COVERAGE STORY
BETSSON CEO ULRIK BENGTSSON

C-LEVEL EXECs
SUPPLIERS, REGULATORS & OPERATORS

SiGMA 15
REVIEW, GALLERY & FUTURE PLANS

AFFILIATES & SEO

GAMING IN MALTA UPDATE
BET CONSTRUCT™

IT'S TIME TO GROW YOUR BUSINESS

MEET US AT

SAGSE Buenos Aires 10-12 November
Buenos Aires Booth #B 27
ICE Totally Gaming February 2016 UK London
What has established our global reputation in the gaming industry?

At the Malta Gaming Authority, our regulatory philosophy, organisational principles and culture are focused on player protection. Malta’s transparent legal framework and experience in regulating gaming has developed into a world class eco-system providing effective, innovative and efficient regulation.

Our regulatory framework provides assurances both locally and internationally that fairness and transparency are at the core of everything that we do. To this effect, our licensees are associated with the highest levels of integrity and efficiency.

Proudly recognised as a world class authority in terms of innovation, governance and diligence.

MALTA GAMING AUTHORITY
Suite 1, Level 3, TG Complex, Brewery Street, Mieshei, Birkirkara 8KR 3000, Malta
T: +356 2144 6950 F: +356 2144 6950 E: info@mga.org.mt
www.mga.org.mt
The SiGMA project officially took off around one year ago, with a press conference in which the MGA executive chairman Joseph Cuschieri, as well as the Parliamentary Secretary for iGaming, Jose’ Herrera, shared some remarks for the year ahead. Today, one year on, we have secured a summit, the likes of which the gaming industry had been wanting for quite some time.

Last year’s SiGMA was also our baptism of fire, but following feedback from exhibitors, delegates and speakers, the plans to organise such a show on a yearly basis have been cast in stone. Others, who did not make it to SiGMA14 for any reason, have also confirmed their early participation for this year’s summit. As a result, we have been able to identify six features that distinguish SiGMA from any other gaming event worldwide:

- **INDUSTRY TREND:** The three distinct pillars within the industry – B2B, Operators and Affiliates - are coming closer together. Today’s affiliate, for instance, is fast becoming a successful operator within months. SiGMA is the only 360° iGaming showcase in Malta that reflects this trend.
- **TRUST:** Virtually all our exhibitors from 2014 will exhibit again in 2015. SiGMA also won the trust of many exhibitors who did not take part in 2014.
- **LOCATION:** SiGMA is held in Malta, home to some 300 gaming companies, 500 licenses, making it easier for everyone to meet, greet and do business. As well as this, great weather in November calls for free, open air networking events close to the venue itself. SiGMA15 will once again include networking pre-registration drinks, a networking poker tournament, conference drinks and a closing night.
- **KNOWLEDGE:** SiGMA15 will feature four conferences: Conference 1 - Regulatory Briefing; Conference 2 - Payments, Fraud & Financial Technology; Conference 3 - Affiliates & SEO Trends; Conference 4 – Gamification.
- **VALUE:** A free admission policy for affiliates and a low entry fee for all other participants is indicative of a solid turnout. Not bad for a show that enjoys worldwide coverage thanks to an exhaustive list of media partners.
- **NETWORKING:** Different format. Different organisers. Different crowd. Different affiliates. Different deals. We can guarantee both quality and quantity with 1 Expo - 4 Conferences - 40+ Affiliate Programs - 60+ speakers - 100+ Exhibitors - 3,000+ participants.

We’re making sure that the right long term networking environment is nurtured, predominantly with the SiGMA show itself, but also throughout the year, with a number of networking events and this bi-annual publication itself. True to our word, we have been able to connect an endless number of C-level executives, suppliers, operators and affiliates with each other, and we look forward to to seeing this iGaming nucleus grow as the weeks go by.
Work smarter  Not harder

Bit8's platform solutions provide a source of competitive advantages, maximising player lifetime value and increasing revenue via our Artificial Intelligence technology, while reducing costs by automating manual labour.

---

2014 EGR B2B Awards Winner

Sales@bit8.com
www.bit8.com

Sales:
00356 2092 5872

General Enquiries:
00356 2092 5800
Online gaming is a lucrative industry that is continuing to record impressive growth in recent years. And, with this sensation, comes the need for gaming firms to connect with the players. Unavoidably, email marketing makes a considerable aspect of these campaigns.

Newzoo, a company that provides market research for the games industry, estimates that the worldwide games market will be valued at $86.1 billion in 2016. The company also projects that the number of participants will increase to 1.55 billion, an increase from 1.21 billion in 2013. Whereas conventional console and computer gaming still represents a significant portion of this, the iGaming industry is growing and its future looks much brighter.

Therefore, with such a big market, efficient mass email marketing is required to engage with the gamers and lure them to respond to the call-to-action in the email. More importantly, the industry needs to adopt efficient strategies of sending millions of emails without being blacklisted or having emails going into spam, and effectively increasing inbox rate.

Here are 6 important tips on how to achieve success with email marketing in the online gaming industry.

**PRE-DETERMINE YOUR CAMPAIGN’S GOALS**
Prior to launching any email campaign, you need to identify its goals and targets so that you can make the most of your efforts. For example, you can start an email marketing campaign to entice more gamers to join your company or to increase your level of interaction with the players. Whichever your choice of campaign objectives, it is essential that you plan it and figure out its execution.

When pre-determining your campaign’s objectives, it is important to have your targeted audience in mind. Even though gaming may be open to every person, it certainly resonates well to some demographics better. If you understand the people you will be targeting, you will have gone half the journey. Therefore, do a thorough research to appreciate the needs of your audience. Further, you might also segment and have different objectives for every customer profile.

The behavior of your audience is also an important consideration when pre-determining your campaign goals. Whereas most of your audience may portray the same demographic, they might be at separate levels of engagement. As such, reading between the lines to understand their behavior is critical. For example, one recipient on your list may have not visited your gaming site for a while, so he or she would benefit from an incentive message. On the other hand, another may be entirely new, so would be better reached with a slightly different strategy.

**WITH OPERATORS FOCUSING MORE AND MORE ON RETENTION RATHER THAN ACQUISITION OF NEW PLAYERS, THE ROLE OF EMAIL MARKETING HAS BECOME AN INTEGRAL ELEMENT OF THE MARKETING MIX. SELF-MADE EMAIL MARKETING EXPERT JONATHAN CARUANA EXPLAINS.**
AVOID SPAMMING LOYAL CUSTOMERS
One of the most difficult hurdles faced by the email marketers in the iGaming industry is how to avoid spam filters. When an increased number of people discovered the benefits of using email marketing and started to misuse it, email service providers came up with spam filters and constantly update them to ensure that junk and unsolicited emails do not arrive at their users’ inbox. Therefore, sending mass emails without being blacklisted or having emails go into spam is essential for attaining the objectives of your marketing efforts.

One of the most effective strategies you can use to evade being branded a spammer is to get the permission of the people who will be receiving your emails. If you have their consent, it will be less likely that they flag your emails as spam and complain about them, therefore the probability that your emails hitting the inbox of your recipients is much higher. Avoid scouring sites for publicly displayed email addresses. Instead, you can offer something useful to online gamers, such as sharing a code which they can use to access a game in return for their subscription into your email list.

You should desist from using spam trigger works like “free”, “prize”, “no obligation” when crafting your email messages. This is one of the oldest and mostly used way for spam filters to block emails. Even though such terms may be appropriate to your offering, using them may make you fall prey of the masquerading eyes of the email service providers.

If you want to send bulk emails and ensure they realize maximum delivery rates to the inbox, you can use innovative and powerfull tools like PowerMTA, specifically designed for mass mailing. With PowerMTA, you will be able to send very large volumes of email while conforming to the recipients spam policies. In addition, to avoid blacklisting from Internet Service Providers (ISPs), you could use feedback loops, which are programs provided by the ISPs to allow users to de-register complaints of spam initiated by email users.

BUILD YOUR REPUTATION
When it comes to realizing the goals of your email marketing efforts, your reputation plays a critical role. The better your reputation, the more number of people will open your messages and follow the call-to-action in the email. Do your recipients know you? Are they expecting to receive an email from you? Do you offer quality, beneficial information to your email subscribers?

To build your reputation, engage with your player community. As much as players like single-player titles and spending time alone playing their favorite games, this does not imply that they dislike participating in a community. If you can interact with your audience by discussing issues affecting the industry, then you can create a much stronger bond than by merely sending out mass sales messages.

Mixing it up can also assist you build reputation with your subscribers. Online gamers, by their nature, normally desire something that is entertaining and unique. As such, you should not bore them with the same type of messages from Monday to Monday. Mix the all thing up with information here, tips there, personal messages, industry insights; things like that.

TIMING
In successful email marketing, timing is key. If you send your emails at inappropriate times, it’s less likely to be noticed and win you the much-needed attention from your recipients. Although there is no rules casted in stone here, some very interesting patterns do exist. Correctly timing your emails may be a challenging task because times work differently for different people. It has been observed by most gaming companies that players have a habit of being night owls, so you can use this to appropriately schedule your emails. Nonetheless, it’s important you use testing and segmentation to determine the best times that work best for your campaigns.

Importantly, once you’ve established the right time for your campaign, be creative to make the most of your efforts. For instance, instead of always pleading with subscribers to try a new game or mode, you can try to provide an incentive for Game 1 if they manage to win two sessions of Game 2.

SUBJECT LINE
Your recipient is probably already receive tens of emails everyday, therefore convincing the latter to open the email and yield to the call-to-action in the content of the email is critical for the success of any email marketing effort. And, having a subject line that is precise, attractive, and curious is essential for achieving this.

Subject lines should be short and to the point, not more than 20 words. A short subject line implies a short email that will not consume all the time of the recipient. Longer messages are likely not to be opened. Your recipients do not have the time for that anyway!

An attractive subject line that promises recipients something in the content of the email is likely to achieve more success. If a subject line is lousy and ignites little interest, few individuals will be willing to take the next step of opening up the email. For example, a subject line that points recipients to the possibility of accessing hidden games can give good results, especially if you include a code that they can easily share.
People, particularly online gamers, tend to be curious by nature. Therefore, if the subject line sounds routine and not intriguing, there is likely to be low audience engagement. In the online gaming world, it’s not normally a voucher or a freebie that will lure subscribers to open an email and make that click-through – a helpful insight or an exclusive tip could also do the trick. For a poker player, an interview featuring a pro concerning his or her success secrets could yield amazing results.

DEVELOP AND MAINTAIN THE EMAIL LIST

Having a suitable and well-researched email list for your campaign is critical for realizing the objectives of your marketing efforts. The email list could be composed of the individuals who have shown interest in the online gaming industry or have opted-in for your promotion efforts. If your email list contains subscribers from several different reputable IP addresses, it could be better at assisting you avoid being branded a spammer.

You need to have a powerful mailing software, as well as a powerful platform to enable you develop and maintain a good email list. Go for a platform that is easy to use and offers you the efficiency you need to make your campaign efforts successful. Furthermore, if you are just starting to send emails to a list of several subscribers, you should avoid harming your IP reputation among Internet Service Providers (ISPs) by warming your IP address through gradually increasing the number of emails you send. This is vital! Correctly warming up your IP address is essential for establishing a good email sending reputation as well as enhancing your engagement with the recipients.

It’s important to note that an email list is not a one-time thing. You need to spruce and maintain it based on the overriding circumstances. If you have a longer list, you should consider subdividing it into smaller segments, targeting various needs of the online gamers and personalizing the message. It will also do you a lot of less harm if after every three months you remove the subscribers in your list who never show any signs of engagement with your messages.

Emails should include an unsubscribe link to allow people who no longer wish to receive your messages to opt out without much hassle. In addition, always follow the stipulated email regulations detailed out in the CAN-SPAM Act to prevent them from going to junk folders.

CONCLUSION

When it comes to achieving success with email marketing in the online gaming industry, there is no gambling here and every aspect requires focus and efficiency. To fully tap into the growth of the iGaming industry, firms need to have an efficient email marketing strategy. A properly executed and good email marketing effort can increase the number of online gamers without compromising the stipulations of the email service providers. With appropriately pre-determined campaign goals, measures to avoid spamming, good reputation, correct email timing, effective subject line, and a good email list, players will be acquired and retained—even for life.

About the Author

With over twelve years of email marketing experience and a degree in IT under his belt, Jonathan Caruana has become a self-made master, covering all facets of email marketing - gaming and non gaming - including back-end development, SEO, split testing, bulk email personalization, data monetization, dedicated server monitoring and IP whitelisting; making him an all round leader in the field.
THE BEST IS ABOUT TO GET BETTER

“BEST ONLINE CASINO 2014”
www.casinomeister.com

GUTS Casino took the world by storm and soon we're doing the same with the new and improved GUTS Sports!
www.gutsaffiliates.com

"Our affiliate team has been happy with our cooperation with GUTS Affiliates from day 1. Prompt and correct information and timely payments have been in place from the outset, and facilitated our pushing the GUTS Casino Brand."
reefmedia.com

"GUTS casino has been one of our best converting and performing brands ever. If you promote internet casinos, GUTS is a brand to have in your portfolio."
casinotoplist.com

SHOW YOUR GUTS. WORK WITH THE BEST.
FOCUSING ON WHAT MATTERS FOR THE CUSTOMER

Eeman Pulis met with CEO Ulrik Bengtsson at the Betsson Experience Centre in Ta’ Xbiex to find out more about the company’s challenges, opportunities and plans for the future.
No matter how many times I step inside Betsson’s head office along the Ta’ Xbiex seafront, I’m always struck by the sheer otherworldliness of this building. At least, as far as typical Maltese offices go.

Dubbed as “the best place to work in Malta” by a national newspaper, it’s a creatively designed work environment the likes of which Google, Facebook or other Silicon Valley tech giants are renowned for.

With a bright and spacious style that has been likened to a New York City loft, I’m greeted by the words Experience Centre emblazoned in silver under the company logo at the reception desk. That word, experience, is exactly what Betsson’s CEO Ulrik Bengtsson has strived to cultivate since he took the helm in July of 2012.

Under Bengtsson’s watch, Betsson has grown at a phenomenal rate and positioned itself as one of the biggest players in the industry.

Malta has served as the fertile ground that aided and abetted the company’s success. After a few years hovering from one country to the next, Betsson finally chose to settle down on these islands. Its workforce numbers over 900 people, the majority of whom—including the company’s entire C-suite—are based locally, with the remainder of the staff spread across smaller offices around the world. One third of the personnel are Maltese, another third are Scandinavian, and the rest hail from over 40 different countries.

As I make my way past the welcoming coffee bar, a games room equipped with video game consoles and table soccer, and the yoga room, I can’t help but reflect on the man who oversaw this development.

Ulrik Bengtsson, who studied at Dalhousie University commerce in between playing for the varsity ice hockey team in Canada, is responsible for the Betsson Group gaming operations, which encompasses several consumer facing gaming brands, one of the world’s largest affiliate base, as well as a number of partner brands.

Bengtsson’s professional background includes over a decade’s experience in consumer services. During this time, he developed a deep respect for customer satisfaction, and honed the leadership skills that have guided Betsson to its current point.

I meet Bengtsson at his office. I remind him of the statement he made at last year’s Summit of iGaming Malta (SiGMA) opening conference, that Betsson is constantly seeking new talent and that if he were to meet a hundred developers, he’d hire them all the very next day.

I jokingly ask him whether the new offices have begun to feel cramped yet.

“Well, not quite yet, but we are planning for continued growth, which inevitably means more office space. However there are a lot of options available,” he replies.

With a growing demand for a knowledgeable workforce, is recruiting an issue? Bengtsson hardly pauses to ponder the question:

“Well, not quite yet, but we are planning for continued growth, which inevitably means more office space. However there are a lot of options available,” he replies.

With a growing demand for a knowledgeable workforce, is recruiting an issue? Bengtsson hardly pauses to ponder the question:

“As digital IQ is becoming more and more important, it is becoming increasingly difficult to find the right people. I guess this is not unique for our industry. The difference is that we also have to find it on a very small island or get people to move here.”
I wonder out loud how easy it is to convince people to relocate to Malta. Is it equally challenging to attract, say, Norwegians and Italians? What are the main stumbling factors in these cases?

“The challenge in relocating people from abroad varies depending on age and nationality. Unfortunately, we’ve noticed a trend where people tend to spend two to four years in Malta, then move again. We would, of course, welcome a 360-degree improvement in Malta in everything, from infrastructure to quality of life, in order to encourage people to stay here longer.”

But isn’t Malta supplying enough native talent in web development? Bengtsson doesn’t miss a beat:

“Clearly, digital experience is still hard to find on the island. There is plenty of room for more targeted education and programs in the computer science and data science areas; such as the recently launched Betsson Academy in cooperation with University of Malta.”

In fact, every year, Betsson Academy offers five third year undergraduate students reading statistics and computer science degrees at the University of Malta a paid summer internship, as well as permanent employment opportunities to four final year students in August.

So the key is in snapping up talent early on. Have the government’s efforts to promote digital games industry made it any easier to find qualified people, and do vocational and private institutions contribute to creating a steady influx of new graduates in the talent pool?

“There is a big misunderstanding in what the requirements are. We do not just need more people; we need top quality engineers with computer science degrees. This obviously have nothing to do with whether they are from a private institution of not, but the quality needs to be there.

“Malta will be successful in building a broader games business locally only if there are enough skilled people to do the job,” he adds.

I decide to change subject and quiz Bengtsson about Betsson’s plans to sustain the impeccable growth streak that saw revenues expand by 24% in Q4 2014 and earned it a place on the NASDAQ Stockholm Large Cap. Betsson AB is the first internet company to be listed on NASDAQ Stockholm and shares reached an all-time high in January 2015, hitting the 300 SEK mark.

“We have had our ups and downs,” Bengtsson says, as if trying to downplay the facts, “but of course, now we have a solid track record.”

“The key, I think, is that we tend to take relatively long term views of the business and that we focus on what is important for the customers.”

Will acquisitions, such as the recent one of Oranje and Kroon, remain a key component of growth in years to come?

“We have said that acquisitions are part of our growth plan and this will most likely continue to be so also in the near future.”

I broach the subject of mobile gaming, a dominant topic among gaming executives at the moment. What does Betsson’s CEO think the future hold for mobile and the iGaming industry, especially in the light that it accounts for nearly a quarter of the company’s revenue through its Mobile First initiative? Have we reached a saturation point or does he still see room for growth?

“We talk less and less about Mobile First, as we feel it is in fact seamless customer experience across devices that is important.”

I’m momentarily stunned; until the full implication of Bengtsson’s statement dawns on me.

If customer experience has always been the overarching focus of Betsson and a key to their astounding success, then why shouldn’t that be their sole objective; to ensure that the Betsson gaming experience is replicated across any screen, rather than simplistically chasing one platform among a sea of platforms.

I decide to follow the customer experience through line deeper. After all, Betsson Group won the prestigious eGR award for customer service last year, after facing stiff competition from a shortlist of equally well-established competitors.

“For Betsson trust and reliability is very important,” Bengtsson affirms.

This is clearly observable from the very cautious approach Betsson has taken in relation to adopting Bitcoin.

Cryptocurrencies have become a hot topic of debate in conferences; recently the Malta Gaming Authority has stopped another online casino operator from accepting Bitcoin. Has Betsson adopted a clear position on this theme?

“I think there are trust issues with Bitcoin,” Bengtsson replies, echoing his previous concern.

We talk briefly about affiliates. Does Bengtsson believe that having more affiliates based in Malta would help the local gaming industry to flourish?

“I am not sure how we would benefit from more affiliates being based in Malta or how that would drive the business.”

How essential are affiliates in general? Can startups and small operators do without affiliates?

“Affiliates clearly have a role to play. However, it is important to remember what their business model is and what the dynamics are in the world around us. I am thinking about market regulations, consolidation and the digital capabilities developed in the last few years, especially among the larger gaming companies in Europe.”

Finally, I ask about Betsson’s participation in last year’s SiGMA.

As part of the organising team, we were excited to have Betsson take part in our very first run. Betsson had a colourful stand which showcased all of its brands, and gave participants the opportunity to understand how each one adds value to the group as a whole. Ulrik Bengtsson himself shared a panel discussion and was interviewed by a gaming news crew.

So, does he think Malta provides the right environment for such an event?

As the largest gaming company in Malta, Ulrik Bengtsson said he considered it “natural to participate in SiGMA, in order to promote Malta as a great place to work and live for skilled internet professionals.” He also adds that, “Malta is an excellent place to debate the industry and its future.”

As Betsson continues growing, and so does SiGMA, one can expect the two to cross paths again very soon, when the second edition of Malta’s largest iGaming conference returns in November 2015.
Summit of iGaming, Malta

2015 Sponsorship and Exhibition Opportunities Available
BEST SPORTBETTING & GAMING PLATFORM

POWERFUL LIVE BETTING

FULLY EQUIPED PLATFORM

MULTI VERTICAL

RICH GAMING CONTENT

Award winning, innovative live betting product

Premium trading and risk management service

Fully equipped e-gaming platform

Top notch mobile and tablet applications

Highly customized product and offering

Quick and easy setup and integration

sales@sbtech.com | www.sbtech.com
FROM AFFILIATE TO OPERATOR

FROM HIS HUMBLE BEGINNINGS AS AN ONLINE POKER PLAYER A DECADE AGO TO BECOMING AN AFFILIATE AND, SUBSEQUENTLY, A SAVVY ENTREPRENEUR, ERIK BERGMAN IS ON HIS WAY TO FULFIL HIS AMBITION OF MAKING CATENA MEDIA A GLOBAL PLAYER. DENNIS DYHR-HANSEN FINDS OUT WHAT’S BREWING INSIDE THE BERGMAN MIND.
What were you involved in before you decided to start a business together?
Before we started doing online gaming we had lots of different (not so successful) ideas. I was mainly playing poker, which went well, but besides that we were setting up websites about a little bit of everything. One idea was to sell underwear for men that you could print whatever you wanted on: another was a web shop about shaving and a third project was a lunch guide over my home town Jönköping. None of the ideas really got off the drawing table but we had a lot of fun preparing and discussing them.

What was the driving force behind your idea to start a bingo operation back in 2008?
“Let’s try” was the mantra. A friend gave me the idea of doing bingo and we gave it a shot. To be honest I thought it was a crappy idea but I thought that it couldn’t hurt trying. Between 2008 and 2010 it was still just a hobby and we barely made any money. We didn’t spend much time on it either but in 2010 it got our deserved attention and started to take off.

Why did you decide on Malta as the right place to move your business?
We were doing bingo and Malta was the heaven of Scandinavian betting companies. The same friend who gave me the bingo idea was already living here so we thought it was a great idea. It could probably have been anywhere in the world and it was more a question of “Why not Malta?” rather than “Why Malta?”. So we moved here in 2010 and it was a great decision both for me, personally, and for the company.

What was the hardest part about merging with a well-established company such as Optimizer Invest?
The hardest part was to take the decision and go for it. It was a big leap and I didn’t know the Optimizer guys very well. I had barely read a contract before and now I had to sign the most important deal of my life. Once this was done it was a big change in mentality for the company, we had never had any pressure to deliver but now it was full speed ahead. This was also difficult to deal with but it turned out really well.

How did you decide on which projects to primarily focus on, and why?
The projects that were the most fun and the projects that generated the most revenues (these were often the same) got the primary focus. There wasn’t that much thought behind it to be honest. We have tried numerous things and started a lot of different projects but at the end only a few of them worked out well.
What are CatenaMedia’s main projects/websites?
JohnSlots.com and MrBet.com are the top priorities but there are a quite a few other sites that we spend a lot of time on as well. I have a lot of other ideas in the pipeline but unfortunately the day doesn’t have enough hours to make them all come true.

When things weren’t going well, was there ever a moment where you thought about giving it all up?
Of course there were. I think this goes for everyone who has founded a company. It’s never just a straight road to success.

About two years ago, right after we partnered up with Optimizer and the game plan changed completely, we were investing heavily and for the first time in our company’s history we were showing red numbers. Month after month we were losing money and there was no turning back. The only option was to go all in and hope that the revenues would follow. Luckily they did but it took longer than I would have hoped for and it got me really stressed out. I never really had employees before then and at one point we had ten employees but barely enough cash to pay their salaries. To win big, you’ve got to risk big. This time it ended out well but I was not far from throwing in the towel.

What are the plans for CatenaMedia in the future?
The plan is to grow a lot. I think there is a lot of potential in the market and that we are heading into a time of acquisitions and consolidations. I want to make sure CatenaMedia stays on top of this and becomes one of the market leaders that will remain in business for many years to come. Our main markets are Scandinavia and those countries are heading for regulations, which will make a big impact on the industry but also make way for lots of interesting opportunities.
Extra Spel Casino

Guaranteed Top Conversion
Special player promo code

Only for SIGMA affiliates
Guaranteed €10 CPA + 40% rev-share for first 6 months!

YOU CANNOT LOSE!

Email anneli@caliberaffiliate.com

This promo is only valid for affiliates signing up and immediately emailing anneli@caliberaffiliate.com with the promo code SIGMA. Affiliates will be eligible for the sign-up deal if registering directly with Caliberaffiliate.com (this deal is not valid as sub-affiliate or via referral). Caliberaffiliate.com general terms and conditions apply.
A HEALTHY INDUSTRY, FREE FROM COMPULSIVE GAMBLING, IS DEPENDENT ON A ROBUST SYSTEM OF CHECKS-AND-BALANCES. HON. SILVIO SCHEMBRI, CHAIRMAN OF THE RESPONSIBLE GAMING FOUNDATION, GAVE SIGMA A DETAILED ROUND UP, ONE YEAR ON.
The Responsible Gaming Foundation was set up last year, following a debate in Parliament on the amendments of the Lotteries and Other Games Act (Cap. 438 of the Laws of Malta), to introduce regulations governing land-based gaming parlours. The aim of the Foundation is to seek and manage funding from the gaming sector, governments and other channels, to fund projects for research and development of preventive measures in education, awareness, support and technologies that enhance and improve responsible gaming.

The Foundation, in collaboration with the Malta Gaming Authority and the Parliamentary Secretariat for Competitiveness and Economic Growth, aims to put in place the necessary checks and balances to prevent the abuse of gambling and the proliferation of compulsive gambling. It also supports agencies and organisations which engage in research and programs for prevention and education. Where possible the Foundation ensures:

- Awareness of pathological gambling to the general public;
- Adequate protection for minors and vulnerable persons;
- That gambling is conducted in accordance with regulation to prevent crime and prevent players from being exploited.

Below is an updated briefing and future plans of the Responsible Gaming Foundation:

**EDUCATION CAMPAIGN – SCHOOL CHILDREN, PARENTS AND TEACHERS**

Planning and coordination for the Education Campaign is ongoing with RGF staff liaising with college principals, head of schools and teachers and the time-table for the coming months for this campaign was set. The design and printing of full-colour leaflets was carried out. The latter include hands-on activities and information about RGF which are being used and distributed to school children during information sessions.

Information sessions tackle the concepts of responsible gaming and related behavioural addictions. Also, additional information sessions for parents and teachers are also being discussed with the relevant authorities as well as RGF participation in Open Days. The first professional development session with educators will be held by the end of March 2015.

**CALL CENTRE SUPPORT SERVICES**

Preparations for the RGF Call Centre were at full pace in the last couple of weeks. The call centre will provide help, guidance and support to problem gamblers and other people who might need it. A free helpline number is available (1777) where people can call and receive first-hand guidance from trained practitioners or be referred to a secondary related service with the Foundation for Social Welfare Services. Currently telephone operators are being recruited and their training will commence in the coming weeks. The call centre, together with the helpline number, will be launched in the coming weeks.

**EU FUNDS**

RGF staff is continuously liaising with foreign similar entities for trans-national cooperation in tapping EU funds for training and job-shadowing opportunities. An MoU with GameCare has also been drafted in order to send RGF staff for training programmes and job shadowing opportunities at GamCare. Also, RGF staff is continuously attending seminars at EUPA, MEUSAC and other entities related to EU funds, both centralized and decentralized and will eventually apply for ESF and 3rd Health Programme funds as soon as calls for funds are issued.

The Erasmus+ application was successfully submitted at EUPA on March 4th. The EU funds will be used for two training programmes at GamCare, one for telephone operators and Call Centre Manager and the other for the rest of RGF staff related to Responsible Gaming and the social aspect of gaming.
The aim of the Foundation is to seek and manage funding from the gaming sector, governments and other channels, to fund projects for research and development of preventive measures in education, awareness, support and technologies that enhance and improve responsible gaming.

**CORPORATE SOCIAL RESPONSIBILITY PROGRAMME**
One of the projects mentioned in the business plan is that of The Corporate Social Responsibility programme. The Corporate Social Responsibility programme is aimed at giving something back to the society, with the money the foundation collects from the gaming sector.

The amount distributed to the organisations can vary from €0-€6,000 according to the decision taken by the board. Calls for funds will be of two types, namely a rolling call for small projects of up to €1,000 and a temporary call for projects of up to €6,000. The first call for applications has already been issued and 31 project applications were submitted. An adjudication board will examine each and every application and an award ceremony will be held on April 1st.

**RESEARCH AND MEDIA CAMPAIGN**
RGF subscribed for the local issued newspapers in order to collect and compile existing research, articles and literature related to gaming and gambling, responsible gaming and addictions. Also, RGF staff participated on local radio stations in order to raise awareness about responsible gaming on the social media including facebook and twitter.

RGF staff also collects local and international research related to Gaming such as that issued by the NSO, MCA and other entities. Furthermore, the website and facebook page of the RGF (rgf.org.mt) are being constantly updated with relevant information and activities of the Foundation and the local gaming sector in general.

**TRAINING PROGRAMME – PSYCHOSOCIAL SUPPORT AND TELEPHONE OPERATOR SKILLS**
An MoU with a qualified psychologist will be in place to offer a training programme to RGF staff, FSWS workers and staff from Responsible Gaming Departments in betting companies. This training programme deals with behavioural addictions; giving necessary support to problem gamblers as well as addressing suitable empathic behaviours which can be used in certain cases. The training programme will be based on behavioural addictions whilst focusing specifically on gaming addictions and it will include examples from case studies.
About us

MatchingVisions.com is a Northern European and Scandinavian affiliate network that specialises in the online betting and casino industries.

We only work with the largest brands in the market, which ensures that you’re given the best deals and marketing material around. You won’t find the brands we’re working with at your regular mainstream network.

Visit us at matchingvisions.com
SIGMA MET WITH ORY WEIHS FROM XLMEDIA (AIM: XLM), A LEADING PROVIDER OF DIGITAL PERFORMANCE MARKETING SERVICES, SHORTLY AFTER ANNOUNCING THEIR FINAL RESULTS FOR THE YEAR 2014.
2014 has been a truly transformational year for the XLMedia, in which the group expanded their operational footprint and delivered growth with revenue up 47% and Gross Profit up 35% compared with FY 2013, underpinned by a combination of the positive impact from acquisitions and strong levels of organic growth across segments. Ory Weihs was quick to retort, “As a result of our strategic progress, we have significantly increased our presence in regulated markets including the UK and the US whilst expanding into the high growth social gaming market which is already yielding positive results for the Group.”

He went on to elaborate, “The demand for performance based marketing services remains strong and we feel confident in our ability to execute our growth plans. Following our strong 2014 performance we are pleased to announce a final dividend of 1.576 cent per share. This totals to full year 2014 dividends of 3.156 cent per share, an increase of 14% (2013: 2.768).”

BUSINESS SUMMARY
During 2014 we delivered strong growth, enjoying the substantial market opportunities that exist for performance based marketing services. We continued to diversify our revenue base as we expanded both the Group’s operational footprint and successfully targeted new market verticals.

The Group is pleased to report the following progress:

REGIONS
We currently generate approximately 21% of our revenues from the U.S., mainly through EDM customers (FY 2014: 11% and FY 2013: 1%). Additionally, we strengthened our position in the UK market with a UK sports betting informational website acquisition, and made bolt on acquisitions and increased our marketing efforts in other regions. We grew revenues in our core Scandinavian markets by 30%, to $28.2 million (2013: $21.7 million). We have also further diversified the regional revenues and current revenue run rate for the Scandinavian market has reduced to approximately 51% of our revenues (FY 2014: 63% and FY 2013: 79%).

VERTICALS AND CUSTOMERS
We entered new verticals such as social gaming and financial services, which has enabled us to diversify our revenues and extend our customer base. Currently our largest customer represents just 11% of the Group’s revenues (FY 2014: 15%, 2013: 25%), with the majority of our customers at 5% or below. The acquisition of EDM added a strong US customer base, mainly social gaming developers and studios.

MARKETING CHANNELS
As an online performance marketing company we have expanded our marketing methods to reach more online and mobile traffic to drive our growth. The acquisition of EDM boosted our social and mobile activity, and we expect these channels to become more and more significant going forward.

BUILDING OUR INFRASTRUCTURE
We have built an infrastructure that will support our rapid growth. In 2014 we invested $1.65 million (2013: $0.6 million) in our in-house developed technologies, in addition to our ongoing R&D expenses of $1.0 million (2013: $0.9 million). We have also doubled the size of our R&D team. We plan to continue this trend and increase our efforts further in 2015 focusing investment on our Business Intelligence (‘BI’) systems, tracking, mobile enhancements, content management tools and other enhancements to further drive efficiency and analysis to support strong operating margins. We also increased headcount across all other departments in 2014, bringing total Group employees to 200 at 31 December 2014.

ACQUISITIONS
The online marketing industry is a fragmented market and we believe there are opportunities to acquire more businesses that will complement our core capabilities. We continue to consider and engage with prospective targets which we evaluate based on carefully selected criteria. Acquisitions remain a core part of our growth strategy, having delivered considerable value from the ones completed in 2014.
OUR MARKETS
We see strong growth in our core markets and believe these trends are expected to continue in the short and medium term. This growth is underpinned by the following dynamics:
• Mobile and tablet growth – Mobile advertising is expected to grow by an average of 38% from 2014 to 2017. Mobile is the main driver of global adspend and is expected to account for 51% of all new advertising during 2014 to 2017, growing by $42 billion.
• Social games are also expected to benefit from the strong growth of mobile devices use, with expected CAGR in the US of 24% between 2012 and 2016. This strong growth is driven by the tremendous demand in the mobile and smartphone markets and the free availability of many of these games.
• Mobile users have also become a significant part of the online gambling industry, with an anticipated 44% share of the global interactive gambling market by 2018.
• Internet advertising consistently grows, with CAGR for US market of 18% over the past 10 years to a total of $45.8 billion in 2014. The growth comprises 12% CAGR for non-mobile revenues and 123% CAGR for mobile advertising over 2010 to 2013.

We see strong demand for marketing services in our markets, and believe the above mentioned trends will continue to drive these markets to further growth.

BUSINESS SEGMENTS REVIEW

<table>
<thead>
<tr>
<th>($’000)</th>
<th>Publishing</th>
<th>Media</th>
<th>Partner network</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>23,965</td>
<td>20,632</td>
<td>6,123</td>
<td>50,720</td>
</tr>
<tr>
<td>% of Revenues</td>
<td>47%</td>
<td>41%</td>
<td>12%</td>
<td>100%</td>
</tr>
<tr>
<td>Direct profit</td>
<td>18,345</td>
<td>8,548</td>
<td>685</td>
<td>27,578</td>
</tr>
<tr>
<td>Profit Margin</td>
<td>77%</td>
<td>41%</td>
<td>11%</td>
<td>54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2013</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>18,840</td>
<td>10,071</td>
<td>5,592</td>
<td>34,503</td>
</tr>
<tr>
<td>% of Revenues</td>
<td>55%</td>
<td>29%</td>
<td>16%</td>
<td>100%</td>
</tr>
<tr>
<td>Direct profit</td>
<td>14,234</td>
<td>5,583</td>
<td>632</td>
<td>20,449</td>
</tr>
<tr>
<td>Profit Margin</td>
<td>77%</td>
<td>41%</td>
<td>11%</td>
<td>54%</td>
</tr>
</tbody>
</table>

PUBLISHING
Publishing revenues grew 27% to $24.0 million (2013: $18.8). The growth was mainly organic, with some additions from new assets acquired during the second half of 2014. We see strong demand in our core Scandinavian markets, as well as in newer markets such as the UK and other European countries.

In November 2014 we launched “Falcon”, our proprietary content management system, which enables improved day to day operation of our network of over 2,000 specialist content websites, as well as enhanced mobile and social features in our websites. We believe our well established operation allows us to scale our business and we continue to develop our in-house systems.

During 2014 we invested $11.5 million in new websites and domains and we plan to continue buying and developing more assets to further drive our growth.

MEDIA
Media revenues grew 105% to $20.6 million (2013: $10.1 million). The growth included the acquisition of EDM which contributed $6.0 million to 2014 revenues. Excluding EDM, Media revenues grew 45% compared to last year, enjoying the strong demand for digital advertising and growth of these services as mentioned above.

Our revenue model is performance based – either through revenue share, cost per acquisition, cost per installation or other models. Customers pay for performance only, avoiding the risk of applying funds to media campaigns that don’t deliver ROI. We use our expertise, in-house proprietary systems and trained staff and own funds to run thousands of simultaneous campaigns which yield positive ROI for us and for our customers.

EDM specialises in social and mobile advertising specifically targeted at ‘user acquisition’ for social gaming applications. EDM’s principal geographical market is the US, in addition to other English and German speaking markets. EDM provides marketing services primarily to game developers in social and mobile platforms, primarily for a performance based fee. The acquisition of EDM enhanced the Group’s presence in the US, adding new customers and complementary social and mobile capabilities. With the strong demand in these markets, and the performance of EDM since acquisition, the Board believes social gaming will be a strong driver of the Group’s growth in the coming years.

New media activities are more mass media oriented and are intended to reach a large audience by mass communication. Such activities have usually lower margins but can reach high volumes rapidly. As already outlined in 2014, we expect further decrease in the media margins, in line with industry trends, but expect this trend to be compensated through higher volumes generated from these activities.

PARTNER NETWORK
Partner network revenues grew 9% to $6.1 million (2013: $5.6 million). Our partner network remains an important part of our business, allowing us flexibility to provide marketing services in new markets we do not operate in through publishing and media.

FINANCIAL HIGHLIGHTS
• Revenues increased 47% to $50.7 million (2013: $34.5 million).
• Revenues include 30% organic growth as well as additional $6 million from EDM.
• Gross profit increased 35% to $27.6 million (2013: $20.5 million).
• Adjusted EBITDA increased 28% to $17.0 million (2013: $13.3 million).
• Profit before tax increased 14% to 13.2 million (2013: $11.7 million).
• Net cash from operating activities increased 42% to $16.9 million (2013: $11.9 million).
• Cash and short term investments of $44.1 million (2013: $15.9 million).
• Maintained progressive dividend policy with payment of 1.576 cent per share and total 2014 dividend payment of 3.156 c per share.

OUTLOOK
It is clear that the XLMedia Group will continue to develop their business to further capitalise on the substantial market opportunities that exist for performance based marketing services. In Ory Weh’s words, “Our growth strategy includes expansion into new markets, adding more channels and verticals. We continue to invest in technology, offering a ‘best of breed’ service to our clients. While we maintain our strong organic growth we continue to evaluate acquisition opportunities.”

The Board remains confident that through a combination of XLMedia’s market leading position in performance based marketing, our proprietary technology platforms and broad customer base, the company will continue to generate further value for its shareholders.
CELEBRATING DEALERS SKILLS AND ACHIEVEMENTS

GLOBAL GAMING EXPO
G2E ASIA

19-5-2015
THE VENETIAN MACAO

ALL ASIA DEALERS CHAMPIONSHIP

REGIONAL TOURNAMENT
An International platform for dealers to showcase their talents & skills

HONORING THE FRONT LINE OF THE INDUSTRY
Recognizing dealers’ achievements
Fostering career development

DEALERS TO BE JUDGED IN THREE GAMES
Baccarat, Blackjack, Roulette

FOR MORE INFORMATION WRITE TO: enquiries@agbrief.com

www.allasiadealerschampionship.com
DAILY FANTASY SPORT: A NEW MODEL BREAKING FINANCIAL BARRIERS

By Marc Lesnick and Chris Costigan

FANTASY SPORT ORIGINATED OVER 50 YEARS AGO, WITH SOMETHING CALLED ROTISSERIE, ROTO, OWNER SIMULATION OR STRATOMATIC. IN THE DAYS BEFORE THE INTERNET STRATOMATIC WAS FOR THE TOTAL SPORTS GEEK. IT REQUIRED GOING THROUGH THE NEWSPAPERS, COMPARING AN ATHLETE’S STATISTICS AND TABULATING RESULTS MANUALLY. IF YOU WERE INTO THE LADIES, YOU WEREN’T DOING THIS ;-).

Like the role playing game Dungeons and Dragons (D&D), Stratomatic had a strong following, though. Both games have evolved. Most that have played D&D now play World of Warcraft, which earned USD $1 Billion in revenue in 2014. Stratomatic has become Fantasy Sports, currently estimated to be a USD $15 Billion industry. Something happened in the last few years causing substantial growth. Industry insiders see the advent of daily fantasy sports as the start of an exponential growth pattern. The subject was discussed at SIGMA last November.

Fantasy Sports received attention from the gaming industry in late 2006, after the Unlawful Internet Gambling Enforcement Act of 2006 (UIGEA Act) had passed in the USA. UIGEA provided three exemptions: state run lotteries, horse racing and fantasy sports leagues. The first two required state approval. For the most part, fantasy sports did not. Many online casino operators started looking at the market. So did ESPN, CBS, Yahoo! and many other major media.

Why didn’t it explode back then? In 2006, the market size was estimated to be USD $1.6 Billion, a paltry sum compared to the USD $15 Billion online gaming market that year. Fantasy sports was designed as follows: a typical player would enroll in a league at the beginning of the season, plan his fantasy team, then wait. Fantasy is based on the statistics of an individual athlete performance on each day of play. The fantasy players would spend time reading about the athletes and their current conditions. He/she would usually change his team structure during the season by switching athletes or positions.

You would only know if your fantasy team won at the end of the season. The time of play was months. This was not the same as the typical online gambler, seeking immediate satisfaction. Or the typical sports better, seeking a payout at the end of the day or the next morning. Despite the online factor, even internet based Fantasy Sports was a long, slow and arduous process.

In 2007-2008, the situation became obvious. Once the market dynamic was understood, many gaming operators looked the other way and engaged other opportunities, most particularly the Euro online gaming market.

However, in the last 2 years, something has happened in Fantasy Sports. Someone popularized the idea of daily fantasy sports play.
The last point I made (**) was really important. It completely changes the dynamic of the sport. It makes it more user friendly and adds a level of excitement to today's game.

It also depends on the words “actual team” according to UIGEA. The first company to find a legal way around this will be the biggest game changer in the market. See the text from UIGEA below.

UIGEA:

(I) Bet or wager.— The term “bet or wager”—

(E) does not include—

(ix) participation in any fantasy or simulation sports game or educational game or contest in which (if the game or contest involves a team or teams) no fantasy or simulation sports team is based on the current membership of an actual team that is a member of an amateur or professional sports organization (as those terms are defined in section 3701 of title 28) and that meets the following conditions:

(I) All prizes and awards offered to winning participants are established and made known to the participants in advance of the game or contest and their value is not determined by the number of participants or the amount of any fees paid by those participants.

(II) All winning outcomes reflect the relative knowledge and skill of the participants and are determined predominantly by accumulated statistical results of the performance of individuals (athletes in the case of sports events) in multiple real-world sporting or other events.

(III) No winning outcome is based—

(aa) on the score, point-spread, or any performance or performances of any single real-world team or any combination of such teams; or

(bb) solely on any single performance of an individual athlete in any single real-world sporting or other event.

Follow with me on this example: On February 10, Arsenal played Leicester City. The score of the game was 2-1 (Arsenal won). Let’s imagine that Leicester City really ‘gave it a go’, they defended well and they had several advantage plays. In the end, Leicester City lost the game. But a game based on the actual team in fantasy sports might have won, say with a score of 4-2 (Leicester City). Because the scoring system is based on player performance, the attempts, turnovers, the blocks, all count. Since you chose the actual team, the players performances are grouped to come up with a completely different score from the game.

For the typical punter, this format would be easy. They don’t have to pick players from different teams. They simply pick Arsenal or Leicester City. To them there are now 2 different scores. The actual score of the game and the fantasy sports score.

One way to do this and not be the actual team is pick all but one player on the starting lineup.

Though fantasy sports are permitted under US federal law as a result of UIGEA, five states make it illegal to offer contests or games of chance resulting in cash prizes. A handful of other states have ambiguous laws that daily fantasy sports companies interpret differently.

The fact that ESPN, Yahoo!, CBS, the major sports leagues and other major media are in this business with both feet, and you have a business where the sky is essentially the limit. It is entirely feasible that in 2 years you will see on television, along with the final score and stats, the fantasy score for the same team along with the names of major players who have amassed the most fantasy points on that particular day.
THE FASTEST GROWING SECTOR IN ONLINE GAMING

DAILY FANTASY SPORTS EXPO

AUGUST 6 - 7, 2015
MIAMI BEACH CONVENTION CENTER
USA

FANTASY SPORTS EXPO . COM
Despite that fantasy.premierleague.com has its own fantasy site, a market opportunity certainly exists in the UK and Euro football market. The euro sports fantasy market is way behind the USA Fantasy Sports market. Daily Fantasy Sports, marketed correctly changes the engagement of the typical UK/Euro punter.

An estimated 42 million people in the US and Canada currently engage in fantasy sports betting.

In 2013, it was reported that the typical player has an average household income of $92,750 per year. That year, Twitter held a conference to discuss fantasy sports with Yahoo Fantasy Sports, CBS Sports, Fox Sports, ESPN, and the NFL.

We’ve seen numbers by Forbes reporting the 2014 market size as high as USD $70 Billion. The number was completely non-sensical. It meant that fantasy sports made more than online gambling, which is impossible to believe if you read SIGMA magazine. Even if they are counting the massive cash injections from outside funding, the USD $70 billion figure is still difficult to fathom. The currently accepted USD $15 Billion figure includes estimates of purchases for information concerning athletes, so it is higher than the actual player revenues.

Nevertheless, the industry has grown substantially from 2006. Several companies are publicly traded on US Stock Exchanges, including MGT Capital Investments, Inc. (AMEX:MGT), Draftteam Fantasy Sports Inc. (OT: DTFSF) Rumors are that FanDuel or DraftKings or both may go public in the next 24 months.

Some of the private label fantasy sports providers include: fsgames.com, ogsnetwork.com, impactfantasysports.com, fantasy4all.com and fantasta.com. Rotowire, Rotoworld and RotoGrinders are three of the largest fantasy sports affiliates and stat providers.

As an operator, one of the pitfalls of fantasy sports is the inability to achieve critical mass of players so that an opponent can be found. One way to obtain this vast player pool is through gorilla marketing and team sponsorship deals a la FanDuel and DraftKings. The problem with this business strategy is that nearly all the funding derived from investors is going towards said marketing.

The P2P model is also based on the original form of the game. In daily, the house may elect to be the opponent. A sports book with good algorithms probably could readily calculate the amounts needed to represent the opposing team. We have not seen any fantasy team exchanges among operators, similar to sports betting exchanges.

A significant rise in the number of fantasy startups have occurred in the last 3 years. Many, including some of the market leaders, are unfamiliar with the aggressive marketing strategies and performance-based tactics used in the online gaming space.

A strong possibility does exist that a few online gaming companies can act as a complete market disruptor. A savvy owner of an egaming operation, in Malta or elsewhere, will always be on the lookout for new market opportunities, and want to be early in the market. Daily Fantasy Sports appears to be just that; a market ripe for the taking.

Marc Lesnick runs the Daily Fantasy Sports Expo, taking place August 6-7 in Miami. As an SEO expert and consultant, he also spoke at the last SIGMA conference on SEO Strategies for affiliates.

Chris Costigan founded Gambling911.com in 1999. It is a leader in covering the world of gambling, poker, sports betting and now daily fantasy.
HOME TO THE BEST BRANDS

www.bonusvikings.com

*To the kind attention of all operators. See this axe? Shave our commissions and we'll shave your b**** off!
We're the incorporation specialist! At Fairwinds Management, we offer you our expertise on corporate services, company formation, accountancy and administrative services.

Some of our extensive range of services include:

- Company incorporation
- Management of a Malta company
- Secretarial services in a Malta company
- Nominee/fiduciary shareholders and directors in a Malta company
- Domiciliation and registered address
- Ship and yacht registration under the Malta flag
- Business advisory services
- Gaming and betting license registration
- Malta citizenship
BREAKING DOWN OPERATING BARRIERS

AN INTERVIEW WITH EVERYMATRIX CEO EBBE GROES

WITH THE THREE DISTINCT PILLARS - AFFILIATES, OPERATORS AND B2B SUPPLIERS - COMING CLOSER TOGETHER, SIGMA MET UP WITH EVERYMATRIX CEO EBBE GROES TO FIND OUT WHETHER BARRIERS TO ENTRY ARE ON THE DECLINE.
What advice would you give to big affiliates planning to make the move to a white label?
Sign with EveryMatrix? Well, kidding aside, don’t do it unless you have the resources available. In order of importance, time, knowledge, money.

You have to be able to focus. You can’t ask key staff – and that includes yourself, the mighty creator of a good affiliate business, to both operate the affiliate business and a gaming operation. If you do then one or even both will suffer. And believe me, I tried this myself the hard way. And seen clients do the same. It’s natural but that doesn’t make it any better.

You also need to secure extra knowledge, CRM, bonusing, more, but you have a lot. You also might need some money, but you can get far with revenues and traffic from existing business and then take in funds later, with proven track record.

**In your experience and in terms of new depositing players per month, how much activity do you need to build a profitable white label casino?**
For our full service clients, much is taken care of. This allows focus on marketing, CRM, support. And it allows a reasonably small team and low operating costs. A decent site should then have at least 1,000 unique depositing players per month, old and new.

Assuming that a potential white label operator can reach this amount of activity, how long does it take to turn the casino into a profitable operation?
We’ve seen companies get into really good numbers on our platform in not much more than six months from launch.

“I’ll happily advise a potential client to go get some good managers before signing with EveryMatrix rather than sign them and see them perish.”

What is the biggest mistake that you see most new casinos make?
That would be underestimating the need for industry knowledge. Understanding casino players, bonusing, CRM, affiliate, these are absolutely vital and vastly different from many other industries, be it offline casino or other online business. I’ll happily advise a potential client to go get some good managers before signing with EveryMatrix rather than sign them and see them perish.

If you don’t have the experience in the team at the outset then the way forward is to progress slowly, realize that it will take time to bring the team up to speed, easily a year, have the money for that year with low revenues, and not fall for the temptation to turn up spending on player acquisition via bonusing. That strategy unfortunately is as effective as peeing in your pants on a cold winter’s day.

**How do you see the software development environment changing over the next 3-5 years? In which direction should we look for the next “Net Entertainment” and is there really anyone able to challenge the Swedish giant in the near future?**
Our friends at NETENT are doing well, sure, but are they increasing market share? Hardly. Instead there’s total market growth. And just as great affiliate companies spawn new affiliates, great operators spawn new operators, so does a great casino software company such as NETENT spawn a new generation of game developers. I might be skewed but I think the next challengers will be from Scandinavia too. And I think the ability to easily get big amounts of quality content from content aggregators such as EveryMatrix will mean that rather than a battle between a few large casino development companies, the smaller ones will get increasing chance of success (and then of course promptly be eaten by the larger ones).

England recently sat up licensing for gaming operators which caused EveryMatrix to close down activities for white label operators with UK traffic. Is there any plans of trying to bring home a license for the British market?
Actually we did get a UK license for this very reason and offered all of our white label clients to stay active in the UK market. Our pricing on such matters aims at only having small revenues per client and always aiming to make it cheaper for our clients, in particular including the administrative work in upholding a license. We then supplement this with having more general licenses available, for instance in Malta, which are made available for free to clients.
“We then supplement this with having more general licenses available, for instance in Malta, which are made available for free to clients.”

How about Scandinavia? Denmark is currently a market requiring a national license and everyone is expecting Sweden to follow suit within the next years. Is EveryMatrix prepared to fight for your position on the Scandinavian markets by obtaining these licenses?

We’re handing in our Danish license application in Q1 for this very reason and of course follow developments closely in Sweden, Norway, and Finland. There’s much good to say about the Danish licensing regime and we look forward to get into this territory.

In which markets do the white labels of EveryMatrix currently dominate?

Apart from a strong position in Scandinavia, I’m happy to say that it’s quite widespread. We’re actively working to make it even wider, establishing offices far from our home shores to plug in better. It’s fun to work with people from wildly different parts of the world, to get more impulses.

What is your take on markets outside the EU? US? South America? Asia? Where would you recommend casinos to look for new business?

All parts of the globe are potentially interesting. It is part of what makes gaming so interesting as a business. Europe and in particular UK and Scandinavia might be the markets most advanced in terms of advanced operations of gaming. This gives benefits when targeting new markets. EveryMatrix then aims to do our part of delivering a truly localized product, with localized gaming products, user interface, and above all, payment methods. We currently target adding two new gaming products and two new payment methods per month and this is done in particular to help clients to be competitive in new markets.

As for geography, the only place to really stay away from is US. There are good businesses to build elsewhere and one would make a choice based on competitive advantage — or sense of adventure. For the one who dares: Everything is possible.
SiGMA 2014 PHOTO GALLERY
DAY 1: OCTOBER 30TH 2014
WELCOME & PRE REGISTRATION | HILTON BUSINESS CENTRE
DAY 1: OCTOBER 30TH 2014
NETWORKING POKER TOURNAMENT | HILTON BUSINESS CENTRE
DAY 2-3: OCTOBER 31ST & NOVEMBER 1ST 2014
THE CONFERENCES | INTERCONTINENTAL HOTEL
DAY 2-3: OCTOBER 31ST & NOVEMBER 1ST 2014
THE EXHIBITION | INTERCONTINENTAL HOTEL, BAY ARENA
DAY 2-3: OCTOBER 31ST & NOVEMBER 1ST 2014
NETWORKING DRINKS | TAPAZ
DAY 3: NOVEMBER 1ST 2014
CLOSING PARTY | THE PAVILLION, WESTIN HOTEL
GET 50% NET REVENUE SHARE FOR THE FIRST 3 MONTHS

SPECIAL PROMOTION FOR SIGMA ATTENDEES

Start promoting leading Scandinavian brands and get 50% Net Revenue share with “No Negative Carry Over” for the first 3 months. This offer will be exclusively available to all new affiliates who register at the Sigma Affiliate Conference.

Also your personal affiliate manager will make sure you’ll benefit from:

- Up to 50% Revenue Share with No negative carry over
- Great promotional material in 6 different languages
- Content for your site
- Attractive special offers for both existing and new customers
- XML feed odds
- Affiliate newsletter in 4 languages
THE RISE OF FINANCIALS: BINARY, CFD AND FOREX

WITH THE NUMBER OF GAMING OPERATORS ON THE RISE, FINANCIALS ARE FAST GAINING TRACK WITHIN THE ONLINE GAMING SPHERE, AS WITNESSED BY THE INCREASED NUMBER OF SUCH EXHIBITORS IN GAMING CONFERENCES. TRADER DAVE PULIS EXPLAINS.
Since the start of 2015, the financial world has witnessed some interesting happenings. The dollar has been gradually gaining strength against most of its competitors in the financial markets, while volatile oil prices have caused excitement with falling prices. In sports betting, even celebrities like 50 Cent are running over each other to place humongous amounts on the May 2 Mayweather Vs Pacquiao boxing match. Internet gaming has opened up limitless investment avenues globally and even kids are making a name for themselves and earning generously for their skills.

Nevertheless, even with all the excitement going on, brokers and bookies are finding it difficult to retain long term permanent clients. This is because today’s clients demand a more holistic approach to investment. Clients are looking for avenues to invest online and receive quick returns securely and from a wide range of portfolio instruments. For instance, you will find a trader investing today in the FTSE, the next day buying Euros for dollars, then dabbling in commodity, or engaging in online gaming. While all these provide potentially lucrative investment opportunities, they each work differently and therein lies the challenge for brokers who want to provide a mix of investment opportunities.

CFDs
Contracts For Difference (CFDs) are a fantastic and convenient way to trade in securities without actually owning them. The investor can easily trade on securities without the need for the physical delivery of any goods. The investor then collects cash payments based on the difference between losses made and profits gained. The pricing for a CFD usually mirrors the price movements of the underlying asset though as mentioned, the trader never actually owns the underlying asset. CFDs are popular with online investors due to their relatively high leverage levels compared to traditional trading. The margin requirements start as low as 5% and depending on the broker and underlying asset, they may rise to about 20%. This means the investor may trade with a low capital outlay with a potential for earning significantly higher returns.

Another advantage offered by CFDs is the use of a single platform to access the global markets. Additionally, CFDs do not have limiting rules such as borrowing stock and shorting rules. With CFDs, traders do not have to pay professional execution charges for each and every trade action. Traditional trading attracts fees for limits, stops, and contingent orders in addition to commissions and spreads. With CFDs, the broker makes money only through spreads and unlike other financial instruments, this spread is usually fixed.

The best thing about CFDs is that they provide a variety of underlying assets. You can pick commodity, currency, index, treasury, or stock CFDs. They also have no day trading restrictions as a trader can choose the amount to trade and the number of day trades made unlike traditional trade which places limits.

While CFDs offer all these generous advantages, they also have some possible downsides. For instance, it is extremely difficult to profit from tiny price changes because one has to pay spreads on each trade entry and exit. Another worry that traders contend with is the lack of proper and exhaustive regulation. This means the trader cannot rely on an oversight framework and tax regimes that make it possible to provide fantastic accommodations for online casinos with regulatory bodies such as the UK Gambling Commission.

FOREX TRADING
“The Japanese current (2015) stability in the domestic monetary policy makes the USD/JPY a suitably safe bet to go long at an entry point of 124 for a two-month call”. While such statements are usually important for exporters, importers, and travelers, they are exceptionally important for forex traders around the world. Forex trading, or exchanging one currency for another, is a 4-trillion dollar per day market and as such, offers the highest liquidity of all the financial markets. Currency trading was once the exclusive market for big corporations, financial institutions, and governments. Now it is a free-for-all, thanks to technological developments and the internet. Because of the global appeal and the high liquidity, it is impossible for any single body or group to manipulate the forex market, thus it is a perfect market driven by forces of supply and demand. Compared to other financial instruments, the leverage on forex trade can go as high as 500:1 and even higher. This means with a small capital outlay, a trader can make substantial gains within a very short period of time. The high leverage is mainly because currency prices move with very small changes so it needs a high investment amount to obtain reasonable returns. Forex trading can be extremely risky owing to the deep liquidity, high volatility, and round the clock trading.

BINARY OPTIONS
Will the price of oil go up in the next 4 hours? Given two options, a Yes or a No, whichever you choose determines what you earn. That is how trade in binary options works. With the Yes/No proposition model, the trader earns a predetermined amount if the price lands in the money, and loses everything if the price lands out of the money. Thus, just like CFDs, binary options traders do not directly own the underlying assets but simply trade on the price changes. In the US, binary options trade is regulated by the SEC while similar regulatory authorities oversee the trade in other countries. Nevertheless, the advent of the internet has led to a huge number of brokers who operate unregulated and this poses a large threat of fraud in the industry. Just like CFDs, a binary options trader can choose between different underlying assets which include equity, commodities, and currency.

INTERNET GAMING
Sports and betting has always been a pastime of many cultures. It is fun and can earn the keen-eyed some quick cash. There have been several controversies surrounding iGaming, with even casino mogul Sheldon Adelson calling for putting a stop to it; there is no stopping an idea whose time is ripe.

The iGaming industry has opened doors through internet platforms that make it easy for anyone with a laptop, smartphone, or any other internet-connected device to place bets on their favorite sports and teams. Just like CFDs, Binary, and Forex, the iGaming market is open 24 hours a day. Countries like Antigua and Barbuda or Malta are making fantastic accommodations for online casinos with regulatory frameworks and tax regimes that make it possible to provide gaming options with low spreads and commissions. And with such regulatory support, the future seems bright for entry into financial trading.
All the mentioned financial instruments share very similar trading platforms with the gaming platforms. Just as forex, binary, and CFD brokers which do not charge commissions and rely on spreads, the online casinos similarly only make money from rakes and tournament registration fees. Such similarities could provide a seamless transition for casinos that want to diversify into financial brokerage.

**SIMILARITIES**

All these investment opportunities share a host of similarities. First off, they all work best when navigated through an online platform. Many platforms have proved successful for financial trading and can be mildly tweaked to accommodate iGaming. The gaming industry already has its own collection of high speed betting platforms for enormous revenue growth and profitability and these could be coded to incorporate financial trading.

The fact that iGaming bookies usually do not charge commissions makes them the perfect partners to financial trading brokers. Binary, CFD and most retail Forex brokers also charge no commissions and instead earn from the difference in bid and ask price. While it will not be an easy task, it is possible to incorporate these two different functions in one platform to offer online gamers and online traders some wide diversity in terms of investment options.

The online trading and iGaming industries are very competitive. They all also serve a global 24-hour market. To enhance their competitiveness, online bookies and brokers alike have had to search for favorable legal landscapes. Fortunately, the countries that offer the most favorable legal frameworks also have the best tax regimes for cultivating both business models. European microstates such as Malta have the most favorable laws which also fall on the correct side of global regulation. These laws provide brokers and bookies opportunities for growing their ROI while at the same time affording the client appropriate fund protection against rogue dealers.

With a reliance on internet connectivity, both gamers and traders have opportunities to invest remotely from anywhere in the world. This liberates the markets and pumps in more liquidity for all available markets. This massive transfer of capital is good for the global economy as funds are securely, quickly, and seamlessly invested all over the world without border restrictions. It is this open platform with low entry requirements that has enabled even those with modest means to generate wealth quickly and legally from ventures such as forex trading. It is only natural that brokers and bookies with the capacity to deliver will strive to attract all kinds of investors by diversifying their portfolio offerings.

CFD, forex, and binary options offer high leverage and fabulous margins so traders can leverage their trades to exponentially increase their earnings. Online gamers also benefit from fantastic odds that greatly enhance their winnings. These odds and margins can be calibrated within a trading platform to enable brokers offer financial trading and gaming options.

**DIFFERENCES**

While legislation is rapidly changing to reflect the realities of the internet age, it is facing the challenge of implementation and enforcing. There is still the persistent fear that the lack of strict regulation of internet dealings will lead to capital flight, fraud, money laundering, and tax evasion. While this is a possibility, it has been shown that fair market practices can be enforced by a willing legislative landscape such as that offered by Malta. The market forces of demand and supply usually also work out to weed out fraudulent dealers as the reputable ones establish themselves for long term trade. Nevertheless, there is also the challenge of harmonizing laws between the different online opportunities. For instance, the laws governing CFDs are very different from the laws governing trade in binary options even where the underlying assets are identical.

Apart from legislative differences, there are lots of operational differences between the all the financial trading instruments and the iGaming facilities. For instance, forex and binary options utilize very high leverage to take advantage of even miniscule changes in prices. While CFDs use high leverage, it is usually ten times lower than forex and this poses a challenge to offering the two instruments together.

Trading in financial instruments is usually viewed as a genuine investment opportunity with scientific methods for determining and predicting price action. On the other hand, iGaming is seen as a game of chance and is viewed as gambling. While one appeals to the logic of the trader, the other seems to appeal more to the emotions of the player. This requires different marketing strategies to cultivate customer loyalty.

**CONCLUSION**

The internet has leveled up the investment field in a huge way. Anyone with a reasonable amount of capital outlay can invest in a variety of instruments and generate a worthwhile income within a relatively short time span. While investors are enjoying the fast and secure investment opportunities, the shrewd traders are looking for ways to diversify and earn from multiple income streams. Brokers and bookies are increasingly looking for ways to extend their client offerings. Programmers are working with service providers to create trading platforms that will widen market reach and incorporate diverse trading instruments into single trading platforms. Despite the challenges faced in the trading environment, it is only a matter of time before brokers find easily manageable ways to extend their services to include more financial instruments, lotteries, and iGaming investment plans.
SkillOnNet

www.SkillOnNet.com
Casino Platform • Turnkey Solutions • Games

Your One Stop Casino Partner

SkillOnNet Provides a Fully Customizable White Label Solution
Top Sports Hospitality

Tailor-made travel packages to sporting events all over the world.

Give an amazing experience that your most important clients will remember you for.

Contact us with your requirements or to start discussing ideas:
Nickes.Com – Sports & Concert Trips Ltd UK
Tel: +44 (0)2030867476 E-mail: uk.sales@nickes.com

ENJOY THE EVENT
Nickes.Com
Taking VIP clients to the Santiago Bernabéu Stadium for Real Madrid – FC Barcelona or a Formula One race in the luxurious surroundings of Monte Carlo will make them remember your company in a positive way for many years to come. In fact, they will most likely be associating the teams, the stadium and the city they visit with your company after the trip. Most likely they will also be telling all their friends (who would be attending a major sporting event and not tell the world about it?) post pictures and write about it on social media.

Not all your clients may be into sport, especially if you are not doing sportsbook. The majority of the world’s population will appreciate the atmosphere, a weekend in a nice city and a quality hotel however. The event tickets for a trip like these will normally also include hospitality with drinks and food before the game.

A lot of sporting venues offer facilities and hospitality options that few other venues are able to match nowadays. We can take Emirates Stadium in London (The home of Arsenal Football Club) as an example. At Emirates stadium you can book individual club Level tickets with padded seats around the middle tier of the stadium, free drinks in halftime and a gift voucher for the souvenir shop from a couple of hundred pounds per person. Then you have the Super Box option where you can entertain up to 24 guests in your own exclusive suite. You will have a skilled service team working for you and your clients on the day in a unique setting. Post-match you can continue to enjoy complimentary refreshments. In-between these two alternatives there are a number of other hospitality packages to choose from.

A travel package to a sporting event can serve different purposes for you. The most common way is to use travel packages for VIP clients. This is a great way of keeping good relations, developing business and building trust with your most important clients. The trust is something that is especially important. A lot of sports fans have been ripped off when booking tickets to big...
sporting events via dodgy ticketing websites. They may have received tickets where they have a restricted view despite paying top dollar, or even worse never received their tickets. When you turn up with one of the best seats in the house and some hospitality included, without any hassle, they will know that your company is serious and trustworthy. When dealing with regular clients you are of course also able to reinvest money that they've already spent, so technically the travel package has already been funded.

Another way of benefiting from a travel package to a sporting event is to run a competition and do a promotion. You may be looking to get more players with an interest in American sports, Formula One or Tennis for instance. What could be better than running a competition where players get the chance to win an all inclusive trip to Monza, a game at Madison Square Garden or Roland Garros for people that opening a new account or place a particular bet? You can always limit the risks by setting a minimum amount that has to be spent before entering into the competition etc. It is also important to do your calculations correctly beforehand to ensure you know what to expect in revenues and what your budget for the package is. It can be worth working out your budget and send it to a tour operator to see what they can offer for your money.

A third alternative which won’t cost money, takes little time and effort is to find a sports tour operator where your players receive discounts for packages. This is obviously not as attractive as a package that you give away for free but it can still serve a purpose. It is something that can be made available to a larger number of people rather than a selected few. The client base most gaming companies have to their disposal should be enough to receive a significant deal for your players. The trick here is to find a reliable tour operator, sign a contract to ensure they provide the best possible service and of course the more you are able to offer, the better deals you will get for your players.

A final suggestion is that you can use the packages to motivate your staff. Some of the staff within most of the I-gaming companies will get to attend interesting places and events on a regular basis, but far from everybody. Set a target and whoever reaches it will receive a dream trip to a sporting event.

So where are the best places to go? It all depends on who you are looking to take, what you would like to get out of it and the size of your budget. The English Premier League is by far the most popular sporting competition out there. To give an idea how big it is; The Premier League is broadcasted in 212 territories around the world, working with 80 different broadcasters and the number of homes reached last season amounted to 643 million. The league has recently sold the television rights to its games for a record £5.136 billion for the next three seasons. The club with the largest number of fans is Manchester United. According to a market research company who carried out a survey in 39 countries between June and August 2011 Manchester United have a global fan base of 659 million. 71 million in Americas, 90 million in Europe, 173 million in Africa and the Middle East, 325 million in Asia.

In other words, if you would like to appeal to the largest possible audience you don’t have to look further than England and Premier League. For the most exclusive Premier League games you will be paying quite a large sum of money. For a derby game between Manchester United - Manchester City or a clash in London between Tottenham – Arsenal we could be looking at almost £1k per person for good hospitality tickets and a couple of nights in a 4* hotel. If you avoid the biggest fixtures you can get good deals on packages to all Premier League grounds however. Away from the Premier League the most attractive fixture over the European football season is El Clásico (Real Madrid – Barcelona). These two clubs are collecting the best players from all over the world and the hype around the fixture is
something probably no other game in Europe can come close to. For lower budget options there is Italian Serie A, where you still get good quality hospitality at stadiums such as San Siro (Milan) and Stadio Olimpico (Rome).

The options mentioned above are mainly mainstream alternatives. For those who like to stand out with something a little bit different or reach out to a specific market there are plenty of other options. If you want to reach out to the hardcore football fans, who probably already have been to all the big stadiums, it can be a good idea to offer packages to places like the Istanbul or Belgrade derbies. Keep in mind that for games such as these the safety is a big issue. It’s important that you get hospitality tickets and ideally get a person with knowledge of the area to look after them during their trip as well. You don’t want your clients to be caught around the wrong people for these games. Leaving the football aside other venues with excellent hospitality facilities are Monte Carlo (Formula One) Madison Square Garden, Wimbledon (Tennis).

In summary, there are six things to take into consideration when dealing with travel packages to sporting events and booking through a tour operator:

• Make sure you are booking with a serious tour operator who will deliver exactly what you’ve ordered. It’s worth signing a contract with the operator ahead of the booking to avoid any unpleasant surprises.

• Ensure the company understand the importance of taking care of your clients and will go the extra mile to ensure they will be having a great experience.

• You will be able to get an edge on your competitors by offering something a little bit different. Take your tour operators expertise and ask them to help you figure something unique for your company.

• The location and the hotel can be a part of the attraction. A package for two people will often benefit from having a spa hotel included. That the location is easy to travel to will help

• The earlier you book your package the more time you will have to get as much as possible out of it. Plus it will usually cost less.

• Remember the reason you are doing the trip is to retain and developing business.
A YEAR AFTER BETSPIN TOOK OFF, SIGMA MET WITH BRAINCHILD MIKKO HIRVONEN TO DISCOVER WHAT HE AND HIS PARTNERS HAVE ACHIEVED IN LESS THAN A YEAR.
When and where was the idea behind Betspin born?
It’s hard to pinpoint one exact moment for the birth of Betspin. I’d say I had a general idea of the brand I wanted like to build when I started this project in May 2014 and Olli Jäderholm had a vision for the design. Then we just nailed down the basics with Olli and Aleksi Jetsu here in Malta in early August. Naturally, the brand found its voice when Anni Tervonen, our copywriter, joined us in October.

Who are the people behind Betspin?
At the moment we are fifteen enthusiastic thinkers and doers who share the same vision of how today’s modern online casino should be built and run. We are growing fast so a couple of new members will join the team in a month.

What were the people behind Betspin doing before?
I was working at PlusOneDreams (today iGame) for over four years in several roles. The same goes for Olli Jäderholm, John Farrugia and Aleksi Jetsu. Phil Lam used to work for Betsson and Betfred. Geir Mjøsund worked for Comeon, Betclic and Unibet. Ville Lehtinen has experience from Betsson, Starfish Media and PugglePay. From customer care team Janne Natunen and Magnus Granmyre have previous experience in igaming. Anni, Linette, Isabella, Marcus, Fernando and Daniel joined Betspin outside igaming field.

What is a Betspinner?
We’re encouraging people to join the Betspinners. Being a Betspinner is more or less a mindset. Everyone who’s interested in Betspin can become a Betspinner, no matter if they are officially registered and playing or not. We want to make people feel welcome to play and share Betspinners’ mindset.

When did you decide to put your staff in the frontline of the brand?
This was something that I knew we would do from the very beginning. For me it’s only natural to put my face out there as I take pride in what we do.

How did you plan to use ‘The Betspinners’ blog during the launch?
The blog was an excellent pre marketing tool before the launch as people got to know us and our values and learned a bit about the industry too. The blog will be an important part of Betspin also in the future.

What were the biggest challenges you faced when launching an online casino?
We faced the biggest challenges in IT development. We made a mistake by not having more than two developers in the beginning. That, together with launching on a brand new platform, led to delays. If I could go back in time I would have chosen two more developers for the development team.

How do you plan to make Betspin stand out in a highly saturated and competitive market?
We have already achieved the position we were anticipating as a transparent and modern gaming brand which we will obviously keep pushing as we move forward. We aim to become number one in customer experience.

Do you have a strong mobile and tablet focus for the brand?
Yes, we do everything in html5 to be able to be fully responsive on different devices. The customer experience should be the same no matter which device. Unfortunately there are still many games that do not work on mobile but are a must-have so we can’t (yet) deliver the experience we’re aiming for.

Tell us more about the Betspin values which are listed on the website?
Values are the building blocks of any good company. As long as you find the values you truly believe in and hire people who share those values I believe you’re half way to success. But just creating the values is obviously not enough; you must really live by them too. We have already turned down some lucrative deals that go against our values. Values > money.

You have a publicly listed company on-board, so could you tell us more about their involvement and history?
Kjetil Aasen, CEO of NIO, was the one who I started talking with about this project after our mutual friend introduced us. Before he was involved with NIO they had tried to step into online casino business but had failed quite badly. He knew that with a right team it’s possible to create a successful gaming company and it would be the right thing for NIO to aim for.

After some months of talk we had agreed on the setup and I was given a budget of €1M and full power on everything I decided to do. And here we are.
Atlas Healthcare: high quality health and dental insurance for the IT and gaming industry

Atlas Healthcare - market leader in the local group health sector:

- Tailor made plans for large corporate groups
- The only dental insurance range in Malta
- Unique high quality extensions including preventive care, personal case management, cover for vaccinations and certain chronic conditions
- Unique 24/7 emergency health insurance service
- Online preauthorisation service
- The only local online group secretary portal
- Access to the international AXA network of hospitals and other unique AXA 24/7 services

We can help your employees give their best!

Contact us on 21 322 600 or visit atlas.com.mt

Atlas Healthcare Insurance Agency Limited is authorized under the Insurance Intermediaries Act 2004, to act as agents for AXA PPP healthcare Limited and is regulated by the MFSA.
DON'T BE A D*CK! LEAVE SOME OPTIONS ON YOUR WEBSITE FOR THE LADIES

PROMOTE AN ONLINE CASINO TAILOR-MADE FOR THE FEMALE PORTION OF YOUR TRAFFIC

SIGN UP AND GET A €5 BONUS
USE BONUSCODE FREES

SIGN UP AND GET YOUR €5 BONUS

RECENT WINNERS

JACKPOT GAMES

CASINO GAMES

ANNACASINO.COM - ANNAPARTNERS.COM
BAD LINKS: WHERE DO THEY COME FROM?

By Julia ‘The Irish Wonder’ Logan
DEFINING THE DB CREATIVE OCTOPUS

PROBABLY THE SMARTEST,
MOST AMBIDEXTROUS CREATURE IN THE SEA.

Integrated marketing strategies | tv advertising
affiliates systems | online video
e-commerce | animation
websites + seo | photography
creative design | promotional jingles
branding | content marketing
corporate identity | online + offline PR
audiovisual productions | business development

INSPIRING YOUR MARKET & GROWING YOUR BUSINESS

(+356) 21 375 016 | info@definedbranding.com | www.definedbranding.com
As link audits become an integral part of many online marketing campaigns (as they rightly should), SEOs tend to discover many links they cannot explain. Yet, for a successful link audit, be it for housekeeping purposes or part of a penalty recovery attempt, it is important to not only pinpoint the bad links in a site’s backlink profile but also understand where they come from to minimize their occurrence in the future.

For majority of link auditors who have only dealt with relatively “clean” link-building in the past, two explanations of bad links are most common. One is to blame those links on poor practices of the previous service provider, which may be true, sometimes it may serve as an excuse in link removal requests, disavow submissions and in communications with the client. Another is to suspect negative SEO activity by evil competitors or haters, and this explanation is gaining more popularity as more articles emerge that uncover cases of negative SEO. However, both these explanations often hide one fact: the lack of understanding of what is really going on.

**BRINGING IN A BLACKHAT**

What these whitehat practitioners are missing is a blackhat perspective. Similarly to companies hiring hackers to take care of their network security, businesses concerned with their link profile audits may want to get some input from an experienced blackhat (important clarification though, a blackhat here stands for a person who truly understands that approach on a deep level, as opposed to someone who has been running some automated tools out of the box without digging any deeper to understand how things work, what is going on and why. If you haven’t ever tried to tweak commercially available tools to suit your business logic or even develop your own tools to accomplish what commercially available tools cannot do, you are a script kiddie not a blackhat SEO and not fit for the job).

Understanding the mechanics of link placement beyond acceptable “clean” methods is vital for reading a link profile with poor quality links and explaining those poor quality links. There are many ways how a site can get bad links, and most of them don’t even involve an unscrupulous service provider or a negative SEO attempt. We will take a look at some of them below.

Long before Google has come up with Panda, it had a duplicate content filter and supplemental results, and those who have been in SEO long enough will surely remember scraper sites in this context. For the younger generation, a scraper is a site built for the sole purpose of placing ads (e.g. AdSense which used to be much more profitable back in the day than it is now) with content scraped either off other sites or even the SERPs themselves. It was not unknown for scrapers to kick the original sites out into supplemental results if those original sites were not strong enough and that was webmasters’ main concern with the scrapers back in the day. However, depending on the tools used for the job, some scrapers preserved the links to the original sites they scraped, especially if they were built by scraping the SERPs. 7-8 years ago, some greyhat SEOs even used this “catch” for acquiring links to their legitimate sites – but with Penguin, links from scrapers are clearly seen as a threat.

Contrary to the popular belief, scrapers have not completely disappeared today – they have evolved and you are just as likely to come by a link to a site from something that looks like a “search engine” or a “business directory” plastered with ads (not necessarily AdSense though) as ever before. But that’s not even all there is to it as scraping content is done not only for ad placement purposes these days.

I was recently brought in to investigate some of the dodgy looking links of a site where the SEO doing the link audit suspected the previous provider had used blog networks for link acquisition. The links in question indeed appeared on a number of poor quality sites belonging to what appeared to be a blog network (sometimes referred to as PBN, P standing for “private” but describing the notion quite inaccurately as those blogs are in fact not so private but place links in posts they create for anyone buying a link package). After some digging, however, I discovered that what the previous SEO provider was doing was not PBN link placement per se but press release distribution using (free) press release sites as a...
behind the functionality I’m going to describe are as follows:

- link spamming software such as GSA for example. The logics
- never built. Another one has something to do with automated
- That’s only one way a site can end up with poor links its SEO
- link placement.
- the network look “bigger” to the existing clients checking the
- random sites, obfuscating the network footprint and making
- who are the network’s actual clients and who are just some
- time – with hundreds of blogs to maintain the numbers add
- those links (running a find and replace to remove HTML for all
- source they scraped contained links to the site in question,
- that content, if the original press release/article/whatever
- post the scraped content as is. Because they do not alter
- software... so in some cases the network operator will just
- spinning it, but spinning
- software costs money, especially decent quality spinning
- How do you get free content? - you scrape
- every day, so they need some cheap or better yet, free
- to look at the PBN operators’ business model.
- When somebody starts a blog network, they typically start by
- buying some domains, aged or new, maybe throwing some
- links at them, but their main issue is the content. Before you
- can make a commercial offer, you need to have a live site
- with already existing content, and if you want those blogs
- indexing fast and staying in the index you better be adding
- new content to them regularly. Even once the operations
- have started the network might not get clients to post for
- every day, so they need some cheap or better yet, free
- source of content. How do you get free content? - you scrape
- it if you’re “diligent” enough, you also spin it, but spinning
- in case of majority of automated linkbuilding tools users,
- add your own specified list of sites, or you can tweak the
- different online media sites, etc. - you get the idea. Y ou can
- related YouTube videos, related news stories off a number of
- of anchor texts you specify for your spam project. E.g. for
- those spamming a payday loans affiliate churn and burn site,
- you will probably have keywords like payday loans, instant
- payday loans, payday loans online etc., resulting in links
- being inserted in your content to http://www-paydayloans.
- com/, http://instantpaydayloans.net/ and so on. So yes,
- technically your site’s bad links may be a result of a Fiverr gig
- as some link auditors suspect, but not necessarily one done
- for your site specifically. (For the record, I have contacted
- GSA developers and told them it might be a good idea to
- remove those options from the default list).

Yet another case I have personally witnessed recently
- involved a site getting hacked without the owner noticing,
- parasite pages getting created and links spammed to those
- parasite pages. A couple months after the hacking took
- place, the host has noticed (apparently the hacking happened
- on the shell level and affected all of the sites hosted on the
- server) and quietly fixed the issue by removing the parasite
- pages without ever telling the owners of the sites they were
- hosting. The parasite pages “author” hasn’t noticed it for
- some time and continued spamming links to now non-existent
- pages. As a result, the site in question ended up with tons of
- spammy links to pages they did not even have.

I could go on and on as there are many more ways a site can
- get bad links without doing anything intentionally. Frames,
- proxies, redirects, URL shorteners (yes these can all get
- indexed as links sometimes), all sorts of automated stats sites
- including whois stats, and on and on – these are just a few
- I could come up with off the top of my head. The lesson to
- learn here however is (1) bad links are not always what they
- appear to be and (2) if your experience does not allow you to
- make an educated judgement about the nature of links, by all
- means do bring in somebody qualified to do so – this does
- not diminish your value as an SEO but demonstrates that you
- know the limits to your knowledge and are not afraid to ask
- for advice from those who can help. This will only benefit the
- site you are auditing and possibly prevent further bad links.

Figure 1 - example of a scraper site from 2006 built with a tool called Traffic
Equalizer by scraping Google SERPs (AdSense ads are not shown)

If you want your contextual links to appear more natural, you
should not only be linking to your own site when posting
the content to free blogs or article sites that the tool is
spamming for you – ideally, you should link to other on-topic,
desirably (niche) authority sites. Hence, tools like GSA have
an option to add those “third party” links. Where do those
links come from? They can be related Wikipedia articles,
related Youtube videos, related news stories off a number of
different online media sites, etc. - you get the idea. You can
add your own specified list of sites, or you can tweak the
default list that comes with the software – or, as it happens
in case of majority of automated linkbuilding tools users,
you can consider yourself a cool makkr that spammer thinking
just buying a tool and pressing a button is enough and use
the default setting (see above re: script kiddies). The default
“third party” links file of GSA has, among everything else,
variants like this:

http://www.%anchor_text%.com/
http://%anchor_text%.com/
http://www.%anchor_text%.org/
http://%anchor_text%.org/
http://www.%anchor_text%.net/
http://%anchor_text%.net/

- the %anchor_text% variable here being one of the list
- of anchor texts you specify for your spam project. E.g. for
- those spamming a payday loans affiliate churn and burn site,
- it! if you’re “diligent” enough, you also spin it, but spinning
- in case of majority of automated linkbuilding tools users,
- add your own specified list of sites, or you can tweak the
- different online media sites, etc. - you get the idea. Y ou can
- related YouTube videos, related news stories off a number of
- links come from? They can be related Wikipedia articles,
- related Youtube videos, related news stories off a number of
- different online media sites, etc. - you get the idea. You can
- add your own specified list of sites, or you can tweak the
default list that comes with the software – or, as it happens
in case of majority of automated linkbuilding tools users,
you can consider yourself a cool makkr that spammer thinking
just buying a tool and pressing a button is enough and use
the default setting (see above re: script kiddies). The default
“third party” links file of GSA has, among everything else,
variants like this:

http://www.%anchor_text%.com/
http://%anchor_text%.com/
http://www.%anchor_text%.org/
http://%anchor_text%.org/
http://www.%anchor_text%.net/
http://%anchor_text%.net/

- the %anchor_text% variable here being one of the list
- of anchor texts you specify for your spam project. E.g. for
- those spamming a payday loans affiliate churn and burn site,
- it! if you’re “diligent” enough, you also spin it, but spinning
- in case of majority of automated linkbuilding tools users,
- add your own specified list of sites, or you can tweak the
default list that comes with the software – or, as it happens
in case of majority of automated linkbuilding tools users,
you can consider yourself a cool makkr that spammer thinking
just buying a tool and pressing a button is enough and use
the default setting (see above re: script kiddies). The default
“third party” links file of GSA has, among everything else,
variants like this:
MAKE YOUR MOVE. NEXT STOP ASIA

ASIA GAMING BRIEF
Your gateway to Asia

Gaming News & Updates | Comprehensive Business Insights | Market Research & Intelligence

AGBRIEF DIGITAL EDITION
Reaches over 8000 gaming executives globally

AGBRIEFINGS PRINT EDITION
Published alongside major gaming shows; reaches key individuals & businesses in the region.

ASIA GAMING BRIEF
AGB’s daily news briefs and weekly insights provide worldwide executives with the up-to-the-minute knowledge they need about the Asian gaming industry. Our extensive network of regional advisors ensures that the intelligence you receive is real, topical and based on fact.

Want to reach our target audience or become a member? Write to enquiries@agbrief.com

www.agbrief.com
ALL ASIA DEALERS’ CHAMPIONSHIP

SIGMA’S NEW MEDIA PARTNERS, ASIA GAMING BRIEF, TOGETHER WITH REED EXHIBITIONS / GLOBAL GAMING, ARE DELIGHTED TO ANNOUNCE THEIR COOPERATION ON THE ALL ASIA DEALERS’ CHAMPIONSHIP, WITH THE INAUGURAL EDITION TAKING PLACE THIS MAY CONCURRENTLY WITH G2E ASIA.

The concept is for Macau to host a high quality, annual event that honours the front line of the industry and promotes responsible gaming and corporate social responsibility, according to the organizers.

Josephine Lee, senior vice president of Reed Exhibitions Greater China had these words to say; “We are excited about this addition to the G2E Asia schedule of events which will serve to further integrate the Asian gaming industry and bring the different stakeholders together for a fun and exciting event. It makes sense to hold it during G2E Asia, which is THE meeting point for regulators, operators, suppliers, industry associations and representatives from across the region.”

Rosalind Wade, managing director of Asia Gaming Brief, went on to elaborate; “Our aim is to develop an international platform for dealers to further develop their talent and skills as they are an integral part of the gaming industry. They need to know that the industry cares about them and is here to support them through their careers.”

The competition is to be held in an arena style setup within the G2E Asia Exhibition floor for a “spectator sport” effect, drawing the crowds to cheer for their favourites.

Teams comprised of three dealers from properties all around Asia will compete in three games: Baccarat, Roulette and Blackjack. Dealers will use the same equipment they deal with on a daily basis at their respective properties to maintain an even field.

The organizers’ priority is to develop a fair competition across the board. The competition’s Rules and Regulations have been carefully developed having in mind the idiosyncrasies of the industry in the region and approved by the participating operators. Judging criteria are divided into three major sections: customer service and interaction, chip work and dealing skills.

Parallel to the competition, organizers are hosting a Career Path Seminar dedicated to professional advancement and responsible gaming. Speakers include C level gaming executives who will share how they climbed the industry’s ropes from the gaming table to the corner office.

We, at SIGMA, wish both Reed and AGB the best of success in the coming months and look forward to welcoming them at SIGMA15 later on this year.

ABOUT REED EXHIBITIONS
G2E Asia is the international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association (AGA) and Reed Exhibition, G2E Asia made its debut in 2007, defining itself as the preeminent show for the Asian gaming entertainment industry.

ABOUT ASIA GAMING BRIEF
Asia Gaming Brief is an intelligence service providing up to date information for worldwide executives on gaming market issues in Asia. Our services include a daily eBrief featuring the latest news and headlines across 22 jurisdictions in Asia, and weekly intelligence articles for AGB members that go in depth into specific markets or recent developments.

For more information, visit www.agbrief.com
Having trouble sending large volumes of emails?

Looking for a fully supported service?

Dmaxepaper.com is an all-in-one email intelligence, marketing, autoresponder & lead generation tool.

It turns your email contacts into sales.

Dmaxepaper.com takes your email to a smarter level, with accurate real-time statistics and a wide array of follow-up tools. To help you get the most out of your Dmaxepaper.com account, every licence includes training and personal users’ support.

Clients may opt for assistance in terms of email address validation services, organisation of contact lists and guidelines on contact list building, as well as customised email templates (which are tested for smartphone compatibility, for higher open rates).

Advanced users can avail themselves of the system’s versatile API’s, facilitating integration with leading CRMs like Microsoft Dynamics, Outlook and Business Intelligence tools. Our team can provide you with professionally managed and fully supported server solutions enabling you to handle larger volumes (1M+/month); we also offer support in case of black listing. No wonder Dmaxepaper.com always keeps you ahead of the game.

JOIN THE MARKET LEADERS: 0035621347990

Dmax Business Centre, Cat Lane, Swatar BKR4462, Malta. EU
iGAMING, THE EU AND TTIP


Is Malta doing its fair share in lobbying in favour of the industry?

I am positive that the Maltese Government but also all other representatives in different fora, including us MEPs, are doing our utmost to safeguard this economic niche. Malta constantly works to safeguard its position in line with the laws and principles of EU law. Malta attends the Expert Groups organised by the European Commission and takes an active role in all relevant meetings both at an EU institutional level as well as at an international level, ensuring that the Maltese position is made clear at every required occasion. A number of issues which affect gaming in a horizontal manner are often raised and Malta follows these closely.

Is remote gaming being included in the TTIP negotiations?

In general terms it is the European Commission which negotiates collectively with its US counterparts. However national Governments, would be in contact with the Commission to ensure that their own national interests are promoted and safeguarded and any reservations made clear.

What is Malta’s position on free movement of trade?

In terms of gambling services, it has been recognised that the provision of remote gambling services constitutes the meaning of ‘services’ in terms of Article 56 of the EU Treaty (C-243/01 Gambelli). In accordance with these rules and the various court judgments of the Court of Justice of the European Union, while it is possible to impose restrictions on the free movement of gambling services, such restrictions may only be justified by imperative objectives in the general interest such as consumer protection and the prevention of fraud. Furthermore, such restrictions must be proportionate and suitable to achieving those objectives in order to limit the betting activities within a territory in a consistent and systematic manner (Gambelli). The reasons which may be invoked must be accompanied by an analysis of the appropriateness and proportionality of the restrictive measure (C-42/02, Lindman). Malta subscribes to this position which has been laid down by the Court and tries to ensure it conforms with as appropriate, while also giving attention to the fact that various positions and situations are constantly developing.

What are other MEPs / member states doing at EU level? What is the impact on Malta’s gaming sector?

Different states and MEPs naturally push their own positions at EU level and this does not always coincide with the position of Malta, as is true of all files at the EU level. Malta will continue discussing its position at EU level with other states and works to safeguard its position inasmuch as it is appropriate.
WELCOME TO THE NEXT LEVEL

RICHER TASTE, GENEROUS SPIRIT

CHIVAS REGAL Extra
Gambling is a lucrative business, and online gaming represents a major and rising segment of that business – about 10% presently. H2 Gambling Capital, a firm that monitors the online gaming industry, estimated its global market value to be about $30 billion in 2012. In addition, the company projects the industry to realize a 9.13% compound annual growth rate all the way to 2015. Therefore, the growing popularity of online gaming has necessitated the industry to reach further for more convenient and better payment systems. One such scheme that makes it easier for individuals to make more bets is the introduction of various cryptocurrencies, of which Bitcoin has emerged as the favorite. Although this type of payment is faced with some hurdles, it has shown no signs of backing down from its revolutionary mission to enhance how things are done in the online casinos and gambling rooms.

Every country worldwide can be reached via the Bitcoin payment network and no other payment system can confidently boast of that. Coinometrics and others have approximated that about 40 per cent of Bitcoin network transaction volume is associated to payments for web-based gambling. Currently, more than 150 online casinos and gambling sites accept only Bitcoin as their preferred method of payment. Some of the leading Bitcoin gaming sites include Satoshi Dice, bitZino, and Seals with Clubs. And, the use of Bitcoin for online gambling is continuing to grow rapidly.

IF BITCOIN IS SO REVOLUTIONARY, WHAT HAS SLOWED DOWN ITS PENETRATION INTO THE ONLINE GAMING INDUSTRY? PATRICK J O’BRIEN EXPLAINS.

The online gambling industry faces the following key challenges.

IF THE ROLE OF BITCOIN IN THE GAMING WORLD

PLACING BETS ON BITCOIN

There is increased interest in the use of Bitcoin in the iGaming industry because of its many advantages. Even though Bitcoin gambling currently represents a small percentage of the revenues from the iGaming industry, the stakeholders are burning their fingers to see that its use becomes more prevalent because of its many benefits.
Inability to effect real-time payments in both directions
How to establish a payment system that is borderless
How to incur minimal fees for transactions
Difficulty in keeping client privacy beyond the gambling environment

Bitcoin, created in 2009, is a decentralized digital payment method employing peer-to-peer networking to allow irreversible transactions without involving any middle men. Bitcoin was developed as a reaction to centralized monetary authority, dwindling financial privacy, as well as paramount legacy infrastructure. So, could it be the best bet for the iGaming industry?

Here are some key benefits that Bitcoin brings to the online gaming world.

**VERY LOW FEES**
Bitcoin is regarded as a co-efficient type of crypto-currency. The major benefit arises from the cheap cost of effecting a Bitcoin transaction. Because it is relatively inexpensive to carry out a single transaction, an increased number of sports betting companies, online casinos, online poker rooms, online bingo sites, and others are placing their bets on Bitcoin as the preferred payment option. Bitcoin’s reasonable transaction prices also enable the industry players to offer low commissions and therefore attract more gamblers.

**FREEDOM IN PAYMENT**
Bitcoin is a revolutionary payment system that allows gamblers to make transactions without worrying about geographical constraints. With Bitcoin, online poker gamers can play anywhere in the world, at any time. Online casinos and gambling rooms do not need to worry about rescheduling for bank holidays or other limitations that may hamper convenient transactions.

Bitcoin enables people in countries not reached by the common payment methods such as Visa, MasterCard, and PayPal to engage in online gaming freely and safely. So, it is able to provide payment solutions to some places in the globe without banks or controlled by the traditional payment networks. Consequently, Bitcoin is proving to have the ability to open up the world’s extensive unregulated gambling markets.

**QUICK PAYMENT**
Contrary to the traditional payment methods that normally take hours or days for a transaction to be effected, Bitcoin transactions, however, are normally far faster. With Bitcoin, payments can be instantaneous making it possible for real-time gambling transactions to be made in both directions.

**IRREVERSIBLE TRANSACTIONS**
When customers make payments using credit cards or even bank payments, the sender normally can reverse or “chargeback” the payment. Therefore, this increases chances of fraud that can deteriorate the developments of the iGaming industry. Bitcoin is the only means of payment that the sender cannot be able to reverse the payments made.

**DISCREET**
One of the reasons why Bitcoin is increasingly getting the attention of the online gambling world is because its purchases are discrete. If a user does not want his or her personal information to be known, it will never be disclosed. More so, the purchases cannot be traced back to him or her. Furthermore, no third-party is able to interrupt Bitcoin transactions or enact freezes on Bitcoin accounts.

As much as the personal information is kept anonymous, all finalized transactions are available for everyone to see. Thus, this encourages information transparency. The public address of the sender will be visible without revealing his or her personal details. Additionally, anyone can verify transactions in the Bitcoin block chain to ascertain their authenticity. Since Bitcoin is built on a network that is cryptographically secure, any individual, entity, or government cannot manipulate its protocol.

**CHALLENGES FACING BITCOIN**
Although Bitcoin has been singled out as the innovation that will spread the wings of online gambling, a number of challenges still stand in the way of its complete adoption by the industry, and one would understand why. Here is a description of the key ones.

**REGULATION**
As the digital currency has started to penetrate into the mainstream and get exposure, several gaming companies have come under increased scrutiny from the cautious regulators. Regulation is good because it assists in taming some unfair practices in the market. Therefore, there needs
to be a resolution of the issues that the regulators deem as risky for Bitcoin.

The regulatory framework in most countries imposes some expectations on the online gaming companies. Notably, a significant portion of the regulation raises issues with one of the most attractive benefits that Bitcoin offers to the online gaming world: anonymity.

Nonetheless, to find a solution to this issue, regulators can work hand in hand with firms that require individuals to disclose their identity before engaging in Bitcoin transactions. An example of such a firm is GoCoin, which mandates individuals to give out their identity when registering an account with them. Therefore, the risk of anonymity will be resolved if the iGaming industry accept crypto-currency payments only from players that have been identified using such platforms as provided by GoCoin.

Bitcoin regulation in the world varies substantially from country to country. Further, it is still undefined or changing in most of the countries. Whereas some countries have clearly authorized its use, others have completely outlawed or strictly forbidden it. In a majority of the developed countries, crypto-currencies are regulated under the money laundering/terrorist financing laws. Presently, Bitcoin has been publicly banned or severely restricted in only three nations: Bolivia, Ecuador, and Russia.

In spite of the regulatory policies, online gaming companies are doing their best to conform to the gambling laws and make Bitcoin a preferred method of payment. A notable example is Vera&John, an online casino firm based in Malta, which caused a stir in the gaming industry by becoming the first licensed casino to accept Bitcoin in early 2014. However, things took a drastic turn after some few months when the firm announced that it will no longer be accepting Bitcoin payments. Vera&John were asked to suspend accepting the digital currency by its regulator, the Malta Gaming Authority, or risk having their license being revoked.

For the growth of Bitcoin in the gambling industry to continue, the stern watchful eyes of the several jurisdictions should not be a stumbling block. Therefore, for online gaming firms to thrive, they must be ready to endure and even compromise in some instances so that they establish lasting and profitable businesses. For example, they should be ready to adopt such platforms as provided by GoCoin to reduce the risk of anonymity in the industry.

The increasing popularity of Bitcoin as a preferred payment system seems, to date, unstoppable. Bitcoin and other crypto-currencies are likely here to stay. Just like electricity, this innovation cannot be un-invented. This calls for the online gaming world to rise above the occasion and sail the growth of the industry while soberly seeking for solutions for the issues raised by the regulators.

PRICE VOLATILITY
The price of Bitcoin constantly fluctuates because there is a limited number of coins in circulation and the demand for them increases every day. As of March 20th 2015, one Bitcoin was valued at $263.20. It was valued at $312.44 on January 1st 2015. This constant fluctuation of the value of this novice “digital dollar” makes sense since people are still experimenting with it to understand how best it works. It is because of the volatility of Bitcoin that the regulators in the industry perceive it to be risky for investments. However, as more people and businesses start appreciating the benefits of Bitcoin, its price will eventually settle down.

SECURITY ISSUES
Another issue that thwarts the growth of Bitcoin in the iGaming industry is due to fears of security. However, it is very difficult for Bitcoin theft to take place, particularly if the digital coins are kept in a secured online wallet. In early 2012, Betco.in, an online poker site, was hacked leading to the loss of 2,900 Bitcoins from player balances. Since then, no hacker has been successful in stealing such a large number of Bitcoins from gaming platforms. Therefore, this shows that the iGaming industry has improved in terms of making its architecture secure for the participants.

THE FUTURE WITH BITCOIN
Bitcoin will likely play a bigger role in the future of the online gambling industry. Bitcoin and other crypto-currencies continue to exert a firm foothold and will continue to shape its future. As more and more people begin to understand the concept of crypto-currencies, they will want to own their own digital coins that allow them to make fast and convenient payments while ensuring their purchases are secure.

As the popularity of Bitcoin increases around the world, individuals will get ways of making use of it just like fiat currencies. And, iGaming could just be another aspect this virtual currency is employing to legalize itself as a real unit of value. However, this amazing growth of Bitcoin is being incapacitated by some hurdles, which can be amicably solved so that people can continue to benefit from this innovation. Particularly, the issues raised by the regulators ought to be scrutinized carefully and major solutions developed. So, more dialogue between the various stakeholders, operators, suppliers, regulators, and the gamblers themselves is needed so that the bright future of the iGaming industry could be realized faster – with Bitcoin, of course.
The Palace is located in the heart of the lively Sliema, in the hub of the commercial and gaming industry. Chic and comfortable accommodation is offered, together with mouthwatering dishes served at our award winning restaurants and leisure facilities to suit all.

Your meeting Palace

T: 2133 3444 | E: frontdesk.palace@axhotelsmalta.com | www.thepalacemalta.com
BOOK REVIEW:

A BRILLIANT ANALYSIS AT THE INTERSECTION OF GAMBLING LAW AND EMPirical SCIENCES

By Santiago Asensi, Managing Partner, Asensi Abogados
IN THIS BOOK, PLANZER PROVIDES BOTH A COMPREHENSIVE AND BRILLIANT ANALYSIS OF EU GAMBLING LAW. THE AUTHOR CLEARLY MANAGES TO COMBINE ACADEMIC RIGOUR AND THOROUGHNESS WITH GREAT PRACTICAL OUTPUT. I RECOMMEND THIS MASTERPIECE TO ANY PRACTITIONER ACTIVE IN THE GAMING FIELD. BECAUSE OF THE BOOK’S INNOVATIVE ANGLE, APPLYING EMPIRICAL RESEARCH TO THE LEGAL ANALYSIS, IT IS A VERY HELPFUL SOURCE OF INSPIRATION FOR GAMING LAWYERS BOTH IN EUROPE AND BEYOND.

GENERAL ASSESSMENT

‘Empirical Views on European Gambling Law and Addiction’ consists of twelve chapters, the content of which I shall discuss in the second part of my review. The pioneering spirit of the book lies in the fact that it combines two approaches of very different nature: legal and empirical. Let us first take a look at the legal analysis, before saying a few words about Planzer’s empirical perspective on gambling law.

The book offers a comprehensive and rigorous legal analysis of all relevant EU/EEA primary, secondary and case law. The voluminous case law of the Court of Justice of the EU and the EFTA Court is discussed in detail. While many other publications choose a case-after-case discussion, which often results in a somehow odd reading experience, Planzer chose to analyse the case law very systematically and in a practical order. All relevant passages of the numerous judgments are critically discussed. The analysis follows the order of judicial adjudication: scope of application, justification grounds, use of the margin of appreciation and finally proportionality review. Any practitioner interested in gambling issues will appreciate the book for this thorough legal analysis.

In addition, Planzer finds a pioneering new angle: his analysis is enriched by the integration of a wealth of empirical research. This is a great added value for gaming lawyers, regulators, judges and policy makers who are normally not familiar with the fairly complex literature on gambling addiction. Planzer manages to explain the most relevant aspects of this mental health disorder in a language that is surprisingly easy to follow, considering the complexity of this field.

Linking the empirical evidence with the legal analysis, Planzer assesses to which extent key findings in the case law are actually supported by the present state of empirical evidence. In its judgements, the Court of Justice of the EU has made certain assumptions about gambling (addiction), at times far-reaching, that had direct legal consequences. For instance, it has been argued that an exclusive operator would protect consumers more effectively than competing operators or that competition between licensed operators would lead to increased risk of gambling addiction. Arguing with plenty of empirical publications, Planzer dispels many of these myths that are all too often adhered to in gambling policy, regulation and adjudication. This truly is a novel and much-needed contribution in our field of practice that helps to shift the discussion from assumptions towards evidence. Planzer’s analysis illustrates the direct relevance of scientific findings for gaming lawyers, regulators, judges and policy makers alike.

CONTENTS

Part I

‘Empirical Views on European Gambling Law and Addiction’ consists of two parts that contain twelve chapters. First, Part I deals with the relevant EU legal framework in general. Part I frames the subsequent discussion and illustrates to which extent the case law on gambling differs from the general law on fundamental freedoms.

After an introduction, Chapter 2 primarily outlines the competences that the EU has regarding Internal Market and consumer protection matters and explains the interplay between EU law and national gambling regulation.

Chapter 3 provides an excellent overview of the general law on fundamental freedoms (goods, persons, services, establishment, capital) and the conditions under which they can be restricted (Treaty restrictions as well as mandatory requirements recognised in the case law). The chapter focuses on the Court of Justice’s practice regarding the proportionality review and, in particular, the use of the margin of appreciation. This concise overview nicely prepares for the subsequent analysis in Part II.

Further provisions of EU law that may apply to gambling matters are outlined in Chapter 4, both primary law (Treaty provisions on competition and state aid) and secondary law (directives). The relevance of each directive that fully or partly applies to gambling matters is explained. Finally, Chapter 5 summarises the results of Part I.

While Part I illustrated the general legal framework, Part II analyses the EU gambling case law specifically. Similar to Chapter 3, Part II follows the practical order of judicial adjudication. First, the scope of application is discussed (Chapter 6), namely which fundamental freedoms apply to gambling activities and under which conditions games actually qualify as games of chance. If they do not qualify (e.g., prize competitions or games not played for the prospect of winning money), the wide margin of appreciation usually granted does not apply.

Chapter 7 critically discusses the legitimacy of the justification grounds used in the gambling case law. Contrary to other fields, the Court of Justice has even accepted an economic justification (proceeds contribute to public interest purposes). Only in recent decisions, the Court recognised the existence of a conflict of interest among charity operators and public authorities. This chapter criticises the double-morality regarding the public morality justification that Member States have regularly used as well as the moralistic language of the Court of Justice. It demystifies the alleged legitimacy of the public morality argument in 21st century Europe.
Chapters 8 and 9 form the core of Planzer’s analysis. They inquire in great detail whether the Court’s deviation from the general use of the margin of appreciation (Chapter 8) and the proportionality review (Chapter 9) has been justified. Chapter 8 explains the origin, nature and rationale of the margin of appreciation. Since that doctrine was heavily shaped by the European Court of Human Rights, Chapter 8 establishes the principles and criteria that have steered the use of the doctrine at this court. The justification grounds that are relevant in the gambling case law are in particular studied: health (addiction), crime, and public morality. Taking into account the commonalities and differences between the two courts, Planzer convincingly argues that the Court of Justice should adopt the Strasbourg Court’s coherent approach. The wide discretion granted by the Court of Justice is not justified.

Chapter 9 starts with an introduction to the nature and mechanisms of gambling addiction. Even though a lot of empirical research is quoted, the book’s language is nevertheless easy to understand for non-scientists, too. On the basis of this empirical input, the Court of Justice’s proportionality review is analysed: judicial assumptions are contrasted with empirical findings. Planzer demystifies several key assumptions that the Court has made. He does this in a very clinical and unemotional manner.

Instead of settling for an overall assessment, Planzer identifies different standards of review for different aspects of the gambling case law. For instance, the Court has hardly practised any proportionality review regarding the regulatory model chosen by the Member State (prohibition, monopoly, licensing system). By contrast, the Court has reviewed rather strictly (criminal and administrative) penalties and procedural requirements in licensing tenders.

Planzer then compares the Court’s approach to the review practice in other cases that involved similar consumer protection concerns (alcohol addiction; risk relating to the internet) and the peculiar approach on gambling is thereby confirmed. The chapter inquires next the reasons and consequences of this approach. Planzer finds sensible explanations and notes a ‘judicial vacuum’; that is, an absence of an effective proportionality review, jointly exercised by the Court of Justice and the national courts.

Finally, the book concludes with two extra chapters that inquire the role of the precautionary principle (Chapter 10) and EU fundamental rights (Chapter 11) in relation to gambling matters. Considering the notion, genesis, scope, rationale and criteria of application, Planzer concludes that the precautionary principle cannot apply to gambling related health risks. Chapter 11 identifies applicable EU fundamental rights, namely the freedom to conduct a business (Article 16 Charter of Fundamental Rights of the EU), the freedom to choose an occupation and the right to engage in work (Article 15) as well the freedom of expression and information (Article 11) in relation to advertising. Planzer also clarifies the relationship between EU fundamental freedoms and EU fundamental rights and examines whether the scope of application of fundamental rights changed with the Lisbon Treaty.

Santiago Asensi is Managing Partner of Asensi Abogados, a law firm specialised in the gaming sector with offices in Spain. Asensi represents a very significant number of major operators and gaming service providers before the Spanish authorities. His firm also provides legal advice to gaming jurisdictions in Latin America.
Email marketing made easy!

Sprintsender is a bulk mailing software that helps you run highly profitable campaigns.

Revolutionise mass mailing.

Make it possible
Stop stressing out! Start cashing in with real time conversions. Sprintsender improves the rate of inbox delivery and reduces blacklisting.

Improve delivery
Why do you keep sending millions of emails if 95% end up in the recipient’s spam folder? Improve delivery straight to your customer’s inbox with Sprintsender.

Contact us
The clock is ticking! Don’t sleep on your data. Speak to us today and we’ll explain how you can improve your revenues with email marketing.

www.sprintsender.com

support@sprintsender.com
SiGMA SPENT SOME TIME WITH REBECCA LIGGERO, HEAD REPORTER AT CALVINAYRE.COM AND GLOBAL BODOG BRAND AMBASSADOR, TO FIND OUT MORE ABOUT THE CHARISMATIC PERSONA BEHIND SOME OF THE MOST INTERESTING INTERVIEWS.
Rebecca, yours is arguably one of the most well recognised profiles in igaming. You have conducted hundreds of interviews, met all the greatest entrepreneurs in all corners worldwide. How did it all begin? Thank you so much, its been one of those “right place at the right time” kind of rides for the past ten years of my life. I literally stumbled across the online gambling industry in early 2005 when I noticed an ad in the Boston Globe for an ‘Online Account Manager’ position at a non-descript local company. I wish I had saved that newspaper clipping so I could frame it! Turns out that company was Casino City, an established publisher, directory and online gambling affiliate in the business and I ended up working there for almost five years. I spent a few months with Everest Affiliates during those five years and on August 1, 2009 I officially started with CalvinAyre.com. Its been an incredible ride so far.

How long has CalvinAyre.com been in business? Were you present since its very beginnings? What were you doing before that?

CalvinAyre.com was officially launched in November 2009 and I’m sure some of you recall the infamous Launch Party that took place in Prague during the iGaming Super Show in 2010. (As a side note, the CalvinAyre.com launch party is the best party I’ve ever been to, a close second would be the Bodog Conference Party at Las Vegas club “Rain” in 2005).

I have been a part of the CalvinAyre.com team right from the start- in fact well before the start- and it all kicked off with a phone call out of the blue from my good friend Calvin Ayre in early 2005 when I noticed an ad in the Boston Globe for an ‘Online Account Manager’ position at a non-descript local company. I wish I had saved that newspaper clipping so I could frame it! Turns out that company was Casino City, an established publisher, directory and online gambling affiliate in the business and I ended up working there for almost five years. I spent a few months with Everest Affiliates during those five years and on August 1, 2009 I officially started with CalvinAyre.com. Its been an incredible ride so far.

You are well versatile with every aspect of the gaming industry; from the needs of affiliates, to the demands of B2B suppliers and emerging technologies such as crypto-currencies. Is there any aspect in gaming which you particularly enjoy covering? And why is that?

I have a soft spot for covering the affiliate side of the online gambling industry because that’s where I came from. The relationships I built with affiliate managers and other affiliates in the industry during my time with Casino City/GPWA are still going strong and I am so grateful for them. I also understand how the iGaming affiliate industry works as I have first hand experience in this side of the business and can related to a lot of the issues affiliate programs and affiliates face today.

I also find Bitcoin and crypto-currencies an interesting area to cover, first of all because I’m interested in the concept and second of all because I love the energy surrounding this emerging industry – it’s full of entrepreneurial, young, intelligent, innovative and driven people.

Can you share with us some of your most memorable moments in gaming?

Oh wow, there are so many. Going to Macau for the first time was an eye-opener and receiving that phone call from Calvin is right up there, but if I had to go in chronological order, the Golden Palace Party at SiGSE 2005, attending the 2005 Bodog Conference and Party, David Curruthers’ arrest at Houston airport, the last minute cancellation of the 2006 Bodog Conference due to Curruthers’ arrest, the 2006 Bodog Conference Party that took place anyway, the 11pm phone call from Bradley Vallerius on September 30th, 2006 telling me UIGEA was just passed, my transition from Casino City to CalvinAyre.com, getting stuck at CAC Amsterdam when the volcano erupted in Iceland, the CalvinAyre.com Launch Party, moving to London, Black Friday, the Seven Deadly Sins Party, interviewing David Hasselhoff, Hulk Hogan, Matt Damon, Rio Ferdinand, Montel Williams, Don Cheadle, Phil Hellmuth, Max Keiser, and the list goes on.

“...positive things to say about SiGMA, especially considering it was a brand new event. The expo area of the conference was buzzing and a lot of fun - all the feedback I heard from attendees and exhibitors was excellent. I especially enjoyed working with organizers Eman Pulis and Dennis Dyhr-Hansen and am more than happy to support any events they are behind. ”

In contrast, have you experienced any difficult moments or tough obstacles since your career in igaming took off?

The passage of UIGEA in September 2006 was a tough time for everyone in the online gambling industry and I would say its up there for me too, personally. I’ll never forget receiving one mass email after another from affiliate programs “the morning after” UIGEA’s passage saying their brands have stopped taking US players, effective immediately. Not only was this a massive revenue stream hit for my company at the time, but we also had to make so many updates to the website and fast. A lot of businesses folded post UIGEA and it was a sad time for many people in the industry, but as you can see, we have successfully made it through to the other side.

“...positive things to say about SiGMA, especially considering it was a brand new event. The expo area of the conference was buzzing and a lot of fun - all the feedback I heard from attendees and exhibitors was excellent. I especially enjoyed working with organizers Eman Pulis and Dennis Dyhr-Hansen and am more than happy to support any events they are behind. ”

In contrast, have you experienced any difficult moments or tough obstacles since your career in igaming took off?

The passage of UIGEA in September 2006 was a tough time for everyone in the online gambling industry and I would say its up there for me too, personally. I’ll never forget receiving one mass email after another from affiliate programs “the morning after” UIGEA’s passage saying their brands have stopped taking US players, effective immediately. Not only was this a massive revenue stream hit for my company at the time, but we also had to make so many updates to the website and fast. A lot of businesses folded post UIGEA and it was a sad time for many people in the industry, but as you can see, we have successfully made it through to the other side.

In contrast, have you experienced any difficult moments or tough obstacles since your career in igaming took off?

The passage of UIGEA in September 2006 was a tough time for everyone in the online gambling industry and I would say its up there for me too, personally. I’ll never forget receiving one mass email after another from affiliate programs “the morning after” UIGEA’s passage saying their brands have stopped taking US players, effective immediately. Not only was this a massive revenue stream hit for my company at the time, but we also had to make so many updates to the website and fast. A lot of businesses folded post UIGEA and it was a sad time for many people in the industry, but as you can see, we have successfully made it through to the other side.
We also had the privilege of hosting you and some colleagues of yours in Malta during SiGMA14. Was last November your first time on the island? What do you think of Malta? What do you think of the Maltese in general, besides their distinct English accent? What do you think, and what feedback did you get on SiGMA? Did the summit meet your expectations?

We all had an amazing time. I had been to Malta several times before and each visit I have had a positive experience. The fact that I have so many iGaming friends living in Malta is a huge plus and I also love being close to the ocean. I think the Maltese are friendly, lovely people and I have always felt safe and welcome in their country.

I have nothing but positive things to say about SiGMA, especially considering it was a brand new event. The expo area of the conference was buzzing and a lot of fun - all the feedback I heard from attendees and exhibitors was excellent. I especially enjoyed working with organizers Eman Pulis and Dennis Dyhr-Hansen and am more than happy to support any events they are behind.

SiGMA surpassed my expectations. At first, I didn’t see the need for another conference in the iGaming space, but after attending SiGMA last year, I have changed my mind.

Anything else you’d like to share?
Just that I would like to thank you very much for the opportunity to share my story and take part in your magazine and conference. I’m truly looking forward to coming back to Malta later this year for SiGMA 2015.
For many iGaming websites, content writing is the cornerstone of their internet marketing strategy. Supplying a steady stream of original and useful material not only benefits gaming websites by boosting their search engine rankings, but also provides an important touchpoint between the brand and its customers.

The fields of content writing and content marketing have shifted and evolved greatly over the years, however the absolute majority of the iGaming business seems to be unaware of the marketing possibilities that lie beyond the published word, as well as the diverse ways that a single piece of content can be re-interpreted and re-used across a wide variety of channels.

**TARGETED CONTENT**

No matter how original and well-written the content on your website is, it will be merely filling up real estate on your web pages if it doesn’t resonate with your players’ interests and goals.

Content writing must be targeted to the player, and the truth is your website doesn’t have a player but several sub-groups of players with different: histories (old vs new winners), bankrolls (high-rolling vs low-rolling), gaming behaviour (casual vs serious), and gaming preferences (casino vs sports betting).

Seeing your players through the prism of these four character dimensions reveals a spectrum of player types (at least 16 basic ones), each of whom should be addressed with a specific tone and type of content.

Therefore it is vital that promotions—and the way in which they are communicated—should be targeted according to the underlying psychology of the player segment being addressed in order to increase the likelihood of a positive response.

**GOING MULTIMEDIA (AND MULTI-CHANNEL)**

The written word is a content writer’s speciality but it needn’t be their sole method of communication. Unfortunately, many gaming websites seem to lack the imagination necessary to promote the experiences they offer in more exciting ways.

The focus of internet marketing today is multimedia and the good news is that you can work with your content writer to develop written material that can then be adapted to new digital media formats.

Podcasts, video tutorials, webinars and webisodes are media that are greatly underutilised by the iGaming industry, which is still heavily reliant on text and graphics when communicating with players.

The new media mentioned previously are all based on written scripts which any expert content writer can create and that serve to literally give a distinguishing voice (or face) to your internet gaming outlet. The potential of these channels will be greatly enhanced since players are being offered a more interactive experience even before firing up the hit game you’re promoting.
The Year of Audiovisual

The year 2015 has been touted as the year of video by many marketing experts. The ease and variety of methods to distribute video content online has increased over the years. Now, video content is finally set to reach a tipping point and spill over into every internet business’s marketing plan.

At first glance, video content may seem far removed from the practice of content writing as most people know it. However, the ability to deliver a tight narrative which combines together elements of persuasion, education and entertainment is the hallmark of a professional copywriter. Therefore writing for internet video should be part of the expert wordsmith’s arsenal already.

iGaming companies mustn’t miss the opportunity to capitalise on this trend as early as possible, while the rest of the industry is still slumbering in a bed made of text and hyperlinks. Content writing is more versatile than commonly believed and it is both the suppliers’ and contractors’ loss that they aren’t exploiting its potential to the full.

Stronger Social Integration

Social is an important aspect of any iGaming website’s content strategy. In fact, the lines between content marketing and social media marketing have become increasingly blurred, since the same content can be repurposed under various guises and on various channels.

Key takeaways from an article published on your website’s blog can be tweeted one by one over a period of time - linking back to your original post, snippets from a video can be posted on Facebook or YouTube, and interesting quotes from a podcast can be superimposed onto images and uploaded on Pinterest.

As you can see, written content can be sliced up and distributed in different ways, but you shouldn’t be the only one pushing content around.

Giving your players the tools to spread the content you publish virally is a no-cost, all-impact addition to your marketing efforts, especially if you make the effort to create content that is genuinely entertaining and informative.

In Summary

Remote gaming operators, just like their non-gambling counterparts, have seen their audience grow and diversify over the years, such that it is no longer advisable or sensible to keep adopting a one-size-that-fits-all attitude to marketing.

Tailoring content to target specific player segments is quickly emerging as an essential requirement in content writing briefs, in a bid to provide a more analytical context to content writing rather than approach it as a purely intuitive endeavour.

Furthermore, it pays to be bold and present content in different formats, giving the opportunity to brands to gain more leverage from the content they have written for them and exposing players to their messaging multiple times without fatiguing their customer base. Truly, the future of content writing is more than just words.
The Betting Connections team is committed to making your career development and job seeking process an enjoyable and successful one!

As Recruitment and iGaming experts, we understand your needs as a job seeker and also the challenges that you may face along the way. Betting Connections is the link between you and your future employers, we will be here to advise and guide you through every step of your journey!

**CURRENT IGAMING VACANCIES:**

- TURKISH SPEAKING CUSTOMER SERVICE AGENTS
- VIP MANAGER - Ireland
- CASINO OPERATIONS MANAGER - Ireland
- LINUX SYSTEMS ADMINISTRATOR - Ireland
- PYTHON DEVELOPER - Ireland
- FRONT END DEVELOPER - Ireland
- BUSINESS ANALYST - Ireland
- HEAD OF CUSTOMER OPERATIONS - Ireland
- FRENCH SPEAKING AFFILIATE MANAGER (CASINO) - Malta
- SOCIAL MEDIA MARKETING MANAGER – FREELANCE - Malta
- HEAD OF OPERATIONS - London
- CRM MANAGER - SPORTSBET - Malta
- MARKETING MANAGER X2 - UK
- SALES MANAGER – NORDIC MARKETS - Sweden
- WEB DESIGNER - Remote
- NORWEGIAN SPEAKING CRM AGENT - Malta
- UX DESIGNERS X5 - Malta
- HTML5 DEVELOPER/DESIGNER - Malta
- GAMES ASSOCIATE - Malta
- BULGARIAN SPEAKING CUSTOMER SERVICE AGENT - Ireland
- CRM EXECUTIVE - UK
- INTEGRATION SPECIALIST - Malta
- BACK-END DEVELOPER - Malta
- SENIOR PRODUCT EXPERT - Malta
- OFFICE MANAGER - Malta
- DANISH SPEAKING CUSTOMER SERVICE AGENTS - Malta
- AFFILIATE TEAM MANAGER - Malta
- JUNIOR DESIGNER - Malta
- WEB AND GRAPHIC DESIGNERS X 2 - Malta
- SEO MANAGER - Malta
- HEAD OF SEO - Malta
- NORWEGIAN SPEAKING SALES AGENT - Malta
- NORWEGIAN SPEAKING CUSTOMER SERVICE AGENT - Malta
- CHIEF MARKETING OFFICER - Malta
- TURKISH SPEAKING CUSTOMER SERVICE AGENTS X7 - Malta
- OPERATIONS MANAGER - Curacao
- AFFILIATE MANAGER - UK
- SWEDISH, NORWEGIAN OR DANISH SPEAKING TELESALES MANAGER - London
- CEO – SWEDISH SPEAKING - UK
- AFFILIATE DIRECTOR - UK
- UK COUNTRY MANAGER - UK
- EMAIL ACQUISITION MANAGER - Malta

WITH OVER 25 HIGHLY TRAINED RECRUITMENT PROFESSIONALS, BETTING CONNECTIONS RECRUITMENT SOLUTIONS IS NOT ONLY THE LARGEST BUT ALSO THE MOST MULTILINGUAL RECRUITMENT SPECIALIST SOLELY DEDICATED TO THE iGAMING INDUSTRY.
The list above is not exhaustive and contains just a selection of the fantastic career opportunities on the market at the moment. For more information about all of the iGaming career opportunities that are available to you, contact us on info@bettingconnections.com or call and speak to us on +356 2720 4520.
THE POWER OF STATISTICS

BY VINCENzo MARMARÀ
In statistical theory, we refer to ‘power’ as the strength, reliability and the level of confidence of a research study, but in business terms, power refers to the strength of your data to challenge your competitors - the strength of your data to take a competitive advantage. Realistically, both of them are directly related to each other.

Business Intelligence is nowadays commonly used in various industries, including gaming companies. As a result, a number of pertinent questions are often cited; “Why is there all this fuss about Business Intelligence and statistical analysis? Why is there so much focus on data? What is the main benefit of staying ahead of your data?”

I remember the days when I started working in the gaming industry in 2006. This industry was relatively new, with few companies based in Malta. We compiled statistical reports to analyze several methodologies on customer acquisition. Acquisition campaigns were always on top of the agenda. As things evolved, it became harder to acquire new players. More efforts were required and, as a result, customer acquisition became more expensive. Sophisticated marketing campaigns were adopted to target the right niche customers. In most cases, these trends were the result of statistical analysis as well.

Fast forward nine years: things look different today. The focus has shifted on retention, not merely acquisition. Operators need to address two fronts: consolidate their customer database while simultaneously run campaigns to reactivate dormant customers. To do so, they must realize that with the data they already have, the need to make assumptions can be reduced once that data is properly analyzed. Furthermore, they need to realize that the faster that data is analyzed, swifter action can be taken to prevent losses.

I tend to compare this situation with an epidemic. Currently, I am reading for a PhD in Mathematics (Statistics) in the area of Epidemiology and I describe such a case in the following way. In the field of epidemics, one of the major models is the ‘SIR’ model, where “S” refers to the susceptible number of individuals acquiring an infection, “I” is the number of infected individuals and “R” is the number of recovered or dead individuals. The gaming industry works in a similar fashion. A population of active customers may be ‘susceptible’ to stop playing. Along their active gaming lifetime, customers might start to reduce their gaming activity due to several crucial reasons (‘Infected’) and hence, the gaming companies have two options in this scenario. The company either decides to ‘do nothing’ and hence, the customers move into the inactive group (they die out) or else they try to strengthen their gaming activity, thus saving (‘Recovering’) them from stopping to play.

This scenario is very similar to an epidemiological model. Statistical models, together with sophisticated techniques, which may include both a ‘Frequentist’ and ‘Bayesian’ approach, are the right solution in such cases. One needs to find the solution to cure the ‘Infected’ customers to recover them and save them from turning to the inactive group. The solution is to run sophisticated analysis to determine the main factors that are hindering players from strengthening their activity, or at least keeping their gaming activity consistent. Following the acquisition of such information, one will then develop the right statistical models to be able to predict the ‘infected’ group of customers.

This is why there is a need for live statistical analysis together with the need to analyze current datasets. This is the reason why statistics provides power and competitive advantage, based on good statistical and mathematical models, carrying a high power of accuracy.

To summarize it all, a significant number of gaming companies today do not realize that they have priceless information that is being overlooked. The answers to their biggest issues are likely hidden in their data already. Operators may not need to reinvent the wheel to remain competitive. They only need to look closer to home: to analyse and make best use of the data accessible to them.

WHO IS VINCENT MARMARÀ?

Vincent Marmara is a Statistical Consultant and Researcher by profession. He obtained his first degree in Statistics, Operational Research and Mathematics at the University of Malta. He later advanced his studies by obtaining Masters of Science in Statistics at Sheffield University, UK. Currently he is reading for a PhD in Mathematics (Statistics) at the University of Stirling, Scotland, and also forms part of the research staff at the University of Stirling, UK. He was entrusted with numerous research projects both at a national and international level. He led research groups and analyzed data to a high level scientific extent. One of his main research projects involved modeling missing data in surveys and in other research areas. Mr. Marmara has 9 years experience in the iGaming industry as a Business Intelligence Analyst. At present he is one of the partners and co-owner of the statistics research company, Sagalytics. Furthermore, he has been part-time lecturing Statistics and Mathematics at the University of Malta since October 2010. Moreover, he is the President of the Malta Statistics (MSTOR).

Vincent occupied several key important roles such as, member of the faculty board of science, Deputy CEO and Chief Regulatory Officer within the Malta Gaming Authority. During his term at the gaming authority, he was directly responsible for reducing the licensing process time by half.
WHO’S WHO IN THE MALTA GAMING INDUSTRY

888
Over 25 million players have experienced 888’s exciting action, in the past 17 years, making it the largest e-gaming portal. The Company is situated and licensed in Gibraltar. Nine years ago, 888 Holdings made a successful initial public offering of its shares, which was later traded on the London Stock Exchange.
Web: www.888.com

ACUITYTEC
AcuityTec is an all-in-one fraud prevention solution and proven acceptance rate booster for all e-Commerce businesses accepting credit card and other payment transactions. Its unique BIN intelligence researches do increase merchant transaction acceptance rates, while determining exposure to fraud and risks.
Web: www.acuitytec.com

AFFILIATE LOUNGE
Affiliate Lounge is part of Swedish Betsson AB. It surely invests in companies that provide quality online gaming services. The demand for transparency and auditing practices employed in public listed companies, guarantees that the commission is always fair and 100% correct. Through a dedicated staff and a comprehensive backend system, affiliates have constant support and guidance at hand. Affiliate Lounge strives to be the best partner regardless of the size of the company. Affiliate Lounge makes it easy for an individual to make more money.
Web: www.affiliatelounge.com

AFFILIATE REPUBLIK
Affiliate Republik was founded by an ex-affiliate specialist in 2012. The quite popular and unique Affiliate Program is more about the people and who they are. This is outlined and supported with effective internal communication, wide range of marketing materials and marketing tools. Easily accessible statistics, timely payments, and open external communication. All dedicated to a vast range client database, the company strives to keep their customers’ satisfaction at heart. With a very professional and friendly team, AR is mostly about being a company that you know and that you trust.
Web: www.affiliaterepublik.com

ANNACASINO
Anna Casino is run by the Maltese company Anna Casino Gaming Ltd. and is operating under an MGA license. The casino caters to primarily the softer gaming audience and is presented with a soft color scheme and a clear female touch. The brand focuses on elements such as trust, security and high value offers for regular customers. Net Entertainment, Play N Go, Microgaming and Spigo products make up the game environment. Anna Partners, the affiliate brand of Anna Casino, offers high value deals to affiliates with a focus on growth through customized promotions based on the specific target audience of the affiliate.
Web: www.annacasino.com

ANCHOVOY
Reputable Anchovy Luxury is widely known for assisting luxury companies across the globe with state-of-the-art digital marketing campaigns, the founders of this family owned business and their ancestors have been redefining luxury since 1837 with the establishment of numerous luxury brands.
Web: www.anchovyluxury.com

ASIA GAMING BRIEF
Asia Gaming Brief is an intelligence service providing up to date information for worldwide executives on gaming market issues in Asia. Our services include a daily eBrief featuring the latest news and headlines across 22 jurisdictions in Asia, and weekly intelligence articles for AGB members that go in depth into specific markets or recent developments. Asia Gaming Briefings is our print magazine, published alongside the major global gaming shows, which provides essential jurisdiction updates as well as feature articles.
AGB’s extensive network of regional advisors ensures that the intelligence you receive is real, topical and based on fact. No other service gives you such a comprehensive insight into the latest developments in the Asian gaming industry and the businesses behind them. We also provide market research, introductory services, and host industry events.
Web: www.agbrief.com

ATLAS
Atlas Healthcare, Malta agents for AXA PPP healthcare exercise a flexible approach to company health cover. A core of health insurance benefits and a range of options are available, allowing you to adjust your cover for different categories of members. Uniquely in Malta, we also provide dental insurance and a group secretary’s portal.
Web: www.atlas.com.mt
BETCONSTRUCT

BetConstruct is an award-winning developer and provider of online and land-based betting and gaming solutions, with eight global sales offices.

BetConstruct’s innovative and proven offerings include market-leading online and land-based Sportsbook, Live Dealer Casino, RNG Casino Suite, Poker, Skill Games, Virtual Betting, Financial Betting and Fantasy Sports. BetConstruct currently powers more than 80 partners globally, fully supporting them in offering their players the finest betting and gaming experience, while efficiently managing their business through a single back office suite.

For more information, please visit BetConstruct website at www.betconstruct.com

BETGENIUS

Betgenius Limited is the leading provider of sophisticated data-driven software to the global sports betting and lottery sectors. The Betgenius product range enables bookmakers and lottery operators to increase revenues by improving the intelligence, efficiency and usability of their existing sportsbooks; or to purchase a bespoke, turnkey solution. With an impeccable sportbook management, excellent customer marketing and effective user experience, Betgenius sets the steps for others to follow.

Web: www.betgenius.com

BETSSON

Betsson is a unique venture of its own. Its story has become history in the Maltese iGaming sector. It is known as being the largest local employer in the sector and has an overwhelming story of success. Betsson has been welcomed in Malta and has become ‘Maltese’ throughout the years. The set up is done by skilled and professional individuals that contribute to its success. For Betsson, Malta is simply a great place to work and live in for skilled internet professionals.

Web: www.betsson.com

BETTING CONNECTIONS

Betting connections not only connects but provides an ultimate experience to the recruiter and is Malta’s largest iGaming recruitment specialist. The team of some 20 highly skilled recruitment and career consultants is dedicated to providing the best and most personalised service in the industry. They operate throughout most European countries and all of the iGaming hubs across the globe, currently providing support for the industry’s leading operators and suppliers. Theirs’ is yet another successful story that they are always willing to share.

Web: www.bettingconnections.com

BIT8

Bit8 is a gaming platform company that offers an innovative intelligent gaming backend catering for current and future needs of modern gaming operators. Bit8’s platform provides a source of competitive advantage, maximising player lifetime value and increasing revenues via AI technology while reducing costs with automation of manual labour.

Web: www.bit8.com

BONNIER

Complete & Rewarding Scandinavian Affiliate Program

Special Promotion for Sigma Attendees

Start promoting leading Scandinavian brands and get 50% Net Revenue share with “No Negative Carry Over” for the first 3 months. This offer will be exclusively available to all new affiliates who register at the Sigma Affiliate Conference.

Also your personal affiliate manager will make sure you’ll benefit from:
- Up to 50% Revenue Share with No negative carry over
- Great promotional material in 6 different languages
- Content for your site
- Attractive special offers for both existing and new customers
- XML feed odds
- Affiliate newsletter in 4 languages

Web: www.bonniergaming.com

BONUSVIKINGS

Bonus Vikings is an affiliate platform providing top rated CPA and revenue share offers in casino, poker, bingo, sportsbook as well as Forex and binary. The parent company is Viking PC Health Ltd which operates from Malta, offering antivirus software.

Web: www.bonusvikings.com

CALVINAYRE

The well renowned CalvinAyre.com is participating in the Malta iGaming Summit this coming end of October. The leading iGaming online publication has been the global destination for online gambling news, lifestyle information, conferences, industry shakers and event coverage since its inception. CalvinAyre.com is a non-profit website, aiming to be carbon neutral and encouraging other players in the online gaming industry to follow this philosophy. All profit generated goes to support initiatives of the Calvin Ayre Foundation.

Web: www.calvinayre.com

CAPITAL ALLIANCE

Capital Alliance Ltd is a Design and Build company for residential and commercial real estate owners and developers offering a professional consultancy and management service for the design, management and bespoke Fit-Out of any size project both locally and overseas. We are set up to design, project manage and Fit-out a project from concept to hand over meeting the exacting specifications of our international clients. Recent Clients include: Swiss Mid East, Avanzia, Overseas Health Care, Total SA, Axeria, Ensco, Al Arc Fund management, Planet Technologies, April, and HP.

Web: www.ca.com.mt

CHERRY

This year marked the 41st anniversary of CherryCasino. During these years it became famous for being one of the oldest and most trusted online gaming sites in the world. Ever since its inception CherryCasino has attracted players that love a classic casino ambiance and experience. The company sees the importance of giving its players a good time while using its products. Whether the players are new or experienced, they will find at CherryCasino an online casino that is as authentic and glamorous with cash prizes to match.

Web: www.cherryaffiliates.com
Some news breaks before dawn.

BE THE FIRST TO KNOW.

CalvinAyre.com
GAMBLING NEWS WITH AN EDGE

© calvinayre.com 2015
COMEON!
ComeOn is an online gaming site that runs its operations from Malta. With most of the clients coming from across the other side of the Atlantic ocean, they offer a wide range of cutting edge instant Casino games. They create fair and understandable bonuses to extend their clients play and improve their online experiences. They continuously seek to improve their clients’ experience with innovative graphics and user friendly payment methods, through their wide range of games. So if you want a superb online gaming experience, then...comeon!
Web: www.comeon.com

ENERGY CASINO
Established in 2013, Energy Casino is deemed as thriving and briskly developing casino which offers a wide range of cutting edge games from the land-based slots manufacturer Novomatic. Soon its game portfolio will be updated with games by Netent and Microgaming. EnergyCasino is backed by multiple languages, currencies, expeditious support and it invariably entices enormous throngs of customers. They are currently strengthening their team by looking for individuals that share their passions and want to be part of their dreams.
Web: www.energycasino.com

EUROSLOTS
EuroSlots offer some of the widest variety of the leading games available online. The company’s motto is - If the games are not good enough for their customers they simply do not publish them. They simply want to give the best of services and have the products and services to do so. Euroslots looks beyond and invests in what they call the ‘Gaming heart of the Mediterranean’.
Web: www.euroslots.com

EVERYMATRIX
An independent software development company providing the world class gaming products for the iGaming industry, EveryMatrix was founded in 2008 by a visionary team of people. Their story and journey are special and they look forward to sharing their goals, dreams and successes. Their effort was also rewarded throughout the past years by several awards around the globe.
Web: www.everymatrix.com

EVSG
Branded as one of the best property consultants and a long way from what it used to be, last year Sara Grech merged with Engel & Volkers giving birth to Engel & Volkers Sara Grech, a co-brand with an international renowned brand based in Hamburg. EVSG look forward to being of service to this sector as they understand and want to facilitate the transition of iGaming companies moving to Malta and offer them the best spaces and locations available fitting in their requirements.
Web: www.engelvolkers.com/en/malta/

EXANTE
Founded in 2011, EXANTE is an investment services company that provides global multi-asset brokerage services on an extensive range of financial markets, such as in the US, EU and Asia. They specialize in providing Direct Market Access (DMA). The company’s aim is to design, produce and support cutting-edge infrastructure for greater financial market accessibility and pricing transparency. EXANTE believes in liberal financial markets. The company’s envisions are to become a benchmark for transparency and market accessibility in the financial intermediary sector.
Web: www.exante.com

CSL
CSL is a leader standing on its own. This statement comes through visual and ‘felt’ experiences. CSL is simply a successful story. A dream come true. This leading systems integrator in Malta has its own Data Centre Facilities, specializing in Strategic OutsThericing, IaaS (Infrastructure as a Service), Private Cloud Services, Cloud Computing/Hosted Exchange, Data Centre & Colocation Services, Hardware & Software Maintenance, Business Continuity & Recovery Services (BC&RS).
Web: www.csl.com.mt

DEFINED BRANDING
Defined Branding was established as an independent design boutique and consultancy offering clients valuable professional insight and branding experience. Our brand-centric team offers a collective wealth of creative experience, embracing all the key media and marketing disciplines including web, print and audiovisual productions.
We understand the brand is the single most important asset any company has. We have the credentials to plan and consistently deliver creative solutions. That’s why we believe we can offer your organisation and its products the very best in creative thinking, branding and marketing, both locally and internationally.
Web: www.definedbranding.com

DMAX
A Maltese-German boutique firm, Dmax offers innovative online business solutions serving blue chip accounts in Europe, Africa and the Middle East. With an experienced and professional team that is more than reliable and multidisciplinary, this company has positive and highly adaptable professionals, able to cater to any clients’ business intelligence & social media needs. This is a company that is passionate about delivering valuable results. They have consistently built a reputation to be reckoned with because they simply offer D MAX.
Web: www.dmaxepaper.com

EGO
Egaming Online may be the only affiliate program you will ever need. All brands feature effective, workable promotions, solid player support and conversion. The company guarantees that whether you are looking to promote one brand or all of them, EGO will work with you every step of the way. Their dedicated team of experienced affiliate managers provide a 24/7 support in many languages. EGO offers buttons and text links in a variety of colours and sizes, along with free banners.
Web: www.egamingonline.com
FAIRWINDS MANAGEMENT

Fairwinds Management Limited is a company formation and administration specialist offering a wide range of corporate, legal and financial services. Their customer oriented methodology helps them achieve the objectives of their clients within a cost-effective structure in order to maximise their profits within legitimate and transparent business structures. Whether you would like to start up a company to operate your business or would like to avail of your back office administration services, Fairwinds Management will offer you a level of service which will simply exceed your expectations.

Web: www.fairwindsmanagement.net

FROSMO

Within the gaming industry Frosmo’s operative team creates a fast and easy-to-use tool for iterative testing. It includes a user interface that allows senior management to easily see if their company strategy is being achieved online. This is essentially a way of transparently tracking which conversion optimisation actions are having real effects on their companies’ bottom line. Frosmo is used by retail, travel, online services, banking and gaming industries. It works securely with any kind of sites (as well as mobile) without load issues, including complex and dynamic Ajax service.

Web: www.frosmo.com

GAMEART

GameART is an independent online casino software provider and developer, providing innovative games and cutting-edge solutions dedicated to online and landbased gaming operators. The company was founded in 2013 by a group of serial entrepreneurs who have had successful experience in the online and landbased industry in the past 20 years and evolved into a premium B2B provider and developer with offices in Malta, Slovenia, Serbia and United Kingdom. GameART’s core business is the development of high quality slot games and gaming contents not only for online operators but also for VLT (video lottery terminals) and landbased casino industry in the regulated markets.

Web: www.frosmart.net

GLOBAL COLLEGE

Global College Malta (GCM) is a cutting-edge institution of higher education based in Smart City Malta, offering internationally recognised degree courses, specialist short courses and English language tuition in partnership with leading industry professionals and academic institutions.

Web: www.gcmalta.com

GLOBAL TRANSLATION SOLUTIONS

GTS has been providing high quality human translation services since January 2004. From our incorporation, we have been providing high-level professional translation, and subsequently interpretation and other language services to clients across the globe. We are consistently ranked by our clients as excellent in our services, cost-effective in the way we handle projects and interactive in our approach to language projects, putting our clients’ needs at the centre of our relationship with every single client.

GPWA

With nearly 15,000 registered members, the Gambling Portal Web-masters Association is the only professional organization of its kind. They are committed to supporting the success of their members, and all of their programs are designed based on this objective. Membership in the organization is free and is made possible by the support of their sponsor affiliate programs. Members receive access to lively and interesting discussion forums plus a free subscription to magazines and newsletters, covering industry news of particular interest.

Web: www.gpwa.org

GRENKÉ

GC Renting Malta Ltd, locally based in Sliema, is part of GRENKÉ Group. Founded in Baden-Baden (Germany) on 1978 and listed on the Frankfurt Stock Exchange since 2000, the GRENKÉ Group is one of the biggest IT financing specialists which is independent of banks and not tied to any manufacturer. Almost 30 years of experience in the IT leasing and renting business has made us thoroughly aware of companies needs in the area of technology financing. Our presence in more than 50 locations in 27 Countries enables us to service and advise national and international customers, handling their financing needs wherever they are located.

Web: www.grenke.com.mt

GUTS

The Guts.com office consists of a group of highly qualified iGaming professionals who set out to achieve one goal: to develop an online casino which is second to none when it comes to a high quality gaming experience. This is the highest stamp of safety available in the online gaming industry. And like their caption rightly says - when it comes to safety, one should not wait.

Web: www.guts.com

IGAME

To date their company is composed of 100 ambitious individuals working in Malta and Estonia. The iGame team consists of a wide range of nationalities and offers its services in several languages. They cooperate with industry leaders such as Microgaming, Net Entertainment and Relax Gaming and serve over 1 million customers all over the world. They have a simple and sustainable vision for everything they do: To become a market leader in the European online gaming industry by delivering what is promised.

Web: www.igameentertainment.com

INTELLIGENT PAYMENTS

The Intelligent Payments platform was conceived in 2009, by some key IT, payments and fraud experts led by David de la Yesa, who is now their Chief Strategy & Innovation Officer. The platform was the in-house payment gateway of a large pan European e-Commerce merchant. It is designed to specifically address the fraud, PCI and reporting needs of the merchant. Within a short space of time the group recognised the opportunity to deliver similar solutions to other merchants and so Intelligent Payments was created as an independent company.

Web: www.intelligentpayments.co.uk
KARAMBA

Karamba Affiliates brings the most innovative slot and casino gaming websites into the largest affiliate program. They’re 100% committed to bringing players to the best, fairest, and most trustworthy online gaming sites, and this is evident through the dedicated service they have always provided. They also feature the leading regulated brands, Dansk777 (Denmark), Grand Games (Belgium), and Mondo Fortuna (Italy).
Web: www.karamba.com

KINETIX

Kinetic specializes in the provision of ICT systems integration and managed services, and is active in the design, implementation, support and optimization of ICT solutions for the corporate sector. Kinetic has the right setup to address business requirements and more importantly, we have the knowledge, experience and attitude to deliver sophisticated, scalable and affordable solutions to fit any organization’s needs.

With key strategic partner alliances with global players such as Microsoft, Cisco, HP, Symantec we can deliver state-of-the-art ICT solutions and ensure maximum commitment from vendors throughout the entire project lifecycle.

Web: www.kinetix.com.mt

KPMG

KPMG in Malta is one of the leading providers of audit, tax and advisory services. KPMG is effectively the largest provider of professional services on the island.

As we work with our clients, both international and local, we bring our experience and knowledge to bear for the purpose of inspiring confidence and empowering change. We continue to build on past successes thanks to a clear vision, rigorously maintained values and, above all, our people. Together with KPMG UK & Netherlands, KPMG Malta has recently acquired Crimsonwing plc. This will see us bring our experience and knowledge to bear for the purpose of inspiring confidence and empowering change.

Web: www.kpmg.com.mt

LADBROKES

Ladbrokes plc is a British based gaming company. It is based in Rayners Lane in Harrow, London. From 14 May 1999 to 23 February 2006, when it owned the Hilton hotel brand outside the United States, it was known as Hilton Group plc. Ladbrokes has become a world leader in online betting and gaming and has made a long way since its humble beginning 84 years ago.

Web: www.sportsbeta.ladbrokes.com

LEAD TRAINING

LEAD Training services Malta consists of a team of specialists passionate about their work and with a common ambition to share learning experiences with people in the business community as well as with civil servants and civil society. Starting from thorough training needs analysis all the way to learning styles assessments and the provision of the training courses themselves. Their courses simply stand out from others as they are designed in line with the learning styles of the attendees.
Web: www.leadtraining.com.mt

LEO VEGAS

Leo is Latin for lion. Vegas is the city of dreams. Leo Vegas is a powerful casino experience with royal service. Leo Vegas is an online casino that provides world-class game entertainment – on mobile, tablet and PC. They run Europe’s fastest and most user friendly mobile casino. It sets a completely new standard for what one can (and should) expect from their mobile phone. Playing on your mobile has never been more exciting!!

Web: www.leovegas.com

MATCHING VISIONS

MatchingVisions is the fastest growing affiliate network in the industry and is offering gaming partners a long string of high value CPA, CPL and rev share deals with some of the best performing operators in the industry. The company is based in Malta and values close contact with all affiliates above everything else. Besides simply offering great deals MatchingVisions also offer affiliates simplicity and security. Simplicity in the sense that affiliates will be able to promote a wide variety of gaming operators and get only one summarized payment per month directly from MatchingVisions. Security in the sense that MatchingVisions, through its large volume, has a very high influence with operators ensuring that affiliates get the best treatment available. Only tested and well researched gaming operators are allowed to enter the MatchingVisions program and all payments are effectuated before the 15th of the following month ensuring that affiliates never have to wait for their commission or spent time sending out notices for missing or late payments.

Web: www.matchingvisions.com

MGA

The Malta Gaming Authority (MGA) is the single, independent, regulatory body responsible for the governance of all gaming activities in Malta, both online and land-based.

Web: www.mga.org.mt

MIB

MIB is the local pioneer in this sector with over 35 years of proven track record serving some of Malta’s major public and private corporate entities. Several of their policies enable companies to offer high-value prizes for a fraction of the cost. As more companies, especially data-driven ones, become aware of cloud computing, social media, big data, corporate bring-your-own-device policies and the associated castigating regulatory environment these operate in, Cyber Risk becomes imminent in the day-to-day running of one’s business.

Web: www.mib.com.mt

MOBILBET

Mobilbet was founded by 4 industry veterans that are driven by the ambition to make the game that little bit more exciting, accessible and user friendly. That’s why everything at Mobilbet has been crafted towards supporting a gaming experience that suits their customer’s lifestyle, timetable and game. Mobilbet.com is simply about winning anywhere, anytime, everywhere!
Web: www.mobilbet.com
SATURDAY
27 JUNE
CHAMPAGNE WARS
REINVENTED.

SINCE 2013
SHOWERS
MALTA · LAS VEGAS

FOR MORE INFORMATION AND TICKETS VISIT WWW.SHOWERSEVENT.COM
VIP TABLE SERVICE +356 7995 9561 / ENTRANCE 21+ / DURATION 2PM - 11PM
NICKES
Nicks.Com Sports & Concert Trips is a tour operator offering travel packages to sporting events. Since 1997 we have arranged packages to all major football leagues/tournaments around the world, Formula 1, Tennis and much more.

Packages included event tickets and accommodation. Plus flights, local transports, events before/after game if required.

Web: www.nickes.com

NORDIC AFFILIATES
NordicAffiliates.com offers you the unique opportunity to earn money by promoting the well known brands Norskelodd.com, Suomiarvat.com and Svenskalotter.com as an affiliate. The 3 brands were launched back in 2009 and have been actively promoted through TV advertising in Norway, Finland and Sweden but has not been available to promote by affiliates until now. Norskelodd.com, Suomiarvat.com and Svenskalotter.com offer the players the best scratch cards and casino games online, including the new exclusive Mega Fortune Dreams!

Web: www.nordicaffiliates.com

PRIME PARTNERS
Comprising top gaming brands, Prime Partners has the experience and know-how to be the most profitable affiliate program you'll ever use. Become a Prime Partner and let them impress you! They have a dedicated team of international marketing, analysis and affiliate experts ready to work with you, wherever you are. Adding to that, they simply want to make things extra easy. They take care of your marketing, advertising, accounting and analysis infrastructure. You simply do not need to worry about a thing.

Web: www.primepartners.com

PORTOMASO GAMING
Experience the thrill and excitement of high class casino without leaving your sofa! Be part of Malta’s most glamorous and chic casino by participating on-line in a variety of games including LIVE Roulette, Blackjack and Punto Banco. You will be totally immersed to experience with the action being streamed live through numerous web cams installed in strategic locations around the casino. PortomasoLive.com is powered by state-of-the-art technology delivering the ultimate in realism, performance and security. All Casino dealing and transaction are audited, thus guaranteeing your complete peace of mind. Simply Superb!!

Web: www.portomasogaming.com

QUINEL
Quinel is an accredited ISO/IEC 17025 testing lab for online gaming. They offer online gaming tests and services include: Platform, RNG, Game, Live dealer and ISS. Centrally located in the island of Malta. Quinel is a leader in its sector.

Web: www.quinel.com.mt

RESPONSIBLE GAMING FOUNDATION
The Responsible Gaming Foundation supports good governance, awareness initiatives and enactment of regulations in order to protect vulnerable people in the gaming sector. The purpose of the Foundation is to collect funds for the promotion of responsible gaming through preventative and support measures.

Hon. Silvio Schembri is currently the chairman of the Foundation. Hon. Schembri has a Master’s degree in economy and teaches at the University of Malta on a part time basis. He was a founding member and general manager of the Gal Xlokk Foundation, one of three Maltese registered action groups under the Leader program of the EU Common Agricultural Policy.

Web: www.rgf.org.mt

SALESFORCE
The Salesforce ExactTarget Marketing Cloud is the world’s most powerful digital marketing 1:1 platform. They power customer journeys across every touch point—email, social, mobile, web, and beyond—helping marketers put customers at the centre of everything they do.

Web: www.salesforce.com

SB TECH
SBTech has been providing sports betting solutions to top gaming operators since 2007. We have a great deal of experience in the implementation and management of sports betting platforms and managed services to top online gaming operators and existing bookmakers operating both in regulated and traditional markets. We offer an innovative and dynamic suite of turnkey and fully managed online, mobile and retail/betting shop solutions which push the boundaries of interactive betting.

Web: www.sbtech.com

SCROOGEFROG
Why do you need ScroogeFrog?
It's quite simple. And these are several of the reasons why to use: Because Click fraud of PPC advertisement is real and nobody denies it and If you do not fight this problem you lose at least 10% of your budget. Scroogefrog uses the unique algorithms and digital fingerprints and they can automatically through API block the ad impression from fraudsters. They also guarantee the integrity of your information within NDA.

Web: www.scroogefrog.com

SKILLONNET
SkillOnNet provides the best value entertainment of the highest quality for casino players and the most state of the art flexible, customizable and user-friendly online gaming platform for their B2B Clients and Partners. With over a decade of front line online gaming experience, SkillOnNet has a fully customizable turn-key solution for your online gaming needs. Powering over 21 successful Online casinos. So simply find out how their ‘Winning Formula’ software solution can work for you!

Web: www.skillonnet.com
How much can you afford to lose?

RESPONSIBLE GAMING FOUNDATION

www.rgf.org.mt
SLBET
SLBET is a new and modern gaming platform designed to be your entertainment in your free time. We are offering the best of the casino and gaming world with a variety of casino and live casino games, poker and a very big selection of sports book events with competitive odds. We can assure you that you will always find more on our page, and with our work and determination to perfection, we will always try to offer you new and more exiting gaming solutions.
Web: www.slbet.com

SLOTS MILLION
Malta. The world’s fully adaptive casino, where your favourite game is always just a click away. No matter on what device you are playing, you will always get the same casino experience with SlotsMillion.com.
Web: www.slotsmillion.com

SPIGO
Spigo is dedicated to develop and deliver electronic entertainment of high quality. Their goal is to offer the best electronic entertainment within the areas Their company operates in at all times, while outperforming all imaginable competitors. This includes emphasis on creating entertainment products with long lifetimes, having a wide target group and operating with uncompromising security. With a team of experienced professionals, all the software is build by Spigo, in house.
Web: www.spigo.com

SUPERLENNY
SuperLenny was launched in March 2014. It was founded by a group of fans of online sports betting. Besides the possibility to place bets on all kinds of sport events, the casino also has a flash casino where most of the exiting Netent powered casino games can be found. With an online casino gaming license issued by the renowned LGA of Malta, SuperLenny provides players with a hyper modern and above all a safe and reliable casino gaming environment, absolutely worthwhile to check out.
Web: www.superlenny.com

SUOMIVEGAS
SuomiVegas.com site offers a great range of games Casino games and good odds for betting! You will find all the most popular Casino games as Well as a wide range of jackpot games. Casino offers include video games, table games, blackjack, video poker, roulette and many more exciting games! SuomiVegas page is managed by the World Class Entertainment Limited N / V, which is registered in Malta (EU)
Web: www.suomivegas.com

SVERIGEKRONAN
Sverigekronan is Sweden’s fastest gaming site with lots of entertainment. You can play casino and sports in the comfort of your PC, mobile and even tablet device and best of all – when you win, you get your money instantly! The website is run by World Class Entertainment Limited N / V, a company registered in Curacao with registration there and is owned and controlled by the company Gormadan Solutions Limited which is registered and based in Malta (EU).
Web: www.sverigekronan.com

SYSTEMATO
Systemato is a boutique online agency, staffed by internet marketing professionals and copywriters. They do all kinds of internet nitty gritty. They are in the business to getting things done – making your website work for you. They plan and execute all kinds of internet marketing efforts, managing social media campaigns, handling email marketing from A-Z, and writing top quality and SEO friendly website copy. Founded and run by Mark Debono, an online advertising expert and copywriter, Systemato’s goal is to help you ensure you get your players to the click and to deposit, using powerful copywriting techniques and experience.
Web: www.systemato.com

TECMARK
Tecmark is a multi screen digital marketing agency. They specialise in working in competitive sectors. They also build digital assets tailored to the screens your customers are using the most. They then drive traffic to these assets through SEO, PPC, Social Media and Content Marketing and they influence that traffic to convert with compelling copy and simple user experience. Tecmark is not the normal digital marketing agency but a young and dynamic company with a lot of ideas.
Web: www.tecmark.co.uk

THRILLS
Thrills Casino was founded by a group of casino enthusiasts with a clear goal: to bring colour and life to the world of casino entertainment. And it is not only the vast experience that they have gained from the casino industry that has taught them both what’s important to players and what could be done simpler and more exciting. It is also the way that they present things to their customers and the way they promote their ideas with an idea of entertainment. The journey towards a more entertaining and colourful casino experience has started.
Web: www.thrills.com

VIDEOSLOTS
The company aims high and strives to become a globally known and respected brand. Videoslots.com puts continuous work into its performance in order to reach the highly set goals. All this with more games, more payment options and exciting promotions and offers. Player value is one of the company’s most sought after assets from its clients.
Web: www.videoslots.com
VIVENDO
The Vivendo Group was launched in 2008 as the parent company of five furniture retail outlets namely Ideacasa, Quadra, Dex, Krea and their latest addition Poltronesofa. Although a relatively new brand name, the creation of Vivendo brings together over half a century of experience in the retailing and wholesale business. Dex offers total project solutions including raised flooring, soffits and lighting, partitions, school furniture and a complete office furniture collection. Their participation is a unique opportunity to see what they believe in and what they have invested.
Web: www.vivendo.com.mt

VODAFONE
One of the best known telephony service operators, Vodafone Malta, want to promote international connectivity and data centre services to those iGaming operators seeking to operate within the Maltese jurisdiction. Vodafone Malta will have its own stand to show that it is not just a continuation of Vodafone, but that its stands in a league of its own, providing solutions in the fast evolving technological world.
Web: www.vodafone.com.mt

XL MEDIA
Leading provider of digital marketing services XLMedia uses proprietary tools and methodologies to drive high value traffic to their clients’ websites.

XLMedia runs their operations across a variety of vertical markets with specific expertise within the online gaming sector where they team up with some of the leading brands and portals in order to deliver quality services to their clients.
Web: www.xlmedia.com

YOBEITI
Y obetit is an online gaming operator holding a class 2 licence authorized by the LGA and currently located in Malta. Having attended a lot of iGaming events throughout the world, Youbetit knows how important networking within the iGaming industry is. Malta is one of the gaming hubs and they always felt that it was only a matter of time before someone took the initiative to start hosting such events in Malta.
Web: www.yobetit.com
Hedge your Bets

An experienced team, a global network. KPMG's global network of information, Communications & Entertainment (ICE) professionals work with our firms' clients in the online gaming and related sectors throughout the Americas, Europe, Middle East, Africa and Asia-Pacific. Companies and investors in this industry face many financial, information and security risks and issues. In addition to helping our firms' clients with these concerns, KPMG professionals can also advise on reducing costs, improving controls, protecting intellectual property, and meeting the myriad of challenges of the digital economy.

Contact Us

Russell Mitsud
Manager, Advisory Services
T. +356 2563 1044
E: russelmit@kpmg.com.mt

Download the KPMG Malta App:

© 2015 KPMG, a Maltese civil partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative (“KPMG International”), a Swiss entity. All rights reserved.
Why SiGMA?

**INDUSTRY TREND**
The three industry pillars – Suppliers, Operators and Affiliates - are coming closer together.

**KNOWLEDGE**
Four conferences:
1. Regulatory Briefing;
2. Payments;
3. Affiliates & SEO;
4. Gamification.

**VALUE**
Free admission for affiliates and a low fee for all other participants is indicative of a strong turnout.

**LOCATION**
Great weather in November calls for an abundance of free, open air networking events.

**NETWORKING**

**TRUST**
Virtually all our 2014 exhibitors and many others will exhibit in 2015.