

## Pressespiegel 2022

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NOVOMATIC

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## Novomatic in new Canadian partnership

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by David Snook



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The newly regulated Ontario online gambling law in Canada is the target for a deal struck this week between Novomatic Americas and Canadian distributor R2 Gaming.



R2 is based in Burlington, Ontario, at the heart of the new Canadian action and this multi-year agreement will see it use that platform to expand across all of North America.

Novomatic Americas' full suite of casino products are now available through R2, including popular slots like Money Party Link, Novo Unity II electronic table games, the Novomatic ActionBook sports betting and player redemption kiosks.

Said Rick Meitzler, CEO at Novomatic Americas: "This collaboration offers us tremendous potential in all of R2's markets. Our ambitions are aligned in growing the business and expanding our retail presence in Canada.

"R2 Gaming and Novomatic Americas together is a powerful combination. With strong relationships and an accomplished team, combined with our diverse product portfolio, we welcome the opportunities to grow together."

R2 co-founders Rocco DiPaola and Ravi Sharma said in a joint statement: "Combining Novomatic Americas' products with our customer service and support model will positively impact operators.

"The partnership will significantly increase Novomatic Americas' presence within the regulated Canadian markets and provide customers access to Novomatic Americas' portfolio."

GamblingInsider, 11. April 2022

## Revealed: The winners of the Global Gaming Awards London 2022

By Louis Thompsett



The winners of the Global Gaming Awards London 2022 have been announced, following the ceremony this afternoon at the Hippodrome Casino.

As always, KPMG in the Crown Dependencies has independently

adjudicated the Awards process, which employs voters from across the industry, including leading executives and CEOs.

The voting process followed a window of self-nominations and recommendations by our esteemed Nominations Panel, before the wider team at *Gambling Insider* reviewed all submissions. Our much-revered Judges issued the final vote on this year's winners.

Unlike last year's virtual event, 2022 has seen the return of the Global Gaming Awards London in person, at The Hippodrome Casino in London.

Here, we break down the winners of the 2022 Awards, with a full list of the top three from each category at the foot of this page.

2022's big winners are **bet365** and **Kambi**, who have both taken home two Awards each. Bet365 has won the award for Online Sports Betting Operator of the year for the fifth year in a row, as well as bet365 Partners winning best Affiliate Programme.

Kambi has defended both its titles from the previous year, taking the gongs for best Retail Supplier and Online Sports Betting Supplier of the Year.

**LeoVegas** has held onto its monopoly for the Online Casino of the Year Award, winning every year since the inception of the Global Gaming Awards London.

Operator **Paddy Power** has also held onto its status as best Betting Shop Operator, pipping William Hill to the Award this time around.

As well as high-flying operators hanging onto their Awards, suppliers too have been staunch in the defence of their titles.

**IGT** has once again been awarded Casino Supplier of the Year, while **Evolution** has retained its crown in the online space, taking home the Online Casino Supplier of the year Award.

This year's race for the best Casino Product was particularly tight; so tight, in fact, that there are joint winners. Both **Oryx Gaming's - Fuze™** and **Pariplay's Fusion** finished as joint winners.

And it's **The Hippodrome Casino** which has taken the crown as Best Casino, trumping the Casino de Monte-Carlo and The Londoner Macau.

The Award for best Service Provider has gone to **Internet Vikings**, which has been recognised for its hosting solutions, while **NetEnt's Gordon Ramsay Hell's Kitchen™** won Product Launch of the Year.

Both Paysafe and Nuvei were listed among the best payment solution providers for gaming-related sites, but it was **Trustly** who took the gong as best Payments Solution.

**Kindred Group** received the accolade in the Social Responsibility category, while this year's Executive of the Year was awarded to **Denise Coates, Founder and Joint CEO** of bet365.

At the event, *Gambling Insider* announced that before heading to Las Vegas in October, the Global Gaming Awards will be making one more stop.

There will be a dedicated Global Gaming Awards event for the Asian market with winners announced in August. More details will be revealed in the coming days on <https://www.globalgamingawards.com/asia/>

### **Global Gaming Awards London 2022 winners and runners-up list:**

#### **Betting Shop Operator**

1. Paddy Power
2. Fortuna Entertainment Group
3. SAZKA Group

#### **Online Sports Betting Operator**

1. bet365
2. Parimatch
3. Betsson

#### **Retail Supplier**

1. Kambi
2. Golden Race
3. Inspired Entertainment

#### **Online Sports Betting Supplier**

1. Kambi
2. Sportradar
3. Pronet Gaming

#### **Casino**

1. The Hippodrome Casino
2. Casino de Monte-Carlo (Société des Bains de Mer)
3. The Londoner Macao (Sands China)

## **Online Casino**

1. LeoVegas
2. PokerStars
3. BitStarz

## **Casino Supplier**

1. IGT
2. Scientific Games
3. Novomatic

## **Online Casino Supplier**

1. Evolution
2. Pragmatic Play
3. Playtech

## **Casino Product**

Joint winners: Oryx Gaming – Fuze™ & Pariplay – Fusion

Third / Runner-up: Relax Gaming – Top Dawg\$

## **Payment Solution**

1. Trustly
2. Paysafe
3. Nuvei

## **Services Provider**

1. Internet Vikings
2. Continent 8 Technologies
3. Maxima Compliance

## **Product Launch**

1. NetEnt - Gordon Ramsay Hell's Kitchen™
2. Virgin Bet – Virgin Bet Fives
3. Pinnacle – Esports Hub

## **Affiliate Program**

1. bet365 Partners
2. Kaizen Gaming
3. 1xBet Affiliates

## **Social Responsibility**

1. Kindred Group
2. Entain
3. Microgaming

## **Executive of the Year**

1. Denise Coates – Founder & Joint CEO, bet365
2. Jette Nygaard-Andersen – CEO, Entain
3. Itai Pazner – CEO, 888 Holdings

## ADMIRAL startet eigene Sportshow auf YouTube

ADMIRAL Sportwetten wird seiner Marktführerposition einmal mehr gerecht und tritt mit der neuen „ADMIRAL Sportshow“ auf YouTube als „First-Mover“ in Erscheinung.

Am Donnerstag, 7. April, erfolgt die Premiere – und ab da an wird immer donnerstags ab 19.00 Uhr auf dem ADMIRAL YouTube-Channel eine neue Live-Sportshow auf Sendung gehen.

Das Moderatoren-Duo Katharina Weleba und Benjamin Vollmann werden in der rund 30-minütigen Sendung abwechslungsreichen und unterhaltsamen Content präsentieren und mit der Live-Community über Chatfunktionen zu aktuellen Themen wie z.B. der Suche nach dem neuen ÖFB-Teamchef interaktiv kommunizieren.



Neben interessanten Studiogästen und News aus der Welt des Sports wird es auch hochwertige Gewinnspiele und Verlosungen live auf Sendung geben. Die Bandbreite an exklusiven Preisen reicht von VIP-Tickets für Spiele der ADMIRAL Bundesliga über Wet Guthaben bis zu Original-Trikots der Partner-Klubs.

Jürgen Irsigler, Geschäftsführer: „Als langjähriger und verlässlicher Partner des Sports in Österreich, wollen wir über diese dynamische und populäre Social-Media Plattform unsere Community nicht nur über aktuelles und interessantes aus der Welt des Fußballs informieren, sondern auch andere Sportarten beleuchten und vorstellen wie zum Beispiel E-Sports oder Handball.“

Die Sendung wird vom langjährigen Partner [ML Marketing](#) in Wien produziert und alle Sendungen sind nicht nur live zu sehen, sondern auch in der Mediathek des ADMIRAL YouTube-Channels abrufbar.

Michael Litschka, Geschäftsführer ML Marketing: „Seit mittlerweile vier Jahren dürfen wir die digitalen Social-Media-Kanäle von Admiral Sportwetten betreuen, umso mehr freut es mich, dass wir abermals mit einem sehr tollen Projekt „First Mover“ am österreichischen Markt sein können. Mit der aus unserem In-House-Studio am Wienerberg produzierten neuen Admiral Sportshow wollen wir neue Zielgruppen erschließen und diese mittels einzigartigem Infotainment an die Marke binden.“

„Im gesamten DACH-Raum gibt es in der Sportwetten-Branche kein vergleichbares Format und wir erhoffen uns dadurch eine weitere Zielgruppenerschließung“, so Lukas Mayer, Head of Acquisition bei ADMIRAL, abschließend.

G3newswire, 11. April 2022

## Greentube CEO: our US strategy is opposite to Europe

By William - 11 April 2022

*Thomas Graf, CEO of Greentube, explains why the company's stateside strategy differs significantly to Europe and the lessons being learnt as the NOVOMATIC division continues to expand in the US.*

### **How beneficial has the last few months been in getting to grips with the inner workings of the flourishing US market?**

We made our debut in the US in September last year, so we are still very much learning about the market. To start with, we are focusing on the three big states, New Jersey, Michigan and Pennsylvania, and our approach is to partner with key multistate players in those markets as well utilising existing partnerships from Europe where possible.

In addition, in some cases, we also have existing relationships through NOVOMATIC America's land-based slot machine business, so we can use those synergies as a foot in the door for other potential partnerships. It hasn't been difficult for us to identify the right strategy and we are now working on executing that to establish ourselves as a leading supplier to the US online industry.



### **How have players in New Jersey taken to Greentube's portfolio of blue-chip titles?**

We haven't brought the entire blue-chip portfolio of NOVOMATIC titles to the US because not all titles are suitable to the local market. These games are some of our most popular in Europe where Book of Ra and Lucky Lady's Charm for example have a long tradition with players and are well established but in the US they are less familiar.

We therefore had to use these IPs to create popular Hold N Spin mechanic versions of those European blockbuster titles. This is an approach we have adapted with a selection of our existing titles with these successful mechanics better suited to US players, but we have also developed market specific content, such as Wild Lines: American Eagle, a traditional stepper slot game with add-on features, to cater to the preferences of the local audience. We thoroughly believe that this is the right approach in North America.

### **There's a general feeling that US players are more inclined to seek out recognisable land-based slots when playing online. Do you feel this gives Greentube a sizeable advantage over competitors?**

We actually have a limited installed base of slot machines in the US market. As a result, we haven't created the same loyal player base yet as we have across Europe and our land-based position is only gaining traction in some niche markets like in Illinois.

We can, however, analyse the performance of our online social and RMG content in the US and draw on our learnings from Greentube Pro, our US-based marketing platform that targets land-based players to get a better idea of what content this player group enjoy the most.

So, our strategy for the US is in a way opposite to what we do in Europe, and it will be an interesting lesson for us as we expand further and boost our product portfolio from a multi-channel perspective.

### **You've previously stated intentions to develop dedicated content for a new generation of US players. Do you feel like Greentube is now able to do so having gained insight and experience in the market?**

Our approach is to look at what games and mechanics work best in the market. This will take some time, but we already have a good idea and we are investing resources into further exploring this. Our Hold N Spin mechanic, alongside other games, has already proven popular in New Jersey so that's a good entry point.

We are adding our own flavour to our content, such as our Diamond Cash series, which has a clear Greentube identity that we want to establish in the market. We are on the right track and our portfolio will contain a mix of established content from the land-based slots and innovative new games, built for online.

We also have experience from social casino gaming in the US, where our portfolio has been available as a freemium product to casino customers via our Greentube Pro offering and our recent partnership with GAN.

That has given us intel on local preferences, and we will use the data collected from that vertical and elect the most popular titles and bring to our online offering in New Jersey and later also Michigan, Pennsylvania, Connecticut, and other iGaming states. In the near future, we will also increase our focus on new concepts that are not yet established in the market.

**Greentube recently received its licence in Michigan and has made public plans to do so in Pennsylvania and Connecticut. Are there other States that you have a close eye on?**

Michigan and Pennsylvania are by far the largest states besides New Jersey and the three states cover around 90 per cent of the addressable markets for us at this stage. We are also taking steps to enter Connecticut, but our focus remains on the 'Big 3' states offering igaming.

Our first step is therefore to enter the larger states and partner with Tier 1 operators there as we want to reach as many players as possible from the get-go. We also expect regulation to move slower for online casino than for sports betting, so it makes sense to keep our focus on those states that now allow it and not look too far into the future.

We are not in a rush, and we will now be busy with New Jersey and Michigan and making sure we integrate with operators so we can look at other states going live next year. We are definitely not running out of work. We will need time to build up any substance and establish the strong local team we need to be successful in North America.

You can say we are being conservative in our approach as we need to first have a product that we know works and then build upon it. From the feedback we are getting from local stakeholders we are on the right track.

**With different states having different regulations, does this pose a challenge to suppliers trying to gain a market share in the US, especially when first-mover advantage is so crucial?**

Timing is of essence, and we have waited years to enter the US. We made the decision to make our debut after a few states had announced the intention to regulate online gambling and after seeing that New Jersey was going in the right direction. It is now the right timing for us as Michigan and Pennsylvania have opened up, offering relevant scalability.

First-mover advantage is important. We are currently seeing a lot of M&A activity in the space as well, with international suppliers bolstering their position by buying smaller studios with local expertise or innovative games portfolios. Furthermore, operators are launching their own in-house studios so there is intense competition coming from a content perspective.

The marketplace will only become more competitive than it is today, but we are entering at the right time to position ourselves with our localised offering. With a sufficient content supply, we can get critical mass to all operators.

We can clearly see that US players are spending more money on slots than in Europe, so the potential is worthwhile the effort. We are very excited about what the next few years have in store as the US market continues to evolve.

It will be a key part of Greentube's strategic growth plans, and we have an ambitious investment plan for organic and inorganic growth to ensure we deliver the right content to local players and support our operator partners' businesses.