In 2015 Pennsylvania saw its highest gaming revenues to date after a decline two years previously when the market saw a slump mainly down to new casinos opening up in Ohio and Maryland. Legislation for gambling began in 2004 and the first casino opened in 2007.

Slot machines pay 55 per cent tax which then goes to the state gaming fund (34 per cent), horse racing industry (12 per cent), economic development (five per cent) and local and county governments (four per cent). Table games pay 16 per cent tax divided between the general fund (14 per cent) and local county municipalities (two per cent).

In 2015/16 total GGR for casinos was \$3.1bn divided between terminal revenues for slots in

casinos of \$2.3bn and a GGR for table games of \$839.1m. In 2015/16 total gaming tax revenue amounted to \$1.4bn.

The sector is governed by the Pennsylvania Gaming Control Board which was established in 2004 when gambling was introduced. It is guided by the Pennsylvania Race Horse Development and Gaming Act

There are 10 stand alone casinos (including six at the horse racing tracks) and two resort casinos in Pennsylvania and the sector employs over 18,000 people.

Table games were added to the gambling mix in Pennsylvania in 2010 and there is now talk to legalise and regulate internet gambling. At the moment the state receives around \$100m in revenue from online gaming, mostly in licence application fees.

The casinos are:

Presque Isle Downs in Erie is a Thoroughbred Racetrack and Casino has more than 1,500 slots and 42 table games, poker and entertainment and dining. The casino is operated by ElDorado Resorts which owns 19 properties in 10 states. The casino opened back in 2007 and was refurbished in 2015.

Mohegan Sun Pocono Casino in the hillside of Plains is a harness race track with 82,000sq.ft of gaming space. It is one of the biggest gaming destinations in the region which opened in 2006



SugarHouse Casino in Philadelphia is the city centre's only casino and a recent \$164m expansion saw new facilities added such as six new restaurants, event space and more parking. The casino opened in 2010 and features 1,890 slots, 103 table games and 28 poker tables. The casino is operated by Rush Street Gaming Properties which also has casinos in Chicago and Pittsburgh.

and easy access to New Jersey, Delaware, New York and Philadelphia. The venue offers 134 race days with 12–16 races per night plus simulcast wagering. The hotel and spa on site has 238 rooms. It is operated by the Mohegan Tribe with 91 tables and 2,332 slots.

Mount Airy Casino in Mount Pocono is a standalone casino with golf resort and hotel which opened in 2007. The casino is open 24/7 and has over 1,800 slots and 80 table games in northern Pennsylvania.

Sands Casino Resort in Bethlehem is a standalone casino which opened in 2009 by the Las Vegas Sands group on a 126 acre site on the former Bethlehem Steel plant. The casino has over 3,000 slots and 207 table games.

Parx Casino in Bensalem is a thoroughbred race track casino with 3,500 slots and 175 table games plus an 80 table poker room in a total of

200,000 sq.ft of gaming. It is operated by Greenwood Gaming and Entertainment and just 20 minutes from Philadelphia.

SugarHouse Casino in Philadelphia is the city centre's only casino and a recent \$164m expansion saw new facilities added such as six new restaurants, event space and more parking. The casino opened in 2010 and features 1,890 slots, 103 table games and 28 poker tables. The casino is operated by Rush Street Gaming Properties which also has casinos in Chicago and Pittsburgh.

Harrah's Casino is in Chester, next door to Philadelphia and operated by Caesars Entertainment. There is 100,000sq.ft of gaming area with 2,800 slots and over 100 tables including a high limit area. It is located at the Harrah's Philadelphia Racetrack with live and simulcast racing plus shows and entertainment and restaurant facilities. Valley Forge Casino in King of Prussia is the region's only full amenity gaming resort casino and offers 40,000 sq.ft of gaming with 600 slots and 50 table games. It opened in 2012 and there is live entertainment and nine dining options, pool, beach and hotel with 485 rooms plus conference facilities.

Hollywood Casino in Grantville is a thoroughbred racetrack casino operated by Penn National which offers live and simulcast tracing and dining. There are over 2,450 slots and 56 table games and 16 poker tables. It opened in 2008 by Penn National also operates the two off track wagering facilities in Pennsylvania in Lancaster and York plus the Plainridge Park Casino in Massachusetts and a number of casinos and racetracks in other states.

Lady Luck Casino in Nemacolin Woodlands Resort in Farmington in western Pennsylvania is a family vacation destination located on 2,000



The Game Act requires each casino offering live racing to invest at least \$5m over an initial five year period after a slot machine licence is granted and at least \$250,000 per year for five years after for improvement and maintenance of the racetrack facilities. At the moment five of the six racetrack casinos do this, bar Harrah's which is not required to invest until its 10th year after completion of initial construction of the racetrack.

acres in the mountains with 318 rooms from guestrooms to luxury homes. It is also operated by ElDorado Resorts who have the Presque Isle Downs casino. The casino has almost 600 slots and 29 table games plus dining facilities plus a Play4Fun online casino. It is the newest casino and opened in 2013.

The Meadows Casino is in Washington and is a harness racetrack casino with live and simulcast racing which opened in 2007. The casino offers over 3,000 slots, 68 table games and 14 poker tables and is one of the largest casinos on the East Coast. It is operated by Pinnacle Entertainment which has nine other properties across the US.

Rivers Casino in Pittsburgh is a standalone casino operated by Rush Street Gaming Properties which also has the SugarHouse Casino plus two other casinos in Chicago and New York. The casino opened in 2009 has almost 2,900 slots including 200 video poker machines, 120 table games including 30 poker tables plus dining and entertainment. The company has submitted proposals to build a \$51.5m hotel which will connect the casino and will be seven storeys high with 221 rooms. Developers say the hotel will increase state and local taxes by six percent and in 2015 the casino alone generated \$180.7m in tax revenue.

RACE TRACK GAMING

The Pennsylvania Race Horse Development and Gaming Act states that limited gaming is to positively assist the state's horse racing industry and support programmes for horse breeding, funding and benefits The statue was created by the Pennsylvania Race Horse Development Fund which is funded by a portion of GGR from the slots in casinos. The Game Act requires each casino offering live racing to invest at least \$5m over an initial five year period after a slot machine licence is granted and at least \$250,000 per year for five years after for improvement and maintenance of the racetrack facilities. At the moment five of the six racetrack casinos do this, bar Harrah's which is not required to invest until its 10th year after completion of initial construction of the racetrack.

There have been huge investments. The casinos have invested more than \$70m since 2006 to improve the infrastructure of the racetracks.

In 2016 around 10 per cent of revenue from slots was given to The Fund which amounted to \$245m. The Fund has invested more than \$70m in recent years in new and renovated racing facilities.



CASINO REVENUES AND DATA 2016

CASINO	SLOTS	TABLES	GGR TABLES	GGR SLOTS
Mohegan Sun Pocono	2,332	91	\$45.6m	\$221.7m
Parx Casino	3,504	175	\$155m	\$388.2m
Harrah's Philadelphia	2,800	107	\$67.8m	\$215m
Presque Isle Downs	1,580	40	\$14m	\$118.2m
Meadows Casino	3,172	82	\$32m	\$225.9m
Mount Airy Casino	1,868	81	\$45.3m	\$143.5m
Hollywood Casino	2,397	73	\$33.5m	\$213.9m
Sands Casino	3,013	207	\$228.1m	\$305.3m
Rivers Casino	2,877	120	\$70.6m	\$272m
SugarHouse Casino	1,894	132	\$104.7m	\$177m
Valley Forge Casino	600	50	\$36.8m	\$77.3m
Lady Luck	597	29	\$5.1m	\$29.9m
TOTAL	26,634	1,187	\$839.1m	\$2.3bn

More than 18,000 horses raced in the state last year and it's a fairly big business. Live racing handle has increased by 17 per cent since Pennsylvania saw slot machine gaming arrive in 2006. This can be attributed to the opening of two new racetrack properties whilst wagering also increased.

However take is down over the last three years with \$681m wagered on races in the state last year which is a six per cent decrease on the previous year. The biggest challenge is creating a new fan base and increasing popularity of an improved racing product. Attendance has fluctuated and although operators have been organising more 'big events' in recent years there is still a drop. There are now of course alternative forms of entertainment available. In the past the only option to place a wager was to visit the racetrack. Now with online gaming and mobile services it is easier. Attendance between 2016 and 2015 saw a five per cent decrease with 731,625 visitors in 2016 to the racetracks. The number of racing days has declined over the last four years although the industry must schedule a minimum number of races days and live races per year.

Revenue generated from slot machines at the racetracks accounted for 87 per cent of all purses earned in 2016. Of the \$168m total purse in 2016 \$145.4m came from slots and \$22.6m came from handle.

Live Racing Handle saw a total of \$681.4m (total

Reports

US MARKET: PENNSYLVANIA

CASINOS 12
SLOTS 26,634
TABLES 1,187
SLOTS GGR €2.3bn
TABLES GGR \$839.1m
TOTAL CASINO GGR \$3.17bn
TAX REVENUE \$1.4bn
EMPLOYEES 17,600

live handle) in 2016 of which \$27.4m was from on-track total, \$6.3m from phone/internet wagering and \$6.2m from off-track betting. The majority (91 per cent) of revenues (\$620.1m) came from out of state betting simulcast wagering whilst \$21.2m came from instate simulcast wagering

Off track wagering has dropped due to declining interest in simulcast wagering whilst the number of off track wagering facilities has dropped from 23 to 10 now in operation.

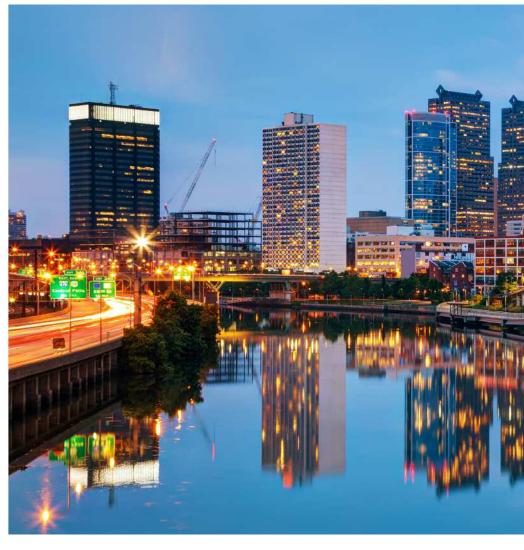
In June 2017 the Pennsylvania House lawmaker approved the House Bill 271 which is expected to generate more revenue if it goes ahead to help with the state's deficit problems.

The bill seeks to introduce casino gambling to airports and slots in the 8,000 single sites/establishments whilst also regulating the online gambling and Fantasy Sports contests.

The bill includes plans to allow up to 40,000 video gaming terminals in liquor stores including bars, bowling alleys and truck stops although this idea has been met with opposition from the casino operators and has few fans generally. This idea derailed a 2016 gambling expansion plan and could see a similar effect this time.

The bill includes:

• Regulation of Fantasy Sports Contests for over 18s. Operators would pay 19 percent tax on revenue and five year licences would cost



\$50,000 with annual renewals of around \$5,000 or 7.5 per cent of annual revenue whichever is less.

- Online gaming regulation with over 21 limit with 16 per cent tax on GGR paid weekly by operators plus three per cent local share assessment.
- Liquor establishments could operate five or 10 VGTs (truck stops) with a state wide cap of 40,000. Operators would pay 37.5 per cent tax plus a four per cent local share assessment.
- The 12 casinos would be able to launch online gambling operations with a 16 per cent tax rate with an extra three per cent local share assessment. Casinos would pay \$8m for an online licence whilst casino technology vendors could face \$2m fees.
- Pennsylvania Lottery would be allowed to provide online draw ticket sales as well as instant lottery games so long as they don't resemble slots or table games.
- Interactive gaming would be permitted at state airports but with a \$5m licence. There are also plans to permit sports betting if federal government lifts its betting prohibition.

Meanwhile the casinos are looking at their resorts and the expansion of restaurants, hotels, stadium gaming and double deck Blackjack is expected in the next year or so in a bid to attract more customers. The gaming offering is one element but the casino operators also want to increase the experience for players by offering more facilities and services.

Rivers Casino in Pittsburgh has hotel plans plus wants to add an Asian restaurant and also received state permission to allow under 21s to attend banquet room events.

Rivers' parent company launched an online gaming platform in New Jersey last year through the SugarHouse brand so the casino is ready if Pennsylvania approves this.

Sands Bethlehem was due to start construction of a \$90m expansion to make it the largest casino in the state but has halted plans whilst it continues with talks with MGM Resorts over selling the casino complex. Sands is the biggest earning casino and sees around nine million visitors a year.

The expansion was for around 100,000sq.ft to add 81 tables and 380 slots and two restaurants. But in January everything stopped amid talks between the two casino giants which may see the casino change hands.

Since Pinnacle Entertainment took over Meadows last year they have also several additions planned including the introduction of stadium gaming, double deck Blackjack and My Choice Plays Club system. Recently they changed the layout of the slot area and added \$2m worth of new machines.



The bill includes plans to allow up to 40,000 video gaming terminals in liquor stores including bars, bowling alleys and truck stops although this idea has been met with opposition from the casino operators and has few fans generally. This idea derailed a 2016 gambling expansion plan and could see a similar effect this time.

RACING HANDLE DATA 2012-2016							
SECTOR	2012	2013	2014	2015	2016		
On Track Handle	\$40.7m	\$37m	\$32.9m	\$30.6m	\$27.4m		
Off Track Handle	\$14.5m	\$11.5m	\$9.8m	\$8.4m	\$6.2m		
Phone/Internet wagering	\$8.1m	\$7.7m	\$9.5m	\$7.7m	\$6.3m		
InState Export	\$33.9m	\$31.6m	\$29.1m	\$25m	\$21.2m		
OutState Export	\$679.6m	\$719.5m	\$683.8m	\$650.2m	\$620.1m		
TOTAL	\$776.9m	\$807.5m	\$764.9m	\$722.1m	\$681.4m		

DATA FOR HORSE RACING SECTOR 2012-2016

SECTOR	2012	2013	2014	2015	2016
Slots Gross Terminal Revenue (GTR)	\$2.47bn	\$2.38bn	\$2.31bn	\$2.36bn	2.36bn
Monies to Horse Development Fund	\$273.7m	\$254.3m	\$242.3m	\$246m	\$244.7m
Average Daily GTR-race days	\$736,259	\$699,579	\$633,021	\$668,318	\$645,927
Average Daily GTR–non race days	\$655,601	\$600,329	\$575,993	\$590,665	\$60,089
Attendance	793,860	800,687	827,048	766,575	731,625
No. of races	11,699	11,478	11,426	10,724	10,384
No. of race days	993	992	977	948	913

LATIN AMERICA FOCUS VIDEO BINGO

Reports

What drives the success of Video Bingo in LATAM

Video bingo is already an integral part of the gaming market in Latin America and its reach in a number of key markets is wide ranging. Although each jurisdiction offers their own distinct set of challenges, from a developer's perspective, Latin America has a lot to offer and a number of companies have been making their presence felt in the video bingo market for some years.

The future looks bright too with developers viewing Latin America as a market for continued growth especially now that the Brazilian market could open up further. In addition, there is video bingo's increasing popularity in other jurisdictions where both traditional bingo and video bingo have already long been established. Here we zero in on some of the most important developments in the key markets in the region and we talk to Johnny Ortiz, founder and President of Zitro in order to see how and why video bingo is having such an impact on the Latin American gaming landscape right now.

The most significant developments are undoubtedly afoot in Brazil where bingo has

been present since 1993 and video bingo has been permitted since 1998. Bingo halls were first allowed in Brazil in 1993 under the so-called "Zico Law." Under the Zico Law, bingo halls were permitted in order to raise tax income for ailing sports clubs. This law was amended in 1998 by the "Pele Law," where in order to raise additional income for sports, bingo halls would be permitted to house slot machine parlors as



annexes to their property.

Bingo halls began to spread quickly and by 2003, there were over 1,000 bingo halls dotted around Brazil many of which were large scale. By 2004, Brazil had around 100 thousand video gaming machines that could be found in thousands of bingo halls throughout the country. However, the legal status of the bingo halls was still uncertain.

This was because although the Zico Law was approved in principle, the legislation as to exactly how bingo halls would be regulated never went through Congress. As a result, the majority of bingo halls remained open due to stays of closure or were granted a license by the local governments where they were located.

In 2004 then President Luiz Inácio Lula da Silva and his party created a commission to look into more fully regulating the sector. However, in the same year the bingo industry became the focal point for one of the worst corruption scandals in Brazil's history when it was discovered that there were links between bingo halls and organised crime. In 2004, Da Silva announced that he intended to close all bingo halls and slot parlors throughout the country. The act was later declared unconstitutional by the Brazilian Senate and a number of bingo halls in Brazil have since then been able to remain open by individual judicial court orders.

CURRENT PROPOSALS

However, the bingo industry in Brazil could soon see a major overhaul as the government seeks to radically change its gaming laws. There are currently two bills being considered in the Brazilian Congress: one in the Chamber of Deputies and the other in the Senate. While both would allow for bingo, the Senate's draft law when it comes to bingo is slightly more restrictive than the bill under consideration in the Chamber of Deputies. As well as permitting large scale casinos both bills specifically address bingo halls and electronic bingo machines.

In the Chamber of Deputies, gaming law would allow for:

- Traditional bingo and electronic bingo. This would come under the supervision of the municipal governments: the administrative divisions of Brazilian states.
- The number of bingo machines on site would depend on the size of the municipality's population.
- Municipalities with up to 50 thousand inhabitants would be able to house a maximum of 300 video bingo machines on site.
- Municipalities with more than 50 thousand inhabitants would be permitted to house a maximum of 500 machines on site.
- Licences would be renewable every twenty years.
- Bingo halls would be permitted at horse racing tracks and football stadiums with a 15 thousand capacity or more.

Reports

LATIN AMERICA FOCUS VIDEO BINGO

• Bingo parlours would by law need to be more than a thousand meters from each other and less than 5 kilometres from the nearest casino.

In the Senate, gaming law would allow for:

- Traditional bingo.
- Video-bingo.
- A maximum of 500 video-bingo machines would be permitted in bingo halls.
- A maximum of one bingo hall would be permitted for every municipality with less than 150 thousand inhabitants.
- The same number of bingo halls would be permitted regardless if the municipality has over 150 thousand inhabitants or not.

LEGAL UNCERTAINTY

Meanwhile the existence of bingo halls in what in many instances amounts to a legal vacuum continues to cause controversy. This has led to yet legal wrangling in local courts leading to some industry insiders to speculate that it could put new gaming legislation off course. This is especially true when it comes to bingo halls in Porto Alegre, the capital of the Brazilian state of Rio Grande do Sul. This is because a number of bingo halls are reopening after local state magistrates ruled in their favour. Magistrates for the local Criminals Appeals Panel have ruled that gaming does not constitute a criminal offense because the 1941 law, which outlawed gambling as part of Brazil's Criminal Contravention Act, violates principles laid out in the 1988 Constitution. The Brazilian constitution was rewritten in 1988 after civilian rule returned to Brazil after more than two decades of military government.

In addition local bingo hall owners are hoping that the provisional measures passed in 2004, which banned bingo halls, have expired. Operators believe that combined the situation could amount to a legal limbo in which they may operate. However, while magistrates have acquitted defendants in a number of cases it does not necessarily mean that bingo halls have been given the green light as there are currently no rules in place, which expressly allow them to do so. In addition, the state Public Prosecution Service has appealed the acquittals to the Federal Supreme Court.

As a result, it is now up to the Federal Supreme Court to decide if gaming is an illicit activity under Brazilian law. This decision will be crucial as the Federal Supreme Court is the court of last resort of Brazil, and its rulings cannot be appealed. The eleven judges will decide whether







In all there are currently around 90,000 slot machines in Mexico divided between class II and Class III slot machines. Many of the world's leading manufacturers are already present in the market and there have been a number of new key strategic alliances of late as operators vie to make further inroads into the Mexican video bingo market.

the discussion on banning gambling, by the Criminal Prohibitions Act of 1941, has what is known according to local legal terms "general repercussions." The concept of general repercussion is intended to ensure that only questions that are truly relevant to Brazilian society are heard by the court, as its primary duty is to protect and uphold the Federal Constitution. This was after the rapporteur for the case, Minister Luiz Fux, decided to put the case before the court for discussion arguing that the issue meets with this requirement.

Consequently, the court will have to make a decision on the issue and in June, the court announced that it would make its decision within a year. If the court does argue that the ban on bingo violates principles laid out in the 1988 Constitution then the decision will affect bingo halls in other states in Brazil and could have huge ramifications on the video bingo industry in Brazil in the future.

While the road to legislative change is often complex for now the largest electronic bingo, market is in Mexico. In Mexico, bingo already has a strong foothold as it forms the cornerstone of the majority of betting establishments. Due to its long tradition many customers remain loyal to class II bingo video machines while developers have specifically developed class III machines for bingo in order to capitalise on its local popularity. This was after Class III slot machines were given the green light by the government in August 2010.

Codere operates in Mexico in association with

two groups that are leaders in the domestic market: Grupo Caliente and Compañía Interamericana de Entretenimiento (CIE). Codere has a large national presence and runs bingo halls in Mexico City as well as the metropolitan area, Monterrey, Guadalajara, Cancun, Veracruz and Puebla, amongst others and it has also consolidated its position nationally. It is allowed to cooperate via licences granted to it by The Secretary of Government (SEGOB), Mexico's Interior Ministry which has authorised the company to run slot machines in gambling halls, betting shops and one racetrack in Mexico City. Consequently, Codere is the largest local gaming operator in Mexico today and is involved in 90 slot parlours, 85 betting shops, and a racetrack, which combined, offer over 19,000 gaming machines.

In all there are currently around 90,000 slot machines in Mexico divided between class II and Class III slot machines. Many of the world's leading manufacturers are already present in the market and there have been a number of new key strategic alliances of late as operators vie to make further inroads into the Mexican video bingo market. In addition land based operators are offering online bingo via third party agreements.

In 2016 it was announced that NOVOMATIC Gaming Industries had acquired a 60 per cent stake in the Spanish video bingo company OtiumGI, S.L. The company is already well established in the Mexican market. According to a press release, the deal instigates an initial business plan to provide a leading, state-of-the-



In other jurisdictions such as Chile while electronic bingo is not as prevalent as it is in other jurisdictions, it is still very much a part of the gaming landscape. Its presence will undoubtedly expand with the granting of the so-called seven municipal licences early next year.

art video bingo slot offer as well as service and support to the Mexican market via a local subsidiary company. These new bingo machines are expected to have an instant impact on the Mexican market and quickly gain significant market share.

In addition in July 2017 IGT also announced that it was entering the international video bingo sector with Zest Gaming, a leading supplier of multi-card video bingo solutions, based in Lecca in Italy. Zest according to reports, will soon be expanding into both Brazil and Mexico. In a statement, IGT said the transaction would enhance its own offering and enable it to deliver Zest's games to its own customers. Zest's core offering is video bingo content displayed on a dual-screen cabinet built on server-based gaming architecture. Its game features include extra balls, venue jackpots, fun bonus games and community games. Meanwhile, one of the leading developers of video bingo is Spain based developer Zitro. The company has for some time become increasingly involved in the Latin American market and recently announced that a range of its video bingo games can now be played on BigBolaCasino.mx, which is operated by an established Mexican land-based operator.

Indeed alliances with already licensed land based operators could be crucial in the future for the development of online bingo in the Mexican market as according to current law, online gaming is only permitted via special license to land based operators located in Mexico. This is especially the case now that gaming legislation has become stalled in the Senate and is unlikely to be passed before the remainder of the sixyear Presidential term that ends in July 2018.

Other leading multinational companies such as worldwide provider of video bingo games, Ortiz

have also been making further inroads into the Mexican market. Founded in 1995 by Brazilian businessman Alejandro Ortiz, who began in the gaming industry in Brazil over 20 years ago, the supplier, has become a leader in the electronic bingo market in North America and Latin America and the company is also present in Europe and Asia.

Meanwhile video bingo is becoming increasingly popular in smaller jurisdictions such as Peru where gaming is becoming increasingly wellregulated and experiencing sharp growth. The same can be said for a number of jurisdictions in Central America as well as Paraguay and Uruguay where video bingo is finding an increasingly wide audience. In September Zitro installed its first bank of video bingo machines in the Casino Enjoy Punta del Este in Uruguay. Punta del Este is one of the most important tourist destinations in Latin America with visitors coming from all over the world but



mainly from Brazil and Argentina.

Video bingo also seems to be meeting demand as traditional bingo halls have been forced to close. This is especially the case in Argentina where traditional bingo is losing out in the face of slot machines while video bingo is becoming increasingly present. Up until recently, there were five traditional bingo halls operating in capital Buenos Aires. However, they all closed in May 2016 after their licences expired and the government decided not to renew their licenses.

In other jurisdictions such as Chile while electronic bingo is not as prevalent as it is in other jurisdictions, it is still very much a part of the gaming landscape. Its presence will undoubtedly expand with the granting of the so-called seven municipal licences early next year. In addition traditional bingo already has a strong presence in the local market.

Today there are 1,863 bingo seats nationwide in Chile located in every one of seventeen nonmunicipal casinos. The latest two casinos to open both offer traditional bingo. The Ovalle Casino, which opened last year, offers 60 bingo seats while the new Arica casino, which opened in September, has 60 bingo positions. Today the smallest bingo parlour houses thirty seats (in the Casino de Colchagua) while the largest houses three hundred (in the Casino Sun Monticello).

In Chile bingo is aided by the fact that the game fits in well with local government policy when it comes to gaming. While bingo in these establishments accounts for less than half per cent of GGY, due to the more sociable nature of the game and low stakes involved bingo is often seen as a lighter more accessible betting option, and bingo in Chile is seen to be in keeping with legislation, which was passed in 2006 and which seeks to promote casinos as wider entertainment centres.

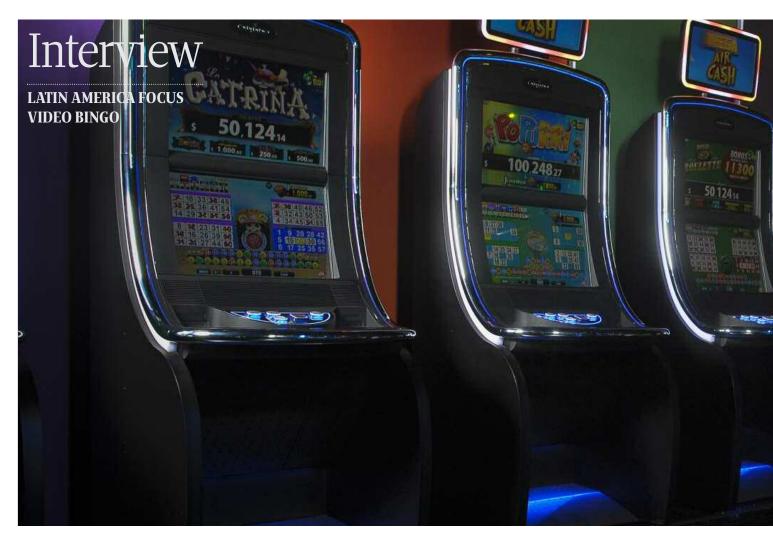
Meanwhile, video bingo is also present in other jurisdictions such as Colombia where it is permitted to operate via the Colombian Gaming Control Board (Coljuegos). Colombia licences to run bingo halls are granted in the same way that they are for slot parlours and casinos, but the minimum number of seats depends on the size of the population of the municipality in which the bingo hall operates. However, as in other jurisdictions such as in Argentina traditional bingo is losing out in the face of slot machines. Last year a number of bingo operators urged the gaming board for permission to raise the price for tickets in the face of falling profits.

One company making inroads into the market is

Colombian company Bingo Más Red. The company began operations in the country in 2015 with a new game called Bingo Lotto, which allows players to play via touch screens. This gives the operator the opportunity to attract new players to increase their sales, with very attractive prizes at low cost. The company expects to operate the network in more than 1,000 municipalities in the country, in a period of not more than ten years.

While video bingo continues to be increasingly present in gaming halls throughout the region Latin American will increasingly become a principal market for a number of companies with companies delivering state of the art technologies and features to the local video bingo market. In addition, developers of video bingo are still exploring expansion into new Latin American markets finding a level of stability when it comes to government control over the industry and room for growth. In addition if Brazil does give the green light to bingo then it will undoubtedly have a huge impact on the industry in the future.

Either way there is still plenty of room for growth in a number of markets. As a result video bingo looks set to continue to be an integral part of the Latin American gaming landscape for many years to come.



The future is looking bright for Video Bingo in Latin America

To learn more about the video bingo market in Latin America we turned to an expert in both the games and the market. We interviewed Johnny Ortiz, Founder and President of Zitro a company currently celebrating its 10th anniversary and best year in its history

G3: Would you tell us more about your operations in Latin America and any new developments regarding Zitro and how the company is making its presence felt in Latin America? For example, could you tell us more about the recent agreement between Zitro and Big Bola's online platform in Mexico and any other key partnerships or agreements?

JO: It is in Mexico where Zitro has its biggest presence and where we are the indisputable leader in the video bingo market. For us it is a very important market in which we will continue to invest and develop incredible products and solutions such as Showtime, Zitro Partnership Program and now Showprize.

The whole Latin American region is a strategic

area for Zitro, and it is here where we will start materialising our expansion plans. Already last year, we moved our office in Buenos Aires to a larger facility so that we can expand our presence locally, adding more high qualified employees to support our customers in the region. In just 12 months we have evolved from being a video bingo supplier to adding video slot provider to our protfolio, with a remarkable presence in Argentina, Uruguay, Paraguay and Colombia. The process of homologation is now underway in Peru and the company plans to go through homologation at a later date in Chile.

In the online world, we provide content to some of the most important online casinos, including Codere Mexico, Big Bola, Caliente, Ondis in the province of Neuquén in Argentina, Playbond and Betmotion. All of which are strategic agreements and partnerships that help sustain our growth in both the land-based and online world.

G3: Why are Zitro's bingo games so popular in countries such as Mexico and why does bingo remain so popular amongst Latin American players?

JO: Video Bingo is particularly popular in those countries where the traditional bingo game is popular as well. This happens particularly in Mexico, it also occurs in Brazil, to a point where this type of game is the preferred game amongst players. It also happens in Central America and in countries like Uruguay and Paraguay, particularly in areas that are close to the



We are seeing signs not only of stability, but also of growth in some of the major markets, such as Argentina, Colombia and Peru. The new licenses issued in Chile are also important opportunities for all suppliers that will soon become a reality. In general, we see growth opportunity in the whole of the Latin American region for Video Bingo, and for Zitro in particular.

Brazilian borders. In all these countries Zitro offers Video Bingo products with features that offer additional excitement to the players. Features such as the extra ball, the multiple prizes within the same game and promotional systems such as Big Time.

G3: Generally speaking what are Zitro's goals/objectives in the region?

JO: We have various goals set for next year and have defined them not only for the region, but country by country, customer by customer. Clearly, the main goals will be to maintain our leadership in the video bingo segment, to develop our presence in the video slot markets, and to continue to create more solutions and content for the online casino operators, as well as increasing our offering in the social gaming world.

G3: How do you see legislation developing in Brazil? Do you think that there is a good chance that Brazil could change its gaming laws? How is Zitro positioned should Brazil change its gaming laws and allow for large-scale bingo halls? **JO**: We believe that Brazil needs gaming regulation, as it will be a huge economic engine, which is very much needed in the country currently, not to mention the thousands of regulated jobs it would bring should the right laws come through, and here at Zitro. We trust that the Brazilian government sees it in the same way. We do not know when the legislation will be put in place, however, you can be sure that we have everything ready for when that day comes.

G3: In regards to the Latin American market in general, is there still room for growth for electronic bingo and if so where? Are there any emerging markets other than Brazil in Latin America which Zitro is possibly looking to become more involved in?

JO: We are seeing signs not only of stability, but also of growth in some of the major markets, such as Argentina, Colombia and Peru. The new licenses issued in Chile are also important opportunities for all suppliers that will soon become a reality. In general, we see growth opportunity in the whole of the Latin American region for Video Bingo, and for Zitro in particular. In the video slot market, as this is a new market for us in which we have a very modest presence at the moment, but which we are going to expand in the coming months to position ourselves amongst the leading suppliers.

G3: How do Zitro products specifically appeal to the Latin American market and especially to Latin American player?

JO: Usually we make games based on themes that help players connect emotionally to the game while playing. "Loteria Mexicana" (Mexican Lottery) or "La Calaca" (A game based around the figure of a skull or skeleton commonly used for decoration during the Mexican Day of the Dead festival) for instance, which are games based on a theme and which are deeply ingrained in Mexican culture.

However, beyond game themes and symbols, our games maths is the result of long years of investigation that has led us to discover the tastes and preferences of the Latin American players and we are certain that by now we have found the "magic recipe" for successful games, that we use when creating video bingo games as well as video slot games.



GAME DESIGN AND DEVELOPMENT

It's All About The Numbers

As part of G3's deep delve into the Art of Games Design and Development, we seized the chance to discuss games, player segmentation and maths models with one of the industry's legendary slots creators, Anthony Baerlocher at G2E 2017. Having spent 17 years working for IGT on such industry benchmarks as Wheel Of Fortune, Mr. Baerlocher spent seven years working with Aruze, WMS and Scientific Games before returning to IGT seven months ago to continue his legacy at the company



Anthony Baerlocher, Vice President Innovation and Mechanical Reels, IGT

When players first look at a game they mentally set an expectation. If the game looks like it should be loaded full of bonuses, it needs to deliver on that expectation. Or if we create a licensed game then players expect a tie–in with the licence, every 50 spins.

Anthony's new title is Vice President Innovation and Mechanical Reels, but as his University of Notre Dame lecture 'The Art of Math' reveals, his passion lies firmly in the mathematics driving the games.

What is it about gaming math that fascinates?

I like to describe mathematics as the pure scientific part of the gaming machine. Within each game development there is the possibility of an infinite number of permutations as to how you arrive at 90+ per cent payback. To me, that's the true art of the slot machine, the different combinations of the mathematics designed to appeal to the different tastes of the players. I think of my job as similar to that of a movie producer, song-writer, or visual artist. When you create a movie, a song or painting, there will be people that love it, like it, find it boring and/or hate it. It doesn't mean that it's good or bad - it's just different.

The fact that we have so many different player segments makes this role fascinating. I've spent the last few years learning about who the players really are, how they are different and what they look for in their games. My job is really about fine tuning that experience; the distribution of pays and the bonus frequencies, the free spins and the volatility to whatever suits those segments. I wish there was a formula for it, but wherever possible we use analytical data, conduct focus groups with our players and question specialists who have insights into the games, but ultimately we rely upon the skill, knowledge and expertise of our game designers. They're the ones that ultimately decide what's the right direction for the game.

In respect to the presentation and the art of the slot, the reality is that it all has to come together in a cohesive whole. When players first look at a game they mentally set an expectation. If the game looks like it should be loaded full of bonuses, it needs to deliver on that expectation. Or if we create a licensed game then players expect a tie-in with the licence, for example, every 50 spins. They come to the game with a preconceived notion and if you don't deliver on



those expectations they get frustrated... very quickly. Being able to match the presentation and mechanics of the game with the mathematical model, so that the two work in harmony to match the expectations of the player, is very nuanced and subtle, while the margins for failure can be extremely wide.

If the success of a single game is so precariously balanced on a knife-edge, why aren't all gaming machines multi-games?

That's a question about the different markets and how the operator wants to position their product to appeal to their players. Where multigames do really well is in small venues, where regulations prevent the siting of a large number of machines or where capital is a limitation. In either case, the operator still wants to offer the widest possible player experience and to achieve that, multi-games are a great option. Another factor is the multi-games machines require a locals' market, players that understand how they access games through the menu and drill down to find the ones they want to play. In Latin America and European markets, multigames are extremely popular. Here too in Nevada, in the locals markets we have a dedicated player base, and there you'll find successful multi-games with players who want

to regularly spend time on the same device.

Large resort casinos, on the other hand, cater to tourist and casual players. They lean towards single games because they don't require prior knowledge of the technology or experience of how the games are designed. A casual player's idea of a slot machine is the one from the movies, where slots feature three mechanical reels – you push a button, the reels spin and that's the game – and there's a perception that you can't change that game format. Ultimately,

As video games titles become more complex, they're increasingly being designed for repeat players. For a person who has never played before and wants to learn, the complexity of the james can be both confusing and frustrating. it's the operators who decide how complicated or simple they want to make their slots floor.

One of the industry's biggest challenges is getting new players to participate in slot gaming. As video games titles become more complex, they're increasingly being designed for repeat players. For a person who has never played before and wants to learn, the complexity of the games can be both confusing and frustrating. Playing a video slot with its multitude of pay lines can be really hard to understand for a novice player. I believe that we need to keep simple games simple, while at the same time evolving the gambler games to what the true repeat user wants from that experience.

At G2E 2017, the IGT booth highlighted player segmentation of slot machines using toppers to designate their specific player segment. How do you attribute games to segments from the vast IGT portfolio and how do you decide which segments require more of less games?

We are segmenting our machines so that they are grouped within the same genre and target specific types of players. We currently have six different machine segments within which we are positioning products. Some directly target a specific player type, while others target multiple

Interactive

GAME DESIGN AND DEVELOPMENT

One of the smallest player types is actually the highest spending group. However, we need to have offerings that appeal to the wider player base. In my view, the industry can be accused of catering to the high–end player, while driving away the majority of people who are within the casino. Our view is that we need to broaden the portfolio and develop a more inclusive player offer.

player types. Our segmentation, as we displayed at G2E, is about the banking of games on the casino floor. Our philosophy is that players visit an area of the casino floor to experience a specific type of game. If they like that game then they'll visit the same area to look for a similar type of experience. I'm not saying that's the only experience the player wants, but we don't want a player who likes a softer game with bonuses moving one seat over to experience a completely different game to the one they want to play.

In terms of segmentation, there's the mainstream broad appeal product, but in addition there's niche segments that appeal to special tastes and player demands that are more divergent from the norm. So do you always target the biggest demographics?

One of the smallest player types is actually the highest spending group. However, we need to have offerings that appeal to the wider player base. In my view, the industry can be accused of catering to the high–end player, while driving away the majority of people who are within the casino looking for a different experience. Our view is that we need to broaden the portfolio and develop a more inclusive player offer.

Are there types of gameplay that appeal to specific demographics of players and features that are very player specific?

Through study and research we are learning more and more about players; what they want,

how many of them there are and how much they spend. We are communicating that information to our game development studios who are given a mission to build a game for specific player segments.

Using myself as an example, I don't try to win the big jackpots and I get bored quite easily. So while I play I create additional games in my head. For example, if I've not hit a free-spin in a while, and it's a free spin game I'm playing, I'll start changing my bet to see if I can trigger that event in the next 10 spins. If it does trigger then I feel that I have accomplished something amazing. And the thing is, I'm not the only one doing this. Other players are doing exactly the same thing, attempting to accomplish something that's not necessarily tied to a monetary value. In response to this, we're building a whole series of games for 'goalchasers' who like to play games within the game.

How much of new game design is R&D/focus groups, how much is mathematics and what's the percentage of art and pixie dust?

We start out with what we believe is the right concept. Most the games will be driven from the initial game concept including the mathematical model. When we discuss what we want from a game we are primarily talking about the maths model. That said, we leave it to the studios to be the creative influence, to present the theme and bonuses, dial-in the exact frequencies etc. After that we'll then take it to our internal games focus group, a team of experts who scrutinise every aspect of gameplay. And for most of our games we have external focus groups too. We do 2-3 focus groups a week on different games and take that feedback and see if we agree with the players. We listen to them about the path we're travelling. When we release a product in the field we want to be sure that it's our best effort possible.

So when a visitor to G2E attends the show and sees IGT's latest Money Storm, for example, what is it that makes it an amazing future-hit game in your eyes?

At a show like G2E I have a hard time predicting which games will be a success because there's a bit of sensory overload. My focus at an exhibition is on what's new and innovative. You can get caught up in what's really cool, but there are so many other elements that make-up a really good slot product. So I usually like to wait until the games are out in the field and we can see people playing them with their own money. I like to encourage our designers to go to the casinos, watch the players and see how long they play at the machine and respond to the features they've designed. For me, it's about focus. The best games communicate exactly what the designer intended, they guide you to look where the designer wants you to look. The design might focus the attention on a single symbol – one that pays big – and it communicates to the player that they don't need to focus on anything else.

One of the things that I say to our artists is that sometimes you have to make the art simpler. We are not creating fine art; we are creating commercial art, which is about sending a message and getting the players to focus on the important elements in the game. It is also much easier to find a game that doesn't have focus, but when you walk up to a game that does, the connection is immediate.

People go to a casino to play, relax and have fun. They don't want to be overwhelmed. They play to see how many bonuses or how many free





spins they can trigger. It is an interesting dynamic and that's the fun part of the job in that there are so many different players and so many different ways to entertain the player. It's the reason why there isn't a magic formula.

Do you put yourself in the mind of the player to create your games? Or, using a cooking analogy, are you chef making the meal rather than the diner looking to consume it?

When I started in this industry in my twenties I thought I knew everything. I looked at slots and found them boring, so I started making games that I thought were fun and interesting. Those games were a list of my greatest failures, because I realised that I wasn't a gambler and I didn't understand what the gambler wanted. Since then I've evolved and feel that I better understand the different types of players without including myself in that mix. Instead I try to put on the persona of the person that I want to design for.

This industry is a constant evolution and I think we're doing a good job in helping operators understand why we are building these games. We don't build games and expect the sales team to sell to operators because we say they're ''great.'' Game design doesn't work that way any more, which is why segmentation is such a huge piece of the puzzle for IGT going forward. the chef. You are making this creation, adding the spices and the protein and all the while you're figuring out what your dish is going to be. It's a creative process, but there are restrictions too. If I'm cooking pasta with a red sauce in a Mexican restaurant then I'm probably not going to be very successful. What's key is knowing your customer and serving them what they want. In my current role I'm more of a menu creator. The game designers are the chefs and I'm working with them to understand the menu we're presenting to the diners.

Are game designers giving operators the products they need to address the shifting demographics on their floors?

This industry is a constant evolution and I think we're doing a good job in helping operators understand why we are building these games. We don't build games and expect the sales team to sell to operators because we say they're "great." Game design doesn't work that way any more, which is why segmentation is such a huge piece of the puzzle for IGT going forward.



Ocean Magic Omni-Channel IGT & William Hill

IGT and William Hill announce the UK omni-channel deployment of IGT's Ocean Magic Video Slots game. William Hill players throughout the UK can now enjoy the compelling Ocean Magic slot game in the Company's retail betting locations, on mobile devices, and on desktop via games.williamhill.com.

"William Hill is proud to be the first operator in the world to offer IGT's Ocean Magic game in the UK retail environment, on mobile devices and on desktop," said Andrew Sackey, William Hill Director of Product and Content. "William Hill is committed to offering our players world-class gaming entertainment that they can enjoy in a variety of settings, and Ocean Magic makes a great addition to our content offering."

"We're excited to partner with William Hill to give players more ways to enjoy the popular Ocean Magic theme," said Gianluca Ballocci, IGT Vice President Commercial Interactive Sales and B2C Operations. "Supplying our customers with engaging content that can entertain players across multiple platforms remains a top priority for IGT. By adding Ocean Magic to its portfolio, William Hill expands and differentiates its content offering with a game that has guickly developed a strong player following in other geographies."

IGT's Ocean Magic game has earned the "Proven Performer" status through its exceptional performance in the Company's test banking process. The game includes an array of dynamic features such as the player-favorite Wild Bubble Feature that is triggered by bubbles landing on an Ocean Magic symbol, causing it to "explode" and make all surrounding symbols wild for the current game. Ocean Magic is compatible with IGT's CrystalSlant and CrystalDual cabinets. The unique HOT ROD slot machine from Casino Technology debuted on European soil its first installation made at the refurbished Casino Hohensyburg of Westspiel in Germany. The machine, crafted to replicate the famous 1932 Ford Roadster, and driven by the ARCH cabinet, has instantly attracted the attention of the customers. "The first feedback of the slot machine, regarding customer acceptance, is very positive," the operator claimed.

The Casinon Hohensyburg management team took the decision to place the HOT ROD at the main entrance of the casino. The strategy proved to be a winner, with great interest shown to the cabinet by all visitors entering the casino.

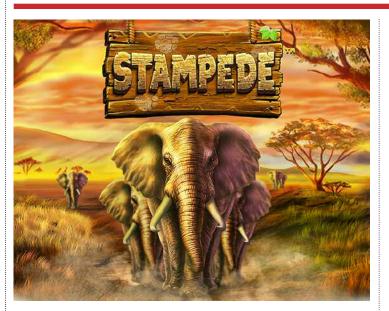
The HOT ROD is complemented with a unique game design characteristics, driven by the ARCH cabinet. With high-end technology and authentic game concept, the HOT ROD meets players' expectations for a thrilling gaming experience. The machine incorporates a 42ins. HD



Hot Rod Casino Slots Casino Technology

horisontally curved, gaming customised display.

The HOT ROD advert movie, rolled on monitors in the Casino Hohensyburg, adds to the incredible atmosphere of the floor where a huge range of gaming machines are offered as well as jackpot systems and electronic automatic roulette wheels. Peter Amling, Distributor of Casino Technology's Products in German speaking markets and CEO at IGCA commented: "Our recent cooperation with Casino Technology is an ongoing success, as we can see with the installation at Westspiel. I'm confident that we will be able to change the floors in Germany with new, innovative and reliable ideas and machines."



Stampede Online Slots Betsoft

STAMPEDE, Betsoft's newest Classic Slots release features a host of animals from the African plains, where the mighty Elephant herds reign supreme amongst the gazelles, giraffes and zebras. This exciting new game has extra–large reel spread that enables up to 1,024 ways to win!

The colours of STAMPEDE are deep and rich, evoking the sense of walking through the high grasses with the heavy heat of the sun blazing on your shoulders. The savannah is brought to life with sight and sound that enhances the gameplay experience.

Win up to 20 Free Spins with the generous Scatter Pay event! Not only will you get free spins, but you'll also get a small instant credit win! Additional Free Spins may also be won during the Scatter event.

The reels contain frequent WILDsymbols! During the Free Spins event, the WILD symbol can appear with a 2x or 3x multiplier! These multipliers stack to potentially provide an impressive 27x multiplier! STAMPEDE brings enormous wins in its wake.

BetConstruct VR Casino Virtual Reality BetConstruct

BetConstruct and Spheroid Universe are teaming up to bring augmented reality closer to users worldwide. Though this partnership, BetConstruct's VR Casino and social games will become available on the Spheroid Universe platform.

Spheroid Universe has created a platform that generates geolocalized digital assets – spaces - real estate for developing AR/VR world and applications. Once the user purchases a space, they can resell it or, alternatively, buy and place various AR items, change their property the way they wish and start interacting in the surrounding AR/VR world. On the same platform BetConstruct's VR Casino will allow players to make bets on live sports events, spin reels and play other VR games.

This partnership is another way BetConstruct are bridging the gap between the physical and digital for customers. This addition of augmented reality to our portfolio allows us to deliver interactive experiences that drive player engagement, insights, and business impact.



Singles' Day Online Slots Genesis Games

Singles' Day is a 100 line, five reel video slot game from Genesis Games with expanding Wilds and a free spins bonus feature with super symbols for bigger wins.

Inspired by the famous Bachelor's Day now best known as the largest online holiday sales event in China. Leverage expanding wilds to increase the chance of winning and up to 185x the total bet with 20 free spins. Win up to 3750x the total bet with Super Symbols inside the bonus game.



eGold Crypto-currency UltraPlay

Online betting provider UltraPlay strengthens its Blockchain technology positions by presenting another cutting-edge solution called eGold - an eSports betting cryptocurrency aiming to unify eSports betting enthusiasts all around the world. The eSports cryptocurrency will offer an easy, guick and secure alternative for betting on the most favorite games, such as Counter-Strike: Global Offensive, League of Legends, DOTA2, Hearthstone, World of Warcraft and many others. The eSports and crypto fans can choose from a wide variety of events to place bets on.

The new digital currency is an ERC20 Ethereum-based token which allows the eSports betting community to feel the next level of gaming experience and be connected in a unified eSports ecosystem based on a cryptographic security. To achieve its mission, a carefully hand-picked team of some of UltraPlay's most valuable professionals and partners, with in-depth knowledge and experience in eSports and Blockchain technology have decided to further contribute to the eSports betting scene and deliver another cutting-edge technology solution.

Wallaby Self-Service Touchscreen Kiosk Elo

Elo has introduced the new Wallaby self-service countertop and floor stands for an elegant and simple interactive touchscreen experience in high-traffic environments. The Wallaby self-service stands deliver an out-of-the-box customer-facing solution that combine a Windows- or Android-powered Elo all-inone (AiO) touchscreen computer with secure housing for a printer and peripheral connections. The stands, with an I-Series or X-Series touchscreen computer from 15 to 22-inches, support a multitude of compatible accessories enabling a solution for point of sale, self-order, endless aisle, price verification, loyalty programs, brand experience, and patient check-in.

Increasingly, customers expect self-service technology options, and traditional brick-and-mortar stores, restaurants, hospitality and healthcare environments are no exception. Retailers are looking for ways to implement technology to enrich customer experiences by freeing POS from the checkout counter and blending e-commerce with in-store experiences. Omnishoppers (multichannel buyers) are the customers retailers need to focus on today, as they, according to the Harvard Business Review, spend four percent more on average. Elo's new Wallaby selfservice stands cater to omnishoppers by streamlining the checkout experience while also enhancing it with software-driven capabilities like attract-loop videos, digital promotions and cross-sell capability.

"Self-service ordering is a win-win for the enterprise business and guest alike," said Wayne Scarsella, senior vice president of sales at Appetize Technologies, an Elo partner that provides solutions in the sports and entertainment, education, and professional industries. "Appetize's software on Elo's new touchscreens and self-service stands decrease wait times and in some cases, increase order size by more than 20 percent. We are thrilled to partner with industry leader, Elo, in this new wave of retail and foodservice ordering."

With Elo's Android–powered touchscreens and

EZ Modulo Casino Slots Casino Technology

Shortly after Casino Technology obtained the Type Approval for the TOWER 101 game pack, the company has purchased the same document for the SPEED KING muligame, offered with the EZ MODULO cabinet.

The SPEED KING is a dedicated multigame with 60 HD titles, carefully selected after research into the market needs. The set includes 30 proven, successful games as well as 30 unique games incorporating new concepts. The multigame has an innovative concept with realistic graphics, high quality sound, great effects and improved interface. It is complemented with the contemporary and excellently performing EZ MODULO slot machine. The EZ MODULO has two 27ins. full HD monitors and its modular design allows easy conversion.

"Along with the efficient set of intriguing game maths, clever mix of already established and successful games and exclusive new titles, the SPEED KING guarantees maximum slot occupancy, that makes the combination a must have asset for the casino and gaming floors," commented Valentina Dobre, Regional Director for Romania at Casino Technology.

Having received Type Approval, the SPEED KING and EZ MODULO are ready for installation in gaming



EloView, it's simple to provision devices, refresh content, update software, apps or OS and manage devices remotely via a centralized web portal. With EloView cloud-based management software, users can easily lock down the Android-powered operating system on Elo devices for complete data security and OS version control.

"Self-service is growing exponentially in all areas of point-of-sale, point-of-information, hospitality and healthcare," said Neeraj Pendse, senior director of product management at Elo. "Early feedback on the Wallaby self-service stands has been incredible, with the stands providing an elegant option that can be deployed in a minimal footprint."

The Wallaby self-service stands are compatible with the Elo 15- and 22-inch I-Series touchscreen computers in portrait orientation and the Elo 22-inch Iseries, 15-, 17- and 20-inch X-Series touchscreen computers in landscape orientation. Elo's commercialgrade I-Series and X-Series work with a large set of peripherals, including EMV, barcode scanners, NFC adapter, MSR and fingerprint readers. The Wallaby selfservice stand's housing was designed to secure the I/O connections of those peripherals while also providing space for additional components, including a power supply and network switch. The self-service solution can be completed with a best-in-class compatible printer and EMV device including: Epson TM-88, Star TSP-100 and Star TSP-654 printers and Verifone MX915, Ingenico iSC250 and Ingenico IPP350 EMV.



halls across Romania. The success is inevitable as it was shown with the TOWER 101 multigame and slot machine. After gaining the document, multiple installations of the machine have been accomplished. Tens of TOWER slant top have already been placed at MAXBET locations in Bucharest and at MAXBET casinos and halls in Targu Mures, Timisoara and Ploiesti.

Products

LAND-BASED AND INTERACTIVE GAMING



Medallion.Net WiFi Service Carnival Corp.

MedallionNet is another development to emerge from Carnival Corporation's Global Experience and Innovation Center located in Miami and is the first end-to-end Wi-Fi service development formulated with a focus on exceeding guest expectations through

"GuestCentricity" – an initiative to enhance all aspects of the vacation experience by delivering guests what they want, when, where and how they want it.

The wearable device that enables a personal concierge by bridging the physical and digital worlds to deliver a new level of personalised service, including sophisticated wayfinding, food and beverage on demand, an array of interactive gaming, personalised entertainment experiences and more. The quarter-sized, 1.8-ounce disc can be accessorised with jewellery, clips, key chains and bands or simply carried in a pocket or pocketbook.

The connectivity service – to be delivered in connection with SES Networks, a business unit of SES – will collectively leverage the leading global satellite operator's geostationary earth orbit (GEO) and medium earth orbit (MEO) constellations, managed services, antenna and shipboard technology to significantly enhance the guest experience by providing high performance and reliable broadband connectivity at sea.

"The Ocean Medallion creates an elevated level of service that's made possible by technology but doesn't feel like technology," said John Padgett of Carnival. "Whether guests are exploring new experience options, having a drink delivered to their seat at the night's show or trying their luck gaming, we will assist our guests wherever they are, while engaging with them in a uniquely personal way."

Capacitive Dial Touch Solutions Zytronic

Zytronic has revelaed its new integrated capacitive dial to enhance the user experience, combining an analogue mechanical control with the digital touchscreen interface.

The transparent dial is fixed to the touchscreen allowing the user to instinctively operate it without taking their focus from the screen. Its rotation position is detected directly by the touchscreen beneath, and game software developers can integrate it into their game design along with the user inputs from the surrounding touch sensor. The new concept unit showcases Zytronic's new "infinity edge" touch sensor capability, in this case with a concave curved 49ins. display mounted in landscape orientation, to wrap around the player. This new development allows the touch surface to be extended right to the edge of the latest, ultra-narrow bezel displays.

Other enhancements on show included a highly customised video button deck with NFC-ready functionality, enabling contactless payments and player tracking or loyalty systems to be integrated seamlessly into touch consoles without interfering with their operation, or the need for clumsy, 'bolt on' modules. The video button deck also featured Qi



technology enabling integrated wireless phone charging while the player is sat at the console. Zytronic is working with slot machine innovators to design these technologies into their hardware, and will announce their general availability in the first half of 2018.

Commenting, Ian Crosby, vice–president of sales and marketing at Zytronic, said, "Touchscreens are now a must–have feature in electronic slot machine and table games, as the industry reaches out to a new generation of players. We are constantly pushing the boundaries of what's possible with touch technologies within the gaming industry."

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Treasure Coast Online Slots Magnet Gaming

Magnet Gaming is giving players the chance to have fun in the sun with their latest slot offering. Treasure Coast. The latest release features nine aptly designed reels, including a camera to capture the memories, an ice cream to cool off, and two progressive jackpots. This mobile-first HTML5 slot serves up big prizes on every spin, with bonus games such as Boat Race, Flag Hunt, Lost and Found and Forgotten Gold waiting in the wings.

Thomas Nielsen, Head of Game Licensing at Magnet Gaming, said: "Treasure Coast immerses players into the clear waters and white sandy beaches where our jackpots lie.

"Everybody loves the thought of being on holiday and Treasure Coast offers players the next best thing. We are sure players will love hunting for those hidden jackpots and bonuses."

Blazing Pearls Casino Slots Zitro

During the Macau Gaming Show in the city of Macau, Zitro presented to the Asian market the new addition to the Bryke Video Slot product line: Blazing Pearls, a multigame local area progressive link.

Blazing Pearls had its worldwide debut at the recent Global Gaming Expo in Las Vegas and as Nadège Teyssedre, Sales Manager for the region explains: "We could not be more proud as to how Zitro's Video Slot Brand Bryke is consolidating as a prestige brand in the global gaming industry. It is only 12 months ago that Zitro has started commercialising Bryke, and by now we can confirm that the performance worldwide is more than satisfying. Blazing Pearls, as



well as any other Bryke product, is available in both, Fusion upright and Fusion Slant Cabinets.

"The Fusion cabinets stand out thanks to their combination of cutting–edge technology and beautiful ultra slim design that will mark the difference on any casino floor. With the increasing Bryke game library including progressive

Age of the Gods Live Roulette Omnichannel Playtech

A European Casino.com player has won gaming's largest ever Omnichannel jackpot on Playtech's Age of the Gods Live Roulette.

The ecstatic factory worker won a whopping £599,380.45 on Playtech's Age of the Gods Live Roulette that has paid out more than £1 million in jackpot prizes since launching in October. The father of three children was at home relaxing and playing Roulette on his mobile after a night shift and hit the big time by unlocking the Ultimate Power Jackpot. This is the highest tier in the four-tier mystery jackpot that links both the Live Roulette product and all Playtech's Age of the Gods slot games providing players with the opportunity to win even bigger and more often than ever before.

The player, who has chosen to remain anonymous, said: "I was crying when I saw the big jackpot amount hit my account and I was in total shock. I have three children and this jackpot will change my life. I'm so happy!"

In an industry-first, aligning with Playtech's market-leading progressive jackpot network, the Live game shares jackpot liquidity with Playtech's Age of the Gods Casino suite of slot games while also offering players the ultimate desktop and mobile Roulette links such as Blazing Pearls, we are now ready to provide a very competitive Video Slot product portfolio to our customers.'

Sebastián Salat, CEO of Zitro adds: "The whole Asian region is a key region within our worldwide expansion plans. With our presence at MGS and the launch of Blazing Pearls we are demonstrating to our customers the commitment we have with the Asian market, and we are in the position to guarantee a continued flow of new games in order to secure and increase our footprint."

While at MGS, Zitro will be presenting new Video Bingo games on the popular Blackwave cabinet. Zitro has also recently released a wide portfolio of amazing games available for the Fusion Slant 27/23 cabinet, that have been extremely well received by the Video Bingo operators worldwide, and that are now available to the operators.



experience. Due to this Playtech ONE innovation players have the chance to not only win on the table if they hit the right number, combination of numbers or colour, but also to simultaneously win huge cash sums across a four-tier mystery jackpot with every spin of the wheel.

Products

LAND-BASED AND INTERACTIVE GAMING



Pumpkin Smash Online Slots Yggdrasil Gaming

Launched just ahead of Halloween, Yggdrasil Gaming's new slot is far from a Halloween horror, with the supplier serving up a colourful Day of the Dead-themed fiesta of colours in Pumpkin Smash.

The new slot challenges players to hit sugar skull paylines and bonus game pumpkins for prizes, and is themed around the famous Mexican holiday.

Getting at least two bonus pumpkins in the base game takes players to the Free Spins round where they can smash pumpkins to reveal an endless stream of prizes, ranging from simple coin wins, to symbol multipliers and extra Free Spins.

Head of Slots at Yggdrasil Gaming, Jonas Strandman, said: "Opening a gift to see what is inside is a popular feature in all types of games, and we have integrated this mechanic in an innovative new fashion in Pumpkin Smash.

"The bonus is both frequent and rewarding, with the pumpkins regularly containing free spins. Combined with simple rules and a familiar concept, this is a great game for beginners.

"The slot is also visually stunning, with dazzling colours and sharp audio combining to create an engaging Day of the Dead holiday feel." Pumpkin Smash launched alongside a special Halloween Mystery Cash Race. One thousand cash prizes was given away between the 27th October and the 1st November.



Stars Mega Spin Jackpot Online Slots Stars Group

The Stars Group has launched Stars Mega Spin, its proprietary space-themed progressive jackpot slot game exclusive to the PokerStars Casino brand that guarantees a minimum \$1 million jackpot.

Stars Mega Spin is the latest innovation from The Stars Group and the second million-dollar progressive jackpot created by its in-house game development team. The slot shares a linked Mega Jackpot with Millionaires Island, which launched exclusively on PokerStars Casino at the beginning of the year and has since delivered five million-dollarwinners.

Stars Mega Spin rolled out this week in the United Kingdom and shared liquidity markets where PokerStars Casino is offered, and is available to play on



desktop, web and mobile in those jurisdictions with stakes ranging from \$0.50 to \$50. Millionaires Island also offers a $\pounds1$ million jackpot exclusively on PokerStars Casino in Italy.

"Since its launch almost three years ago, PokerStars Casino has quickly grown its range of table games and slots, but we are particularly proud to offer our second in-house progressive million-dollar jackpot slots game to our customers," said Bo Wänghammar, Managing Director of PokerStars Casino. "We are the only online casino operator that is currently providing exclusive million dollar progressive jackpots using only its own customers."

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Samson House, 457 Manchester Road, Manchester M29 7BR, United Kingdom

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John Slattery James Slattery Commercial Director Advertising Executive john@gamingpubjames@gamingpublishing.co.uk lishing.co.uk +44 (0)7917 166471 +44 (0)7814227219



Alison Dronfield Advertising Executive alison@gamingpublishing.co.uk +44 (0)1204 410771



Jennifer Pek Subscriptions Manager jennifer@gamingpublishing.co.uk +44 (0)161 724 8716

Lewis Pek Editor lewis@gamingpublishing.co.uk +44 (0) 1942 879 291

Karen Southall Associate Editor (Spain-Malaga) karensouthall@gmail. com

Phil Martin News Editor phil@gamingpublishing.co.uk +44 (0)7801967714

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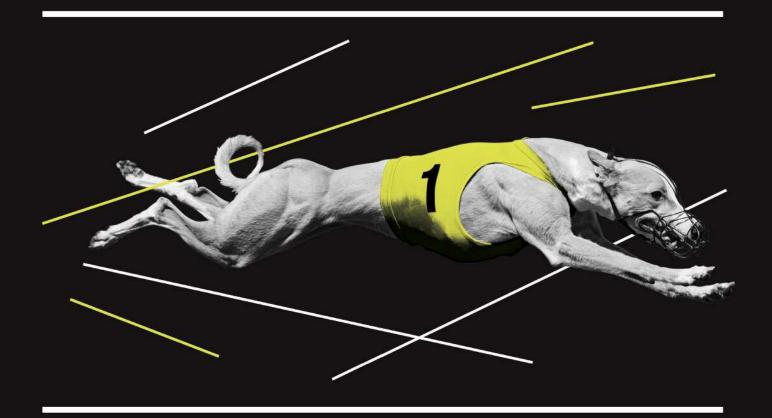
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