

THE **iGamingFuture**

MAGAZINE

SERIES

August 2025



THE FUTURE OF
**AI AND
SPORTSBOOK**

INSPIRED BY GREATNESS



LET'S PARTNER UP



MARKET OVERVIEW

This year, according to *Statista*, the AI market is projected to reach US\$244.22 billion in value (£179.94bn/€208.56bn). The market research firm adds that the AI market is expected to show an annual growth rate of 26.6 percent, reaching a volume of US\$1.01 trillion (£744.26bn/€862.51bn) by 2031.

There's no hiding place: **Artificial Intelligence, AI, is everywhere.** It's permeating every aspect of modern life – your work, the entertainment you're served by various apps, scheduling, content creation, virtual assistants, autonomous vehicles - **the list is endless.**

The U.S., surprise-surprise, **is the biggest AI market in the world** and estimated to be worth some **US\$73.98 billion**

(£54.46bn/€63.12bn) **this year.**

The **bulk of the AI market** is – and is expected to be for some time – **focussed on machine learning (ML), followed closely by natural language processing.** Computer vision, robotics and autonomous and sensor activity will continue to grow market share between now and the end of the decade. **ML and large language models are already used extensively in iGaming.**

It's a **surprise then,** that the **iGaming industry** has **been abuzz with AI** for the **last two-years.**

Everyone wants to know how it can enhance iCasino and sportsbook products and help in the constant battle to **stay compliant and protect players.**

AI can play a role in almost every aspect of iGaming development and delivery. And in our latest edition **we look, specifically, at its role in enhancing sportsbook platforms.**

According to market research platform *Gitnux*, **45 percent of operators already use AI** to detect and prevent fraud, and **65 percent of iGaming companies are planning to increase their investment in AI next year.** The firm **also says** that **AI-driven personalisation has improved player retention rates** by up to **30 percent.**

All the members of our **distinguished panel** are **already using AI to some extent in their businesses,** and they believe – while remaining wary of its **limitations** – that **Artificial Intelligence has more, much more, to offer** well into the future.



Curtis Roach

HEAD OF CONTENT
iGF

INDUSTRY INSIGHTS

As the market landscape evolves and adapts to new trends, our industry has now been compelled to react accordingly.

IN THIS EDITION iGamingFuture brought together experts to reveal how AI is transforming sportsbooks by unlocking new value for operators and players. Discover how **advanced data models, predictive analytics, and personalised engagement tools drive sustainable growth, enhance customer acquisition, and optimise betting experiences** — creating smarter, scalable frameworks for **long-term success** in competitive markets.

Looking for more insights?



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CONTENTS

6 **Q + A**
with all our **Expert Speakers**

16 **EDITOR'S CONCLUSION**



OUR EXPERT SPEAKERS



IVAN GOJIC
CHIEF SPORTSBOOK
OFFICER
Entain CEE



ARVIDS RASA
HEAD OF
SPORTSBOOK PLATFORM
Neo Group



VLAD ANDRUSENKO
HEAD OF SPORTSBOOK
PRODUCT
GR8 Tech

What do you think are some of the most innovative ways AI is currently being implemented within your own businesses?

ARVIDS

AI came onto the scene initially with large language models (LLMs), and this is what most people use. You can generate images, have a laugh, but it's not what we're using it for in business.

You see it being used more for translations.

Why keep a massive content team to do manual labour when you can automate it? Why have massive design teams to draw banners when AI can do that for you? You can always question the legality of AI generated images but, so far, there's not that much of a framework.

Where I start to question AI is when people are talking about risk management, and personalisation.

That's where I want to start asking massive questions.

Is that more business intelligence rather than actual Artificial Intelligence?

So far, this is the key question.

Whenever somebody is trying to sell us something, I want that answer to be extremely specific and direct, because do you really need AI in certain areas?

Once Artificial General Intelligence (AGI) comes in and it evolves we're going to see the content side grow even more.

I spend my days working with the devs, and there are certain things that it's not necessarily for. You do not ask it to code directly, but to review code. You can write automated tests for it and speed up the process.

IVAN

There are always pros and cons with whatever you're trying to do.



I agree with some of the stuff that Arvids said.

On the other hand, I've seen some AI utilisation in customer management and to be quite frank, we've created some modules in Superbet where we put customers in clusters and according to those clusters, you can utilise Machine Learning.

To take a step back, it depends on what AI means to you.

I have a feeling that AI today is anything that a computer does. As a concept it's not entirely new. But it depends how we use it.

It shows remarkable results when it comes to customer management, because good customers tend to have similar betting patterns, and it's easy to spot them. You can spot them after two, three or five bets. So those are the things where, if you have enough data points, and if your data pipelines are clear, you can use ML.

When it comes to clear AI, I would like to see utilisation of image recognition when it comes to collecting player props data, for example.

In sports like football, it would be much better if utilisation



VLAD

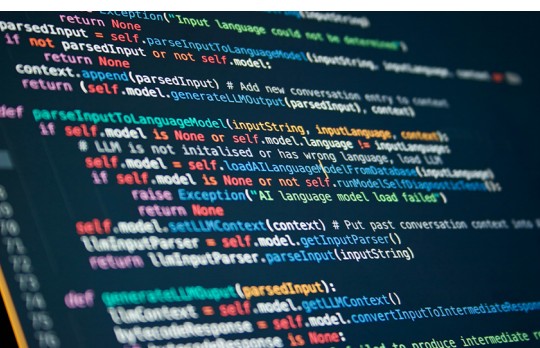
From the perspective of sportsbook content, using our client's target region, each player's personal profile and their previous bet history, we're using recommendation models to personalise content.

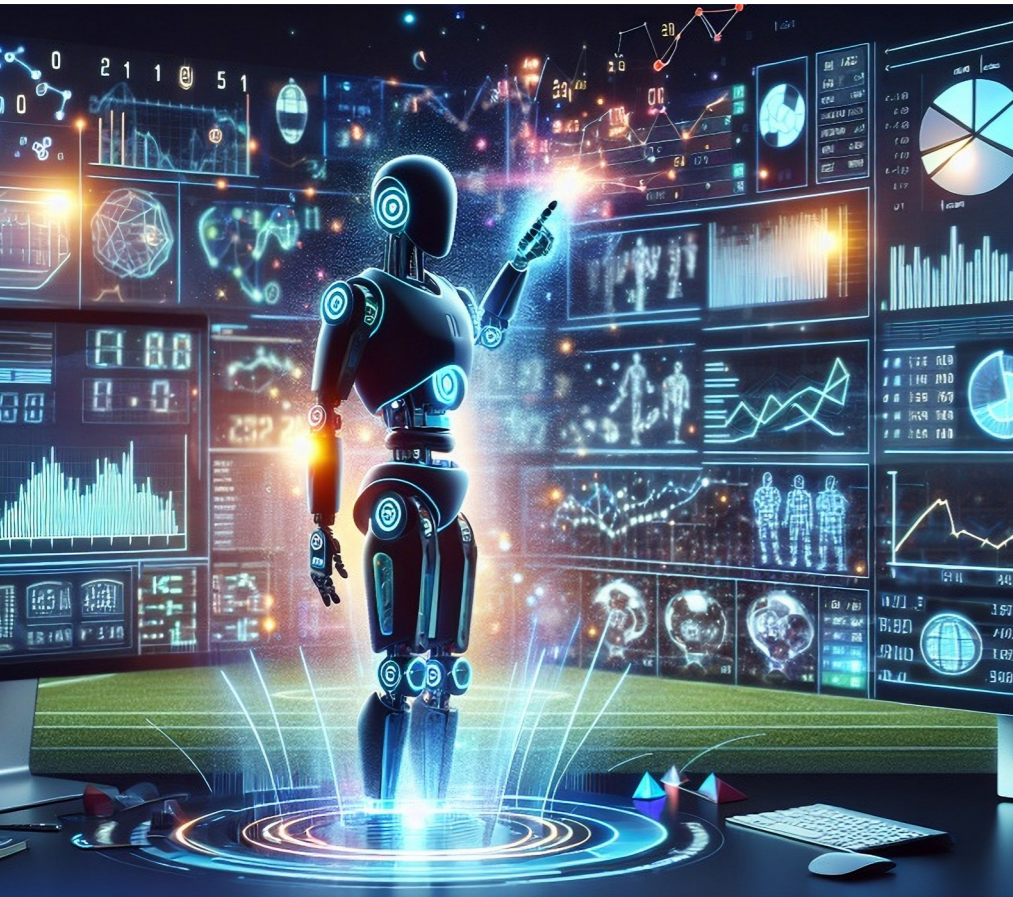
We have quite a big portfolio from which to choose what to bet on. And we need to find what is most interesting for the individual player right here, right now. We've been using AI for quite a few years already for that.

of AI sequencing allowed us to see who has passed the ball to who, who had so many shots on target and so on. Certain companies have two or three scouts sitting in front of a TV and writing it down.

But I would like to see my idea adopted, because I believe it would be scalable and would cut costs.

We're also using ML and AI for recommendations, not just for events, but for things like proposing combinations of outcomes for multi-bets, especially for in-play.





The game is getting faster every year and the share of turnover related to in-play bets gets higher. Players don't have enough time to go through the portfolio of events to compose a multi-bet. What we see now is that as players go to place more in-play bets, they go to place more single bets because they don't have enough time to browse through everything. So that's when our recommendation models come into play, which help players to compose multi-bets in-play faster.

We use ML and AI in risk-management as well.

For example, we have a real-time bet scoring system, which assesses risk at the point of acceptance and decides whether to accept the bet or not, or which betting limit to apply.

We also have a VIP bet functionality on our platform. The VIP player can request a custom wager they want to place. And we have ML and AI models that decide whether the bet is OK from a risk perspective, or not.

On other platforms, and previously for us, these decisions were made by bookmakers manually. But

again, as betting moves more into in-play, there's just no time to make these decisions manually while the bet is in play, as the odds change every few seconds.

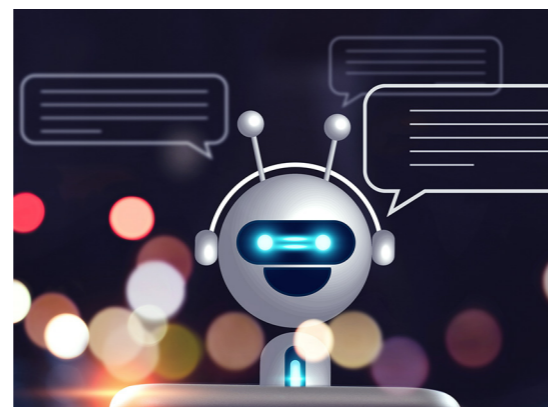
We're using it for segmentation of players by risk, which can affect things like limits and the process of withdrawal for players.

It's basically about making the game easier and more seamless for casual betters, while identifying players that might want to abuse bonus offers.

Depending on the risk segment, some limitations or manual review by our risk team may be applied to risky players.

We're also using AI for some internal stuff, to automate technical support, for example.

So, the first line of support may be a chatbot for both players and our clients.



How far do you think the sportsbook sector can take AI in the next 10-years?

IVAN

As an industry, we [don't necessarily embrace] change.

So how far are we going to take it? That depends on us.

If we take a comparison in autonomous vehicles, we didn't just throw the autonomous vehicle on the road immediately. There were components being built, which led us to have autonomous vehicles as taxis in California. That's how things should be considered and be done.

If I take a comparison with how trading works today, I'm fairly sure that AI can replace 90 percent of the things that traders do, because it's highly repetitive, but [people] are not keen to do this because they [still] don't [fully] trust AI.

We need to be careful in how we explain it and get more people on board. At the end of the day, things will inevitably change.

And people are a little afraid of what it means for their jobs. Personally, I'm very happy about a change, and I'm not afraid of a robot taking my place. It is what it

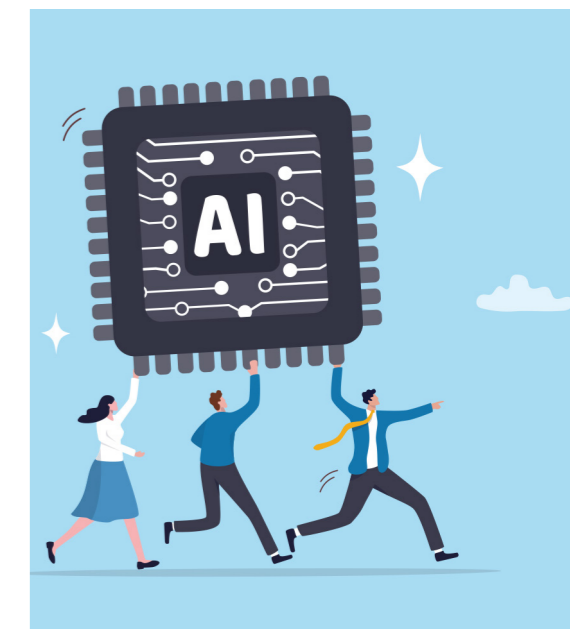
is. I'll find something else.

You just need to be open to new stuff, which we aren't. The more we discuss it and the more tangible examples we give, people will be more open, and it's going to bring a lot of benefits to our industry, which we desperately need.



VLAD

Some technologies, like the steam engine, electricity, and internet, have really disrupted the way economies and society work, and it changes in ways no one could imagine before the disruption happens. Some technologies have promise but instead of disrupting everything they take some niche and the industry moves on.



For example, a few years ago, everyone thought that smart glasses like Google Glass would be the new technology like a smartphone, which would change the intersection between the digital and physical world. It didn't take off in the ways it was envisioned and discussed.



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ARVIDS

I don't think that much about how we could be approaching trading or how we could be approaching risk management.

I'm focusing a lot of my time and energy on how the product could be moving forward and how to cater to the likes of Gen Z, for example.

I'm a borderline older millennial. And I keep saying our opinion doesn't really matter in a sense. **Gen Z might not be the most financially-sound** group of people, but **Gen Z is the group** of people that defines the culture.

Where **AI** comes in is it can help the likes of **millennials and boomers** to **understand that culture better**.

There's a reason why our industry is not very innovative, because it's driven by people in their forties, who tend to be very conservative and not willing to take risks.



AI can help you learn and apply ideas on how to make betting products entertaining again.

It's no longer really entertainment per se, because the fun part starts after you place the bet. The fun is no longer during the process. We used to have forums and communities built around betting. **But now it has become a more lonely experience** for most people instead of being a group activity.

This is one of the areas where you can utilise **AI** by embedding it within your **user-interface**.

In casino, for example, because of the way the product is designed, if you

click a button, you get the response. You have no idea what happened, or why it happened, but **you get the response immediately**. For sports betting, you don't necessarily get that.

This is the reason why casino has grown so much, compared to sportsbooks, because that's what the clients want.

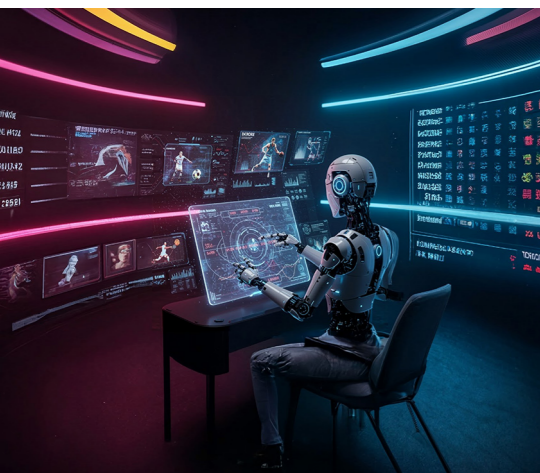
They want that **instant feedback loop**. By introducing **AI** within the product itself, we can generate that **feedback loop** to the client without gimmicks and having to animate everything and turning it into a crazy candy shop.

How easy is it to integrate AI through third parties and is it better to develop in-house?

VLAD

It's complex to integrate through third parties because obviously we're talking about taking some business module, which is a monolith, and reworking it so it can fit data to an external system.

If you want to do something like that, you need to completely rework some of the key business models from an architecture perspective. Only then can you get to the actual integration with a third party, which you think can bring extra value through an AI based technology.



That's why investment into such initiatives usually would be much higher than the direct cost of partnership with a third party.

So usually when the decision to go in that direction is made, just from the investment perspective, it would be easier and more effective to do it in-house. It's pretty hard to come up with such products and make integration happen on a large scale.

IVAN

It depends on what you're trying to achieve and what you're trying to replace. If you are speaking about customer service, automated chat bots, there's a bunch of things that you can utilise immediately where it's easy integration.

Although, I don't trust easy integration, it's another one of the buzzwords. But it's far easier than anything else. You can integrate whatever you want out there, but once you're live in production, then you see how many obstacles you have.



The biggest obstacle I've seen so far when it comes to any sort of AI and ML is data pipelines.

If your data is not clean or structured enough, you're not going to have the benefits you're catering for.

When it comes down to third-party pricing, which is fully automated and fully AI driven, as Arvids said around player props and so on, I've seen those working.

There are some out there for football player props which use Opta, for example. They have no trader oversight whatsoever, but there are still some cases where you need to have some traders overseeing it.

To be fair, I'm quite happy with a blend of having less traders and a more automated approach than having a bunch of traders or a fully automated approach without any oversight.

At the same time, if you had a clear data pipeline which can absorb your betting data, you could adjust your pricing.

Let's say it's fully automated, you can adjust it with what customers are saying, because customers are often smarter than you are.

In my head, I see a full end-to-end flow of how you could utilise AI, but doing all that in legacy systems. If it was that easy everybody would have done it already.

It's very hard because these systems have been earning money for ages.

If you want to integrate something, it's always a question of balancing commercial value versus product.

What are we going to cater for immediately? Shareholders like to see their value going up, and they don't care how it happens.



ARVIDS

Each integration comes with its own can of worms.

Maybe something is missing in the docs, or the docs don't show you the data structure. And now you're trying to introduce AI, which we don't necessarily have a whole lot of history with.

It really depends on your data, how crisp and sound it is relates to how clear everything is.

Even if you look at the LLM models, each of them differs. Chat GPT uses Wikipedia for its responses. Gemini has a blend of everything. We don't necessarily have a whole scope of how each of these AI providers are going to be giving you this stuff.

You have to integrate, you have to feed them, and you have to get the data back maybe as well. Essentially we're talking about personalisation.



You have multiple calls on that communication going back and forth until you get a response, and then there's the question of how much you introduce the content you want to push to the client, instead of it being fully automated.

We are building solutions in-house for that specific purpose because we know what our structure is like, and it allows us to do it; but it can be a pain in the butt.

Each team is somewhat independent, the AI team is going to come up with a solution, and then the devs must take that into account. We already had some butting of heads, where certain guys are going to say you don't need AI for that.

Do operators need to be employing a whole team of people to develop their AI systems going forward?

ARVIDS

It's going to vary from team to team.

There are companies using white label solutions and you can take your cookie cutter user interface, or you could build your own. If you're building in-house, it still goes the same way.

I love this saying from Ted Lasso, Season One, where he's throwing darts with Rupert, and he talks about a quote by Walt Whitman:



'be curious, not judgemental'. This is one of the things I keep saying, for every team, for every company out there when it comes to this, just be curious, learn, try to understand.

I'm not saying everybody should be like, 'oh, look, guys, AI, let's jump into it'. No, just figure out certain things. Even basic stuff, like we work with different companies in different areas of the world. We have so many languages in the world. You use AI just to translate stuff.

Even the basic stuff where you don't have to use complex solutions, you can start working with LLMs.

If you asked 100, 200, 300 people from our industry in decision-making positions, probably less than half of them use AI in their day-to-day lives – just because 'we've always done things this way' or 'everybody else is doing it this way'. These are the most common phrases that I'm so freaking scared of because it means we're not moving anywhere.



IVAN

I've seen way too much of 'this is how we've done it in the past'. At the same time, all these big tech companies have AI departments. That's kind of cool, but they're tech. We're still not in a tech business.

We need to cater for a different type of customer. And I agree that we need to be curious. Absolutely. But I would go against having AI teams, because naturally that leads to 'this is an AI solution, you must use it' and that shouldn't be the case.

I think that all the innovation comes bottom up.

It comes from people who really need some innovation or automation in their own duties, and that's how it starts. Those people usually are curious.

I think that's what needs to happen in big companies in our sector.

And at the same time, that curiosity is something that needs to drive everyone.

It comes from a passion and drive. I would always say: hire passionate people with a lot

of driving force, and you're going to get AI for free, you're going to get an innovative approach for free.

ARVIDS

Having an AI team doesn't mean that the AI team is the one driving what you're going to implement.

We have an AI team in-house, that helps solve problems the other teams bring up. The team is about making it more efficient instead of just coming in like, 'oh, AI this, AI that'.

No, the job is to communicate with different stakeholders, understanding the issues and how to help solve them.



Nobody's ignoring ideas that make most business sense.

We're still a way away from totally replacing creativity.

We're still a way away from totally replacing the randomness of human thought patterns, because brilliance comes at different times in different shapes.

So that's where AI is never really going to take over.

There's still hope for humanity.

VLAD

I think that the natural powers of the competitive force of the market should motivate each specific company to use such a powerful and disruptive tool as AI, to beat the competition.



From that perspective, I don't expect industry consolidation. It's much more likely that everyone will be looking at how they can use AI to compete.

On the other hand, I perceive our products as not just sports betting and gaming, but in a broader sense as creating entertainment value.

I think our client operators are competing not just with other operators, but also with other entertainment businesses for the eyeballs of players, and for their time, and for their money, which they're ready to spend for their own entertainment.

So maybe since our iGaming industry is quite technological and has a lot of talented people in their teams, with the right infrastructure and quite a lot of data about players, AI may enable us to be more competitive against other entertainment industries.



EDITOR'S CONCLUSION

Understanding the role of AI is a recurring theme in this discussion.

First, to accurately define it, within the confines of what one's trying to achieve, and then to understand how to apply it.

"It depends on what AI means to you," says Ivan Gojic. "I have a feeling that AI today is anything that a computer does."

However, Ivan went on to explain that there are AI implementation arguments that have yet to be explored.

Arvids Rasa adds that AI is not as applicable – across development, for example – as people may believe. "There are certain things that it's not necessarily for. You do not ask it to code directly, but to review code." Ultimately, Rasa explains later in the conversation, "we're still a way away from totally replacing creativity... There's still hope for humanity,"

WHILE AI IS REPORTEDLY ALREADY BEING USED EXTENSIVELY IN THE RISK-MANAGEMENT AND PERSONALISATION SPACE, NEO GROUP HEAD OF SPORTSBOOK PLATFORM, ARVIDS RASA, SAYS IT IS IN THESE VERY DISCIPLINES THAT HE SOMETIMES QUESTIONS THE USE OF AI-LIKE TECHNOLOGY.



Vlad Andrusenko explains how his business is applying AI in numerous areas. "From the perspective of sportsbook content," he says, "we're using recommendation models to personalise content."

GR8 Tech has also used the technology to improve in-play functionality. Andrusenko explains AI is now helping to build multiple in-play bets, as well as helping to spot risky play or fraudulent activity.

Finally, Rasa makes an interesting point about AI's potential for helping shape products for specific demographics.

"WHERE AI COMES IN IS IT CAN HELP THE LIKES OF MILLENNIALS AND BOOMERS TO UNDERSTAND THAT CULTURE BETTER.

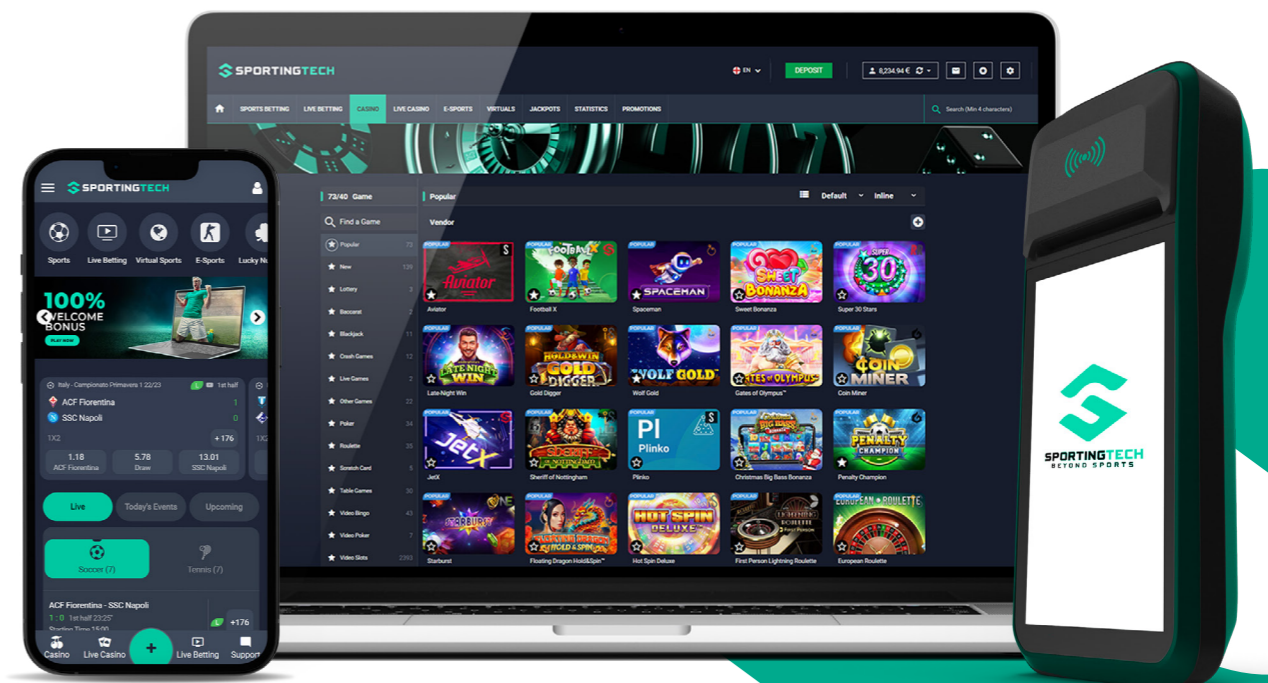
"THERE'S A REASON WHY OUR INDUSTRY IS NOT VERY INNOVATIVE, BECAUSE IT'S DRIVEN BY PEOPLE IN THEIR 40s, WHO TEND TO BE VERY CONSERVATIVE AND NOT WILLING TO TAKE RISKS."



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