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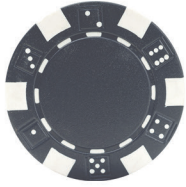


GENTINGBET



LIVE
CASINO

February 2021



iGF



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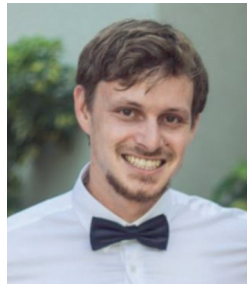
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**LUCKY
STREAK**

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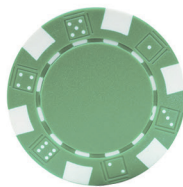
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“ As “old world” bricks-and-mortar casinos have been shuttered against the coronavirus, customer demand for Live Casino products has surged.”

MARKET OVERVIEW

At the start of a new decade, an eagle eye’s view of the gambling industry reveals a **business landscape utterly transformed by the impact of the coronavirus Covid-19**. But even before our world of gaming was hit by the pandemic, and ensuing lockdowns, **Live Casino was already forecast--in early, pre-Covid, 2019--to generate half of all global online gambling sales by 2023** -- an estimated US\$47.5bn. In all crises events conspire, even collide, to make losers and winners. And, amid our virus-defined era, the time of online gaming has been super-accelerated to here, right now. Indubitably, the outlook for Live Casino is very, very promising. **Live Casino is a winner we can all bet on.**

significant international market, is higher than ever. Industry growth is reflected in the great results we’ve seen in market leader, **Evolution Gaming**, who have just posted a 48 per cent, year-on-year, rise in revenue. They’ve also recently acquired their nearest competitor, NetEnt, in a deal worth US\$2.26bn. Both results **are proof-positive of a healthy--and we believe, soon-to-be-dominant--market.**

Going forward, one of the biggest challenges for our industry will be in suborning and taming new technology to create online experiences that can replicate, and even supersede, the hitherto unique experience of land-based gaming. **This, we believe, is the key to**

“ *Going forward, one of the biggest challenges for our industry will be in suborning and taming new technology to create online experiences that can replicate, and even supersede, the hitherto unique experience of land-based gaming.*”

As “old world” bricks-and-mortar casinos have been shuttered against the coronavirus, customer demand for Live Casino products has surged. **Player activity and engagement around the globe, in every**

maintaining iGaming momentum and it will be pivotal in converting “traditional” retail casino players to the online world -- and, equally importantly, keep our gamers coming back for exciting action in a safe and aware gambling environment.



Live Dealer iCasino
Gross Win

(€m)

Global Live Dealer GGR

% of Total iCasino Market



Image: Authentic Gaming



Insight from iGamingFuture

Live Casino has had very strong growth, trebling its share of the iCasino market over an eight-year period (2012–2018).

What is not accounted for in this data is the impact of RNG games in the sector. **As more Live Casino providers innovate their live offerings to include RNG content, the pace of Live Casino growth is expected to slow a little but, crucially, still maintain its annual increase in GGR.**

Looking for more insights?

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Live Casino Stats
In Association with: **H2 Gambling**

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
679.4	862.2	1,076.9	1,472.0	1,950.1	2,549.1	3,272.6	4,483.0	5,262.8	5,544.7	6,090.6	6,492.0	6,887.1	7,282.5
10.8%	12.8%	13.4%	16.6%	19.6%	22.9%	27.0%	33.4%	32.0%	31.5%	30.8%	30.4%	30.2%	30.1%

As the market landscape evolves, our industry is adapting, and realigning or creating new products, to meet and answer ever-changing customer needs. **In this section we hear from some of the top Live Casino operators in the industry.** And we get exclusive insights into the challenges and their thoughts on the future opportunities in the sector.

OPERATOR INSIGHT

We asked them a few key questions...

How can Live Casino-style products help fill the gap left by retail, especially since the advent of lockdowns?

> **Rokas Benetis - Head of Live Casino - LeoVegas:**

The transition from land-based to online had already started a long time before the pandemic. The lockdowns simply accelerated the transition to online, as brick and mortar casinos closed the door and players had to search for alternatives. **Live casino product has made a substantial improvement over the last decade and now can offer the game selection which far exceeds game offering which can be found at the land-based casinos** around the world. The land-based casino player at the click of the button, can find any of the traditional land-based game variants which are open for operation 24/7 with professional dealers which speak their native language. **The scalable live casino products also allow game providers and operators to**

offer games at the very low entry minimum bet level, which would not be economically feasible at the brick-and-mortar locations.

> **Lenny Degiorgio - Head of Live Casino - GentingBet:**

I can only assume online acquisition was far greater than retail because the clubs were either on curfew or are now closed. We didn't see the same results we saw in April and May but that's also understandable because people have less money to spend. **I think everyone took Covid as a temporary thing that wouldn't amount to much and nobody was really expecting it to drag on this long and have such severe financial repercussions.** **During the first lockdown, virtually all operators saw increases. I'm quite sure it's a very different story now,** as more businesses are shutting down, more people are being furloughed and many people generally have less disposable income.



What innovations in the market should we be getting excited about?

> **Rokas Benetis - Head of Live Casino - LeoVegas:**

With the development of scalable games, **suppliers managed to incorporate high volatility bonus mechanics on top of the traditional table games.** The games such as Lightning Roulette, Crazy time, Quantum or Blackjack added the **new layer of >**

> **excitement to the traditional game.**

The emergence of scalable game type will also allow suppliers to invest more in one individual game studio, and consequently creating even bigger, more exciting, grander player experience. As we've seen with rise of **Game Shows**, the games which **incorporate**

and don't really understand it, but **I'd like to see something similar to multiple-betting on Roulette**. A user can play games normally but also has an option to place bets on outcomes. For example, I bet the next five outcomes will be three red and two black numbers in a row at odds of 10:1. **It would be quite**

Looking across the pond, **it's hard to ignore the potential of the US market. As more and more states move towards licensing casino products, the American market will no doubt become one of the biggest markets for casino operators offering live products.**

Also, we cannot mention traditional table games without mentioning **Asia and its inclination towards Baccarat.**

> **Lenny Degiorgio - Head of Live Casino - GentingBet:**

Every year there seems to be a new market. The US was one such a market but that proved to be more complex than expected. Then everyone targeted Japan, Canada, Italy, Spain, Romania, et cetera. Now it's LATAM and India. I think as long as regulators require more compliance and become more stringent, operators will target grey markets because it's easier to do business.

The potential for growth is everywhere -- until it becomes regulated. I think all operators are opportunists. We all try to make hay while the sun shines, until one day that the market we're in becomes saturated and doing business there is no longer viable so we move on. I don't know what regions or markets show the biggest potential right now but I do know that **in order to benefit from any up and coming market, operators need to be quick to establish themselves.** Speed and efficiency are key to this success, but it's generally >

“ **I think one of the key factors for online is to build transparency and trust with the players.**”

- LeoVegas

the latest technological innovations such as

augmented reality, multi-level bonus rounds with high multipliers.

I think that the later trend of combining computer generated game mechanics with the traditional game variants will continue and we'll see some new exciting games which deliver high level of engagement with opportunities to win big at low stake limit.

> **Lenny Degiorgio - Head of Live Casino - GentingBet:**

In terms of innovation, I'm very much a fan of dual play tables. It's obviously not possible right now, with all the clubs closed, but once things settle down and we resume some degree of normality, it's certainly something I'd like to see more of. **I'm also a fan of side bets on roulette** and both Evo and Authentic have done good work with these. I'm not a sports betting fan,

complicated to do but I think it would do well with sports punters.

What regions in the world are showing the most potential for Live Casino Products?

> **Rokas Benetis - Head of Live Casino - LeoVegas:**

The traditional live casino games such as roulette, blackjack or baccarat were popular in the markets where due to liberal regulation of gambling and land-based casino presence, gambling was part of the national cultural environment.

If we look at **European continent**, the traditional markets such as the United Kingdom or Italy **show strong partiality towards traditional live games.** I think also **once Netherlands becomes a fully regulated market, live casino will play a major part of the product mix.**

> short lived for smaller operators and those late to the game. **Realistically, any market has potential. It all depends on how you differentiate yourself, how quick you are to enter it and how good you are at maintaining the standard.** That's what you can control. What you can't control is when these markets get regulated.

> **Tobias Sevensen - CEO - CasinoGrounds:**

Certain countries or continents are in front of others in terms of technology and how it's being used. In Scandinavia, for example, it's been very common to have a smartphone for more than 10-years now. However, if you look at Italy that revolution came way later. **There are areas now where**

When somebody thinks of Vegas they think of cards and chips. **I definitely think the US is one of the countries that sticks out as a great opportunity, together with the emerging-markets, as an important region for Live Casino.**

How can we encourage the conversion of players from land-based to online?

> **Rokas Benetis - Head of Live Casino - LeoVegas:**

I think one of the key factors for online is to build transparency and trust with the players. The players would be surprised to learn how much time, effort and resources are being used by online operators and game providers in making sure that

casino. Players nowadays have an option to choose from 1000's of slots, 100's of table of any imaginable game type, served by professional game presenters in their native language, all open 24/7, available at the click of the button.

The pandemic will no doubt have an impact on long-term consumer consumption habits. As consumers engage more online, the trust level of the platform will increase. Which I think will have a positive impact on making land-based players feel more comfortable interacting with online casinos.

> **Lenny Degiorgio - Head of Live Casino - GentingBet:**

Live Casino players play the games for a variety of reasons: Possible mistrust of RNG, the illusion of a physical, albeit virtual, dealer; a variety of staking limits; no peer pressure and, most commonly, practicality. **I believe the innovation most needed is to bring what we could call "land-based emotions" online.** At the moment no online operation can replicate the sounds, lights, banter and occasional jackpot win in the background or the surprise when a fully loaded number hits on Roulette. All these emotions and the odd free drink and dinner are what bring punters back. **Many suppliers cater for dual-play tables. But they lack emotion. Replicate the thrills of a land-based casino and you have a winning recipe.** ▲

“ **The innovation most needed is to bring... "land-based emotions" online.** ”
- GentingBet

smartphones, and technology in general, are rapidly growing and getting to the level we have in Europe. **The regions that go online will immediately go towards what they're used to,** which tends to be Blackjack, Roulette, or Baccarat, **games they've played in land-based settings before they played online.** The US is a very land-based heavy industry with a long history of traditional casinos. For example, Vegas is the gambling capital of the world.

players can use the gaming products safely and without any interruptions. **Another factor** which would help to increase the conversion would be, by **simply making players aware what online casino can offer in 2021.** There is a misconception that players are only limited to a choice of low RTP slots or tables based in some offshore, unknown locations. A lot of land-based customers would be amazed to find out how big and competitive the product offering is at a modern online

18+

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Replicating the buzz and excitement of a real-life casino in a virtual world is no easy task. Many people argue that innovation is stifled in our industry, whether because of regulation, resources or company culture. **This section highlights some of our industry's top content providers, movers and shakers in the market who are leading the way in a new generation of gaming** and successfully filling the gap abandoned by many traditional channels of entertainment.

PROVIDER INSIGHT

We asked them a few key questions...

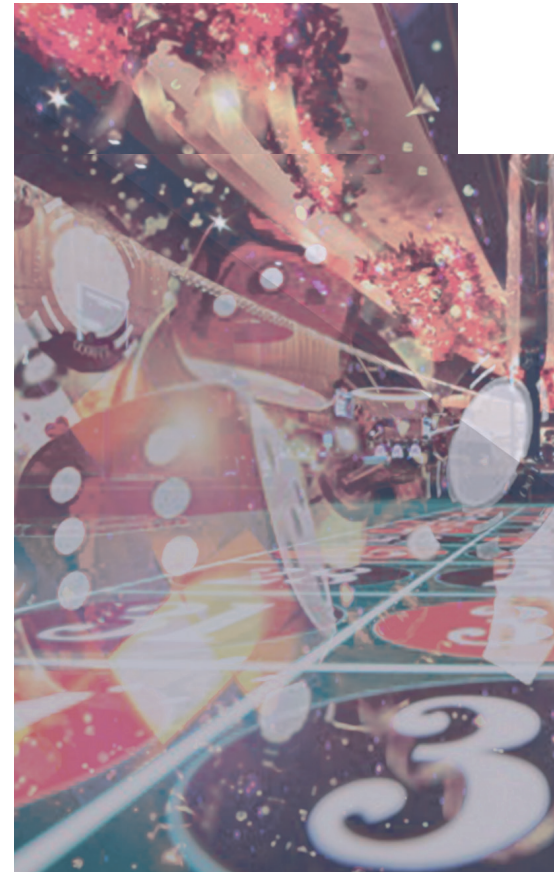
What features of Live Casino products are best for attracting a land-based audience?

> **Dagmara Bator - Head of Marketing - Authentic Gaming:**

It's really important to try to understand: Why do people actually go to casinos? In the Journal of Gambling Studies published a few years ago, research shows this motivation. The winning answer is obvious. And no, it's not about the need to win money (62.7 per cent). **It's all about the entertainment** (79.5 per cent).

than three-hours. Most of the time was spent on other activities, like dining or other entertainment.

Also interesting is the fact that **nearly 53 per cent of people go to casinos "to be around other people"** and **over 38 per cent to "get distracted"**, for example, to counter loneliness. Here is the key reason why Live Casino has huge potential – and even bigger challenge. From one hand you have a chance to grow your revenue, from another your duty is to provide a safe environment



with real people on the chat, you can watch real streamers and join real communities. You are around other people, even if they are only on your phone. **If we speak about migration from land-based to online, it is also important to mention the power of a brand.** When we launched Aspers -- the biggest casino in the UK -- **we offered a live stream from one of the most crowded casinos, open 24/7.** In the camera, you couldn't see players, but you could see the dealer and definitely you can recognise the location. >

“ Live casino is the only vertical with a human factor in online gambling... you are around other people.”

- **Authentic Gaming**

Las Vegas authorities are showing detailed research about visitors' profiles -- in fact, **in 2019, the average time spent gambling per day, among gamblers, was less**

with responsible gambling at heart.

Live casino is the only vertical with a human factor in online gambling. You see the real dealer, you follow the real live stream, you can speak

> Results from this table on Aspers online casino were incredible - **players KPI were way above our average**. It wasn't because you just added a land-based stream to their online casino, it was **because of tremendous effort of land-based and the online team, with well thought-out campaigns and dedicated promotions**.

Entering Aspers casino, there is



not a single place you can look at in the casino where you are not encouraged to play online. Next to the streaming table, you have information where you can play this table online. And, as a player at this table, you are also targeted with dedicated promotion. **Execution of the land-based to online migration is the key here.**



Image: Authentic Gaming

> **Ido Kamiel - COO - LuckyStreak:**

Live casino is definitely the closest experience to a brick and mortar casino. Playing on a live dealer product is a social experience with the players interacting with the dealer and with each other. **We believe the human factor goes a long way entertainment wise and here at LuckyStreak we try to recreate the buzz of a real land-based casino floor**, whether it's via the music on our studio floor or the wide angles we use, which let you see the action from other tables in the background. Truth is, at the end of the day **there is only so much you can do via technology to re-create a true real life experience, so I wouldn't necessarily try to replace the land-based experience with a live dealer product, but there are many synergies that can combine the two into an experience that's simply greater than the sum of its parts.**

Traditional land-based casinos have definitely seen the need to extend their presence online in order to create additional revenue streams, and a good casino with a loyal clientele should seriously look at the option of installing a live dealer product on their existing tables and stream it to their online casino and to other potential clients. That however does not mean that they need to move exclusively to the online space. **Going online for a Land-Based casino creates a revenue stream that is completely detached from** >



> their existing player base, but also smoothen the transition for the casino's regular Land-based customers to place in the online space. Players are usually more open to place bets and spend time on tables that they are physically familiar with, with staff they already know. Not only is the casino getting more exposure for their establishment via the world

> Kevin Kilminster - Head of Live Casino Innovation - Playtech:

The core principle of live casino is to deliver an entertainment-led experience similar to that of visiting a land-based casino, but within the comfort of a location chosen by the player.

The unique benefit of the online live casino experience is that we can deliver a

entertainment. **If you offer games for Gamblers, you most likely operate on classics.** These are still money makers. In Europe, for example, average roulette revenue in Live Casino is around 60 per cent. You improve classic games with new bonuses, features, exciting payouts, spot-on professional dealers, also adding elements of brand identity from casinos. **If you want to find a new player base, you aim for entertainment,** games which are easy to play, easy to follow, very colourful, with energetic presenters and chances for winning big. **Game shows build this opportunity to reach a new audience.**

We are living in the culture and society which expects a high level of excitement in a short time. Mobile users are used to scroll, swipe, click -- they are very engaged with their mobiles. **We've already shifted our traffic to mobile (in some markets it's around 90% of revenue).** As users, we are used to portrait mode, full-screen content. It'll also reflect in the game UI, all different in-game features or instant gratification.

With higher amounts of content -- new providers in the market, new games, new inspirations -- **we will expect new and exciting ways of presenting this content to the audience.** Simple thumbnail with a game photo is not enough anymore -- people want to see live streams, live screenshots, live statistics.

Other product trends? Deloitte published very interesting research about >

“Playing on a live dealer product is a social experience.”

- LuckyStreak

wide web, they also have the potential to convert their players from a casual "weekend warrior" to a regular player that has the casino's offerings a click away on his mobile device at any time.

library of content to players which far exceeds that found within a traditional casino setting. The diverse variety of studios, tables, and personalisation that Playtech Live offer ultimately **gives players the chance to enjoy an experience which they wouldn't normally get when visiting a land-based venue.**

What does the future look like for Live Casino products? What trends can we expect?

> Dagmara Bator - Head of Marketing - Authentic Gaming:

Game shows are definitely a trend and it will increase in popularity.

If you want to simplify it, we can say that there are two target groups: "Gamblers" who are focused on gambling, and the so-called "Mass Market" which is focused on





Image: Authentic Gaming

> entertainment trends in 2020. In H1 2020 they clocked that around 20 per cent of Americans were enjoying so-called “Watch Parties”, where “groups of people viewed movies and other video content together on their favorite social media platform”. We are already seeing this phenomenon in gaming via streaming communities, and that will definitely grow. People want to be part of a community, share their winnings, see how many people are playing, how many are winning or see who is winning.

The future will also be shaped by regulations. Some operators, such as GVC, have already announced that they are aiming to have their revenue coming 100 per cent from regulated markets. If regulations are too strict, we might also notice an increase in the black market, which isn't good for online gambling – it declines the level of trust and doesn't give enough protection for responsible gambling. **We definitely need to be ready for more regulations,** and unfortunately, we need to be patient, as there is a lack of discussions between authorities and gaming companies, as in Germany

for example. **Providers, Operators and Affiliates will all have to have a strong compliance team in the future.**

> **Ido Kamiel - COO - LuckyStreak:**

There are many new and exciting innovations happening in the world of Live Casino right now, in the form of incredibly unique and entertaining games that take the raw gamification aspects of games we all know and love and meld them to a Live

£3000 IN CASH PRIZES LIVE CASINO LEADERBOARD

Name	Points earned	Prize
Jason H	137990	£1000
Sean D	38786	£700
Melanie S	7361	£400
Lyam C	5714	£200
Alvaras P	4750	£100
Lee P	3906	£50
lynn c	3600	£50

leaderboard. It allows almost complete control over every aspect of the promotional campaign and is designed to allow the operator to be completely independent, and to fine tune aspects of the promotional campaign by themselves.

LuckyJackpot campaigns are actually a double win for the operator, while straightforwardly encouraging more

“ The core principle of live casino is to deliver an entertainment-led experience.”

- Playtech

Casino experience, the ever increasing adaptation of “social gaming” features or whether it's our own focus on enhancing the operator's promotional capabilities with our LuckyJackpot capabilities. LuckyJackpot is essentially a toolbox, **allowing operators to run tailor-made Live Casino promotional Leaderboards between their players, encouraging them to compete against each other** for the top place at the

players to play more games, and place more and larger bets, they also gently nudge players to perform actions that are, by nature, more profitable for the operator by giving certain side bets such as 21+3 or Perfect Pair, a higher scoring value in the leaderboard.

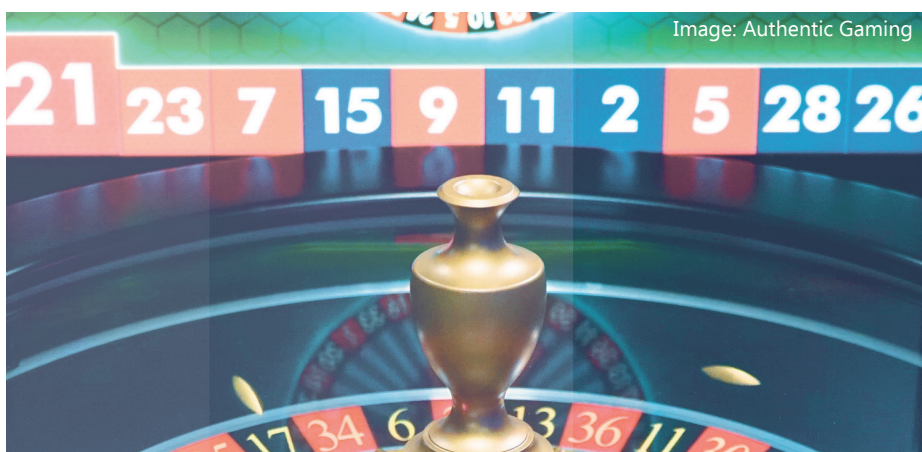
A recent promotional campaign we ran with one of our larger international clients showed a 70% increase in >

> the volume of bets made, and a 76% increase in the number of bets placed, relative to the previous period. **I do believe that while huge advancements have been made** in our industry when it comes to innovation in Live Casino (and the iGaming industry in general), **what we are seeing right now is barely the tip of the iceberg in regards to the kind of innovations we will be seeing in the future. VR for example**, has its own challenges in regard to the amount of people with immediate access to the technology, and the required bandwidth necessary to properly stream it, but its proliferation in the general population is slowly and steadily increasing, and that, for one, **could be a total game changer for the Live Casino industry**, eventually.

> **Kevin Kilminster - Head of Live Casino Innovation - Playtech:**

The increase in the way we are spending our daily lives online and interacting through social channels, media content and virtual entertainment has **increased the appetite of what players are looking for in terms of entertainment.** Whilst game shows have largely grown in popularity, **it's less about it being a game show format and more about the level of entertainment and engagement the player receives.**

Live casino is fast adapting into an all-encompassing product to meet these new demands



from both online players and traditional land-based casino customers. **Game shows capture the essence of an entertainment-led experience by offering a variety of features and possibilities**, it is the level of layering events which is the main element live casino is bringing into newer games. Community and social interaction plays a big part in how Playtech Live Casino develop its portfolio of future games. Our Live slots product was specifically built in this direction, which brings together for the first time the ability to spin together and has really captured the community

entertainment experience. All known traditional games now exist across the online live casino offering, this means **everything we do going forward has to deliver new elements of entertainment to the player and enhance their experience.** **It is vital that we focus on what is happening outside of the industry and what players are engaging with**, this focus and understanding around player behaviour is how we decided to introduce Live Trivia into our live casino product portfolio.



How easy is it to integrate Live Casino?

> **Dagmara Bator - Head of Marketing - Authentic Gaming:**

This is more of a question for the Operators and their integration team - I don't have in-depth knowledge if integrating Live Casino is easier or harder in comparison to other casino products. As a Live Casino provider, **we offer either direct integration** (which is you integrate our API or we integrate yours) **or via a platform** (for example NYX/ OGS, SoftSwiss, SoftGamings). **Both options have advantages and disadvantages, it's a balance between the speed of communication, pipeline, the using of resources, bug fixing, commission, go-live date** - and the decision is taken on a case by case basis, including close discussions with the Operator.

> **Ido Kamiel - COO - LuckyStreak:**

It's incredibly simple. Our single integration unified API makes it so. From our experience, **the time and effort** it takes to Integrate and add Live Casino games **tends to vary between different operators and platforms**, some operators do it incredibly quickly in a manner of days and some operators take more time. A lot of it depends on the operator's experience with Live Casino games.

To minimise this problem and to insure integrations with us go as smoothly as possible, **we focus extra attention on helping our operators who are less experienced with Live Casino integrate our Live Casino games easily and quickly**, from supplying them with an example Live Casino lobby to delivering multiple examples of implementation of our API using a number of different back-end technologies. But that's not

even the half of it. **The true strength of the LuckyStreak API is the fact that it acts as a true one-stop shop.** When operators integrate using our unified API they get so much more value for money. One simple integration grants the operator a cluster of possibilities and features - from immediate access to our LuckyConnect 3rd party RNG content (boasting thousands of games from industry leading suppliers such as Betsoft, Fugaso, Spinomenal, and many more), all future content that will be added to the LuckyConnect network, to our LuckyJackpot promotional capabilities and of course, our Live Casino games. The API itself is constantly updated with all the functionality and features that each single LuckyConnect provider develops and promotes, with no added adaptations needed from the client. ▲

The role of the Affiliate is as important as ever and they are responsible for up to half of some of the leading operators' online traffic.

In this section we hear the perspective of one of the leading Affiliates in the casino sector and explore the prospects for Live Casino Affiliates -- and the best opportunities for future growth in the market.

AFFILIATE INSIGHT

We asked a few key questions...

How does the value of a Live Casino player differ from other casino or slot products?

> **Tobias Svensen - CEO - CasinoGrounds:**

In general, **I would say the key difference in terms of value is based on the actual games, the length of a game round and the average bet levels.**

If you look at a slot machine, for example, the average bet would be usually somewhere between one and 50 euros, and the game round would be about three seconds or so.

If you compare it to a game where the average game round is around 30 seconds plus, it's a completely different type of game when it comes to choosing the actual stake.

Live players tend to have the feeling that they can change the outcome, which in certain games you can do.

You can play Blackjack optimally, or you can just play Blackjack.

Most people do not play optimally.



Image: Authentic Gaming



What sort of content have you observed engages Live Casino players best?

> **Tobias Svensen - CEO - CasinoGrounds:**

When we're talking about Live Casino, traditionally you would have Blackjack, Roulette, and Baccarat, and all these traditional table games that you also have seen in the land based casinos for decades.

I would say that the way Evolution Gaming introduced the Game Show category is an interesting way of looking at Live Casino.

It has opened a lot of new doors and I think it works extremely well with the CasinoGrounds audience. **It's something new and different and it has this great potential.**

If you're looking at Blackjack, the max win you can have would be a couple of splits, a couple of doubles and a couple of Blackjacks, let's say.



Unless there's some extreme side bets, you will never win five times or even a thousand times your stake.

On Crazy Time, a Live Casino Game Show by Evolution, if the stars align and you're at the right place at the right time, that is actually a possibility.

I think this is one key area that the casino vertical as a whole is moving towards: more volatile, exciting, with higher win-potential games.

I think this has been captured in the Game Show trends that have the potential for life-changing wins to happen. If you look at it from a purely entertainment point of view, there's been much more effort by actual dealers and the hosts. Again, if you look at the various wheels from the Live

Casino vertical, you will clearly notice that the hosts have been hired because of their outgoing and entertaining personality. It's a lot of fun, flashy suits, and jokes.

I think this is following the trend on how social media as a whole is moving. ▲



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EDITOR'S CONCLUSION

The bitter truth is that in times of crisis, there will always be winners and losers. It's joyfully evident from the key insights above which side Live Casino has found itself on. This is a watershed moment for the entire iGaming community, **the industry is poised on the edge of a new frontier. A digital landscape where the customer's experience is the core focus and the options for new forms of entertainment are limitless.**

Operators are increasingly recognising the opportunity Live Casino provides, in being able to adapt to the new 'Post-Covid' environment and attract a new profile of customer. Emerging markets such as LATAM, India and the US are blossoming, providing fertile ground to grow online gaming to a level yet to be seen.

“ The challenge is now to understand the vast range of unique benefits capable with the online Live Casino experience and how this can be best packaged for traditional and ‘new age’ customers alike.”

Suppliers in this sector have achieved much in their journey to create the perfect 'entertainment-led' customer experience. **However, it's become increasingly apparent that virtual platforms can ultimately, never fully replicate the buzz and enamour associated with a real life casino.** Instead, the challenge is now to understand the vast range of unique benefits capable with the online Live Casino experience and how this can be best packaged for traditional and 'new age' customers alike. **There are some fantastic examples of innovations mentioned by our contributors above** and it seems as though there is still a great deal to be excited about in this sector with easily integrated systems.

When considering all the insights we've gained from some of the foremost minds in the industry, **it's easy to see why Live Casino is such an exciting product.** Projections from H2 Gambling Capital suggest that although this sector's growth (GGR) will continue, alternative RNG casino products will play a key role and also attract a growing audience, but rather than compete, we believe that these two offerings will rather work hand in hand, **pushing the boundaries of the entire digital entertainment experience.**

““ *The future of the industry relies on the ability for great minds to share powerful ideas.”*

- iGamingFuture