

THE BUSINESS FOR GAMES



www.G3imagazine.com



GLOBAL GAMES AND GAMING MAGAZINE | MAY 2013

STRATEGY

BUSINESS STRATEGY FOR CASINOS

THE RISE OF RELATIONAL GAMING

MARKET REPORT

OZ - THE GREAT & THE POWERFUL

GAMES MARKETS IN THE LAND DOWN UNDER

ONLINE

SPORTS-BETTING

RACING INTO NEW ENVIRONMENTS

INSIGHT

TAIWAN CONSIDERS NEW
TAX-FREE CASINO ENVIRONMENT

Available on the
App Store

Available on the
Android Market

**G3 LAUNCHES ANDROID AND IOS MAGAZINE
APPS FOR THE GLOBAL GAMING INDUSTRY**





**DOWNLOAD DIGITAL ISSUES OF G3 MAGAZINE AND THE LATEST GAMING
MARKET REPORTS DIRECTLY FROM THE ANDROID AND APPLE APP STORES**

MICHAEL JACKSON KING of POP



Now Playing!

The most popular entertainer in history is featured in the ultimate music and slot gaming experience. Michael Jackson King of Pop™ showcases a custom surround-sound chair for an unprecedented audio experience, five smash hit songs, a huge progressive jackpot, Mystery Wilds, and Free Game Bonuses.

    Bally Europe | +31 020 569 2740 | BallyTech.com



© 2012 Triumph International, Inc. under license from Bravado Merchandising. All rights reserved. © 2012 Bally Technologies. All Rights Reserved. Images are for illustration purposes only and are subject to change.

 ALPHA
Pro™ V32/13

 U-SPIN

 Bally
TECHNOLOGIES

 Bravado




"Alfastreet was the first, but to create patents in every single market around the world is unfeasible. It doesn't make sense, and besides, products change and you have to keep applying new patents to an ever-increasing range. It's impractical and expensive to follow such a path. What's clear too is that the LT Game patent would not hold water in any market other than China."

Albert Radman, Alfastreet. Page 40

OZ - THE GREAT AND THE POWERFUL

G3 analyses the Australian gaming market, from its recent obsession with pre-commitment for EGMs, to its rigid refusal to adopt online gaming and most recent opportunities in sports-betting

Page 66



CZECH VLT UNCERTAINTY

A law protecting installed VLTs in Czech towns has been abolished

PAGE 11



ZITRO IN BUENOS AIRES

Blackwave slots installation at Argentina's Hipodromo Casino

PAGE 24



SEGOB INVESTIGATED

Head of Mexico's gaming division is to answer corruption allegations

PAGE 14



NATIONALISATION AGAIN?

Argentinean gaming associations call for the nationalisation of casinos

PAGE 32



MILLION-TO-ONE APEX DEAL

Intergame selects APEX gaming as key partner - Pg 34



NEW RACING ENVIRONMENTS

The options for operators looking to merge off- and online - Pg 44




TAX-FREE RESORTS IN TAIWAN - 38

Contents

MAY 2013



OLYMPIC OPENS LATEST SLOVAKIA CASINO - PAGE 12



MARYLAND ADDS LIVE TO THE MIX - PAGE 20



TSGO SUN'S GAUTENG EXPANSION PLANS - PAGE 22



ITALIAN GAMING MARKET UPDATE - PAGE 58



Social media and gaming has become a topic of fascination for many within the gaming industry. First came the debates about the enormous numbers of participants and the integration of social media within existing infrastructures, then came the rationales for

communities. In the past, PR companies have confused G3's 'Global Games and Gaming' as part of the console videogaming market, sending through invitations to Call of Duty Tournaments and World of Warcraft press releases. Politely deleting emails has switched to studying carefully the fine print as increasingly these worlds and those of social media and social gaming are colliding, with Peer2Peer betting, in-App purchases and Freemium incentives blurring the boundaries between play-for-real and play-for-fun. Right now there feels to be a shift in the conscious level in which players recognise 'gaming' as not just a disconnected solo act taking place within a narrow industry sector, but an interconnected technology-driven event that's not just socially viable, but socially acceptable. I'm not sure if the 'magic bullet' is a product or concept - or simply a shift in mindset. Where in the past 'gambling' has been softened to 'gaming,' everything now looks to be falling under the same catch-all.

**WHERE IN THE PAST
'GAMBLING' WAS
SOFTENED TO
'GAMING'
EVERYTHING NOW
FALLS UNDER THE
SAME CATCH-ALL.**

'Freemium' gaming and finally, you can no longer move for monetisation comments, studies and conferences.

While no one currently has the 'magic bullet' when it comes to the true integration/adoption of social media in gaming, the debates are interconnecting once disparate

It's in our DNA.

You might think things evolve slowly. At JCM Global, they evolve at light speed, wirelessly, and make your gaming operations better, smarter and faster than ever before. At ICE Totally Gaming 2013, our signature iVIZION® bill validator is now evolving, giving operators and OEMs more power, more options, and more capabilities than ever before.



Lewis Pek Editor - Tel: +44 (0) 1942 879 291,
Email: lewis@gamingpublishing.co.uk
John Slattery Commercial Director - Tel: +44 (0)7917 166471,
Email: john@gamingpublishing.co.uk
Phil Martin News Editor - Tel: +44 (0)161 236 6669
Email: phil@gamingpublishing.co.uk
Karen Southall G3 Spain - Associate Editor, Email: karensouthall@gmail.com
John Carroll G3 Germany, Email: carroll@carrollconsulting.de
James Marrison G3 Latin America, Email: jamesmarrison@gmail.com
Lisa Nichols Sub Editor, **Gareth Irwin** Senior Designer,
Paul Jolleys Production Manager,
John Malin, David Addison, Bepi Mottes, Alexandre Rotenberg Contributors,
Jennifer Pek Subscriptions Manager
John Pek Commercial Administrator, Cover Image: **Gareth Irwin**

For sales enquiries contact: **John Slattery**, Tel: +44 (0)7917 166471
Email: john@gamingpublishing.co.uk
For editorial enquiries contact: **Lewis Pek**, Tel: +44 (0)1942 879 291
Email: lewis@gamingpublishing.co.uk
Gaming Publishing Limited, Samson House, 457 Manchester Road,
Manchester M29 7BR, UK

APEX

the next level

Multi-Magic 6



www.apex-gaming.com

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

APEX 
GAMING TECHNOLOGY



Looking to Advance your bottom line?

You designed the answer.
MEI has made it possible with

mei | SC advance™

MEI has redefined expectations of note acceptors yet again with SC Advance. Enhancements were driven by customer requests to improve upon core measures of performance—acceptance, speed and security—and do so in a manner that is backwards compatible with the existing installed base.

By maximizing the number of street-grade notes accepted, while simultaneously increasing the security against counterfeit notes, the MEI SC Advance is a step forward on the most important measure... operator profitability.

Learn how to specify cashboxes in your property that fill up faster than ever before. **Stop by stand #824 during G2E Asia or contact +44 (0) 118 938 1100 to schedule a SC Advance demonstration.**

Proven performance. Increased profits.
meigroup.com



MEI is ISO 9001:2000 certified. ©2013 MEI. All rights reserved.

Calendar

MAY 2013 - JULY 2013

MAY 2013

8TH ONLINE BINGO SUMMIT

Date:
May 1-2, 2013
Location:
Regents Park Marriott, 128 King Henry's Road, London, NW3 3ST, UK
Contact: Keir Hutton Ferris
Organiser:
Bullet Business/FC Business Intelligence, 7-9 Fashion Street London E1 6PX, UK
Tel: +44 (0)20 7375 7535
Email:
keir@fcbusinessintelligence.com
Web: www.bulletbusiness.com/bingo

SPANISH IGAMING SUMMIT

Date:
May 7, 2013
Location:
Hotel Melia Princesa, Madrid, Spain
Organiser: Jak Comunicacion Madrid, Spain
Tel: +34 91 527 4905
Email: jakcomunicacion@jakcomunicacion.com
Web:
www.spanishigamingsummit.com

SOUTH GAMING SUMMIT AND BINGO WORLD 2013

Date:
May 7-9, 2013
Location:
Mississippi Coast Coliseum and Convention Center, Bi — United States
Organiser:
BNP Media Gaming Group
2401 W Big Beaver Road, Suite 700 Troy, Michigan, US MI 48084
Contact: Lesley Grashow
Tel: +1 203 938 2782
Email: grashowl@bnpmedia.com
Web: www.sgsummit.com

SAGSE GAMING PANAMA

Date:
May 8-9, 2013
Location:
ATLAPA Convention Center, Panama City, Panama
Organiser: Monografie SA, Avenida Alvear 1883, Loc. 21, Buenos Aires 1129 Argentina
Tel: +54 11 4805 4623
Email: info@monografie.com
Web: www.sagsepanama.com

MAY 2013

INTERNATIONAL MASTER OF GAMING LAW, CANADA

Date:
May 8-10, 2013
Location:
InterContinental Montreal Montreal, Quebec, Canada
Organiser:
International Masters of Gaming Law, 3885 Northbrook Drive Boulder, CO 80304
Tel: +1 303 449 9955
Email: IMGLDirector@aol.com
Web: www.gaminglawmasters.com

GAMING EXPO BELGRADE

Date:
May 21-23, 2013
Location:
Belgrade Fair, Hall 5, Belgrade, Serbia
Contact: Nenad Radajkovic
Organiser: Multi Solution Consult, Aleksandra Stamboliskog 3a Belgrade, Serbia 11000
Tel: +381 11 266 1991
Email: office@see-geb.com
Web: www.see-geb.com

G2E ASIA 2013

Date:
May 22-23, 2013
Location:
The Venetian Macau, Macau
Conference Opens:
Tuesday 9:30am - 5:00pm
Wednesday 10:15am - 5:30pm
Thursday 9:30am - 1:00pm
Exhibition Opens:
Wed-Thurs 10am - 5:30pm
Contact: Phoebe Wong
Organiser: Reed Exhibition Companies, 39/F Hopewell Centre 183 Queens Road East Wanchai, Hong Kong
Tel: +852 2965 1686
Email:
phoebe.wong@reedexpo.com.hk
Web: www.G2EAsia.com

CIJUEGO PERU 2013

Date:
May 29-30, 2013
Location:
Westin Hotel & Convention Center, Lima, Peru
Organiser:
Victoria Gaming
Regus Cronos El Derby, Av el Derby 055, Edificio Cronos, Torre 1 Piso 7 Santiago e Surco, Lima
Tel: +51 1716 2728
Email: info@cijuego.com
Web: www.cijuego.com

MAY 2013

GAMING REGULATORS EUROPEAN FORUM

Date: May 29-June 2, 2013

Location:

Jersey, Channel Islands, UK

Organiser:

Danish Gambling Authority

Helgeshoj Alle 9, Hoje Taastrup
Denmark 2630

Tel: +45 72 388937

Email: info@gret.net

Web: www.gref.net

JUNE 2013

ISRA-EL EUROPEAN LOTTERIES CONGRESS

Date: June 3-6, 2013

Location:

Hilton Hotel, Tel Aviv – Israel

Organiser:

Ortra Ltd, 1 Nirim Street

PO Box 9352 Tel Aviv, Israel

Tel: +972 3 638 4444

Email: el2013@ortra.com

Web: www.el2013.org

IGAMING SUPER SHOW 2013

Date: June 10-14, 2013

Location:

The Amsterdam RAI, Amsterdam,
The Netherlands

Contact: Marit von Stedingk

Organiser:

iGaming Business

33-41 Dallington Street

London, UK EC1V 0BB

Tel: +44 207 954 3417

Email: marit@igamingbusiness.com

Web:

www.igamingssupershow.com.org

CANADIAN GAMING SUMMIT

Date: June 17-19, 2013

Location:

Palais des Congres Montreal,
Quebec – Canada

Contact: Chris Torry

Organiser:

MediaEdge Communications

5255 Yonge Street, Suite 1000

Toronto, Ontario, Canada M2N 6P4

Tel: +1 416 512 8186

Email: christ@mediaedge.ca

Web:

www.canadiangamingsummit.com

JULY 2013

WORLD GAMING EXECUTIVE SUMMIT 2013

Date: July 9th-11th, 2013

Location:

W Hotel, Barcelona, Spain

Contact: Kellie Jenkins

Organiser:

Terrapinn Ltd

Wren House, 43 Hatton Garden
London EC1N 8EL, UK

Tel: +44 207 827 5955

Email: kellie.jenkins@terrapinn.com

Web:

www.terrapinn.com/2013/wges

SALEX 2013 - SOUTH AMERICAN LEISURE EXPO

Date:

July 23-25, 2013

Location:

Transamerica Expo Center, Sao
Paulo, Brazil

Organiser: Games News Magazine

Rua Tome de Souza 479

Alto de Lapa, Sao Paulo, Brazil

CEP 05079-000

Tel: +55 11 3836 3271

Email: info@salex.com.br

Web: www.salex.com.br

AUGUST 2013

GAMING, RACING & WAGERING AUSTRALIA 2013

Date:

August 12-14, 2013

Location:

Sydney Conference & Exhibition
Centre, Sydney, Australia

Organiser: Beacon Events

20/F Siu On Centre

188 Lockhart Road

Wanchai, HongKong

Tel: +852 2219 0111

Email: info@beaconevents.com

Web: www.GamingDownUnder.com

AUSTRALIAN GAMING EXPO

Date:

August 13-15, 2013

Location:

Sydney Convention & Exhibition
Centre, Sydney, Australia

Contact: Ross Ferrar

Organiser:

Gaming Technologies Association

Level 34, 50 Bridge Street

Sydney, New South Wales

Australia NSW 2000

Tel: +61 2 8216 0931

Email: info@gamingta.com

Web: www.austgamingexpo.com

SUZO HAPP

Solutions Focused. Technology Driven.

Your Expert in Hoppers and Toppers



eu.suzohapp.com

THIS WHEEL SPINS ON YOUR SIDE



WOF? WOW!

Take your chance on **Alfastreet's Wheel of Fortune** and double your success with its unique multigame system for simultaneous play.

www.alfastreet.si

Alfastreet



INNOVATION, NOT IMITATION

REVEALS YOUR DREAMS, REALIZES YOUR BUSINESS



20 years of experience
brings you limitless options
and perfected design.
Reveal your dreams,
bet safe, bet on Alfastreet.

www.alfastreet.si

Alfastreet

INNOVATION, NOT IMITATION



Personalize Your Promotions

- Direct promotions to your most valuable players
- Enhance players' experience through personalized promotions
- Tailor rewards programs to both carded and non-carded players



DER AUF SPIELPLATTFORMEN

spezialisierte Provider Quixant bestätigte heute Pläne, wonach das Unternehmen am AIM-Markt der London Stock Exchange mit der Platzierung von Stammaktien im Wert von bis zu 8 Millionen Dollar an die Börse gehen will. Die so aufgebracht Mittel will das Unternehmen für sein zukünftiges organisches Wachstum einsetzen. Bei seinem Börsengang wird es von Smith & Williamson beraten.

DAS TSCHJECHISCHE Verfassungsgericht hat eine Bestimmung des Lotteriesgesetzes des Landes verworfen, die Videolotterie-Terminals mit einer Lizenz des Finanzministeriums den Betrieb bis Ende 2014 erlaubt. Das Gericht entsprach stattdessen einer Beschwerde, wonach die fragliche Bestimmung eine effiziente Regelung des Glücksspiels in Orten und Städten der Tschechischen Republik unterlaufen würde.

IN ŽILINA, EINER STADT IM NORDEN DES

Landes, wurde das jüngste Mitglied bei Olympic Casino Slovakia willkommen geheißen. Žilina erfreut sich zurzeit eines luxuriösen, modernen Casino, das zum 4-Sterne Holiday-Inn-Hotel in der City gehört.

MARCELA GONZÁLEZ SALAS, LEITERIN

der Abteilung für Glücksspiel des SEGOB, wird in Kürze Fragen eines Untersuchungsausschusses über die Vergabe von Casinolizenzen in Mexiko beantworten. Anlässlich einer Pressekonferenz sagte der Leiter des Ausschusses, Ricardo Mejía Berdeja, dass man das SEGOB eingeschaltet habe, um "der Casinofrage auf den Grund zu gehen."

INNERHALB DER KOMMENDEN ZWEI

Monate wird die Veröffentlichung eines Entwurfs des neuen Glücksspielgesetzes für die Balearen erwartet. Der Gesetzesentwurf wurde bereits mehreren Ministerien mit Hinblick auf die zweiten Plenarsitzungen der Regierung vorgelegt.

LAUT BRENDAN HOWLIN, DEM MINISTER

für öffentliche Ausgaben und Reformen, wird der für die National Lottery in Irland vorgesehene Regulierer womöglich mit der Aufgabe betraut, die gesamte Glücksspielindustrie des Landes zu überwachen.

AUF EMPFEHLUNG SEITENS DER

Wettbewerbskommission des Vereinigten Königreiches wurde dem britischen Aufsteller Rank Group grünes Licht für den Kauf von Gala Casinos gegeben. Der Deal hing davon ab, ob Rank einen Käufer für seine nicht in Asien betriebene Lizenz zum Betrieb eines Casinos in Edinburgh finden würde, was zu den Bedingungen der Wettbewerbskommission gehörte. Asian Coast Development (Canada) (ACDL) konnte sich endlich eine Glücksspiellizenz sichern; Analysten zeigen sich allerdings inzwischen besorgt, was das Eröffnungsdatum des Integrated-Resort-Projektes auf dem Ho Tram Strip in Vietnam angeht.

ASTRA GAMES BEGANN KÜRZLICH IN

Zusammenarbeit mit Mecca mit einer der am intensivsten betriebenen, spektakulären Markteinführung seiner neuen Party Slots Automaten in den Bingosektor. Als Standort für die Enthüllung wählte man Meccas Acocks Green Club mit einem nie zuvor gekannten Ausmaß an Point-of-Sale- und Werbeaktivitäten mit dem Ziel, die Wirkung der Einführung der brandneuen Party Slots von Astra zu maximieren.

Czech VLTs face uncertainty

A law protecting the installation of VLTs in Czech towns until 2014 has been abolished

The Czech Constitutional Court (CCC) has scrapped the country's lottery law's provision that enables video lottery terminals with a licence from the Finance Ministry to operate until end-2014. The CCC has instead complied with a complaint that the provision thwarted an effective regulation of gambling by local towns and cities in the Czech Republic.

The Finance Ministry is expected to withdraw all licences opposed by town halls' directives. The verdict may apply to tens of thousands lottery terminals. Operators fear that the CCC's intervention could enhance illegal gambling and may trigger a series of court disputes.

"The CCC yesterday decided that the state has given up any regulation of the legal gaming industry and would leaves this market in the hands of criminals," stated Petr Vrzan, Director of the Czech association of central lottery systems SPELOS. He said the verdict is a bad decision for the whole business sector.

Town halls, however, have welcomed the verdict. In previous years, the Finance Ministry permitted video lottery terminals in towns that had banned AWP machines from their territories. In 2011, the CCC issued a breakthrough verdict confirming the towns' right to regulate lottery terminals of all types, including central-directed video lottery terminals. However, this was eventually complicated by a new lottery law enabling the terminals to provisionally operate until late next year.

The Finance Ministry originally issued controversial licences for video lottery terminals for up to 10 years. Some towns wanted to scrap the terminals immediately after the CCC's 2011 verdict. The law was finally amended to set a three-year interim period for VLT operation.

Several towns challenged this provision in the CCC, which chose to handle the complaint of Klatovy, west Bohemia, as a model example. The verdict has set a precedent for similar cases.

Finance Minister Miroslav Kalousek has said that the court verdict must be respected and the ministry will behave accordingly. It is expected, however, that the CCC decision is likely to provoke an investor response from the gaming sector.



"The court verdict must be respected and the ministry will behave accordingly."
MIROSLAV KALOUSEK,
Finance Minister,
Czech Republic.

Operators say they expect a large part of video lottery to shift to the Internet and to illegal gambling locations and are seeking legal redress for compensation for their lost investments. Compensation claims will be raised by international companies as well, Czech operators have warn, but the CCC dismissed this as an unfounded speculation.

Quixant aims to float on London Stock Exchange

Specialised gaming platforms provider, Quixant, has confirmed its plans to list on the AIM market of the London Stock Exchange with a placing of ordinary shares in an amount of up to \$8m. The monies raised by the company will be used to fund future organic growth. It is being advised on its listing by Smith & Williamson.

Based near Cambridge, the company was established eight years ago by its Founding Directors Nick Jarman (Managing Director), Gary Mullins (Sales Director) and JJ Lin (Manufacturing Director). It specialises in designing and manufacturing gaming platforms, combining hardware and software, which control the core elements of gaming and slot machines. Quixant's gaming platforms are designed to meet with the

regulations in all major global gaming jurisdictions, leaving its customers free to focus on game development and minimising time to market of their machines.

The business has grown rapidly over the past few years. The Directors believe that this has been achieved as a result of wider recognition of the Quixant brand with anecdotal evidence suggesting that Quixant gaming platforms are already being recognised as an industry standard in certain jurisdictions.

The listing on AIM and the funds raised will strengthen available working capital as the Company wins further contracts with larger customers, and enhance its visibility and raise its profile as a supplier to leading gaming machine manufacturers.

Codere plans Argentina exit

Spanish operator Codere is expected to make a dramatic withdrawal from Argentina

According to local press reports Spanish gaming company Codere is to close its fourteen bingo halls in the province of Buenos Aires and to cease operation in Argentina. Codere was the first company to operate bingo halls in the province of Buenos Aires and first entered the market 1991. Currently, the company runs a total of fourteen large scale bingo halls and 5, 865 slot machines in the province of Buenos Aires home to 15.6m people.

In 2012 Codere reported revenue of €653.8m in Argentina and EBITDA of €160.6m. Despite strong operating profits and the fact that governor of the province Danile Scioli has extended five of its licences in the province until 2027, according to local press reports the company plans to withdraw from the country due to the fact that it is unable to repatriate capital from Argentina to its operations worldwide.

Codere's operations have also been affected by the threat of nationalization. In 2012 there were reports that President Cristina Fernández de Kirchner was considering nationalising bingo halls in the province and even considering nationalising gaming nationwide. This was after the announcement that her government would nationalise Spanish

Shortly after Fernández's 2011 re-election, the government issued a series of border-shutting decrees. Argentines discovered they would need permission from the country's tax authority, the AFIP, to buy dollars for savings or travel. And the seemingly arbitrary import permission regimen was also introduced. Importers need to pay for imports in US dollars, foreign companies won't take pesos, and they buy those dollars from Argentina's central bank.

owned YPF, the country's biggest oil company, a move which proved popular amongst Argentines. Although President Kirchner has yet to speak publicly on the issue there is still considerable uncertainty when it comes to the issue of gaming with two powerful trade unions calling for nationalisation of the industry in the province earlier this month.

Although there has been no official word from Codere, local press have revealed that Codere has a number of companies interested in buying its operations in Argentina including owners of a number of casinos in Entre Rios and the Brazilian bank Itaú in conjunction with a number of other gaming companies. Codere's operations currently amount to 50 per cent of all gaming activities in the province (apart from lotteries). The province of Buenos Aires accounts for 60 per cent of the Argentine total gaming market where it is estimated that US\$2.2m is bet every hour every day of the year.

Olympic opens latest Slovakia location in Žilina



The latest member of Olympic Casino Slovakia has been welcomed into the group in the northern city of Žilina. Žilina is currently enjoying a luxuriously modern casino, which is part of the 4-star Holiday Inn hotel in the city. The location extends to 450sq.m. and offers 42 slot machines and seven table games; two roulette tables, two blackjack tables and two Texas Hold'em poker tables.

"We are pleased that our network of Olympic Casino Slovakia has its fifth child. It

confirms that we are healthy and that is for us the greatest reward," said General Manager of Olympic Casino Slovakia, Jozef Skubeň. Casino Žilina became the fifth modern Olympic Casino Slovakia Casino, joining locations in the Bratislava Carlton Hotel, shopping center Eurovea in Trnava and Košice. Žilina will be home to many charitable and sponsorship programs through which Olympic Casino Slovakia supports the social, cultural, educational and sports projects across the country.

TSOGO SUN INVESTIERTE R 750 MIO., um sowohl Silverstar als auch Gold Reef City umzugestalten. Diese Entwicklungen, die innerhalb der kommenden zwei Jahre abgeschlossen werden sollen, werden zur Schaffung von wenigstens 400 dauerhaften neuen Arbeitsplätzen an diesen Standorten führen, outgesourcte Aktivitäten wie vermietete Restaurants und Supportdienste nicht mitgezählt, wo während der Entwicklungsphase mehr als 4000 Jobs im Bereich der Bauarbeiten entstehen.

IM VEREINIGTEN KÖNIGREICH MÖCHTE der künftige Aufsteller Global Gaming Ventures (GGV), dass das Bath and North East Somerset Council die Frist von 12 Monaten um weitere sechs Monate verlängert, um mehr Zeit für die erste Casinolizenz in der Stadt zu gewinnen.

BEDE GAMING HAT MIT BALLY Technologys Spielen und dem Lizenzinhaber IPS Limited, das auch das erste Unternehmen der Welt ist, das diese Spiele online anbietet, den Betrieb aufgenommen.

SG GAMING UNTERZEICHNETE MIT Intralot Italia einen Vertrag, in dem es um die Einführung von SG Gaming-Inhalten auf der Intralot Italia iGaming-Plattform geht. Die Einführung der ersten Spiele auf der Intralot Italia-Plattform wird in Kürze erwartet.

DAS IM BEREICH VIDEO-BINGO-SPIELE weltweit führende Unternehmen Ziito konnte mit der Aufstellung seiner Blackwave-Automaten im Hipódromo Argentino de Palermo, einer der größten Unterhaltungs-Locations in Buenos Aires, seine Markenpräsenz am argentinischen Markt festigen.

LAUT STATISTIKEN DER CHILENISCHEN Kontrollbehörde für das Glücksspiel hat sich Enjoy jetzt mit einem Marktanteil von 37 Prozent und einem Umsatz von 325 Millionen US-Dollar im Jahre 2012 zum führenden Unternehmen in Chiles Casinobranche entwickelt.

DIE BETREIBER DER SIEBEN städtischen Casinos in Chile sehen sich jetzt einer Steuererhöhung gegenüber. Im Rahmen von durch die Exekutive eingeführten Maßnahmen würde die Regierung die Lizenzen der städtischen Casinos ausweiten und die Steuern auf Bruttospielerträge von 20% auf 30% erhöhen. Das Projekt soll dazu führen, dass für alle Casinos in Chile dieselben Steuersätze gelten.

ZWEI CASINOGEWERKSCHAFTEN fordern die Verstaatlichung von Casinos in der Provinz Buenos Aires. Der Leiter der Association of National Casino Employees sowie die Professional Association of Management and Services for Casinos in Buenos Aires Province drängen die Regierung dazu, 12 Casinos unter staatliche Kontrolle zu stellen. Insgesamt sind in diesen Casinos 3863 Glücksspielautomaten in Betrieb.

BALLY TECHNOLOGIES UNTERZEICHNETE einen Vertrag über das Angebot von Online-Casino-Inhalten von Ainsworth Game Technology. Ainsworths Online-Spiele-Inhalt wird demnach den Kunden der Bally iGaming-Plattform zur Verfügung stehen und das Unternehmen wird in der Lage sein, seinen Spielern noch mehr Topangebote zu machen.

Romania's NGO opens its doors

The National Gambling Office (NGO) has begun facilitating Romania's Internet gambling program. The regulations in Romania require that all licensed operating companies be established legally in Romania. Unlicensed operators in the Romanian market are to be severely restricted in the advertising of their products and services. A 2010 law makes it a crime for players to play on unlicensed sites, and carries a maximum two years imprisonment for doing so. Gambling legislation that deals with online gaming was passed in late 2010, but had not been implemented because the monitoring and reporting agency was yet to be established. Finally the government has announced the creation of the regulatory body to be responsible for the legislation.

NOVOMATIC GLOBAL ATTRACTIONS

AUSTRIAN
 GAMING INDUSTRIES
GMBH
 NOVOMATIC GROUP OF COMPANIES



See Novomatic Global Attractions in May 2013 at:

+++ SAGSE Panama, May 8/9, booth #200 +++ G2E Asia Macau, May 21-23, booth #1147 +++ Gaming Expo Belgrade, May 21-23 +++

NOVOMATIC – GAMES FOR THE WORLD.



International Sales: Jens Halle, Phone: +43 2252 606 234, sales@novomatic.com, www.austrian-gaming.com

Mexico's SEGOB investigated

The head of Mexico's gaming division to answer accusations of corruption and licence fraud

Marcela González Salas, Head of the Gaming Division of SEGOB, is to respond to questions before an Investigative Committee over the issuing of casino licences in Mexico.

In a press conference Head of the Committee Ricardo Mejía Berdeja said they had called SEGOB in order to "get to the bottom of the casinos issue." The committee has been charged with the investigation of the federal government's past involvement in the issuing of licences which is now seen as a matter of urgency by the administration. This is amidst calls that licences have been trafficked by former members of SEGOB.

This comes at a time of increasing tension between government officials and operators in a number of states throughout Mexico. Governor of Mexicali José Guadalupe Osuna Millán objected to the opening of a new casino in the city of San Felipe. "There is a prohibition against the opening up of new casinos in Mexicali and those who are granting



"There is a prohibition against the opening up of new casinos in Mexicali and those who are granting these authorisations are breaking the law," **JOSÉ GUADALUPE OSUNA MILLÁN**, Governor of Mexicali.

these authorisations is breaking the law," he said. In the face of the possible opening and two more casino openings now on the cards in the state, Millán also emphasised that a law issued by Congress temporarily prohibits the issuing of any more licences.

Meanwhile, in the city of Juárez in Chihuahua the federal government has now confiscated three casinos. The casinos were first investigated by SEGOB in July 2012 for operating outside the scope of their licences and this week a court ruled in favour of the government granting them full ownership of the properties.

Elsewhere, opposition to the industry continues to grow in the city of Monterrey with local officials continuing to push through plans which would grant the local government the right to prohibit the opening of any more gaming centres in the future. Further calls for regulation came yesterday with Mexico's Superior Audit Office warning of the dangers of money laundering due to SEGOB's incomplete database of licensed casinos.

SPIELO G2 set to provide Ontario with online games

Boss Media AB, part of SPIELO G2, the iGaming division of SPIELO International, has announced that it has been selected by the Ontario Lottery and Gaming Corporation (OLG) to provide online table games and slots, a Player Account Management System, and Player Services to Ontario Lottery.

The contract was awarded as part of a public procurement process, and marks an important step in Ontario Lottery's modernisation strategy and SPIELO G2's expansion within North America.

Under the terms of the five-year agreement, which includes a three-year and two-year option for extensions, SPIELO G2 will deliver its market-leading Player Account Management system to Ontario Lottery via its Gaming Management System (GMS).

GMS provides operators with an unrivalled view of the interactive player, as well as player protection and responsible gambling features, which will support Ontario Lottery's commitment to drive growth and innovation through responsible gambling.

In addition to Player Account Management, SPIELO G2 will deliver its award-winning product portfolio, including a suite of table and slots games featuring French Roulette, the iGaming industry's first HD-quality game.

"SPIELO G2 is pleased to provide a solution that will support and enhance Ontario Lottery's modernisation plan to become a more innovative and sustainable organisation, while continuing to be a North American leader in Responsible Gambling," said SPIELO International President and CEO Walter Bugno.

QUIXANT, EL PROVEEDOR especializado en plataformas de juego, ha confirmado hoy sus planes de cotizar en el mercado AIM de la Bolsa de Valores de Londres, con una colocación de acciones ordinarias por un importe de hasta 8 millones de dólares. El dinero recaudado por la compañía se utilizará para financiar un crecimiento orgánico futuro. Para su salida a bolsa está siendo asesorado por Smith & Williamson.

EL TRIBUNAL CONSTITUCIONAL CHECO (TCC) ha anulado la disposición de la ley estatal de loterías que permite operar a los terminales de videolotería con licencia del Ministerio de Finanzas hasta finales de 2014. El TCC ha atendido a una queja según la cual la disposición contravenía una normativa en vigor del juego en localidades de la República Checa.

EL MIEMBRO MÁS RECIENTE DEL Olympic Casino Slovakia ha recibido la acogida en el grupo en la ciudad septentrional de Žilina. Žilina disfruta en la actualidad de un casino moderno y lujoso que forma parte del hotel de 4 estrellas Holiday Inn de la ciudad.

MARCELA GONZÁLEZ SALAS, Presidenta de la División de Juego del SEGOB, tendrá que comparecer ante un comité de investigación en relación con la expedición de licencias de casinos en México. En una conferencia de prensa, el Presidente del Comité, Ricardo Mejía Berdeja, señaló que habían llamado al SEGOB a fin de «llegar hasta el fondo del asunto de los casinos».

SE ESPERA LA PUBLICACIÓN DEL NUEVO borrador de la Ley de juego de las Baleares en los próximos meses. El borrador de ley ya se ha enviado a varios ministerios con el fin de abordar el tema en las segundas sesiones plenarias del Gobierno.

LA ENTIDAD REGULADORA PROPUESTA de la Lotería nacional de Irlanda tendrá eventualmente la tarea de supervisar toda la industria del juego estatal, conforme a lo señalado por el Ministro de Gasto Público y Reformas, Brendan Howlin.

SIGUIENDO LAS RECOMENDACIONES de la Comisión sobre competencia del Reino Unido, el operador británico Rank Group ha recibido luz verde para comprar Gala Casinos. El acuerdo dependía de que Rank encontrara un comprador para su licencia incumplida para operar un casino en Edimburgo, una de las condiciones establecidas por la Comisión de competencia.

ASIAN COAST DEVELOPMENT (CANADÁ) (ACDL) ha asegurado finalmente su licencia de juego; sin embargo, los analistas se han mostrado cada vez más ansiosos con respecto a la fecha de apertura del proyecto de complejo integrado en la Franja de Ho Tram en Vietnam.

ASTRA GAMES, EN COLABORACIÓN con Mecca, ha iniciado recientemente uno de los mayores despliegues realizados nunca en relación con el lanzamiento de una máquina en el sector del bingo con el lanzamiento de alto nivel de sus Party Slots. El club Acocks Green de Mecca fue el establecimiento elegido para la presentación, con niveles sin precedentes de actividad de punto de venta y promocional puestos en juego, en una apuesta por maximizar el impacto de la llamante oferta de nuevas Party Slots de Astra.

Grease drops for \$1.4m in Vegas

Bally Technologies has made another millionaire in Las Vegas with its Cash Connection wide-area progressive slot link hit for \$1.4m at Paris Las Vegas on March 27. The lucky winner, who wishes to remain anonymous, hit the jackpot while playing Grease at the Las Vegas Strip casino.

Inspired by Paramount Pictures' 1978 American musical film about two love-struck teens in a 1950s high school, Grease is Bally's first double-play game, featuring two, 25-line games – enabling the player to play two games at once. Grease also fully utilises Bally's iDeck touch-screen button deck in the Dance Off Free Games feature in which players dance on the iDeck to win additional free games or credits, and in the How Cool Are You? bonus in which the player selects from one of four cars on the iDeck and the car moves up the ladder; the winning character indicates the player's coolness factor and awards one of the four progressive jackpots or credit values.

DESIGN & PRODUCTION
by


PATIR®
CASINO SEATING

*...your professional
supplier for casino seating!*

ORIGINAL



WE ARE EXHIBITING AT:

ICE
LONDON

**global G2E
gaming expo**
LAS VEGAS

EXNADA
RIMINI

**7er
INTERAZAR**
MADRID

www.patir.de
info@patir.de

OUR NEW ADDRESS

© Copyright by Patir

Patir Design GmbH
Dieselstr. 12
D-85386 Eching-München
GERMANY
Tel.: +49 - 8165 - 647 89 0
Fax: +49 - 8165 - 647 89 18



*designed by
Patir*

Opap ignores contract issue

Consortium bidders' complaints fall on deaf ears as Opap forges ahead with Intralot deal

Greece's betting monopoly, Opap, has won shareholder approval for a disputed IT services contract with Intralot, a move that could complicate the sale of the country's stake in the gambling firm. Privatisation agency Hellenic Republic Assets Development Fund (HRADF) is selling all but one per cent of the government's 34 per cent stake in Opap as part of the government's efforts to raise €2.6bn in privatisation proceeds this year. The Opap sale, along with the privatisation of natural gas distributor Depa, is among the biggest sales the government is expected to conclude as part of an EU/IMF bailout.

However, two of the seven potential suitors for the Opap sale - a bid vehicle called Emma Delta backed by shipping tycoon George Melisanidis and Czech investor Jiri Smejck, and a consortium led by the Gauselmann Group and Playtech - had threatened legal action if the contract for a new central hardware and software system was approved. They said that the contract would involve Opap paying more



"The investment is around 1.25-1.26 per cent of the company's total revenues. So this number is considered pretty competitive in what we are seeing in several other lotteries."

CONSTANTINOS LOUROPOULOS,
Chairman, Opap.

The July contract renewal is expected to cost €109m for services and capital expenditure, plus €46m for maintenance.

than it had stated and that the buyer of the government's stake would be bound to it for five years. Both would-be buyers called on Opap and HRADF not to formalise the contract.

However, Opap shareholders who attended a meeting at the weekend voted in favour of the Intralot deal, though it is not known how many investors voted in favour of the deal. HRADF did not take a position on the contract and cast a blank ballot at the meeting, saying that it was up to the company's management to decide on the deal.

Opap's chairman Constantinos Louropoulos reiterated that the cost of the renewed contract would be about 36 per cent lower than the previous deal and that this was close to what other European peers were paying for technology. "The investment is around 1.25-1.26 per cent of the company's total revenues," he told shareholders. "So this number is considered pretty competitive in the sense that that's what we are seeing in several other lotteries."

Intralot, one of the world's biggest gaming software providers, has been Opap's IT contractor since at least 2001.

Balearic Gambling Act now in sight

A draft of the new draft Balearic Gambling Act is expected to be published within the next two months. The draft bill has already been forwarded to various Ministries with the objective to address the second plenary sessions of the Government.

The government's plan is to speed progress of the Act with a launch date of 2014, though the draft has still to be submitted to industry associations for comment.

The four largest islands in the Balearics are Majorca, Minorca, Ibiza and Formentera. The archipelago forms an autonomous community and a province of Spain, with Palma as the capital city. What is known of the law is that it will develop and update each and every regulation relating to gaming, allowing for products such as sports betting, server based gaming machines with €500 prize for hospitality and interconnection in bars and electronic bingo, between other developments.

Ireland's lottery regulator to oversee entire sector

The proposed regulator of the National Lottery in Ireland may eventually be tasked with overseeing the State's entire gambling industry, according to the Minister for Public Expenditure and Reform, Brendan Howlin.

The Minister said he was alarmed by the rapid growth in high street casino businesses and online gaming websites which were operating in a regulatory vacuum. Mr. Howlin said he envisaged the role of the lottery regulator, which will be established by upcoming legislation to facilitate the sale of the State's lottery licence, to evolve into an 'overarching regulator' for the industry as a whole.

Mr Howlin said he had discussed the matter with Minister for Justice, Alan

Shatter, whose department is in the process of drawing up legislation to regulate the gambling industry in Ireland. "It would certainly be my view and the Minister for Justice's view that the lottery regulator would have a remit not only for the lottery, but for gambling in general in due course," said Mr. Howlin.

Legislation to overhaul the existing National Lottery Act, ostensibly designed to relax the rules governing online sales, passed through the committee stage of the Oireachtas (composed of Dáil Éireann (House of Deputies) and Seanad Éireann (Senate)). A competition to award the next licence will be conducted once the legislation is enacted with the successful bidder being offered a 20-year licence to operate the franchise.

TSOGO SUN DESTINARÁ 750 MILLONES

de rands a modernizar tanto Silverstar como Gold Reef City. Se espera que estos desarrollos se completen en los próximos dos años y tendrán como resultado la creación de 400 nuevos puestos de trabajo permanentes en las unidades, sin contar las operaciones subcontratadas, tales como los restaurantes arrendados y los servicios de atención que crearán más de 4000 trabajos de construcción durante el período de desarrollo.

EL FUTURO OPERADOR DEL REINO Unido Global Gaming Ventures (GGV) desea que el Bath and North East Somerset Council prorogue su plazo de 12 meses en otros 6 meses, ofreciéndole más tiempo para desarrollar la primera licencia de casinos de la ciudad.

LA AMERICAN GAMING ASSOCIATION (AGA) nombró Presidente y Director Ejecutivo al profesional de la asociación de Washington Geoff Freeman; la ocupación del cargo se hará efectiva el 1 de julio de 2013.

BEDE GAMING HA PUESTO EN MARCHA los juegos Bally Technology mediante su licenciatario IPS Limited, que es también el primer operador del mundo en albergar estos juegos en línea.

SG GAMING HA FIRMADO UN contrato con Intralot Italia para la introducción de contenidos de SG Gaming en la plataforma de iGaming Intralot Italia. Se espera que el lanzamiento de los primeros juegos de la plataforma Intralot Italia se produzca pronto este año.

ZITRO, LÍDER MUNDIAL EN videojuegos de bingo, ha consolidado la presencia de la marca en el mercado argentino con la instalación de sus máquinas Blackwave en el Hipódromo Argentino de Palermo, uno de los mayores centros de entretenimiento de Buenos Aires.

DE ACUERDO CON LAS ESTADÍSTICAS presentadas por la Comisión de control del juego de Chile, Enjoy es ahora el líder de la industria chilena de los casinos, con una cuota de mercado del 37% y unas ventas registradas de 325 millones de USD en 2012.

LOS OPERADORES DE LOS SIETE casinos municipales de Chile se enfrentan ahora a una subida de impuestos. Entre las medidas propuestas por el ejecutivo, el gobierno ampliaría las licencias de los casinos municipales e incrementará los impuestos del 20% al 30% sobre el GGY. El proyecto está concebido para someter a todos los casinos de Chile al mismo régimen fiscal.

DOS UNIONES DE CASINOS PIDEN LA nacionalización de los casinos en la provincia de Buenos Aires. Los presidentes de la Asociación de empleados de casinos nacionales y de la Asociación profesional de gestión y servicios para casinos de la provincia de Buenos Aires instan al gobierno a poner 12 casinos bajo control estatal. Estos casinos albergan un total de 3863 máquinas tragaperras.

BALLY TECHNOLOGIES HA FIRMADO UN acuerdo para ofrecer contenidos de casino online de Ainsworth Game Technology. El contenido de juego en línea de Ainsworth estará disponible para los clientes de las plataformas de iGaming de Bally y les permitirá proporcionar ofertas todavía más exclusivas de juegos online a sus jugadores

CAMMEGH

The World's Finest Roulette Wheel

Slingshot 2™

GLI-certified

Precision engineered

Ball in view 100% of the time

Perfect for automatic, live & online roulette



Learn more at
www.cammegh.com



Gaming Awards
Winner
Innovation



Gaming Awards
Winner
Traditional Gaming
Equipment Design



Gaming Awards
Winner
Eco-Friendly
Company



Gaming Awards
Winner
Eco-Friendly
Company



Gaming Awards
Winner
Traditional Gaming
Equipment Design

Rank given Gala green light

Rank Group sells Edinburgh licence and is now full steam ahead to acquire Gala Casinos

Following recommendations made by the UK Competition Commission, British operator Rank Group has been granted the green light to buy Gala Casinos.

The deal hinged on Rank finding a buyer for its unfulfilled license to operate a casino in Edinburgh, one of the conditions set out by the Competition Commission. Rank has now confirmed that its so called 'cold licence' in Edinburgh has been sold to Global Gaming Ventures Ltd. The Competition Commission has approved Global Gaming Ventures as the purchaser of Rank's licence in Edinburgh after it satisfied conditions that it would act as a viable competitor to Gala's existing casino in Edinburgh. Global Gaming had to demonstrate it had the appropriate expertise, a business plan for developing the licence into a casino and the funding necessary to take on the task.

Rank now expects its revised conditional agreement of £179m for Gala Casino's 19 terrestrial casinos, as well as three non-operating licenses, to be completed in the third quarter of 2013.



"This acquisition enables us to capitalise on our proven record of operational excellence in the British casino sector and is expected to be earnings enhancing in the first full year of ownership."
IAN BURKE,
CEO, Rank Group.

Chairman of the Rank/Gala Inquiry Group and CC Deputy Chairman, Professor Martin Cave, said: "It's very good news that we've managed to conclude matters just six weeks after the final report was published. We think GGV are well-qualified to give their rivals a run for their money in Edinburgh. All concerned have worked very hard to get this done so quickly and I'm sure the parties will be pleased to be able to press ahead with the deal."

Gala's casinos in Aberdeen, Stockton-on-Tees, Bristol and Cardiff were not included in the deal.

IGT to supply slots to Mr. Green site

International Game Technology will supply its top performing portfolio of mobile games to leading Swedish operator, Mr Green. Their mobile product will include a range of free-play and real-money games, made available via a single integration with IGT rgs (remote game server). The titles immediately going live are Da Vinci Diamonds, Cleopatra, Cats, Wolf Run and Kitty Glitter. All IGT mobile games are optimised for iOS and Android devices, and feature portrait and landscape orientation, in addition to unique audio.

Markus Aurala, Chief Product Officer at Mr Green, said: "Mobile gaming has very quickly grown in popularity, and the key to sustaining this is to offer players mobile versions of their favourite online titles. IGT's leading brands and top performing mobile games will be a significant tool for us to help drive customer acquisition and loyalty."

Worries as Ho Tram Resort still without launch date

Asian Coast Development (Canada) (ACDL) finally secured its gaming licence, however, analysts have now grown anxious as regards the opening date of the Integrated Resort project on the Ho Tram Strip in Vietnam.

In an announcement to the media, Lloyd Nathan, CEO of ACDL stated: "The gaming licence confirms our ability to open the first phase of our first resort with its full gaming entitlement. It includes a gaming entitlement of 180 live tables and 2,000 electronic gaming machines split equally between our two first IRs."

However, Mr. Nathan was unable to confirm a launch date. Originally slated to open in 2011, ACDL would only say that the IR would open 'as

soon as possible.' Asked if the indefinite time frame would affect travel consultants who had taken advantage of the IR's advertised opening offers, Mr. Nathan said: "We are not currently taking bookings."

MGM Resorts International last month withdrew from the Ho Tram project, having been rumoured to have been frustrated by the lack of clarity and progress on its gaming licence, which was cleared one week after it had pulled out.

ACDL recently requested that all travel consultants and media stop using the MGM branding in communications and marketing, even as the company continues to work with MGM towards a June 2, 2013 transition date.

L'AZIENDA QUIXANT, SPECIALIZZATA nella fornitura di piattaforme per il gaming, ha confermato oggi i suoi piani per la quotazione sul mercato AIM della borsa di Londra, con un collocamento di azioni ordinarie per un importo massimo di \$ 8 milioni. I fondi raccolti dalla società verranno utilizzati per finanziare una futura crescita organica. Consigliere finanziario di questo progetto è l'azienda Smith & Williamson.

LA CORTE COSTITUZIONALE CECA (CCC) ha annullato la disposizione della legge che regola le lotterie del paese, e che permette ai terminali di videolotterie di restare operativi fino alla fine del 2014, grazie a una licenza del ministero delle finanze. Il CCC ha invece supportato la denuncia, da parte di svariate municipalità della Repubblica ceca, che la disposizione impedisca una efficace regolamentazione del gioco d'azzardo.

L'ULTIMO MEMBRO DELL'OLYMPIC Casino Slovakia è stato accolto nel gruppo, nella città settentrionale di Žilina. Al momento, Žilina dispone di un casinò moderno e di lusso, che fa parte dell'hotel 4 stelle Holiday Inn.

MARCELA GONZÁLEZ SALAS, direttrice della divisione di gaming di SEGOB, risponderà alle domande di una commissione di inchiesta sul rilascio delle licenze per i casinò in Messico. In una conferenza stampa, il direttore del comitato, Ricardo Mejía Berdeja, ha affermato di avere consultato SEGOB con l'obiettivo di "andare al fondo della questione casinò".

IL NUOVO DISEGNO DI LEGGE SUI giochi d'azzardo alle isole Baleari dovrebbe essere pubblicato entro i prossimi due mesi. Il progetto di legge è già stato trasmesso ai vari ministeri, per essere affrontato nella seconda sessione plenaria del governo.

IL PREVISTO ENTE REGOLATORE DELLA lotteria nazionale in Irlanda potrebbe eventualmente avere il compito di sovrintendere a tutta l'industria del gioco d'azzardo del paese, secondo il ministro per la spesa pubblica e la riforma, Brendan Howlin.

IN SEGUITO A RACCOMANDAZIONI della commissione sulla concorrenza nel Regno Unito, il gruppo britannico Rank ha ottenuto il via libera per l'acquisto dell'azienda Gala Casinos. L'accordo era imperniato sul fatto di riuscire a trovare un acquirente per la licenza di un casinò a Edimburgo, una delle condizioni stabilite dalla commissione sulla concorrenza.

ASIAN COAST DEVELOPMENT (CANADA) (ACDL) ha finalmente ottenuto una licenza per il gioco d'azzardo. Tuttavia, gli analisti sono adesso divenuti ansiosi riguardo alla prevista data di apertura del progetto Integrated Resort, a Ho Tram nel Vietnam.

L'AZIENDA ASTRA GAMES, CHE OPERA in collaborazione con Mecca, ha recentemente avviato uno dei nuovi lanci sul mercato più supportati di sempre, per una nuova macchina nel settore dei bingo, tramite un lancio di alto profilo dei suoi Party Slots. Il club Acoc's Green, appartenente all'azienda Mecca, è stato il luogo scelto per l'inaugurazione, con attività di promozione senza precedenti a livello di punto vendita, nel tentativo di massimizzare l'impatto dei nuovi Party Slots della Astra.

THE ESSENTIAL SLOT MANAGEMENT SYSTEM



JACKPOTS

ACCOUNTING

PLAYER TRACKING

CASHLESS/TITO

MULTI-SITE REPORTING



SYSTEM2go™ is a complete slot management system providing comprehensive reports accessible from any mobile device. It's quick to install and easy to use across multiple venues. With its flexible jackpot solution, cashless / TITO add-ons and player tracking option, SYSTEM2go is the most cost effective way to provide advanced services to your players.

Visit us at G2E Asia, Stand #213 for a demo.

www.spielo.com



Maryland add live to the mix

Maryland Live! adds live table gaming to a current mix that's generating \$1m per day in tax

With a ceremonial roll of the dice on a brand new Craps table, 122 live action table games opened to the public at one minute past midnight on April 11, at Maryland Live! Casino, already one of the largest and most profitable commercial casinos in the country.

David Cordish, Chairman of The Cordish Companies, ushered in the newest phase of development at Maryland Live!, joined by Joe Weinberg, Managing Partner, and other Cordish corporate officers; Rob Norton, President & GM of Maryland Live! Casino; Stephen Martino, Director of the Maryland State Lottery & Gaming Control Agency; Anne Arundel County Executive Laura Neuman; and actress and Baltimore native Stacy Keibler, who blew on the ceremonial dice for luck.

With the addition of table games, including Blackjack, Craps, Roulette, Mini-Baccarat, Fortune Pai Gow Poker, Three Card Poker, Four Card Poker, Texas Hold 'Em, Mississippi Stud and Big Six, casino guests will now enjoy a complete Vegas gaming action experience at Maryland Live! Casino, which includes more than 4,300 of the latest and most popular slot machines. Approximately 50 traditional poker tables will also be added to the casino floor when new construction on a two-level, state-of-the-art Poker Room is complete this summer.

David Cordish, Chairman of The Cordish Companies, which owns and operates Maryland Live! Casino, said: "When we set out to create Maryland Live! Casino, our goal was to create a truly world-class gaming, dining, and entertainment destination. With the addition of 122 live action table games to a facility that includes over 4,000 slot machines and the region's premier dining and entertainment venues, there is no doubt that goal has been met. We are incredibly excited to bring the excitement of Vegas-style gaming to our hometown of Maryland."

The Cordish Companies is currently bidding for other gaming licenses in Philadelphia, PA, and Massachusetts.

The addition of new options in gaming entertainment for casino guests also creates more jobs at the facility. Maryland Live! Casino has nearly doubled its staff with the addition of more than 1,200 new employees across all departments,



"We are incredibly excited to bring the excitement of Vegas-style gaming to our hometown of Maryland."
DAVID CORDISH,
Cordish Companies.

including approximately 800 dealers and table games personnel. Maryland Live! invested nearly US\$1.5m to establish a Dealer School in order to provide qualified applicants with free training to fill these new positions. An additional 300 positions will be added for the new Poker Room. Maryland Live! Casino is one of the most profitable casinos in the country and, currently, the top performing casino in the Mid-Atlantic region.

Astra completes Mecca launch of Party Slots

Astra Games, working in conjunction with Mecca, has recently initiated one of the most extensively supported roll-outs ever of a new machine launch into the bingo sector with the high-profile launch of its Party Slots.

Mecca's Acocks Green club was the chosen venue for the unveiling, with unprecedented levels of point-of-sale and promotional activity brought into play in a bid to maximise the impact of Astra's brand new Party Slots offering.

Party Slots, a 'new from the ground up' model, offers an attractive and bold compendium of game titles for the bingo sector, including a debut addition to the Astra stable in Wild Party. Housed in a striking new cabinet, and boasting an innovative approach to design and aesthetics, Party Slots builds on Astra's success and

pedigree in the Community genre, adding some fresh and subtle twists in the process.

After extensive customer feedback from a variety of blue-chip companies, the Astra design team has also changed the game's button panel to incorporate a note acceptor that now features in a more ergonomically acceptable position. This creative solution, says the firm, is the result of a more specialist approach taken by the team to ensure that products like Party Slots are tailored to fit exactly with the highly specific requirements of players in the bingo and arcade sectors.

The Mecca Acocks Green roll-out saw the installation of a significant number of Party Slots machines backed by extensive marketing material through point of sale and a whole host of customer awareness initiatives.

LA SOCIETÀ TSGO SUN HA impegnato R750m per la ristrutturazione di Silverstar e Gold Reef City. Queste aree di sviluppo dovrebbero essere completate entro i prossimi due anni e si tradurranno in almeno 400 nuovi posti di lavoro permanenti presso le unità, escludendo le attività appaltate a terzi, come ristoranti in affitto e servizi di supporto, che creeranno 4000 nuovi posti di lavoro nelle costruzioni durante il periodo di ristrutturazione.

L'AZIENDA BRITANNICA GLOBAL Gaming Ventures (GGV) vorrebbe che i consigli comunali di Bath e North East Somerset estendessero il termine di 12 mesi per altri sei mesi, concedendo più tempo per sviluppare la prima licenza di casinò della città.

LA AMERICAN GAMING ASSOCIATION (AGA) ha nominato Geoff Freeman, della Washington Association, presidente e direttore generale, a partire dal 1 luglio 2013.

L'AZIENDA BEDE GAMING HA inaugurato le proprie operazioni con i giochi della Bally Technology, assieme all'azienda licenziataria IPS Limited, che è anche il primo operatore al mondo ad ospitare questi giochi online.

LA SOCIETÀ SG GAMING HA FIRMATO un contratto con Intralot Italia, che prevede l'introduzione dei contenuti della SG Gaming sulla piattaforma iGaming di Intralot Italia. I primi giochi sulla piattaforma Intralot Italia dovrebbero essere lanciati all'inizio di quest'anno.

L'AZIENDA ZITRO, LEADER MONDIALE nei videogiochi dei bingo, ha consolidato il proprio marchio sul mercato argentino, con l'installazione delle macchine Blackwave all'ippodromo argentino di Palermo, uno dei principali luoghi di intrattenimento a Buenos Aires.

SECONDO LE STATISTICHE RILASCIATE dall'ente cileno per il controllo del gaming, Enjoy è attualmente leader del settore dei casinò in Cile, con una quota di mercato del 37% ed un fatturato di US\$325m nel 2012.

GLI OPERATORI DEI SETTE CASINÒ municipali in Cile devono adesso affrontare un aumento delle tasse. In base a misure proposte dal ramo esecutivo, il governo estenderebbe le licenze dei casinò municipali ed aumenterebbe le tasse dal 20% al 30% sui profitti. Il progetto ha lo scopo di far sì che tutti i casinò in Cile si trovino sotto lo stesso regime fiscale.

DUE SINDACATI NEL SETTORE DEI casinò chiedono la nazionalizzazione dei casinò, nella provincia di Buenos Aires. Il capo dell'associazione dei lavoratori dei casinò, assieme al capo dell'associazione dei gestori di servizi per i casinò nella provincia di Buenos Aires, stanno spingendo il governo a mettere 12 casinò sotto il controllo statale. Questi casinò ospitano in totale 3863 slot machine.

L'AZIENDA BALLY TECHNOLOGIES HA firmato un accordo per offrire contenuti di casinò della Ainsworth Game Technology. Il contenuto per i giochi online della Ainsworth sarà reso disponibile ai clienti della piattaforma iGaming di Bally, permettendo loro di fornire ai propri clienti un sempre maggior numero di giochi online.



CASINO CURRENCY



PRECISION DICE



FURNITURE & LAYOUTS



CARDS

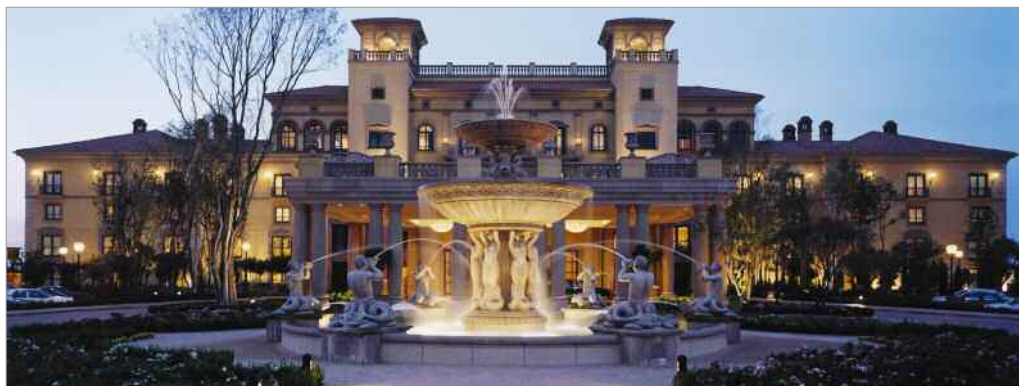
All your table game needs made to order.

As a trusted provider of everything from casino currency to gaming furniture and precision dice, we offer an unmatched selection of essential table game products. Unlike distributors, we directly manufacture our products to your casino's unique specifications, so you always know what you're getting. To learn more about the value of purchasing direct from GPI, contact your local sales representative or visit us at G2E Asia booth #1105.



GAMING PARTNERS INTERNATIONAL
THE AMERICAS • EUROPE • ASIA | gpi-gaming.com

Tsogo Sun Gauteng ambition



Tsogo Sun has the greenlight to renovate and expand its three Gauteng casino operations

Tsogo Sun has committed R750m to revamp both Silverstar and Gold Reef City. These developments are expected to be completed within the next two years and will result in at least 400 new permanent job opportunities at the units, excluding outsourced operations such as tenanted restaurants and support services which will create over 4,000 construction jobs during the development period.

Having already seen the operator spend R1bn between 2007 to 2010 in refurbishing the Montecasino, the Gambling Board has now approved an overall increase of 1,500 gaming positions across the three casinos to be rolled out in the medium term, which should



"Tsogo has a track record of successful investment at Montecasino which will continue and having bedded down the Gold Reef merger we are looking forward to enhancing the operations at Silverstar and Gold Reef City."

address any capacity issues in these markets for a number of years to come.

The Silverstar casino will be redeveloped to create a variety of additional dining options and an outdoor events area, allowing the complex to host live concerts and events such as the popular Boktown. Additional entertainment offerings will include cinemas, a ten pin bowling alley and laser tag games as well as an expanded and enhanced casino floor and parking.

Gold Reef City will also see the expansion of the casino offering as well as the introduction of cinemas and additional restaurants at the casino. In addition, the ever popular Gold Reef City Theme Park will receive additional food and beverage outlets, improved access systems and an improved linkage to Gold Reef City's casino complex.



EVOLUTION GAMING HAS BEEN

selected to extend Mr Green's online 'Casino Playground' for Roulette, Blackjack and Slots into the Live Casino arena. Evolution will deliver a wide-ranging mix of branded Live Casino solutions for Mr Green, with rollout scheduled to begin in May 2013. Initially this will include shared Live Roulette, Blackjack and Baccarat tables, a dedicated Live Blackjack table operating 24/7, and localised London Roulette and Swedish Roulette live dealer rooms with native speaking dealers. Both the dedicated Blackjack table and the London Roulette service will operate with, "Mr Green-brandings, which will be excitingly different and created using the latest technologies at our Riga studios," according to Evolution.

Markus Aurala, Chief Product Officer at Mr Green commented: "Look-and-feel, localised services and the delivery of a trusted and entertaining online experience are all central to our brand strategy. What Evolution offers is a great fit for us in every way. Their expertise, facilities and resources will enable us to take our already strong brand and create the online equivalent of 'real', three-dimensional Mr Green casinos. This supports our aim to offer great choice and a unique, fun experience on every visit."

AGA selects Geoff Freeman as CEO

The American Gaming Association (AGA) appointed Washington association professional Geoff Freeman as president and CEO effective July 1, 2013. Mr. Freeman brings sixteen years of association leadership and public affairs experience to the AGA, including successfully guiding a wide array of complex industry issue campaigns, reshaping and repositioning industries, and helping to pass key legislation. Widely recognised as a passionate and strategic advocate with a strong association leadership background, Mr. Freeman joins the AGA after seven years at the US Travel Association, most recently serving as executive vice president and chief operating officer.

Bath operator gains six month extension in UK

Global Gaming Ventures (GGV) has been allowed an extra six months to gain licence approval for its Bath casino. The operator applied to Bath and North East Somerset Council's licensing committee to prolong its time limit on developing its 'provisional licence' into a 'premises licence.' GGV actually wanted an extra 18 months but was offered just six, meaning it now has until February next year to get the application in.

A council spokesman said: "Both the council and applicant are fully committed to progress this project which is why GGV have requested an

extension to the duration of the provisional statement and the licensing committee has granted it. A casino will bring substantial economic benefits to the area, including the regeneration of a key part of the city centre."

Deeley Freed, the company behind the wider £14m scheme, which includes a casino, hotel and two restaurants, hopes construction could start in the run up to 2014 and that the project would be finished within a year. From Global Gaming Ventures part, the casino will employ 80 full-time casino and 120 construction jobs.

BEDE GAMING HAS GONE LIVE WITH

Bally Technology's games and licensee IPS Limited, which is also the first operator in the world to host these games online. Betuk.com and pinkcasino.co.uk are the first two brands, operated by IPS, which now feature 5 reel video slots from Bally Games; Cash Spin, Quick Hit Platinum Triple Blazing 7's and Hot Shot Blazing 7's.

Michael Brady, CEO of Bede Gaming said, "Being first to market with Bally Games is a massive achievement for Bede Gaming and our licensee IPS Limited. Betuk.com and pinkcasino.co.uk are now offering games that differentiate from other casino brands in the UK and that will be an excellent acquisition tool."

"We are delighted to be the first operator in the world hosting Bally Technology games across our network" said Intellectual Property and Software's Managing Director, Ian Erskine. "This exciting new content will complement the broad selection of desktop, mobile and tablet games offered on BetUK and Pink Casino"

Roulette Grand Jeu

Play on one wheel

DOUBLE



Double Action - Double Profit - Double Chance

AMATIC
INDUSTRIES

Blackwave in Buenos Aires

Zitro has chalked up another international market win, this time at the Hipodromo Casino

Zitro, worldwide leader in video bingo games, has consolidated its brand presence in the Argentinean market with the installation of its Blackwave machines at Hipódromo Argentino de Palermo, one of the major entertainment locations in Buenos Aires.

The Zitro machines immediately caught the attention of players with their state-of-the-art graphics, perfectly attuned sound FX and tunes, combined with great prizes. Blackwave is Zitro's latest generation of machines, incorporating many of the most successful games from the Spanish company such as PowermaniaBonus, Fishmania, The Last Bingo in Paris, Lucky Hero and Bingo Dreams. In addition, Zitro's machines at the Hipodromo are connected to the Zitro Mystery prize 'Air Cash,' which is common to the entire casino, ensuring fun and great prizes can be had by all



Argentinean casinos are betting strongly on video bingo games from Spain's innovative supplier, Zitro.

players within the Hipodromo.

This new opening consolidates the company's position in the Argentinean market, which is headed by Johnny Ortiz and viewed as a very important and key market for the international expansion strategy of the company. Johnny Ortiz stated: "This success is the result of the constant work of our team in Argentina and therefore responsible for the success of Zitro products in this market."



SLOTS FROM EURO GAMES

Technology are now installed and being played in Kazakhstan after one of the major casinos in the country, the Ritz Palace in the city of Kapchagai, launched the Vega Vision+ Series.

These sophisticated wide-screen cabinets feature elegant and attractive appearance in combination with superb technical characteristics and advanced quality. The players' entertainment is guaranteed by the latest Vega Vision+ Multigames which offer great variety of attractive games.

Radostina Valcheva, Director EGT Georgia, said: "We are exceptionally pleased to be on the gaming market in Kazakhstan. Our machines were accepted with enthusiasm and delight by the casino operator and their customers. As a result of the great interest in our machines, EGT is planning further installations in the region."

This is the third consecutive breakthrough for EGT for the last few months- the company has already reported for installations in Armenia and Tanzania.

OpenBet is made NASPL member

OpenBet has become an associate member of the North American Association of State and Provincial Lotteries (NASPL), an association that represents 52 lottery organisations from across the United States. David Gale, Executive Director at NASPL, commented on the membership: "The North American Association of State and Provincial Lotteries (NASPL) is pleased to have OpenBet become an Associate Member. We are appreciative of the support they, along with other leaders within our industry, have shown NASPL and look forward to working with them throughout the year."

Jeremy Thompson-Hill, CEO of OpenBet, further added: "We are proud to be associated with the North American Association of State and Provincial Lotteries and look forward to both contributing and benefiting from the considerable work they carry out in the lottery sector. North American lotteries are going through a structural shift as online becomes more prevalent and we look forward to sharing our experiences with the association."

Williams' Jackpot Party launches with Partouche

Williams Interactive has launched a new online casino featuring exclusive authentic WMS Gaming content for residents of Belgium. The fully legal and regulated site was designed and developed by Williams Interactive group entities and is operated in association with Groupe Partouche SA, (PARP.PA), the largest land-based operator in Belgium and France and one of Europe's largest operators with nearly 50 casinos.

The new full-service online casino 'www.jackpotparty.be' represents the first B2B deployment of Williams Interactive's managed services online gaming solution. At JackpotParty.be, players have access to a wide-array of Williams Interactive's proven iGaming content and can enter the Jackpot Party Progressive, the first accumulating online jackpot in the Belgium market that can be awarded on any game,

with any wager and at any time. The online casino also features classic casino table games such as roulette, blackjack and baccarat.

Orrin Edidin, President of WMS Industries and CEO and President of Williams Interactive, said: "The Williams Interactive iGaming solutions utilise Groupe Partouche's land-based casino operations expertise and our unique, authentic gaming experiences to deliver a compelling offering that combines and extends the in-casino experience to an online player community."

Fabrice Paire, Chairman of Groupe Partouche, said: "The launch of our new casino offers the very best of iGaming entertainment to our customers, and establishes the Partouche brand as the premier benchmark in online gaming and entertainment options in Belgium."



SG GAMING HAS

signed a contract with Intralot Italia, providing for the introduction of SG Gaming content onto the Intralot Italia iGaming platform. The first games on the

Intralot Italia platform are expected to be launched early this year.

SG Gaming entered the Italian interactive gaming sector through its collaboration with GameAccount Network in 2012 and has since rolled out content for Eurobet Italia.

Alex Stephens, Managing Director of Interactive at SG Gaming (pictured), said, "We believe Italy is a dynamic marketplace with potential for significant growth in internet gaming. Working with Intralot Italia marks another step forward in the expansion of our interactive business internationally."

Bruno Lener, Managing Director of Online Business at Intralot Italia, added, "We are confident that SG Gaming's internet games will be popular in Italy. We are delighted to be working with the experienced team at SG Gaming to bring their content to our players."



AGI continues French roll-out

The Novo Unity system from AGI is enjoying success in the French market with support from LGS

Austrian Gaming Industries is, together with its distributor Bally France and Novomatic agent Laurent Gaubout of LGS Gaming, continuing to build considerable success in the casinos of France; thanks to a combination of great product innovations, top performing machines and first class after sales service. Novomatic is by far the largest manufacturer of multiplayer games represented in France.

In early March, the 10th electronic Roulette with croupier (Novo TouchBet Live-Roulette) was installed at the Groupe Tranchant property Casino Amneville, located close to France's borders with Luxembourg and Germany. Even before this latest installation Novomatic, with its Novo Unity II system, was already the preferred supplier of electronic Roulette multiplayer games to France's leading casino operator groups: Groupe Barriere in six casinos and Groupe Partouche in three casinos. Starting with the first product homologation in 2007 there are now 145 terminals linked to the Novo



An automatic Novo Multi-Roulette has also been successfully tested in Casino Niederbronn and the multi game concept, on a single terminal with Electronic Black Jack and Roulette, has been tested in Casino Bordeaux for six months with both currently pending homologation.

Unity system, making Novomatic by far the largest manufacturer represented in France.

Thanks to the great efforts of Bally France, Novomatic's French distributor, and those of Laurent Gaubout from LGS Gaming, AGI's French agent, the Novo Unity system has been a huge success for the French casino groups. With experienced local technicians, extensively trained by AGI, reliable and top performing machines have been the key to the continuing development of Novo Unity II in French casinos.



ECHO ENTERTAINMENT IS LOOKING TO counter rival operator Crown's attempts to muscle into its territory with its plans for Barangaroo, with an offer to extend its monopoly in New South Wales.

Echo has applied to extend its sole licence to operate casinos in the state with the New South Wales government confirming it has received an 'unsolicited proposal' from Echo aimed at keeping its exclusivity agreement beyond 2019. This would scupper James Packer's Crown's desire to build a new US\$1.04bn high-roller, hotel and casino.

New South Wales Premier Barry O'Farrell said the government would consider Echo's proposal in parallel with the one from Crown. A decision is expected by the end of May. Mr. O'Farrell said: "Echo's proposal foreshadows additional investment in and around The Star to develop a globally competitive integrated resort at Pyrmont, including investment in local transport initiatives."

Echo said it wanted to keep The Star as Sydney's only casino. Echo Entertainment CEO John Redmond said: "Only The Star, further enhanced, can have the scale and diversity of offering to deliver the critical mass required to create the 'Integrated Resort effect' on tourism. Let's get a significant amount of investment in one facility and make sure it's capitalised property, so it can stand the test of time."

Enjoying the top spot in S.America

According to statistics released by the Chilean Gaming Control Board, Enjoy is now the leader of the Chilean casino industry with 37 per cent of the market and recorded sales of US\$325m in 2012. Together with two other operators, Dreams and Monticello they make up 77 per cent of the local market. Second place is divided between Dreams and Monticello. Dreams has operations in Iquique, Temuco, Valdivia, Puerto Varas and Punta Arenas while the Monticello casino is located in Mostazal. Both operators recorded similar amounts in 2012. According to the Chilean Control Board income generated by the new casinos stood at US\$594,82m in 2012. According to a spokesman from Enjoy the new trend in the region is for casinos to be part of larger entertainment complexes. This is after studies carried out in 2012 discovered that casinos are increasingly becoming places for Chileans to meet up and socialise with friends.

Evolution Spanish Live Roulette for Interwetten

Evolution Gaming has announced that Interwetten is now using Evolution's new land-based Live Studio in Murcia to stream online Live Roulette in the new Spanish market. The Interwetten service, available at www.interwetten.es, is streamed from Evolution's 'Ruleta en Vivo' studio facility at the land-based Casino Rincon de Pepe in Murcia. Live dealer Roulette games, hosted by experienced native speaking Spanish dealers, are available from 12 noon to 4am local time, 7 days a week.

Commenting on this latest launch, Mario Bilic, Interwetten's Head of Casino, said: "Our global growth strategy is very much focused on reacting quickly to local market opportunities and then ensuring we deliver the best

online betting and playing experience to customers in that market. Evolution's Ruleta en Vivo studio in Murcia gave us a ready-made Live Roulette solution that meets all our needs. It's a world-class, fully compliant service, and we've been able to roll out the service very quickly. From a purely commercial viewpoint, it has given us rapid access to another regulated market segment as well as an immediate additional revenue stream."

Sebastian Johannisson, Head of Account Management at Evolution, commented: "We are delighted that another major online brand has chosen to use the state-of-the-art Live Roulette broadcast facility that we have created at Casino Rincon de Pepe."



CASINO MOGUL

Sheldon Adelson has been in court testifying against a Hong Kong businessman who claims he is owed US\$328m for easing the passage to Las Vegas

Sands' licence to operate their now cash-rich casino resorts in Macau.

The case dates back to 2008 when Richard Suen, a Hong Kong businessman, claims that Sands agreed to pay him and his associates \$5m along with two per cent of the net income from the company's Macau casinos if they convinced the Macau Special Administrative Region to award the company a license to develop and operate casinos in 2002.

Las Vegas Sands claims it won the licence to operate casinos in Macau, without Mr. Suen's influence as it joined the bid of a Hong Kong investor group that got one of the three gambling concessions awarded in 2002. When that venture with Galaxy Entertainment fell by the wayside, Sands was allowed to build its own casinos under a subconcession from Galaxy.



G2E ASIA 2013

+853.2872.2539

Booth # 801

www.SHFL.com

Chile casinos face tax hike

Municipal casino operators across Chile are to see tax rise from 20 to 30 per cent of GGY

Operators of the seven municipal casinos in Chile are now facing a tax increase. Under measures put forward by the executive branch the government would extend the licences of the municipal casinos and increase tax from 20 per cent to 30 per cent on GGY. The project is designed to place all casinos in Chile under the same tax regime. According to Undersecretary of Regional Development, Miguel Flores this tax increase would also affect the other seventeen new large scale casinos which are up and running in Chile. However, according to other government sources the increase in taxation will only go into place for these casinos once their initial fifteen year licences are renewed.

In 2005 Chile passed a wide sweeping gaming law and allowed for the construction of eighteen additional casinos to the seven municipal casinos already in operation. Seventeen new large scale casinos are now up and running in Chile. The remaining 18th licence will be granted before the end of July 2013. Taxation for the new casinos stands at 20 per cent of GGY that is shared equally between the province and the local borough where the casino is located. The central government also receives a tax on entrance fees and VAT on gambling from these establishments.



In order to soften the impact of the decrease in casino tax revenues, the new law would allow for a 10 year transition stage. This would gradually reduce the amount of gaming income which is destined for the local municipalities where they are located.

The licence for the seven other casinos in Chile ends on 31 December 2015 and the new taxes are part of a project which would see the licences renewed for another 15 years. The casinos which would be affected by the new law are located in the port cities of Arica, Iquique, Coquimbo, Viña del Mar, and the lakeside cities of Pucon, Puerto Varas and Puerto Natales. Under current rules each comes under its own separate tax regime with the lion's share of tax going to the local municipality. Casinos located in cities are a vital source of funding and combined they generate around \$90m a year for the cities where they are located. In the city of Iquique they account for 35 per cent of the annual budget and in the case of the Casino de Viña del Mar, the oldest and most famous casino in Chile, this amounts to 40 per cent.



THE MERKUR SUN SHONE AS VISITORS

Fer Interazar lapped up the products on show in Madrid. The latest games were shown on two booths, Sente and Dosniha. At the Sente booth, new machines Ruleta Horus and Orient Cards (a version of the popular Cards West, with its much-loved cards feature) were displayed alongside kits Money Stopper Lamp and Money Stopper LED.

On the Dosniha booth, visitors got a closer look at Merkur Magic, Merkur Magic exclusiva, Casinoline and the Monopoly Jackpot. Gauselmann Group member GeWeTe also showcased its cash management solutions, and an Interblock roulette machine was presented alongside the Merkur Dispenser.

"Fer Interazar was a very successful exhibition for Merkur, especially when considering the current economic climate in Europe. The sales figures at the exhibition were really positive," said Mr. Thomas Niehenke, COO of the Gauselmann Group. "We were especially thrilled to see how well Evolution and Privilege went down with visitors, and Ruleta Horus and Orient Cards - both equipped with great features such as a lucky wheel or flip cards - were also highlights."

ARISTOCRAT IS EXPANDING ITS

systems footprint in Oklahoma and its relationship with the Seneca-Cayuga Tribe of Oklahoma. Aristocrat has won a highly competitive contract and will install its award-winning Oasis 360 system at the Tribe's new Grand Lake Casino in Miami, Oklahoma. Grand Lake Casino Miami is expected to open in May 2013.

The Seneca-Cayuga Tribe of Oklahoma is a long-term Aristocrat partner. Oasis 360 currently monitors all 800 devices at the Tribe's Grand Lake Casino in Grove, Oklahoma, and now the Tribe is expanding its trust with Aristocrat by installing the system at its second casino property. The new Grand Lake Casino will benefit from Oasis 360's many advanced Ethernet applications. Additionally, the system will include nCompass Lite and access to the entire Oasis 360 product portfolio.

Aristocrat's new nCompass LITE offers operators the ability to communicate more dynamically with players by running flash content and highlighting property amenities, all with a simple and easy-to-use touch screen interface. The nCompass LITE product is installed outside the game screen and is available for use on both mechanical and video slot machines.

Full Tilt founder ran a Ponzi scheme

The founder of Full Tilt Poker, Raymond Bitar of Glendora, California, having been accused of operating his business like a Ponzi scheme has pleaded guilty to conspiracy. Mr. Bitar, who appeared in a federal court in Manhattan via videotape from a Los Angeles courtroom, was sentenced to time served and had to give up his assets as part of his plea deal. Mr. Bitar flew from Ireland over the summer to face charges in a prosecution that shut down US operations for the three largest Internet poker companies. He apologised for falsely telling poker players their money would be safe. Prosecutors said nearly US\$300m owed to players worldwide was missing.

Bally agreement to offer Ainsworth games online

Bally Technologies has signed an agreement to offer online casino content from Ainsworth Game Technology. Ainsworth's online content will be available to Bally's iGaming Platform customers. The content will also be available on Bally's Remote Gaming Server for distribution in regulated markets.

"We are excited to enter into this agreement with Ainsworth," said Bally Technologies' Senior Vice President of Games Derik Mooberry. "It continues our mission to provide our customers with best-in-class gaming content from top suppliers from across the globe. Operators using the

Bally iGaming Platform have the unique ability to offer players a wide selection of content, enabling them to maximize their revenue and competitive advantage."

Bally is providing its iGaming platform for the Golden Nugget casinos in Las Vegas and Atlantic City, found at goldennuggetpoker.com, and the company announced an agreement to provide its iGaming platform for Mohegan Sun's casinos in Connecticut and Pennsylvania and American Casino & Entertainment Properties' Stratosphere Casino, Hotel & Tower, Aquarius Resort and Casino, and two Arizona Charlie's casinos.

DR
GAMING TECHNOLOGY

With drScreen

Without drScreen

SIZE DOES MATTER

DRGT, the systems company, introduces you the brand new

drScreen

THE BIGGEST SYSTEM DISPLAY!

Use drScreen also with: Cashless • Jackpots • Player Tracking • Bonusing • Marketing

DRGT Europe
Westkapellestraat 396 b45
8300 Knokke, Belgium
tel: +32(0)50 60 81 85

e-mail: info@drgt.com
www.drgt.com

DRGT Systems
Haushamer Straße 2
8054 Graz-Seiersberg, Austria
tel: +43(0)316 6085 0
fax: +43(0)316 6085 9

Visit us at G2E Asia
May 21-23 Booth #129

Epicentral®

The software system that prints targeted promotions right at the slot machine.

With drScreen

Without drScreen

EPICENTRAL® empowers casino operators to:

- **Create** personalized promotional coupons
- **Target** messages directly to carded and non-carded players
- **Print** coupons at the slot machine in real-time

Bottom line for casinos:

- **Longer** play
- **More** frequent visits
- **Greater** player loyalty
- **Enhanced** player experience

TRANSACT | www.TRANSACT-TECH.com
877.748.4222

©2013 TRANSACT Technologies, Inc. All rights reserved. Epicentral Print System and Epic 950 are registered trademarks of TRANSACT Technologies, Inc.

Need for validation in Ireland

MEI and FunFair Casino have joined forces in Ireland to help and support local operators

MEI has partnered with FunFair Casino in Ireland and displayed the SC Advance on the FunFair stand at the Irish Gaming Show exhibition. Stephen O'Leary from FunFair Casino stated: "Banknote reading technology is gaining in importance for Irish gaming operators. The introduction of ticket-in, ticket-out technology in the potential regulations makes the SC Advance the perfect solution. We have a strong sales and support team here to support MEI locally in Ireland." Mr. O'Leary added: "New euro notes are being introduced this year. Operators will have to look to replace the banknote readers that will no longer be supported by some manufacturers. Thus, this combined with a change to the gaming regulations on the horizon means that it is the perfect time to upgrade to MEI."

MEI's Erik-Jan van den Berg looks forward to growing MEI's business in Ireland, adding, "The SC Advance is the perfect answer to the new gaming regulation requirements, while combining the SC Advance with EASITRAX Soft Count offers Irish operators the ability to create an efficient cash management system from the machine to the back room. We are very pleased to be working with FunFair Casino to offer the best



PAUL BROWN, MEI
with **STEPHAN O'LEARY, FunFair Casino.** Situated throughout Ireland, FunFair Casino is one of the longest established Leisure Centre's, owned and operated by the same family since 1964

products and service in the industry."

The MEI SC Advance is an ideal solution for banknote technology. The SC Advance has added numerous benefits to the CASHFLOW SC, of which there are well over a million in daily operation worldwide. Enhanced recognition technology, faster bill-to-bill speed and improved barcode recognition will ensure that Irish Gaming operators can rely upon SC Advance for the performance metrics that matter the most – acceptance rate, jam rate, security and cost of operation.

GENTING CASINOS UK HAS OPENED

its relocated Southport licence at the Waterfront complex in the UK north west seaside town. The new £30m property has several advantages over its predecessor with a spacious poker room overlooking the main gaming floor, a stage to host live events and entertainment and a Fahrenheit bar and grill restaurant with views over the Marine Lake. The restaurant has its own outdoor space overlooking The Waterfront's downstairs terrace, with a portable bar and external seating area. Customers will have the convenience of underground car parking and there is an extensive high quality smoking terrace directly off the main casino floor. The main live gaming floor in the new casino will have 14 gaming tables featuring a mix of American Roulette, Black Jack, and Three Card Poker among others, and will be next to an electronics roulette and slots area with 40 terminals.

Marketing manager Robin Sherwood said: "We really just want to be on people's radar as an option. "Historically people have a perspective of what casinos are all about; you don't have to gamble, you don't have to be a member and you can stay here until 6am in the morning without having to go anywhere near a table."

The relocation has created an extra 35 jobs meaning the business now has over 80 members of staff. All staff from the Lord Street site retained their jobs through the relocation.

TRANSACT TECHNOLOGIES'

EPICENTRAL Print System is installed on all 1,800 slot games and a Multimedia Games, Inc. Casino Management System at the Kalispel Tribe of Indians' Northern Quest Resort & Casino in Spokane, Washington, US. Bart C. Shulman, Chairman and CEO of TransAct Technologies commented: "Northern Quest Resort & Casino customers are now able to participate in targeted promotions and bonus programs right at their game, which should result in additional play and increased customer loyalty. One of the initial promotions Northern Quest will run for their patrons is Q Cash, where every few minutes, a slot player using their loyalty card wins a bonus ticket redeemable for cash."

Eric Pearson, VP of Gaming at Northern Quest Resort & Casino added: "The system's unique features provide us with an opportunity to communicate directly with our players at the slot machine while they play. We look forward to creating an exciting atmosphere and value-added experience at Northern Quest with EPICENTRAL and our upcoming Q Cash promotion for our Camas Club tiered players."

Ritz Carlton to open in Aruba

The Ritz Carlton is to open a casino at its planned Ritz Carlton Aruba, scheduled to open in November 2013, at an exclusive location on the island's famed Palm Beach. With 320 oceanfront rooms and suites, The Ritz-Carlton, Aruba is aiming to offer the island's 'first truly luxurious resort' with four restaurants, a 15-treatment room Ritz-Carlton Spa, two swimming pools, a 24-hour casino and one of the largest state-of-the-art meeting facilities in Aruba. It will be the seventh location in The Ritz-Carlton's exclusive portfolio of award-winning properties in the Caribbean and Mexico. Located off the coast of Venezuela, Aruba is renowned for miles of white sand beaches and crystal blue waters that boasts a warm tropical climate year-round.

No final decision on OEG Tallinn redevelopment

Olympic Entertainment Group has said that no decision has been taken on building a new hotel and casino complex in the Estonian capital, Tallinn.

The operator is known to be planning to develop on the site of the current Reval Park Hotel & Casino, however, while OEG confirmed that plans to develop the site exist, it could only provide more details once a final decision had been made and binding contracts had been signed.

Madis Jääger, CEO of Olympic Entertainment, said: "Following the annual general meeting of shareholders of OEG in April 2013, some media channels published information about the plans of OEG to build a new hotel and

casino complex in Tallinn on the place of the current Reval Park Hotel & Casino. The Group's representatives confirmed that such plan is currently under development and assured the participants of the general meeting that shareholders will be notified through the stock exchange system as soon as a final decision has been made and/or necessary contracts for the implementation of this project have been signed.

"OEG confirms that, as of today, no final decision has been made about the exact manner and timetable, therefore any information related to this issue that has been or will be published in the media is purely speculative and has no factual basis."

P-24/24
Up

Play with style!



we give more

Euro Games Technology

www.egt-bg.com



Nationalisation plans again

Argentinean Associations in the gaming sector repeat calls for the nationalisation of casinos

Two casino unions are calling for the nationalisation of casinos in the province of Buenos Aires. Head of the Association of National Casino Employees along with head of The Professional Association of Management and Services for Casinos in Buenos Aires Province are urging the government to put 12 casinos under state control. Combined these casinos house 3,863 slot machines. Both unions argue that the state should reap the benefits of gaming in the province home to 15.6 million people.

Head of the Association of Management and Maintenance Services for Casinos, Roberto Páez told local press that "the main idea behind the project is that the 3,683 slot machines come under the control of the state. The intention is that the state would administer the profits made from gaming with at the moment goes to private hands." According to Páez around 800m pesos (around £80m at the official rate) were generated by these casinos in 2012 which would, if his proposals were adopted, go directly to state coffers.

Under present proposal put forward by both unions 80 per cent of income generated by the slot machines would go



The Provincial Assembly of Buenos Aires has also called for the nationalisation of bingo halls in the province once their current licences expired. Although none of these proposals have been adopted so far it does look likely that some changes could be on the way in bingo halls in the province.

to the state. 10 per cent would be used for maintenance while the remaining 10 percent would be destined for casino employees. Jorge Baino from the Association of National Casinos Employees stated that should the casinos be nationalised then it would also benefit workers in the long term as it would increase their pension funds.

This is not the first time that there have been moves afoot to nationalise gaming in the province. In 2012 there were reports that President Cristina Fernández de Kirchner (above) was considering nationalising bingo halls in the province and even considering nationalising gaming nationwide.



THE MALTESE LOTTERIES AND GAMING

Authority has blocked the operating licence of Casino di Venezia due to non-adherence with its licensing conditions, blamed on losses it incurred since the end of 2011. Parliamentary Secretary for Competitiveness Edward Zammit Lewis revealed that the future employment of 67 people was now in doubt despite the Government spending two weeks trying to stabilise for the situation with the General Workers' Union.

Financial losses made by the Italian company who own the licence; Vittoriosa Gaming, have led to non-adherence with its licence conditions, presumably relating to taxation. The Lotteries and Gaming Authority claimed the suspension notice was the only way to move things forward.

Zammit Lewis explained that the problem had been 'coming for years' adding that the Government would strive to protect jobs. General Workers' Union Secretary General Tony Zarb revealed that the union knew of a company keen on owning a casino in Malta who would be able to take on the debt at the struggling Casinò di Venezia and allow the staff to retain their jobs.

CENTURY CASINOS HAS COMPLETED

its US\$6.8m purchase of an additional 33.3 per cent ownership in Casinos Poland, bringing its total share in the operator to 66.6 per cent. Casinos Poland is the owner and operator of eight casinos throughout Poland with a total of 317 slot machines and 77 gaming tables. As of the nine months ended September 30, 2012, Casinos Poland had a 43 per cent share of the Polish casino market and is currently participating in other pending license applications.

For the year ended December 31, 2012, The Polish operator recorded net operating revenue of \$44m EBITDA of \$4.5m and net income of \$1.3m.

Erwin Haitzmann and Peter Hoetzing, Co-Chief Executive Officers of Century Casinos, said: "We're very pleased with the closing of this transaction, which represents another milestone in our company's history by significantly increasing our scale and diversity. We expect this acquisition to be immediately accretive and are very excited about the growth potential it brings for our company. The Casinos Poland brand is exceptionally strong as demonstrated by a market share that consistently has been between 40 per cent and 50 per cent in recent years."

GLI set to provide Oregon expertise

Gaming Laboratories International (GLI), and its Global Professional Services division have been engaged to provide Project Management and Consultancy services to the Oregon State Lottery for its highly important Video Lottery Technology Modernisation Program. GLI has been engaged to deliver leading edge program and project management services in compliance with the Project Management Institute (PMI)'s body of knowledge and Oregon State Lottery's project management practices. GLI was awarded all five service areas of the Oregon State Lottery RFP to help ensure the successful delivery of some of the Lottery's most critical strategic initiatives to date.

AMATIC ready for special Panama performance

AMATIC Industries plans to underline its global player appeal at SAGSE Panama. Having secured a prime stand, AMATIC Industries will be exhibiting the upright Performer C22 gaming machine alongside the fully electronic multi-roulette, Roulette Grand Jeu WS22.

AMATIC is exhibiting its evergreen and innovative games in the MULTI GAME series of games. In addition, the Multi Juego games package will also be on display. Thomas Engstberger, sales manager at AMATIC Industries, is looking forward to the SAGSE Panama, and notes: "The Performer C22 gaming machine was much acclaimed at ICE Totally

Gaming 2013. We are very pleased to be bringing this innovative product to players in Panama. Naturally with 20 years of experience in this sector, our Multi Game and Multi Juego games packages will include the best of the best, including: Dragon's Pearl, Magic Dolphin, Wild Shark, Book of Fortune and the 'Hot' family of games."

The Performer C22 will be accompanied by the ultra-modern electronic multi-roulette – the Grand Jeu Roulette WS22. This multi-position electronic roulette has proven to be extremely popular in many jurisdictions. The whole team at AMATIC Industries looks forward to greeting visitors to stand 202.

Experience a wealth of choice!



SPIELO International's MULTIGAME

- VARIETY
- FUN
- NEW SUITES:

ENCHANTED
EMERALD
DELUXE
EDITION 9

LEGENDARY
CLASSICS
DELUXE
EDITION 10

BEST
OF
VOL. 1



Million to one deal for APEX

Intergame selects APEX gaming as key gaming machine partner in breakthrough Romanian deal

APEX gaming has become an important supplier to Romanian operator Intergame. It supplied the first 'Pinnacle' upright gaming machines with the Multi Magic Classic game package to several locations at the beginning of 2012. Since then APEX Pinnacle gaming machines with the newly BMRL approved Hot Magic Fruits XXL game package can be found at 'Million' gaming locations in Timisoara, Arad and Caransebes in Romania.

Intergame is a leading gaming operator, being the Romanian company of Ritzo International that itself operates over 200 gaming clubs across Europe. The company focuses on high quality retail chain operations with strong and consistent branding, customer service and internal controls. Intergame is a key player in the Romanian gaming market. Having initially entered this market in 2005, Intergame now operates almost forty gaming locations throughout the



"Intergame is renowned for its quality in the gaming world. Thus, working together with Intergame is an excellent reference. We are particularly pleased that Intergame is including APEX in its gaming locations." Johannes Weissengruber, APEX gaming.

country under the 'Million' brand with over 1,750 machines in daily operation.

The choice of gaming machines on offer to the players has been decisively expanded upon.

Evgeny Abramov, COO at Intergame, said: "We recognise APEX gaming as a leading provider of gaming solutions. Its success with its own operations in Eastern Europe underlines just how popular the APEX gaming machines are. The Pinnacle is extremely well designed with the most popular and proven games available. We are very pleased to be able to offer APEX to our players in Romania".

Astra buys Games Media business

The Astra Gaming Group has confirmed it has bought certain assets of the Games Media pub business from SG Gaming, a division of Scientific Games Corporation. Astra, the wholly owned UK subsidiary of Austrian Gaming Industries GmbH (AGI), part of the Novomatic Group, said the sale was formally agreed by both parties on March 25. It follows in the wake of a lengthy strategic review undertaken by SG Gaming, the result of which means that the company will now focus resource on its activities in the LBO, arcade, bingo and interactive sectors.

Paul Terroni, Director of Strategy and Business Development at Astra Gaming Group, commented: "In acquiring the Games Media pub business, the Astra Gaming Group is demonstrating once again its unwavering commitment to building a more stable future for the UK gaming sector. There are clear synergies between the two organisations that can be used to enhance the sector and ultimately drive our business forward."

Holland Casino withdraws Internet gaming proposals

Dutch operator Holland Casino has withdrawn its Request for Proposals on internet gambling just weeks after publication due to alleged complaints about the level of taxation. The RFP invited online gambling vendors to submit proposals for online gambling services and was first published in February this year. The initiative calling for online gambling proposals followed news that the Dutch government was finally coming to grips with the reality of internet and mobile gambling through a draft bill on regulation and licensing due for submission in April, with an implementation target date of late 2013.

The consultation process threw up complaints, including one from the state-owned



monopoly Holland Casino, that the proposed tax rate of 29 per cent on GGR was too high. The original RFP proposed a free-to-play poker, bingo and casino site to be up and running before the end of 2013, with a real-money system in place and ready to go the moment Dutch politicians gave the legal green light.

The deadline for submission was February 25 with the winning company scheduled to be announced on June 29, 2013.

REFLEX GAMING IS ROLLING OUT ITS

DigiSlots Category C digital pub compendium following extensive shake-down testing in the UK market – and the results are standing up for themselves.

"It is still relatively early days, however, we have more connected machines every week and we are receiving some very interesting and positive information back from them. In many locations, DigiSlots is the best machine not only currently, also historically and we can see a continued growth pattern," says Reflex Gaming Managing Director Quentin Stott.

"One of the most positive trends we have seen with DigiSlots is the increased average stake. Whereas tenanted pubs average around 43p stake and managed estates circa 49p – we are now recording a 63p average stake on DigiSlots within current locations," he adds.

Reflex and its operating partners, who helped to develop the concept, will now take the rollout of the machines to the next level, involving more pub retail groups.

"We have increased the number of Category C machines on the menu from 6 to 10 and we will continue to convert all of our latest analogue Category C releases to digital versions in good time to be available for DigiSlots," says Quentin.

Sarah Barron, Machine Manager for Star Pubs & Bars has been extremely impressed by the capabilities of DigiSlots. "Star Pubs & Bars are always on the lookout for anything innovative that offers our lessees growth opportunity," she says. "We are pleased to have been involved with DigiSlots from the outset through our relationship with many of the operators who helped develop it. Its stunning graphics and market leading game play and choice have helped drive cash box income for our lessees, with its pipeline of new content and the continued support and input of its innovative operators, it has set the new benchmark for digital Cat C offerings in the UK."

Nick Wheeler, Corporate Sales Manager at Kossway Limited one of the companies who helped develop DigiSlots adds, "In many cases DigiSlots is the best machine on site beating all previous machines. We are thrilled with the results but this is just the start, we are dedicated to making this work not just as a digital product but as a Category C product that can compete with any other on the market."

Quentin Stott agrees, "The only way that digital Cat C will be successful in pubs is if it has the same cashbox, or more, as traditional products. Then we will have a proper starting point. Any company that tries to use digital to drive down prices or measures peripheral areas surrounding the main cashbox, will not in our opinion have success. Digital needs to drive itself. These initial results are extremely promising and we are looking forward to working with our partners to continue DigiSlots upwards drive."

IT'S OFFICIAL. WE'VE
GONE PLATINUM.



THANKS FOR HELPING US CREATE A SMASH HIT

We'd like to thank our famous partners from all around the world for helping us reach the century mark. Customers are choosing sbX® because it's the only server-based gaming solution compatible with any casino management system. Using detailed analytics, operators can instantly and intelligently update their floor with the world's largest game library. See what sbX can do for your casino at igt.com/sbx





ANOTHER 3,000 SLOTS HEADING TO GALAXY

Galaxy Entertainment Group has bold plans for the further development of its tourism and leisure orientated offer in Macau

Having doubled its profit over the last year, Galaxy Entertainment has confirmed it will increase its investment on the second phase of Galaxy Macau from HK\$16bn to HK\$19.6bn.

The good news for the casino supply sector is that the third and the fourth phases will now need an additional 1,000 gaming tables and 3,000 slot machines. It will invest up to HK\$60bn in the third and fourth phases of Galaxy Macau to expand the resort, targeting premium mass customers with construction likely to begin at the end of 2013.

It said the second phase of its flagship casino would be completed in mid-2015.

In a quite astonishing year, Galaxy reported net profit more than double last year to HK\$7.4bn from HK\$3bn the previous year. Revenue surged 38 per cent to a record HK\$56.7bn.

Dr. Lui Che-woo, Chairman of GEG said: "We don't need to raise funds for the phase two project as we have enough reserves. Our performance in 2012 was noteworthy, with revenue and earnings hitting historic highs once again. Driven by strong performances from Galaxy

Macau and StarWorld, GEG's well-balanced portfolio of complementary properties is now effectively catering to a broad customer base that is focused on tourism, leisure and travel with revenue growing by 38 per cent to almost HK\$57bn and Adjusted EBITDA up 71 per cent to just under HK\$10bn."

Comparing the level of growth in the mass segment against the increase in visitor numbers indicates that Macau is succeeding in attracting tourism and leisure-travellers. Galaxy expects this shift in the market to continue as a number of large scale infrastructure projects in Macau and in Mainland China, such as the Guangzhou-Zhuhai Intercity Mass Rapid Transit extension line and the Guangzhou-Zhuhai Super Highway ending at Hengqin Island, the Hong Kong-Zhuhai-Macau Bridge and the Light Rail Transit connecting Macau, Taipa and Cotai, are expected to be completed in the next two to three years which will dramatically improve access to Macau from Mainland China and connectivity within Macau.

Dr. Lui added: "The year was defined by a continued shift in the market to the higher margin mass segment and solid



DR. LUI CHE-WOO,
Chairman, Galaxy
Entertainment
Group.

"Driven by strong performances from Galaxy Macau and StarWorld, GEG's well-balanced portfolio of complementary properties is now effectively catering to a broad customer base that is focused on tourism, leisure and travel with revenue growing by 38 per cent to almost HK\$57bn and Adjusted EBITDA up 71 per cent to just under HK\$10bn."

VIP revenues at both our properties. Galaxy Macau is starting to fulfil its enormous potential and the Group is operating as efficiently as it ever has. We are implementing new growth plans at StarWorld and expect a majority to be completed in mid-2013. We are confident that our revolutionary and captivating plans for Phases 3 and 4 in Cotai, will not only set a new benchmark for the global leisure and tourism industry, but will prove pivotal in generating substantially higher returns for shareholders for many years to come.

GEG remains fully committed to support the Macau government in leveraging on its advantages to diversify Macau and enhance its position as a world class tourism destination, and lay a solid foundation for Macau's future development," stated Dr. Che-woo.

Macau as a whole has continued to establish itself as one of the world's premier tourism destinations, enhancing its wide choice of hotel, dining and entertainment options during the course of 2012.

COMPARING THE GROWTH IN THE MASS SEGMENT AGAINST THE INCREASE IN VISITOR NUMBERS INDICATES MACAU IS SUCCEEDING IN ATTRACTING TOURISM AND LEISURE- TRAVELLERS

Total gaming revenue for the year increased by 14 per cent to HK\$295 billion, with the mass segment achieved the highest rate of growth at almost 33 per cent. Total visitor numbers rose marginally to almost 28.1m, with visits from Mainland China increasing at a faster rate. Mainland Chinese visitors now account for more than 60 per cent of total visitors.

During the year Galaxy Macau outperformed the wider market in the mass segment and improved its brand awareness.

Galaxy's existing offering of Galaxy Macau and StarWorld, combined with exciting development plans for Phases 2, 3 & 4 on Cotai, certainly leave it well placed to benefit from Macau's deeper penetration into China.



PENN TO PAPER

Penn National Gaming will jointly develop a Hollywood-branded casino and resort on the Jamul Indian Village Tribe's trust land in San Diego County, California

The proposed US\$360m development will include a three-story gaming and entertainment facility of approximately 200,000 sq. ft. featuring at least 1,700 slot machines, 50 live table games including poker, multiple restaurants, bars and lounges and a partially enclosed parking structure with over 1,900 spaces. The proposed project will create an estimated 1,200 construction jobs and up to 1,500 permanent jobs in the area. It is anticipated that construction could commence late this year with an expected construction period of approximately 24 months. Penn National may, under certain circumstances, provide backstop financing to the Tribe in connection with the project and, upon opening, Penn National will manage the casino and resort.

The agreements with Penn National will allow the Tribe to realise its vision for revitalising its six-acre reservation, while creating and supporting employment opportunities. Ultimately, the newly-designed project will create jobs for the local community in the Jamul and Dulzura areas, allow the Tribe to become self-sufficient and enable it to share gaming revenue with local governments and charities.

Timothy Wilmott, President and Chief Operating Officer of Penn National Gaming, said: "The development and management of a Hollywood-branded casino and resort with Executive Council Chairman Hunter and the Jamul Indian Village will deliver a balance of economic benefits, environmental stewardship and social responsibility. We look forward to a productive collaboration with the Tribe that will benefit the community, the Tribe and Penn National."

Tribal Executive Council Chairman Raymond Hunter, added: "We are pleased to work closely with Penn National Gaming, a respected industry leader that brings significant experience, energy and integrity to this important project. Penn National has a proven track record of development and operation of first-class gaming facilities and its strong balance sheet is an asset to the project. Penn National also shares the Tribe's focus on a development that is consistent with the character of the Jamul area. In addition, the Company shares our commitment to be respectful of environmental requirements and local processes inherent to this project."

Earlier this year, after an extensive and comprehensive Tribal environmental review process consistent with both the National Environmental Protection Act (NEPA) and the California Environmental Quality Act (CEQA), the Tribe approved and certified the project's Tribal Environmental Evaluation and Mitigation Plan and is now working with State and County agencies to address potential environmental impacts.

the Original and **Undisputed Champ**



**CHIPPER
CHAMP²**

**No gimmicks. Just unrivalled support,
1000's of satisfied customers and a choice
of flexible commercial packages tailor made
to your requirements.**

- Sorts chips faster than any other chipper
- Our quietest chipper made to date
- Automatic variable speed
- Handles various chip diameters inc. 43mm
- Quick and easy 'one chip' programming
- Fully accessible chip columns
- Designed for low cost maintenance
- Automated data collection with Gaming Floor Live

To contact us, or for more information on our award winning product portfolio visit www.tcsjohnhuxley.com



Gaming Awards Winner
Traditional Casino Equipment Supplier



TCSJOHNHUXLEY

TAIWAN CONSIDERS TAX FREE CASINO SYSTEM

The latest reports suggest that a casino resort on Matsu could be fully operational towards the end of 2017 with the Ministry looking to select qualified investors by the end of 2014

Winning at a casino on the outlying islands of Taiwan could yet be a tax free experience with Cabinet officials debating the idea of allowing 'Free Economic Pilot Zones' to be developed.

This would mean there would be no tax imposed on casino winnings for the first 20 years. Minister Yang Chiu-hsing, who has responsibility for drafting a bill regulating casinos, said it should be complete and approved by the end of the month. It will then be referred to the legislature.

The Ministry of Finance gave its approval to the tax exemption after the Ministry of Transportation and Communications (MOTC) insisted it was necessary. The original proposal saw customers paying 20 per cent tax on any money won at a casino, but the MOTC strongly opposed the idea.

"The draft bill will only allow casinos to be built on outlying islands because there is a lack of consensus on them being established on Taiwan proper," Mr. Yang said.

The Taiwanese government is looking to make casino investment on its outlying islands as commercially viable as possible with one of the most competitive tax models in the region. The cabinet has pitched a 13 per cent tax on gross gaming revenue, massively undercutting Macau's 40 per cent, the Philippines's 27 per cent on mass gaming revenues and Singapore's 20 per cent on mass gaming revenue.

Whilst the Philippines had a reduced tax rate of VIP play of 15 per cent and Singapore similarly at 15 per cent, it is not yet known whether the mass gaming tax rate would be higher in Taiwan. The Ministry of Finance has also suggested a 20 per cent tax on winnings above a certain level.

The proposal in Taiwan would see five per cent of GGR going to the central government and seven to the local government. The remaining one per cent would be split between a problem gambling mechanism and funding for public welfare.

Weidner Resorts Taiwan is one of several groups keen on the island. It wants to invest US\$2bn in a casino resort on the Matsu archipelago which would see it upgrading airports and other infrastructure necessary to realise the project.

According to some, the lower tax rate will also help attract players to the new market.

Bradley Stone, President of Global Gaming Asset Management, who runs the operations side of Solaire in the Philippines' Manila Bay said that tax rates 'absolutely do make a difference' when it comes to creating a casino resort with a competitive edge.

"The way the government has set up the gaming program here in terms of taxation, we have a much lower gaming tax than, say, Macau," he said. "The goal of the government was to give casino operators a pricing advantage in order to give them the ability to market more aggressively. We do have the advantage of a lower tax rate. We'll use that in terms of our commissions but it's not necessarily to go right at Macau. It's to encourage people and give them more reasons to come to the Philippines once in a while and try out our resort. We can make more margins through lower taxes in order to attract more foreign money into the Philippines."

Solaire COO Michael French said of the lower tax rate: "It allows us more flexibility in giving higher commission to the junket operators so they'll come here.



BRADLEY STONE,
President of Global
Gaming Asset
Management.



YANG CHIU-HSING, Taiwan
Minister
responsible for
drafting the casino
draft bill.

This is a better, more profitable place for the junket operators to take their customers than Macau. The government here in the Philippines has made it attractive for casino operators to bring in high-rollers from Macau by offering a lower tax rate.

The latest reports suggest that a casino resort on Matsu could be fully operational towards the end of 2017 with the Ministry looking to select qualified investors by the end of 2014.

Yeh Kuang-shih, Minister of Transportation and Communications, revealed that a draft proposal has been presented and that the Executive Yuan has been mulling over legislative changes to the Offshore Islands Development Act to address the development of a casino resort on the island. Residents in Matsu voted 57 per cent to 43 per cent in favour of casino gambling back in July this year. The vote attracted a turnout rate of 40 per cent from its population of 10,000.

According to the Offshore Islands Development Act, offshore islands can only establish a casino if it is part of an international resort.



Administrative Deputy Minister of Transportation and Communications, Chen Chien-yu admitted that Taiwan does not have any expertise in opening casinos, saying that the government will turn to international investors to oversee the project. Several operators fitting the bill are showing interest in the project including resort developer Weidner Resorts Taiwan, Las Vegas Sands and MGM Resorts.

According to the Ministry of Transportation and Communications, a casino licence can only be issued once the rest of the resort has been developed. It will include other attractions rather than just a gaming floor.

He also said the opportunity of the project becoming a joint venture partnership between Taiwan and mainland China is dependent on the company who wins the bid.

The government said it would take NT\$1 from every NT\$5,000 that the casino earns to fund a foundation to research problem gambling. Anyone with a criminal record will be banned from investing. An idea put forward by Hon

WEIDNER RESORTS TAIWAN WANTS TO INVEST US\$2BN IN A CASINO RESORT ON THE MATSU ARCHIPELAGO. UPGRADING AIRPORTS AND INFRASTRUCTURE

Hai Chairman Terry Gou to open a casino in New Taipei or other parts of northern Taiwan on the main island will not go ahead as the government will not revise its legislation to allow it.

Premier Jiang Yi-huah said it would be some time before gaming zones can be established on Taiwan rather than just its outlying islands.

Mr. Gou is one of Taiwan's richest businessmen. He believes Taiwan should mirror the example of Las Vegas and set up one special casino area with



TERRY GOU,
Chairman, Hon Hai.



BILL WEIDNER,
Weidner Resorts.



JIANG YI-HUAN,
Taiwan Premier.

convention and exhibition facilities in the Danshuei district of New Taipei to boost the economy.

The concept was welcomed by Weidner Resorts with Julia Lee, Vice President of Weidner's Taiwan Development, saying the development of such a project in New Taipei would not be problematic for a casino sector on the outlying islands. Weidner Resorts Taiwan wants to invest US\$2bn in a casino resort on the Matsu archipelago which would see it upgrading airports and other infrastructure necessary to realise the project.

"As a gaming expert, I'm confident of turning Matsu into a successful casino resort after those we built in Macau and Singapore," Bill Weidner, the former COO of Las Vegas Sands said. "Taiwanese make 1.2m visits to Macau and contribute between NT\$600m and NT\$900m in tourism revenue" to the Chinese Special Administrative Region a year. That money could stay in Taiwan if it had its own casino resort."

He predicted the resort would draw millions of visitors from Taiwan and also Wenzhou and Fuzhou on China's coast.



TWO CAN PLAY THAT GAME

Last issue we covered the trials and tribulations of SHFL entertainment and its struggle to display its multi-game products at G2E Asia. This month we talk to Alfastreet's Albert Radman about the company's decision to boycott the 2013 show

LET'S START WITH YOUR DECISION NOT TO EXHIBIT AT THIS YEAR'S G2E ASIA. OTHER MULTI-PLAYER MANUFACTURERS ARE EXHIBITING AT G2E IN MACAU, WHY WILL ALFASTREET NOT BE THERE?

Well, as usual, Alfastreet is not following others. We make our own decisions and right now attending an exhibition at which we can not show our main product is nonsensical. We have asked if we could label our product 'not for sale in Macau,' as this is an international casino show, representing more markets than just China, but we are not allowed to do so. We have been selling multi-game products since 2003, which means that it is crazy to allow a patent such as this to disrupt an international event. However, the organisers cannot guarantee our protection from prosecution at the exhibition, so we will not exhibit at G2E Macau in 2013.

ALFASTREET IS CREDITED WITH INVENTING

MULTI-GAME PLAY - WHAT DO YOU THINK WHEN YOU ENTER MARKETS IN WHICH PATENTS FROM NEWCOMERS ARE RESTRICTING FREE TRADE?

We began exhibiting multi-game products back in 2003, showing the connection of two wheels to one terminal. At the time, no one had designed a product with this capability. Alfastreet was the first, but to create patents in every single market around the world is unfeasible. It doesn't make sense, and besides, products change and you have to keep applying new patents to an ever-increasing range. It's impractical and expensive to follow such a path. What's clear too is that the LT Game patent would not hold water in any market other than China.

You cannot patent a concept, it has to be an original invention. It's like someone patenting roulette. It's nonsense and we are really disappointed that no one can do anything about it.

At the G2E Asia exhibition 2012, Alfastreet took a large stand at the show to display its 50+ terminal system. This year the company won't be in attendance.

"You cannot patent a concept, it has to be an original invention. It's like someone patenting roulette. It's nonsense and we are really disappointed that no one can do anything about it."
ALBERT RADMAN,
Alfastreet.

HOW SERIOUS AN ISSUE IS THE PATENTING OF MULTI-GAME FUNCTIONS TO AN INTERNATIONAL BUSINESS LIKE ALFASTREET?

This is not an issue for us as the patent has no legitimacy outside of China. It's illegal and improper and the company cannot enforce it anywhere else in the world. Fortunately, we were only at the start of our business in the Macau market, so it has not affected us. I would say that it is more a matter of principal than anything else. No one should be allowed to get away with this.

You can't patent a concept, for example 'flight,' because it's possible to achieve flight using many different means. You can patent the means to achieve a concept like flight providing it's new, inventive, and capable of industrial application.

Around the world the patent law is simple. You cannot patent a concept. If



WE WILL BE STAGING A SPECIAL EVENT AREA FOR PLATINUM PLAYERS IN THE GENTING HIGHLANDS CLUB, MALAYSIA.

you look at the patent at the centre of all this, it's a patent for a concept. If you examine the patent from LT Game it's a patent drawing that shows a straight line and two circles around a terminal - if that's allowed then you could patent anything and everything. Real patents must be incredibly specific. It's also very important, according to the patent law, that your invention should not be made public before you have your provisional patent. If your invention hits the public

domain at any time then it can't be patented. In the US, if you send a video or email to someone about your product before provisional patenting, then the patent is invalid. We have photos and brochures from exhibitions since 2003 clearly showing our multi-game products. In this respect, no one can patent this 'concept,' or at least they should not be allowed to do so.

SHFL ENTERTAINMENT IS FIGHTING THE PATENT IN THE CHINESE COURTS. WILL ALFASTREET TAKE A SIMILAR PATH?

We wish SHFL entertainment the best of luck fighting their case, though we will not be taking such action. We do not believe that it is worthwhile appearing in front of a court that would uphold such a ludicrous patent in the first place.

DO YOU THINK THE ISSUE HAS BEEN HANDLED APPROPRIATELY BY THE EXHIBITION ORGANISERS AND THE

"If you examine the patent from LT Game it's a patent drawing that shows a straight line and two circles around a terminal - if that's allowed then you could patent anything and everything. Real patents must be incredibly specific."
ALBERT RADMAN,
Alfastreet.

AUTHORITIES IN MACAU? AND SHOULD G2E ASIA BE MOVED AS A RESULT OF THIS ISSUE TO A DIFFERENT VENUE?

The show should definitely be moved. While the organisers insist that their online survey of visitors and exhibitors showed that the majority favoured a show in Macau, everyone that we speak to would prefer Singapore. We believe this would be a much better event in a market that is free from corruption and scandal. I think the organisers have handled the situation in the best way that they know how, but we are not happy with the result.

ARE YOU INCREASING MARKETING ACTIVITIES OUTSIDE OF THE EXHIBITION THIS YEAR TO COMPENSATE FOR YOUR ABSENCE FROM G2E ASIA?

We will be staging a special event area for Platinum players in the Genting Highlands Club, Malaysia, with different bands playing live music in a party atmosphere in which we can continue to build relationships with our customers. There's no need to show product at this event, instead we are there supporting them in their markets. We know so much about the Asian market that it is a rarity to find a new customer at an exhibition, so a private event I believe will work just as well, perhaps even better, than an exhibition. We don't consider that our no-show at G2E Asia will have any impact on our business in the region.

ALFASTREET MAKES A POINT OF SERVICING ITS INTERNATIONAL CUSTOMER DIRECTLY - HOW EFFECTIVE IS THIS AS REGARDS TO KEEPING IN CONTACT WITH THE NEEDS OF CUSTOMERS AS OPPOSED TO DEALING WITH CLIENTS THROUGH DISTRIBUTORS?

Asian customers are very specific - they are the total opposite of European or American customers, but we have definitely found the right recipe in Asia and we've been successful there now for over 12 years.

WHAT ARE THE KEY MESSAGES THAT YOU WANT YOUR CUSTOMERS TO KNOW ABOUT YOUR PRODUCTS AND YOUR OFFER IN 2013?

We are promoting the new Wheel of Fortune everywhere, though we see this as a product ideally suited for the US, whereas our Lucky Number Wheels is very popular in the Asian market, which in addition to a range of new games and features, includes different card games and value-added multi-game functionality. And we are achieving these additional benefits at very little extra cost to the operator. We think this is the key message for the Asian market.



problems before they spiral out of control. This means, for example, that the software can detect a slowdown at a specific wireless provider. It can also determine that data from a particular provider (a race course, for example) is not performing as promised or that a remote payment processing system is slow. Most importantly, the software can do all of this in real time. This real time transaction tracing is key, as it allows online gaming companies to isolate performance bottlenecks in your application environment.

With this information in hand, customer service can become an outbound process. For example, an agent may instantly inform all customers using the slow wireless system that the communications provider is experiencing some problems. An incentive can then be offered to keep them on your website.

The key in this example is that service agents aren't waiting for the telephone to ring. They have instant visibility into application slowdowns and can contact both internal resources and customers to

HOW CRUCIAL IS APPLICATION RESPONSE TIME TO ONLINE GAMING ENTERPRISES?

Availability and response times are hugely important factors that currently vary enormously from one online operator to the next

Online gaming enterprises, by definition, rely heavily upon the performance of their websites and customer-facing applications. This fact is inherently obvious to those who work in the industry. The largest firms spend significant time and resources not only ensuring optimal performance, but providing engaging customer service when things do in fact go wrong. Given the nature of the business, I was surprised to see the results of a recent survey on website performance and application response times for online gaming firms in the UK. The results were interesting for several reasons.

Without divulging too much information, the top 20 UK gaming firms' availability and response times were calculated at five-minute intervals. The amount of downtime reported was quite surprising – up to 15 hours for the month in one example.



TOM BATCHELOR is the Senior Solutions Architect at Correlsense and is responsible for creating innovative solutions geared specifically to the needs of clients. Prior to joining Correlsense, he worked in various pre-sales roles for OpTier and Symantec.

The online gaming industry should take note of two insights from this study. First off, the problem is most likely worse than reported, even much worse. Imagine if these websites were being monitored at 30-second intervals as opposed to five minutes. The detected downtime would be much greater.

Secondly, many of the major UK sporting events have yet to come this year – The Grand National, The FA Cup, Wimbledon, and the British Open to name a few. If the reported downtime was this bad during “normal” betting events it leads me to believe it has an overwhelming potential to get worse as more transactions from more customers pile up.

So downtime is clearly a huge problem for online gaming, as competitor's websites are only a click away. How can we remedy the problem to lessen customer churn and save revenue? Traditionally, customer service agents receive calls, emails, or instant messages and do their best to resolve the issue. But now, proactive application monitoring technologies exist which can help solve

PROACTIVE APPLICATION MONITORING TECHNOLOGIES EXIST WHICH CAN HELP SOLVE PROBLEMS BEFORE THEY SPIRAL OUT OF CONTROL.

address problems proactively. They increase loyalty by discovering problems, and addressing them, before the customer is even aware of them.

As a final point, online gaming companies should consider coupling response time measure with end user experience monitoring. This way companies can understand the impact of application slowdowns their most important customers with metrics that are tied into the business context. This helps avoid getting stuck with a tool that only monitors samples or averages.

For online gaming, application response time and the end user experience are the drivers of the business. It is too dangerous to leave these operations to chance. Proactive application monitoring is a vital strategy that helps increase gaming companies' odds of attracting and retaining more gamers.



SPORTS-BETTING ON THE MOVE

Paul Mears, VP Sports Betting, GTECH G2, discusses his company's approach to mobile and how it has changed the industry

AS A LEADING SPORTS BETTING SUPPLIER, TELL US ABOUT GTECH G2'S OFFERING.

Our approach to sports betting is the same as we take in every other vertical of the industry – everything we do is for the player and our aim is to enable them to play – and enjoy the best possible experience – anytime, anywhere.

You only have to look at the levels of mobile wagering reported by operators to realise that it is not only a must to have a mobile sports betting product, but to have one that can keep up with customer expectations.

We work closely with operators to allow them to build the sports betting platform that they need and suits their players.

SPIELO G2 Sports comprises the core engine and a host of associated support modules, so whether it is a complete one-stop solution, or the integration of new functionality in to existing operations, we have the answer.

And with a firm foothold in regulated jurisdictions around the world, we know how sports betting works in different markets. Our knowledge helps to create a winning product for any region.

Our Anytime Sports Betting product has been developed in response to careful analysis of the way users interact with their mobile devices. As a result it includes a range of features that vastly

OPTIMISATION FOR MOBILE IS KEY. WITH SPORTS BETTING YOU CANNOT OVERLOOK THE IMPORTANCE OF HAVING A SIMPLE, PRODUCT.

improve performance, for instance the ability to swipe between multiple 'home' pages, rapid navigation to enable the quick identification of betting opportunities, 'one touch' betting and a strong focus on an intuitive search function to bypass deep menus.

WHAT INFLUENCE HAS MOBILE HAD ON THE SPORTS BETTING INDUSTRY?

Mobile devices have changed almost every aspect of our daily lives – there is no doubt that they have been a real game-changer for our industry.

In roughly a decade we've gone from gaming sessions that used to pretty much start and finish with Snake on the old Nokia phones to being able to enjoy full-blown video games, with amazing sounds and graphics.

Mobile wagering is no different – just look at some of the latest slots games, for

Whether we are talking about potential future regulated markets in the developed or developing world, mobile devices will play the leading role.

In the more developed countries, people are already actively using latest generation smartphone and tablets to run their lives, whereas the prohibitive cost of desktop and laptop devices make mobiles the most common means of accessing the internet.

Of course, the conditions are never the same – whether culturally, economically or technologically.

Being able to provide a bespoke, regionalised sports betting product that is multi-lingual, multi-currency, and integrates a number of data feeds and payment providers is a clear advantage.

example. Investing in superior quality is vital – without constant investment and improvement, there is a very clear impact on the user experience.

But optimisation for mobile is key.

With sports betting in particular, you cannot overlook the importance of having a simple, concise product.

Players need a quickly navigable user interface – especially when it comes to in-play, the biggest growth area in sports betting, where prices in certain markets can change by the second.

LOOKING THE LATEST DEVELOPMENTS IN MOBILE TECHNOLOGY, WHAT TRENDS DO YOU EXPECT TO EMERGE?

The opportunities for continued growth are incredibly exciting. We are already seeing the impact geolocation software can have on the mobile experience and we will see it play a stronger role in mobile sports betting, with wagering opportunities suggested by location. Say you are watching a Manchester United game at Old Trafford, then loading a sports betting app will automatically take you to markets on the game itself.

Thanks to the forever improving coverage and connectivity, and the advent of 4G looming, this will only become more ingrained. It will also help improve the sophistication of push notifications, which we have begun to see being used, as more knowledge can be gleaned about an individual from their preferences.

Recognition software also opens up a whole world of new opportunities. What we've seen so far with TV and printed material readers only scratches the surface of what we can expect in future.

THERE ARE CLEAR MARKET LEADERS IN TERMS OF POPULARITY, BUT DO YOU ACCOUNT FOR THE FACT THAT NOT EVERYONE HAS THE SAME TYPE OF HANDSET, SMARTPHONE OR TABLET?

With a market flooded by different manufacturers and devices, it's almost impossible to find two units with the same screen sizes, resolutions and features. This makes the production of native apps, that can become quickly outdated, increasingly costly.

Our strategy concentrates on the development of web-based mobile applications, which offers a number of benefits, including being fast to market for updates (with guaranteed scheduling), avoiding conflict with App Store policies, and reducing the cost through single development for all platforms.

RACING INTO NEW ENVIRONMENTS

Operators looking to merge together their offline and online sports-betting offer need specialist technical help and advice. G3 looks at the challenges and opportunities in the global marketplace

Sports betting and wagering is on a fast track, as more and more operators transition from traditional betting to online betting. There is an evolution taking place between offline and online betting that is drawing and binding the two together using technology as the glue. G3 spoke to Betting Promotion's Richard Hogg in relation to the cross-over of sports-betting on- and offline and asked him about the challenges facing operators in this area.

"Betting Promotion isn't a B2C operator as such, so we don't deal with the end user bettors which the operators do," said Mr. Hogg. "The only advice I would give in this area is to know your customer and where the money is coming from. Don't window dress your product with markets you are not prepared to take a bet on, it will only infuriate customers, and make sure your technology can deliver the ever changing markets in the live environments.

For live betting in Asia, there aren't really any hard or fast figures here because most of the companies operating in the market are private and the public companies operating in the market don't admit to it but the given knowledge is that as much as 75 per cent or more of online bets in Asia are in-play, in some cases this may be as high as 90 per cent. A breakdown of this turnover would see soccer taking the most of it and inturn this would be on the EPL (England), followed by LL (Spain), SA (Italy), the BL (Germany) and L1 (France). The Champions League is also very big (UEFA).

In order to facilitate a good live betting offer for your customers you should have some form of live streaming which helps in two ways. Marketing wise by offering

big leagues and games for example being able to communicate that El Classico is offered at your site. Also, more importantly if you offer streaming on events not available on TV and even better if those are earlier in the day you are presenting an offer when local TV is not so interesting.

Live streaming is also said to attract interest in events that wouldn't otherwise generate much turnover. However, there is a downside and that is there's a significant cost associated with securing a

WATCHING GOLF, FOR EXAMPLE, WE SHOULD BE ABLE TO PLACE BETS ON WHETHER TIGER WILL HIT THE FAIRWAY WHEN HE PULLS OUT HIS DRIVER.

license and so an operator has to assess that costs against the projected increase in turnover. When you're operating in a market with a two per cent margin the uplift in turnover from live streaming needs to be significant just to breakeven.

Odds compiling nowadays is more about not getting things wrong as opposed to getting them right. Many of today's Operators will follow each other closely and with the wide range of odds comparison sites available sharp punters will exploit those out of line. Odds move at a dramatic rate, and when the odds on a certain team are moving you will note that all operators tend to follow within minutes.





RICHARD HOGG,
CMO, Betting
Promotion.

Richard Hogg has been involved in online gaming since 1999. In a career that has spanned across three decades and three continents, he has overseen the induction of many brands and products into various market places. He is currently CMO for Betting Promotion, leading market makers in the betting industry, richard.hogg@bettingpromotion.com

"We believe that turnover always should be an input to the algorithms when we adjust prices. We believe in a price when we have had a chance to put some money behind it. The tricky part is knowing what effect each kind of turnover should have. We see turnover coming in from our bookmaker clients, from the exchanges and from the bookmakers where we trade."
RICHARD HOGG,
CMO, Betting
Promotion.

But is following the majority the right thing to do? How do you know which prices are correct? Many people new to the industry or to the sports betting world, will typically point to a known brand and state they want to offer the same as them.

We believe that turnover always should be an input to the algorithms when we adjust prices. We believe in a price when we have had a chance to put some money behind it. The tricky part is knowing what effect each kind of turnover should have. We see turnover coming in from our bookmaker clients, from the exchanges and from the bookmakers where we trade.

Everything is going into the same box, automatically adjusting the probabilities according to the algorithms we have optimized for this. Sometimes we notice moves in Asia first, other times we get signals through bets in the bookmaker platform. We believe that the market is best at predicting the result of an event. Because we always offer very tight two-way prices we get a constant flow of information through the bets.

I think this year we are going to see a lot of new innovative products coming to market, all focusing on in-play, mobile sportsbetting. I have already been involved with a mobile product that caters for 'instant player gratification'

**FORMULA ONE HAS
A HUGE AUDIENCE
BUT BETTING
MARKETS HAVE
ALWAYS BEEN
LIMITED SO
OPERATORS ARE
GOING TO HAVE TO
BE CREATIVE IN
THEIR THINKING.**

sportsbetting with multiple bets during the course of an event. These events won't be restricted to the traditional in-play events we are currently used to seeing.

Watching golf, for example, we should be able to place bets on whether Tiger will hit the fairway when he pulls out his driver. Formula One has a huge audience but betting markets have always been limited so operators are going to have to be creative in their thinking and use the new onscreen data and pictures to their advantage."

TURNING PLAYERS INTO PAYERS

CQR's Kamran Hedjri explains how technology innovation can help online gaming operators differentiate in the highly competitive UK market

The UK gaming industry is one of the most sophisticated in the world. In this article, Kamran Hedjri, Chief Operating Officer for leading payment provider CQR Payment Group, argues that embracing new big data and payment technologies is essential if gaming operators are to differentiate and succeed in an increasingly competitive market.

**NEW MEDIUMS
HAVE PROVIDED
ACCESS TO
UNTAPPED
MARKET
SEGMENTS AND
ALLOWED ONLINE
OPERATORS TO
ENHANCE THE
EXPERIENCE FOR
CONSUMERS.**

STATE OF THE INDUSTRY

The online gaming industry has enjoyed a period of unprecedented growth fuelled by technology innovation. The Internet, mobile and SmartTV have dramatically altered the gaming industry culture and business models. Online came first, closely followed by SmartTV and we have only started to see the potential of mobile.

These new mediums have provided access to previously untapped market segments and allowed online gaming operators to enhance the gaming experience for consumers.

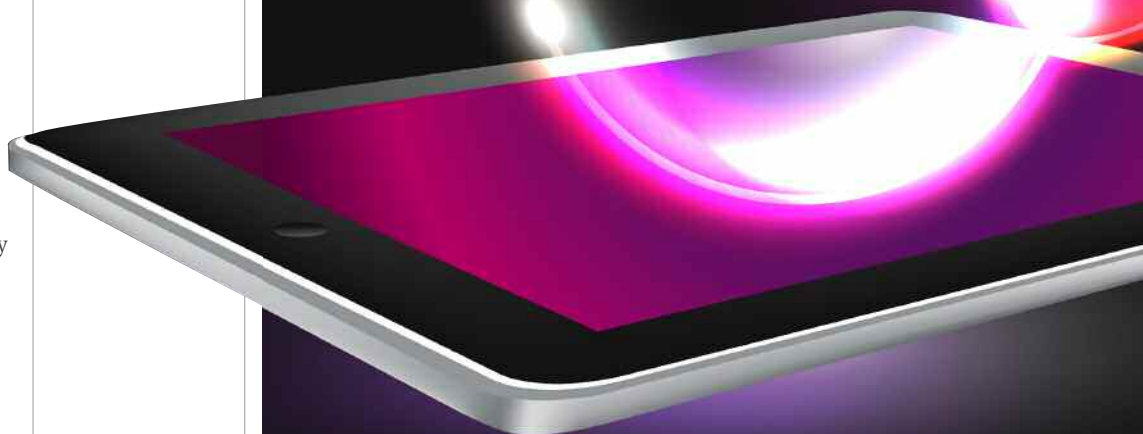
Players are now taking advantage of the mobility and immediacy that these technologies can now offer. "Bet in play" is a perfect example of how technology innovation can fuel change. With "bet in play", players can play in



KAMRAN HEDJRI

COO – Chief
Operating Officer,
CQR Payment
Group.

Kamran is a payment industry pioneer with more than 18 years of experience working for a variety of leading players.





real time regardless of where they are, by using an application on their tablet or mobile phone. It introduces a way to contextualise and enhance the user experience that makes gaming more engaging, and thus, more profitable than ever before.

THE UK MARKET

In the UK, regulation has helped to accelerate market growth. In 2005, regulation and guidelines were established that required gaming companies to implement simple and secure payment to the systems to reduce risk and ensure consumer confidence.

This led to payment innovation in the gaming sector as companies realised that providing a range of payment options increased spend by players and reduced churn. This gave the UK a head start when compared to a number of other major European markets. New gaming regulation that included legislation around payment technology was only introduced in the last couple of years to other markets such as Italy, France, Spain and Denmark.

As a result of embracing new technology, the UK has become one of the most sophisticated gaming markets in the world. It is worth £5.8 billion (gross gambling yield) according to the UK Gambling Commission (October 2012).

Success has created a highly competitive market however. According to the UK Gambling Commission, in March 2011, there were 291 remote gambling activity licences held by 225 operators in the UK across online betting, bingo and casino services. Increasingly, online gaming operators need to differentiate to be able to grow revenues and increase market share. The question is: how to differentiate?

PLAYERS INTO PAYERS

In order to differentiate, we believe gaming operators need to work with technology partners to deliver something more valuable than simply access and service enhancements.

Payment innovation continues at pace. Gaming operators who offer a diverse range of payment options (such as mobile, e-wallet and voucher payments) to best serve the needs of their customer base have been proven to increase the average spend.

Fundamentally, the more payment options offered, the more likely players are to pay. With each payment option, sophisticated authentication processes

Kamran was previously Managing Director at CQR Payment Group where he led the company and was instrumental in establishing it as one of the leading payment providers in the world. Kamran has the vision to build CQR's three businesses – acceptance, processing and issuing – on a single, organic and integrated payment platform. The platform now serves 20 million registered customers in 27 countries ranging from Europe to South America. CQR's entry into issuing was spearheaded by Kamran. Today, CQR's prepaid card, Kalixa, is available in four countries and boasts more than 150,000 customers.

In 2010 and 2011 CQR won the EGR "Innovation in Payment Solutions" award. This achievement is a testament to the culture of innovation which delivered strong and sustained business growth under Kamran's stewardship.

need to be in place to ensure security, without compromising convenience and ease of use. A common mistake is to introduce security that is so rigorous it turns players off. New mobile tokenless technology solves this problem. Together this will ensure that gaming customers enjoy a frictionless payment experience.

With the help of advanced cloud data mining and analytics, gaming operators can understand their customers better than ever before. This intelligence means they can not only develop and deliver more engaging services, but better manage risk. Risk management will ensure that loyal and profitable

RISK MANAGEMENT WILL ENSURE THAT LOYAL AND PROFITABLE CUSTOMERS ARE REWARDED WITH PROMOTIONS AND DISCOUNTS, WHILE DEFENDING AGAINST POTENTIAL FRAUDSTERS.

customers are rewarded with promotions and discounts, while defending against potential fraudsters.

By combining this new level of consumer understanding with a range of simple, secure and smart ways to cash-in and cash-out across a range of devices and currencies, online gaming operators can deliver a more compelling customer experience. This will boost loyalty, reduce churn and increase customer spend as well as combat fraud and decrease chargebacks.

INNOVATE TO SUCCEED

Internet and mobile technology has revolutionised the gaming industry. Big data analytics and next generation payment technologies herald the next revolution in gaming which is right around the corner. As UK consumers migrate from 'click' to 'touch' gaming speed and ease of use is a paramount importance to consumer. It will be the gaming operators that embrace these new technologies to deliver a simple, yet compelling gaming experience that will succeed in this increasingly competitive market.

THE RISE OF RELATIONAL GAMING AS A BUSINESS STRATEGY FOR CASINOS

The concept of gaming is changing as technology opens new contact points with both traditional and non-traditional player bases

While many casino operators remain excellent at running their casinos, some are succumbing to multiple challenges created by changes taking place in the outside world. In order to attract new players, casinos need to understand the relationship between all players and the machines on their floor. Without this in depth and clear knowledge of their existing and future audience, operators will not be able to maximise the potential of their tables, slots machines and real estate.

There is an inherent need to target new demographics - the digital natives. These are people that have grown up with constant mobile connectivity, social media, console-based and online gaming. However, the increasing adoption of cloud technologies to support casino operations and the opportunities that it presents, offer casinos an opportunity to capitalise on a number of new strategic business development opportunities.

A MORE SOCIAL EXPERIENCE

The arrival of online gaming, and innovations in console gaming, have ensured that gaming is becoming an increasingly social and 'intellectually stimulating' experience that reaches across a range of demographics. For digital natives gaming means consoles - with exciting and dynamic graphics, hugely varied game play of variable difficulties and online gaming with friends. This has created a knock on effect for casinos, which need to attract groups of digital natives into the casino by adopting the principles of console gaming. For generation Y, wagering must involve conversation rather than individual targets and 'wins' that cannot be shared.

To achieve this, casinos need to recognise the key elements of what makes console gaming so popular. Digital natives need to be challenged; console games offer multiple levels and require gamers to



SABBY GILL,
Regional VP,
South Latin America
& Caribbean,
EMEA, IGT.

The cloud provides a 'multi-platform' gambling experience at the casino. This is a fundamentally new and different way of experiencing gambling. As a result, casinos are moving to cloud services, enabling them to move quickly to complement the digital lives of their customers. These services also open up ways to engage with players that just weren't available before.

think strategically or react fast in order to 'win'. Recent research conducted by IGT has started a discussion regarding the configuration of games as they pertain to a new generation of slot player, as the gaming manufacturer has found that 37 per cent of under 30s in the UK believe that slot machines are not challenging either intellectually or on a skills level.

People want to play the games of their choice; gain a more complex and 'intellectually stimulating' experience and play with peers in an environment in which they feel comfortable to do this.

PLAY WITH PEERS

In order to attract an audience adjusted to the mass multiplayer capabilities of console play, casinos need to adopt the same 'social' principle.

Many casinos already host existing community games, intended to be a more sociable experience, rather than traditional standalone slots. However, all too often these games simply refer to slots of the same type linked in a row - there is still no relationship between the slots and, more importantly, no interaction between the players. In order to further social interaction and a bigger gambling experience, casinos need to adopt a 'relational gaming' experience, acting not only as a place to play games, but as a social destination for groups of legal age to arrive, socialise and interact as they play.

In the short and medium term, relational gaming will remodel casinos in the minds of new audiences as a sociable, group night out. In the long term, mobile devices and social media will take this experience beyond the confines of the physical casino floor.

In the future, social media will increasingly allow players to share their casino experiences. Conversations will be developed and leader boards tracked via players' Facebook and Twitter feeds, allowing friends on opposite sides of the world to compete. People will be able to rank themselves against friends who have played similar games online or on their



mobile device. Casinos must encourage these types of conversations with their players. Some casinos are already engaging in this strategy by mixing console style games with their more traditional titles.

By introducing mobile games to the same leader board and social media mechanisms, casinos can enable players to play their games anywhere. Casinos will begin to provide seamless access to the most innovative game titles on the casino floor and across all mobile devices. Such 'always connected' gaming - to which digital natives are accustomed - will become key to ensuring they are always part of the 'gambling conversation'.

THE WORLD'S LOCAL CASINO

As server based gambling grows, spurred on by increasing migration to the cloud, relational gaming will become more and more prominent. The convergence of on and offline gambling means that land-based games can be placed online, providing players with the same experience beyond the casino, no matter where they are located. The future casino, enabled by the cloud, will be one where the gambling experience is bespoke,



intellectually stimulating and always with you.

The active and inquisitive minds of the digital natives have become familiar with internet and mobile betting, particularly around sports. Many have tried online slots, casinos and gambling games such as poker. This means that in order to catch up with these trends, the physical casinos will have to go through as much change in two years as the IT industry did in 20.

The cloud provides a 'multi-platform' gambling experience at the casino. This is a fundamentally new and different way of experiencing gambling. As a result, casinos are moving to cloud services, enabling them to move quickly to complement the digital lives of their customers. These services also open up ways to engage with players that just weren't available before.

A player can leave a traditional casino and continue playing the game they leave behind on their smartphone or tablet. Not only does this create a deeper sense of engagement, it allows games to replicate principles of console games. Experienced players can progress within a game,

CASINOS NEED TO CAREFULLY CONSIDER THE RISE OF CONSOLES AND ONLINE GAMING, REMODELLING AS A DESTINATION FOR EVERY KIND OF GAMER.

completing multiple levels of varying difficulty over a long period of time by switching between their mobile and casino machines. This format, supported by the cloud, provides the increased intellectual and skill elements craved by digital natives.

A CASINO IN THE CLOUDS

Cloud computing is the delivery of IT as a service rather than a product, and the immediate benefit of a move to the cloud is clear. Previously, installation, maintenance and management of large in-house operating systems resulted in the loss of valuable real estate. However,

By introducing mobile games to the same leader board and social media mechanisms, casinos can enable players to play their games anywhere. Casinos will begin to provide seamless access to the most innovative game titles on the casino floor and across all mobile devices. Such 'always connected' gaming - to which digital natives are accustomed - will become key to ensuring they are always part of the 'gambling conversation'.

customers can now execute all floor management activities through a single cloud resource with no loss of casino, hotel or resort space. This results in an increase in operational efficiency, driving up ROI and lowering operating costs.

IGT is continuing its push to revolutionise the gambling industry. With its leading industry knowledge, the cloud can be utilised to efficiently manage reporting functions and game configuration while delivering value to casino operators by utilising Software as a Service (SaaS). Migration to the cloud will allow the gambling industry to realise similar benefits in operations, customer experience and innovation, enabling new opportunities and economies for casinos.

It means that casinos no longer have to install the software, configure it, maintain it, and fix it, while constantly mitigating against security flaws. The cloud requires an Internet connection and little else. There's no equipment to install and the software vendor maintains the application. Casinos can ensure that, at the touch of a button, they can get the right game to the right player at the right time.

It also allows games to combine the three elements that attract digital natives to console games - relational play, in depth play and challenging play. Digital natives want games that they find challenging, no matter whether or not it affects the 'win' at the end, they want to compare their performance against their friends, and they want to be pulled into the gameplay. By creating more challenging games and using cloud technology to connect them to mobiles and player's social media, future casinos will create a console like experience, all of their own.

A SAFE BET FOR THE FUTURE

Casinos need to carefully consider the rise of consoles and online gaming, remodelling themselves as a destination for every kind of gamer. Slots and tables will be a single part of an overall experience that takes gambling in all its forms. Once players leave the Casino, the cloud will enable them to continue increasing in-game difficulty and furthering their gambling experience on their smartphone.

In the immediate future, the cloud can make organisations more agile - important in a world lived in real-time through social media. In the future it will be at the centre of a new type of gambling, for a new audience. If casinos are to remain in the black, engagement and relationships, not chips, will be of prime importance. The cloud is the key to that change.



STARS OF STAGE AND SCREENS

DRGT continues to build upon its success in the Latin American gaming market

Medellín, the capital city of the Antioquean region in Colombia, has a great reputation having recently being voted the world's most innovative city. And so it proved to be the ideal city for DR Gaming Technology, a leading company in systems technology where the latest solution – drScreen – is being hailed as the most innovative in the industry.

The casinos Gran Casino de Medellín and the next casino of the Vicca and EGASA groups as well as Casino Aladdin in Cali all have drScreen in common – a systems tool, changing the way systems are being perceived by the gaming industry. The complex necessity to pass rewards and benefits to players is now available to all operators in a customer-friendly solution from DRGT.

drScreen allows operators to communicate directly with each and every player individually. Player attention is naturally focused on the

gaming screen and drScreen makes precise use of this. Furthermore, operators can use the screen to inform, entertain and even reward the player, resulting in players wanting to spend more time on such gaming machines that offer this form of unique entertainment from DRGT. Players no longer have to squint and stare at a tiny screen to receive such information – the entire gaming screen is put to addition use.

drScreen offers the ability to channel promotions and rewards to players making use of the player card. In this way, such information can now be targeted to each individual player and displayed directly on the gaming screen – thanks to drScreen. The possibilities to reach out to the player become almost endless, including advertising, raffles, rewards, etc.

DR Gaming Technology demonstrated exactly why it is the most complete and flexible systems solutions provider at the FADJA (La Feria Andina de Juegos de Azar 2013) that took place between 3rd and 4th April at the Centro de Conferencias Corferias de Bogotá, Colombia.

The DR Gaming Technology team pictured at the FADJA exhibition in Colombia, **JURGEN DE MUNCK, MICHIEL VAN DAM** and **GEORG STEINER.**

“Our systems technology is giving operators real, unique benefits. Major casino groups are embracing drScreen. We thank all the visitors to our stand at FADJA and greatly appreciate the time they gave us to learn more about how DRGT can help their business.”

JURGEN DE MUNCK, CEO and co-founder of DRGT.

DRGT uses serverless technology. This considerably simplifies daily systems operations. All data are sent to the operator of each individually connected gaming machine. No expensive servers are required, neither additional IT specialists. This has a direct impact on reducing the systems cost, putting systems in reach of any kind of operator.

In addition to all of this, DRGT connects all gaming machines – no matter the age or manufacturer. This means that operators no longer have to forsake favourite older machines when introducing a system in their gaming location. Even the oldest reel-based slot machines can be connected.

DRGT technology covers the complete gaming range, including table games. drTable, drRoulette and drCage can be integrated into the system for tables and cages. The Casino Automatic Redemption Machine from DRGT – drCarm – rounds off the entire solution. Here again Medellín will be the first Latin-American installation as Gran Casino de Medellín is installing its drCarm directly following the FADJA.

Jurgen De Munck, CEO and co-founder of DRGT, looks back at a very pleasing FADJA Colombia, stating, “Our systems technology is giving operators real, unique benefits. Major casino groups

THE FACT THAT WE WORK IN A MODULAR WAY WITH OUR SYSTEMS TECHNOLOGY HAS OPENED THE SYSTEMS DOOR TO THE ENTIRE GAMING MARKET.

are embracing drScreen. We thank all the visitors to our stand at FADJA and greatly appreciate the time they gave us to learn more about how DRGT can help their business”.

Thalia Vargas, Sales Manager at DRGT Peru, adds, “Our serverless technology that can connect all slots is making the difference. That coupled with the unique benefits of drScreen and the fact that we work in a flexible, modular way with our systems technology has opened the systems door to the entire gaming market, particularly here in Latin America.”

EXPERTS IN OUR FIELD



Making markets, managing risk and providing liquidity for bookmakers and betting exchanges.

Actively trading in sports since 2003, we have a proven track record providing a tailored service of bespoke prices at any specified margin. We provide this service via two products: **BETPUSH** for a fixed monthly fee and **BETPOWER** on a risk free profit share model.

Trading up to €1 billion annually, we create thousands of markets for sporting events both pre-live and live, incorporating over 10,000 events every month.

Contact us today to see how we can help your business.
sales@bettingpromotion.com

www.bettingpromotion.com



BETPUSH

FIXED FEE

- Market making
- Risk management
- Event creation, suspension and resulting
- Monthly fixed fee - dependant on the needs of the operator



BETPOWER

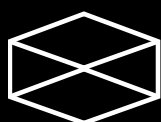
RISK FREE REVENUE SHARE

- Market making
- Risk management
- Event creation, suspension and resulting
- No initial costs
- Risk free – profit share model*

Come and see us on stand A9 at this year's iGaming Super Show Amsterdam for system demos and giveaways on all four days.

June 11th - 14th 2013

www.igamingsupershow.com



BETTINGPROMOTION

Outsourced Sports Betting Solutions

*Betting Promotion will take on risk subject to requirements

London | Malta | Sweden



10 YEARS
OF MARKET MAKING
& TRADING

NOVOMATIC BRINGS AN ASIAN ARRAY TO MACAU

Austrian Gaming Industries is to present a stunning line-up of gaming products at G2E Asia, headlined by the Dominator

The G2E Asia gaming show in Macau is the hot spot for the decision makers in the Asian casino and gaming industry. From May 21-23 Novomatic, together with its local partner for Macau and the Philippines, Jade Gaming, will present the latest products and market-specific innovations for the Asian markets.

The star of the show will undoubtedly be the brand new Dominator cabinet with a range of NOVO LINE INTERACTIVE games – among them the single game Reach the Hill in combination with the amazing new Community Jackpot AMAZELAND. A second bank of Dominator cabinets will be connected to the card-animated four level mystery progressive Magic Joker Jackpot. Both jackpot presentations will employ the Dominator's flexible 18.5ins. TFT topper for the jackpot animation and the machines' third screens for the jackpot levels.

The Dominator is being presented for the first time in Asia. It thrills operators and their guests alike with its stirring game-synchronised LED-effects, three 24ins. TFT screens for gripping graphics display as well as top sound which all combine to create an unforgettable in-depth gaming experience. Its optional independent 18.5ins. multi-purpose TFT topper provides room for all sorts of casino or game specific information as well as jackpot displays.

The Dominator's new touch panel player interface is an innovative and user-friendly alternative to the traditional button layouts although these are still optionally available. Casino staff will appreciate another new feature: the Dominator's main door opens upwards on gas springs, providing safe and easy access for maintenance work plus optimum space between machines in a bank.

The newly launched range of Dominator slots from Austrian Gaming Industries will be shown in Asia for the first time at G2E in Macau.

"Asia's operators can expect to see a great range of already highly successful international product developments on the Novomatic booth at G2E Asia 2013. Together with our partner Jade Gaming we will also demonstrate the company's commitment to Asian gaming markets by presenting specifically designed game compendiums in our latest Super-V+ Gaminator and NOVO LINE Interactive multi-game mixes. In total a product display that will surely excite our customers in the region."

JENS HALLE,
Managing Director
Austrian Gaming
Industries (AGI).



ADMIRAL ABSOLUTE VISIONS ALLOWS OPERATORS TO DISPLAY ALL KINDS OF VIDEO CONTENT FROM DIVERSE SOURCES ON ALL TYPES OF SCREENS.

Also to be seen in Macao will be the innovative Pinball Roulette a single player Roulette terminal that uniquely combines the attraction of the traditional Roulette with the amusement factor of a pinball launching mechanism and Octavian's casino management system ACP (Accounting Control Progressives). The latter will connect all Super-V + Gaminator III machines at the show booth to demonstrate the various modular functionalities of the ACP system.

The Super-V + Gaminator III section will feature, amongst others, two market-specific Asian game mixes: the Super-V + Gaminator A2 multi-game mix based on Coolfire II and the NOVO LINE Interactive Macao-Mix based on the NOVO LINE Interactive server-based-ready platform.

Further products on display will be a NOVO LINE Novo Unity II multiplayer installation comprising six player terminals and one automated Roulette wheel, with an array of eight electronic live games as well as video slots on each of the terminals: Novo Multi-Roulette as well as the fully animated ("Flying") versions of Roulette, Double Action Roulette, Baccarat, Black Jack, Poker, Bingo and Sic Bo.

And finally, for the first time to be seen in Asia, will be Novomatic's new, flexible and comprehensive video content delivery system, packed into a sophisticated one-stop-shop hardware and software solution: ADMIRAL Absolute Vision. It allows operators to display all kinds of video content from diverse sources on all types of screens in different flexible configurations

Jens Halle, Managing Director Austrian Gaming Industries (AGI): "Asia's operators can expect to see a great range of already highly successful international product developments on the Novomatic booth at G2E Asia 2013. Together with our partner Jade Gaming we will also demonstrate the company's commitment to Asian gaming markets by presenting specifically designed game compendiums in our latest Super-V + Gaminator and NOVO LINE Interactive multi-game mixes. In total a product display that will surely excite our customers in the region."



TCSJOHNHUXLEY BLAZES A TRAIL

TCSJohnHuxley will unveil its new gaming surface technology at G2E Asia

TCSJohnHuxley will be showcasing a full range of innovative products at G2E Asia 2013. These include Gaming Floor Live the Real-Time game optimisation tool designed to maximise key performance areas and profitability, now available across Baccarat, Sicbo and Roulette games; Supernova Table Bonus System which delivers floor wide progressive and game bonusing to all live table games and Xia Tablet, the server based Roulette solution that allows players to play live Roulette tables on a touch screen tablet device throughout a gaming venue.

Cath Burns, TCSJohnHuxley Group CEO states, "Over the past 12 months we have focused heavily on investing in our products and our people. To meet the growing market demands we have strengthened our team by hiring the right people to drive our business forward as well as a continued commitment to

OVER THE PAST 12 MONTHS WE HAVE FOCUSED HEAVILY ON INVESTING IN OUR PRODUCTS AND OUR PEOPLE

develop key products for the region. Asia is an extremely important market to us. We continue to grow our market share in Macau, Singapore and Malaysia and with new markets in the Philippines and Vietnam opening up we are excited about the future."

In addition to the key products being showcased, the continued commitment to product development is highlighted with the launch of some new regionally inspired games. Sicbo Blaze is the first of these featuring TCSJohnHuxley's latest gaming surface technology. Stunning game animations are projected through a



"We continue to grow our market share in Macau, Singapore and Malaysia and with new markets in the Philippines and Vietnam opening up we are excited about the future."

CATH BURNS,
TCSJohnHuxley.



traditional gaming layout, which brings added excitement to the game and attracts new players by making tables stand out on the gaming floor. For added game security, all winning bets and game sequences are highlighted and standard gaming layouts cover the complete table surface instead of the traditional Perspex playing surface. Blaze gaming surface technology will be rolled out in the coming year to cover a variety table games.

Also on display will be a full range of gaming products showcasing exquisite gaming tables, roulette wheels, winning number e-FX and Omni displays and the CC2 chip sorting machine featuring a new 43mm chip sorting capability – an eagerly awaited addition for this region.

Visit the TCSJohnHuxley Asia team at stand 549 where they will be looking forward to welcoming customers and introducing the latest products.



Dallmeier celebrates a decade of success in the Macau gaming market with its multifocal sensor system Panomera camera solution

It has been exactly 10 years since Dallmeier started doing business in Macau. The CCTV/IP expert has planned and realised the world's biggest real-time IP systems for casinos. The Sands Macau, the Venetian Macau and the City of Dreams are just a few of the spectacular projects. With offices in Hong Kong and Macau, Dallmeier is able to provide local support within the shortest delays.

At this year's G2E Asia Dallmeier will showcase its complete solutions for

The specially developed CasinoCam Panomera can be easily installed and adapted to each casino's specific requirements.

DALLMEIER WATCHES MARKET PROGRESS

UNLIKE HD AND MEGAPIXEL CAMERAS, WHICH ONLY HAVE ONE LENS, PANOMERA HAS MULTIPLE LENSES, EACH WITH A DIFFERENT FOCAL LENGTH.

professional video surveillance systems: from high-resolution camera technology through extremely high-performance recording hardware on to intelligent video management systems with video analysis.

A special highlight will be the multifocal sensor system Panomera, a completely new and patented camera technology which delivers previously unseen resolution quality, in real time and at high frame rates of up to 30 fps.

Unlike conventional HD and megapixel cameras, which only have one lens, Panomera functions with multiple lenses, each of which has a different focal length. With this novel sensor concept, a whole

gaming table can be monitored with just one camera – with a resolution quality of up to 2,500 pixels per metre. This by far surpasses the conventional HD standard and allows to clearly distinguish chips and cards.

The specially developed CasinoCam Panomera can be easily installed and adapted to each casino's specific requirements. Panomera solves the well-known problems with PTZ cameras, whereby the operator has to choose between an overview image or detailed view. It does not matter which section of the gaming table an operator focuses on at any time, because Panomera always records the entire scene in the highest detailed resolution. In contrast to PTZ cameras, Panomera has no movable mechanical parts, which means there is no wear, extending the camera's life.

Another advantage is its multi-user capability. In contrast to PTZ cameras, with which only one operator can control the camera, with Panomera, an unlimited number of operators can navigate across the entire scene independent of each other. Although all operators are connected with the same camera, each of the individual users can select their view individually and zoom or pan as they desire.

CRANE DISPLAY ONE POTENTIAL

Crane Payment Solutions to display the CashCode one's functionality at G2E Asia 2013

Crane Payment Solutions will be showcasing its range of high quality money handling solutions for the Asian market at this year's G2E Asia. Visitors to the stand will be able to see how to make the most of the CashCode one bill validator by using oneCheck and high-capacity cash boxes. Other products and technologies from the NRI, CashCode and Money Controls brands will be on display, including coin and bill validators, hoppers and supporting management solutions.

oneCheck is an asset reporting and tracking cashbox management solution for both bills and tickets, offering dispute resolution at the press of the button, as well as CAPR (Cash Audit and

In response to customer demand we have now increased the size of this to 3,000 notes to increase even further the machine uptime and reduce the number of collection pickups."

BILL MURPHY,
Asia Pacific Sales
Director, Crane
Payment Solutions.

Crane Payment
Solutions will be
exhibiting on stand
no: 710.

ONECHECK IS A REPORTING AND TRACKING CASHBOX MANAGEMENT SOLUTION FOR BOTH BILLS AND TICKETS.

Performance report) and hot box tracking. Crane Payment Solutions work with the leading TITO printer manufacturers for the oneCheck solution. Crane Payment Solutions will also be relaunching their 2,500 Note Cashbox as a larger 3,000 note cash box.

Bill Murphy, Asia Pacific Sales Director for Crane Payment Solutions said, Crane Payment Solutions said: "Our high capacity cashbox for the CashCode one, is designed for high volume self-service payment applications, bill-breaking & ticket redemption kiosks and change



machines. In response to customer demand we have now increased the size of this to 3,000 notes to increase even further the machine uptime and reduce the number of collection pickups."

Other products on the site will include the CashCode SM bill validators, the NRI 3.5ins. G-13 coin validator with sorters, the Money Controls Universal and Cyclone Hoppers and PayLink software, as well as a range of accessories and bezels. Crane Payment Solutions will be exhibiting at the G2E Asia show in Macau on stand no: 710.

SPIELO'S POPCAP GAMES CENTREPIECE

Slots-based PopCap games and GALAXIS bonusing module are the SPIELO stars in Asia

SPIELO International's showing at its distributor RGB's booth #213 at G2E Asia at from May 22 – 23, 2013 will feature three slot games based on the PopCap mega-brand, new diversity multigame suites, and popular core games. On the Casino Systems side, the spotlight is on several GALAXIS modules, in particular GALAXIS BONUSING, the new GALAXIS ANALYTICS, as well as SYSTEM2go for multi-site slot operations.

Casino operators should get ready to soil their plants with three exciting licensed titles that casual gamers know and love from PopCap Games, a division of Electronic Arts. The new slot games, based on internationally recognized PopCap franchises, are Plants vs. Zombies Gargantuar, Zuma, and Bejeweled. SPIELO International has worked closely with PopCap to stay true to the spirit of their brands and create terrifically fun and engaging new slot gaming experiences.

ON THE CASINO SYSTEMS SIDE, SPIELO WILL DEMONSTRATE SYSTEM2GO, A COMPLETE MULTI-SITE SLOT SYSTEM.

The spotlight is also on the company's diversity multigame suites, Absolute Azure and Sweet Sunshine. Each suite features 10 varied games, grouped in categories, which can be selected by players through the touchscreen.

On the casino systems side, SPIELO International will demonstrate SYSTEM2go, a complete multi-site slot system with fully automated accounting and reporting from any remote location with internet access. It includes a jackpots system, optional ticket-in/ticket out (TITO), card cashless payment, player tracking, and points redemption.



The SPIELO International team is looking forward to welcoming customers to booth #213 at G2E Asia.

Additionally, SPIELO International will showcase the entire diverse GALAXIS portfolio of casino systems solutions for casino slots and tables operations with features that offer an enhanced experience for players.

Special focus will be on GALAXIS BONUSING, offering the industry's largest choice of bonusing options tailored to casinos' needs, including Points Bonusing and Jackpot Bonusing features. All modules can be flexibly combined with each other and may be implemented independently of slot machine types, brands, and denomination. GALAXIS ANALYTICS, a new module for advanced gaming analytics, will also be featured for the first time at G2E Asia.

GALAXIS features nine modules with solutions and applications that manage operations across every area of the casino. Other modules to watch out for at G2E Asia include GALAXIS SLOTS, GALAXIS TABLES, and GALAXIS JACKPOTS.

SPIELO International is committed to the Asian gaming market, and its Casino Systems division increased its market penetration by nearly 300 per cent in 2012. As the business continues to grow significantly, the company will continue strengthening its local support teams and working closely with its customers.

AMATIC BRINGS GRAND JEU TO ASIA

AMATIC Industries brings its automatic roulette and Performer Grand Arc to G2E

AMATIC Industries will be exhibiting at the forthcoming G2E Asia in Macau that will take place between 21st and 23rd May. This premier Asian gaming event is the perfect location for operators to learn more about the true multi-roulette gaming alternative that AMATIC Industries offers.

The Grand Jeu Double is a fully automatic roulette with ten player positions that incorporates two roulette wheels. This wonderful design from Austrian AMATIC Industries even includes four large screen monitors to inform players of all key game information.

Thomas Engstberger, sales manager at AMATIC Industries, is looking forward to the G2E Asia, and comments: "Live gaming is very much at the heart of Asian players. They are discovering and enjoying more and more the electronic

DEPENDING ON REQUIREMENTS GRAND JEU DOUBLE CAN BE CONFIGURED FOR PLAY ON ONE OR BOTH WHEELS.

versions of such games and we will be making a great contribution in satisfying this demand with the Grand Jeu Double multi-roulette. It is completely designed and manufactured in Austria and is a true eye-catcher – especially for the larger resort casinos. Depending on requirements and jurisdiction demands, it can be configured for players to play on either one or indeed both wheels at the same time."

The brand new slant top gaming machine from AMATIC Industries – the Performer Grand Arc – will be on proud display as well on stand number 243. Visitors can



The Grand Jeu Double will be displayed in Macau, where AMATIC welcomes visitors to its stand at the G2E Asia show - no. 243.

see there the unique curved design that made the Performer Grand Arc one of the most talked-about products at the ICE back in January.

Mr. Engstberger concludes: "Both the Grand Jeu Double and Performer Grand Arc are very special gaming products. We are very excited about the prospect of Asian players enjoying the unique gaming entertainment from AMATIC Industries."

LEGENDS UNVEILED

Aristocrat Technologies has launched two new games in its Legend Series, the massive selling Buffalo and mega-hit, Timber Wolf

Aristocrat's games are becoming the stuff of legend. Buffalo is Aristocrat's best-selling game of all time with more than 5,000 units sold, and Timber Wolf has sold more than 2,500 units. Now the new Legends series has expanded with, bringing these two incredible top-performing games into the fun Legends series.

The Legends series is a new game category where players choose from two games in one VIRIDIAN WS cabinet. Legends is a fun new way for players to experience their all-time favorite Aristocrat games because each Legends product features a "twin game" widescreen multipack including the original version and a new enhanced deluxe version of the original game.

With the new Legends Buffalo and Timber Wolf offerings, these two multipack games include the classic top-performing games players love as well as an all-new deluxe version, complete with added features and an all-new player selectable bonus feature.



The new Legends Buffalo and Timber Wolf come with an increased average win and frequency in the bonus feature to maximise the selectable options for players.

EGT RAISES THE GAMING STAKES

The Premier slots series from EGT has redefined customer and player expectations

One year after the launch of the first Premier Series products Euro Games Technology is proud to announce the absolute success of the machines and software from the Premier product line. "The huge success of the Premier Series Cabinets is due to their complete excellence. We have managed to create a machine which combines the privileges of cutting-edge technology and the latest innovations in the field of ergonomics." commented Stanislav Stanev, Director Sales & Marketing EGT.

The Premier Upright Cabinet P-24/24 and the upcoming Premier Slanttop P-24/26 have been designed by EGT using their 11-years' experience in the manufacturing of gaming machines. The software of P-24/24 Up and P-24/26 St is run by the technologically advanced platform Exciter II which allows brilliant graphics quality, stereo sound and faster performance. This powerful driver features the latest generation Core 2 processor and is built by using the most up-to-date electronic components which guarantees for high system stability, maximum protection and

long term production. Furthermore, EGT now offers the Premier Upright Cabinet with a multimedia video topper and LCD-keyboard which make the cabinet.

The Premier Multigame library is growing constantly and features Multigame mixes which contain the most popular games of EGT and many new ones. The Premier Multi 4 multigame which is coming soon on the market will offer a great number of fascinating games some of which brand new for the wide game library of EGT. "This is the first time that we offer Keno and virtual roulette games in a Multigame together with the other EGT games. The players' demands are growing but we are prepared to satisfy and even exceed their expectations!" said Ognian Todorov, Director R&D Department EGT.

EGT OFFERS THE PREMIER UPRIGHT CABINET WITH A MULTIMEDIA VIDEO TOPPER AND LCD KEYBOARD

STUNNING ASIA DISPLAY

Renowned for its roulette wheels Cammegh is to display a host of complementary solutions at G2E Asia

World leading roulette wheels and stunning Billboard Displays are Cammegh's core offer, and what makes these high quality products extra special are the innovative add-ons available across Cammegh's product range.

Cammegh's newly US patented and BMM certified Bonus Numbers feature, available on the Mercury 360 (and soon to be available on the Slingshot 2), generates six additional mechanically created random numbers allowing exciting and fresh roulette side bets; including Lucky Symbols and Aurora Roulette. Both taking pride of place on the Cammegh stand at G2E Asia.

"We look forward to giving visitors a warm welcome to our stand # 229, and providing a close up view of the Mercury 360, Slingshot 2, Billboard Displays and associated products." **ANDREW CAMMEGH.**



In addition, Cammegh's stunning and versatile Billboard Display offer will be supplemented by the Cammegh EyeCard; a camera based card recognition system used for Baccarat and other tables games.

Cammegh will also be able to present MediaPro, Cammegh's own media content scheduling application, allowing live TV, video and/or promotional

marketing material to be narrowcast across the gaming floor via the Billboard Display System.

"We look forward to giving visitors a warm welcome to our stand # 229, and providing a close up view of the Mercury 360, Slingshot 2, Billboard Displays and associated products," stated Cammegh's Andrew Cammegh.



sophia



oxford

opulence
collection



cambridge



kensington



Prestige Seating Technology
River Drive, South Shields,
England NE33 1LH.

t: +44(0) 191 456 6209
f: +44(0) 191 427 1118
e: sales@pstseating.com

www.pstseating.com



kendal 1



kendal 2

THE KENDAL RANGE

manufacturers of high quality furniture



kendal 3



kendal 4

Dallmeier casino competence team

From 100 to 10,000 cameras, we plan and build the optimal security solution for your needs!

Our Casino Project Team is a group of internationally experienced experts and specialists. They support you right from the start of the project planning and up to the technical implementation. Moreover, they are available to answer questions and offer advice at any time beyond the project closure!



Konrad Hechtbauer is the Director of the Project & Application Development Team and as such has been heading the planning and realisation of casino projects around the world for more than ten years. "Dallmeier has planned and realised the world's largest video surveillance systems for casinos. The experience we have gained through those projects is continuously used in our product development. Therefore, also small casinos are able to benefit from innovative and proved solutions."

Other members of the casino competence team:



Craig Graham



Oliver Koch



Marcel Zangger



Frank Oetjen



Riaan Kruger

Full-HDTV
1920 x 1080

Casino surveillance made by Dallmeier, made in Germany.



SeMSy®

casinoteam@dallmeier.com
www.casino-surveillance.com

CasinoCam®



SPAGHETTI JUNCTION

Italian legislation has a habit of tying itself in knots. Untangling the mess at ENADA Rimini we examine the street, online and casino sectors

They say that a gaming exhibition is reflective of the buoyancy of the market it represents. However, as is often the case with the Italian sector, things are a little more complex than in other markets around the world, even with exhibitions. The buzzwords at this year's ENADA, held March 12 to 15 at the Rimini Exhibition centre, were 'stabilising' and 'mature' however another cycle of growth is just around the legislative corner.

Revenues from the Italian gaming market continue to accelerate at a high velocity, but purchasing powers have been forced into something of a regulatory pit-stop. Italy remains the best revenue earning gaming market in Europe, with gambling the third biggest industry in the country. According to the Sistema Gioco Italia union, which represents the interests of more than 80 per cent of the gambling market in Italy, gambling revenue has increased 25 per cent in the last three years, amounting to more than \$120bn in 2012.

The last 12 months have seen more concessionaires, market consolidation, new platforms and of course a sprinkling of scandal, but still the exhibition floors of ENADA seemed underwhelmed. There are of course several determining factors; not least the legislation behind the new Comma 6aS, a security update that will render all old style Comma 6a machines obsolete. Rather than having to rush to ENADA and buy the latest innovations, the industry credit card is staying firmly in its wallet until the finer details of the law are finalised before eventually embarking on another purchasing cycle.

In an attempt to compensate for the changeover, the Italian government has already introduced a new tax to help the operator, but by taxing the player the very purpose of this taxation could prove self-defeatist. The industry certainly remains sceptical as to whether the tax on coin-in will help or hinder the operator. Nothing, it would seem, stays the same for long in Italy.

For Comma 6a, the PREU has fluctuated

The start of 2013 saw VLT payout percentages fall to no less than 74 per cent, down from the previous 75 per cent. One exhibitor commented: "The continuing tweaking from the Italian government is something to which the gaming industry has grown accustomed. It is just how things operate in Italy. We adapt to one thing, get used to that and then things change again." Not that everyone is complaining. The legislation will see every hopper replaced in every Comma 6a machine across a market that has now broken the 430,000 mark.

The last 12 months have seen more concessionaires, market consolidation, new platforms and of course a sprinkling of scandal, but still the exhibition floors of ENADA seemed underwhelmed.

from 12.2 per cent in 2011 to 11.8 per cent in 2012. The start of 2013 saw this tax rate increase back up to 12.7 per cent to allow those companies involved in the changeover of product to 'prepare themselves' for the new technical rules that will come into force by the end of 2013. This tax will rise again to 13 per cent in just two years' time.

VLTs aren't escaping the new taxation laws. As of January 2013, the PREU on coin-in for VLTs increased to 4.5 per cent, following an increase from two per cent to four per cent last year. This is seen as being just another chapter in the continuing VLT (Comma 6b) story. After an initial period when the introduction of

VLTs seemed to cause a reduction in the number of AWP's, the trend has changed and AWP's are in fact more than holding their own in the marketplace. Analysts believe the new PREU level will hamper the pay-back of VLT operations, giving a boost to AWP's.

The start of 2013 also saw VLT payout percentages fall to no less than 74 per cent, down from the previous 75 per cent. One exhibitor commented: "The continuing tweaking from the Italian government is something to which the gaming industry has grown accustomed. It is just how things operate in Italy. We adapt to one thing, get used to that and then things change again." Not that





everyone is complaining. The legislation will see every hopper replaced in every Comma 6a machine across a market that has now broken the 430,000 mark.

Lou Rudolph, Regional Sales Manager for Suzo Happ, said: "The new AES initiative limiting access to Comma 6a machines will see a two-lock system introduced. Each hopper will require a lock and a key for the operator and a separate lock and key for the federal police. If a machine goes down both keys will be required for access, meaning that a member of the federal police has to be on site before the machine can be played again. The oldest machines will be replaced first, but eventually the market will need



something in the region of 900,000 locks."

Suzo Happ's solution is simple and in high demand, so much so in fact that Mr. Rudolph is taking intense of language classes to speed-learn Italian as he oversees the switchover. Every machine from 2009 will need to be updated by the end of 2013, meaning a huge replacement cycle is right on the cusp of kicking in. Until that point, sales in this particular

Suzo Happ's **LOU RUDOLPH** and **RENE HUIBERS** showing the Flow Hopper. The new red coloured bowl symbolises the new AES protocol and is aligned to the Comestero AES coin-handling range.

sector remain stagnant. As with much in Italy, it's either famine or feast.

The Italian government of course has much to gain by supporting and expanding its gambling industry. It took more than €8bn in gambling tax revenues in 2012. In 2011, VLT revenue accounted for 28 per cent of the revenue for Italy's gaming machine market. In 2012 that figure surpassed 40 per cent. The install base of VLTs is pitched at between 45,000 and 56,000 machines and must be kept at 14 per cent of each operator's AWP machine estate. The highest concentration of gaming machines remains in Lombardy, the capital of which is Milan, which boasts over 60,000 gaming machines; followed by Lazio, the administrative region that includes Rome, with 36,000 and Campania in southern Italy, which includes Naples, which has 33,000 gaming machines. Across the country as a whole, there is believed to be one gaming machine for every 150 people.

In 2012, Italy's gaming machines grossed €49.4bn, 56.2 per cent of the country's gambling total, up by 10 per cent on 2011's figures. VLT revenue increased from €13.9bn in 2011 to about €20bn last year. The start of 2013 saw several new variables enter the playing field in the market. Firstly, three new concessionaires were approved adding Merkur Gaming,

IN 2012, ITALY'S GAMING MACHINES GROSSED €49.4BN, 56.2 PER CENT OF THE COUNTRY'S GAMBLING TOTAL, UP BY 10 PER CENT ON 2011 FIGURES.

which will operate as Nts Network (Merkur has a wealth of experience operating VLTs and small slot halls in other countries including Colombia, Kosovo, Finland, Czech Republic and Slovakia), second is Intralot, which will use the Jackpot brand and finally a consortium of operators in northern Italy behind the company Netwin.

Whilst expanding the number of VLT concessionaires, the move also achieves something else the Italian government wants; consolidation of the smaller Comma 6a operators. VLT operators must dedicate 86 per cent of their gaming estate to Comma 6a, meaning there has been a series of quick-fire purchases by the new VLT concessionaires looking to



gobble up their right to operate VLTs by acquiring smaller Comma 6a operators. The smaller Comma 6a operators can't afford another overhaul of their gambling product and so are open to offers.

Costantinos Georgoulas, CEO of Intralot Gaming Machines Spa, said: "Having already managed, in just a few months, to sign contracts for more than 10,000 AWP's, our next goal is to become, within the next two years, one of the Italian gaming market leaders operating more than 20,000 terminals. We entered the Italian gaming machines market back in 2009, operating VLTs in more than 100

THE ITALIAN ADMINISTRATIVE COURT, REJECTED AN APPEAL FROM B PLUS REGARDING ITS RIGHT TO OPERATE VLTs AND AWP's.

Italian gaming halls. Now, as a new VLT/AWP concessionaire, we are launching our own services. Our experienced team, will make use of Intralot's advanced technological solutions and will propose exactly what the Italian market is missing today: an advantageous offer based on flexibility and a client oriented attitude."

As well as adding three new concessionaires, the existing operators; Cirsia, Codere, Cogetech, Gamenet, Gmatica, Hbg, Lottomatica, Sisal and SNAI, have all had their licenses extended by nine years taking them up to 2022. One concessionaire, however, remains conspicuous by its absence from that list, bringing a sprinkling of scandal to the weeks running up to the Rimini show.

Quixant's **GARY MULLINS** pictured at the ENADA show. It's been a big month for Quixant with news that the company is planning to float on the AIM index.

"The sole VLT license that has not been awarded yet is the one which B Plus, the largest Italian AWP/VLT operator had applied for. Indeed, as a consequence of the recent events, B Plus has been granted a six month extension period at the end of which either their VLT rights will be reassigned to the current licensees, through an auction, or B Plus will be forced to find a potential buyer for its license."

GIULIO CORAGGO, DLA Pipe,



The Italian Administrative Court of Appeal, the Consiglio di Stato, rejected an appeal from B Plus regarding its right to operate 12,000 VLTs and 80,000 AWP's. The complaint against BPlus, which concerned its dealings with Banca Popolare di Milano, was withdrawn last year. However, the decision by AAMS to exclude B Plus from the renewal of its gaming concession was not overturned. AAMS' decision to exclude BPlus from the tender was reportedly taken on the basis of a statement from the Prefect of Rome. The Prefect made comments that he feared BPlus was connected to illegal activities, despite the fact that BPlus had been cleared of any mafia connection by the Italian courts in the past and that no new evidence to the contrary had come to light. The position was that if the Prefect

did not change his statement then AAMS could not reverse its decision.

Italian gaming lawyer Giulio Coraggo, who works for DLA Pipe, said: "The sole VLT license that has not been awarded yet is the one which B Plus, the largest Italian AWP/VLT operator had applied for. Indeed, as a consequence of the recent events, B Plus has been granted a six month extension period at the end of which either their VLT rights will be reassigned to the current licensees, through an auction, or B Plus will be forced to find a potential buyer for its license. Indeed, this last option might be interesting for both investors and gaming operators/suppliers who might take advantage of the peculiarity of the case."



Rumour abounds that one of the bigger concessionaires or a big European player not currently involved in Italian operations would be interested in acquiring the B Plus concession should it become available.

Lottomatica, Italy's biggest player in many eyes, typified the year with a slight downturn during 2012. Italian operations brought in €1.79bn in 2012, compared to €1.88bn in 2011. It stated: "Revenues were impacted by increased VLT taxation, higher sports betting payouts, and lower Lotto late number wagers, however, we benefited from commercial services and our interactive expansion. EBITDA grew by €14m to €736m, due to cost efficiencies and contributions from all product lines excluding sports betting,

which was impacted by exceptionally high payouts."

Most of the concessionaires have had beneficial years, although some have reported a plateauing of revenues. SNAI stood out in reporting an eight per cent drop in total revenues to €514.4m for 2012. Results were impacted by an unusually high payout to sports betting players as well as problems associated with its video lottery terminal (VLT) platform. It said that its 2012 results were below expectations, but were impacted by 'unforeseen' and 'non-repetitive' events, a polite way of toning down a minor disaster. SNAI closed down its entire network of 1,450 VLTs after they began informing players, in error, that they had won large jackpots. This caused SNAI's

MARTIN LUCAS
Managing Director of Betting and VLT, Inspired Gaming Group, showing Super Jackpots and the Virtual Sports package at the ENADA Rimini exhibition.

"This is a major challenge for us, being the first time that Olympic EG will be offering modern casino entertainment in Western Europe, and particularly on the strictly regulated Italian market. The key is to combine the experience of both partners, the local market knowledge of G Holding and strong capitalisation of OEG, ensuring sufficiently rapid growth."
ARMIN KARU, Chairman of the Board, OEG.

earnings to plummet and left the operator risking the wrath of gaming regulator AAMS who eventually hit the operator with a €1.5m fine, but allowed it to keep its operating license. However, SNAI may still face a series of civil suits from its disgruntled customers.

Last year also saw the market entry of new operators through the purchase of existing concessionaires.

Baltic-born operator Olympic Entertainment entered through a 50/50 partnership with local Italian company GHolding to set up and operate medium-sized VLT slot casinos in Italy. Armin Karu, Chairman of the Board of OEG, explained: "This is a major challenge for us, being the first time that Olympic EG will be offering modern casino entertainment in Western Europe, and particularly on the strictly regulated Italian market. The key is to combine the experience of both partners, the local market knowledge of GHolding and strong capitalisation of OEG, ensuring sufficiently rapid growth."

By the end of 2012, there were two VLT slot casinos under the brand Slottery with 112 gaming machines operating between the two, generating revenues of €1.3m. Whilst this represents a very controlled and steady start to operations in Italy, given the ambition of Olympic, the partnership definitely remains one to watch.

Another factor hampering the attendance at gaming shows in Italy is the length of the approval process for slot manufacturers to enter the market. The last year has seen the three biggest slot names from the United States enter the market through partnerships whereby they add game content and offer cabinets to approved platforms at a fraction of the approval time needed. International Game Technology has done precisely this with the Lottomatica Group who will deploy IGT game content to a high percentage of its installed base of VLTs. Currently totalling 9,000 units, it is the largest active VLT network in Italy. IGT will also partner with Lottomatica to integrate IGT's VLT terminals on the SPIELO VLT system, which is currently adopted in Italy by Lottomatica and several other concessionaires.

Bally is following a similar path with Lottomatica Videolot Rete where it is in the process of providing 800 games and 5,000 gaming devices. WMS meanwhile has teamed up with Inspired Gaming Group, a group that has taken Italy by storm with the roll-out of its VLTs. The inclusion of WMS' proven slot games such as Monopoly and Wizard of Oz

Update

ITALIAN GAMING

holds huge promise for Inspired which already has in excess of 7,000 VLTs live on its Open VLT platform with two of Italy's largest concessionaires.

Martin Lucas, Inspired Managing Director of Betting and VLT, said: "The Italian VLT market is certainly mature with some 56,000 VLTs in the marketplace, but it remains a lengthy market in which to gain approval. We've successfully brought WMS cabinets and game content onto our platform and now have Apex Gaming waiting in the queue for certification. Even just getting games approved rather than a whole platform can take 12 months. Our open VLT has proven to be the most flexible and powerful on the market, as well as being a secure platform in Italy, with the largest range of VLT cabinets and games already certified. This year we're showing five different VLT cabinets with over 30 games."

Mr. Lucas predicted that some of the smaller Italian operators would struggle with the raised taxation on coin-in. "Everyone is trying to stay commercially viable, but unfortunately the new tax could prove the tipping point for some especially when it rises to 5.8 per cent next year," he said. "We entered the Italian market back in 2010 with our industry-proven VLT products. Three years on, the market has evolved significantly and Inspired's presence in the Italian gaming market has grown significantly. The popularity of Inspired's VLT game, Treasure Island, has fuelled demand for a Comma 6a version of the hit game."

MID-2012, SAW AAMS LAUNCH A CALL FOR TENDERS FOR THE AWARD OF A FURTHER 2,000 NEW BETTING SHOP LICENSES ACROSS ITALY.

The pirate themed slot game was not the only Inspired title available for Comma 6a. At ENADA, the UK company also showed two other successful comma 6a games, Monster Cash and Soccer Fever. All of Inspired's Comma 6a games were available on 74 per cent payout, in-line with the new regulations. Indeed, the Italian sector has proved something of a showroom for Inspired. Mr. Lucas added: "Italy is a great example of how we'd like other markets to evolve. We're the only 360 degree supplier in the sector. Inspired is the only major independent VLT



The Patir Design team at ENADA Rimini.

"We entered the Italian market back in 2010 with our industry-proven VLT products. Three years on, the market has evolved significantly and Inspired's presence in the Italian gaming market has grown significantly."

MARTIN LUCAS
Managing Director of Betting and VLT, Inspired Gaming Group

supplier in Italy and the only major supplier of Virtual Sports. With the launch of online gaming in Italy, we are also making these hit games available to online operators. Three years since our first ENADA show, we're a leading supplier of VLTs, Virtual Sports, Comma 6a, and online and mobile content to over 10 major Italian customers."

Virtual Sports is the big new opportunity for Inspired. It has already signed virtual sports license deals with six major Italian operators: SNAI, Sisal, Eurobet, Intralot, Cogetech, and Lottomatica, making up around 90 per cent of the market. "It's a huge opportunity for us," Mr. Lucas explained. "There are 10,000 to 15,000 betting shops that will be able to install our Virtual Sports to work alongside their current offering. Operators in the UK were sceptical pre-rollout, but the product has proved an immense success providing



entertainment and an extra product to bet upon alongside gaming machines. Whilst it won't necessarily be the ultimate reason people visit a betting shop, it will inevitably see them stay longer. Virtual sports can prove a very lucrative part of the product offer for operators, allowing them to run between 300 to 500 events a day."

The new laws paving the way for fixed-odds bets on simulated sporting events online and in betting shops, as well as in the so called 'betting corners' in Italy, have only recently been approved. The AAMS announced at the time of approval that no additional license will be required for operators whose current license already covers fixed odd sports betting games, but tax will be 20 per cent of gross profits as opposed to the tax on fixed odd sports betting games which is between two and five per cent. Sports betting is on the verge of further growth. Indeed, mid-2012, saw AAMS launch a call for tenders for the award of a further 2,000 new betting shop licenses, each costing €11,000 per license, but providing



The reasons to use I-DEPSYS soon stack up

- Elimination of the physical counting of cash
- Speeding up of game play
- Elimination of potential shrinkage
- Real time snap-shot of table drop
- Full audit trail and reconciliation

**For more information on how
I-DEPSYS can save your location
money, please visit www.i-depsys.com**

***Cut the count.
Control your cash.***



Intelligent Deposit Systems, Unit 2 Whitworth Court, Baird Road, Quedgeley, Gloucester GL2 2DG
Tel +44 (0) 1452 722 749 Email info@i-depsys.com
www.i-depsys.com

fresh opportunities for new entrants into the market.

Intralot Italia is racing into the Virtual Gaming market with the introduction of its Virtual Games service, powered by Kiron Interactive and Inspired Gaming Group. A spokesperson for Intralot said: "Intralot Italia retail shops are progressing even further to become entertainment centres that offer players a complete gaming portfolio ranging from sports betting, AWP, VLT and Virtual Games."

The enthusiasm for Virtual Sports was also being shared on the booth of Sisal; a stand that demonstrated product from SPIELO, WMS, Novomatic, Aristocrat, Astro, Bally and Inspired. Sisal controls 46,000 gambling outlets in Italy, covering a wide range of games on and off-line, including lotteries, betting and casino games. It will be offering Races Virtual Sisal Matchpoint with various platforms from Kiron Inspired.

Massimo Garavaglia, Content Manager for Sisal, said: "Our roll out of Virtual Sports will begin in June/July. We operate 4,000 betting shops either directly or through partnerships with our 'betting corners.' Our Sisal Match Point brand already offers Tris, football pools, Totogol, Big Match, as well as Internet games such as Sisal Poker, Bingo Sisal, Sisal Skill Games, and Casino Sisal and Sisal Quick Games. We feel that Virtual Sports will really complete our product portfolio and act as a supplement to our live events."

The group is also rebranding its betting shops. Mr. Garavaglia explained: "It is important to remember that Sisal is also a retailer, a point we want to emphasise with our new design of betting shop that will revamp the market. We will combine 100 to 150 gaming machines, 60 per cent of which will be VLTs, with food, entertainment, nightly events and betting. The first of the new style outlet will open in Milan in the next few weeks after which we will open another six. We are looking to revolutionise our offer."

In October, Sisal launched the Bonus Box Media Content System in an exclusive deal for the Italian market with Gaming Support. Mr. Garavaglia said: "It has proven a big success as players can see the prize they are playing for. It is physical so it draws them in. It allows us to launch promotions and sweepstakes through the mechanism of instant win. Located next to the video lottery, the prize is immediately available, which appeals to our players." Its next auxiliary launch will also be a first for the Italian market in the form of player tracking, a project it is embarking on via the services of DRGT Systems.



Merkur's **ROBERTO RONCHI** showing the Galaxy range including Lucullus, set in ancient Rome, and Amazonia, set in the rain forest.

The only downside to the boom in Italian gaming remains the financial state of its four casinos, all of which continued their negative trend throughout 2012 generating Gross Gaming Revenue of €332m, down a further 18.8 per cent on 2011's total of €409m

DRGT Product Manager, Peter Pamminer, explained: "Legalities in Italy mean that player tracking systems are not allowed to be directly attached to a VLT machine. We've devised a system that circumnavigates this by utilising a side-mounted box next to the VLT. It doesn't communicate directly with the VLT and it doesn't quite work in real-time, but it offers everything that a player tracking system should, rewarding players on all sorts of parameters as set by the operator. We're hoping to roll out with Sisal in the second half of 2013."

Away from land-based gaming, the big news in Italy was the legalisation of online slots in December 2012, a move that revolutionised the online sector's revenue, leading to an increase of 80 per cent. Revenues of €18.2m were recorded in February 2013 following launch compared to February 2012's pre-launch total of €10.1m. Most of the major online operators added slots to their game mix with some late entrants able to gain a considerable market share as a consequence.



Online poker was down by 37 per cent in Italy in 2012 with 34 per cent less being wagered on poker cash games. AAMS reported that despite Italian players losing some interest in playing poker online, other regulated casino games didn't show the same declines with Italians spending 1.9 per cent more on other online games. PokerStars is the main player with a 43 per cent of the Italian poker market, followed by GTEech G2 sites TotoSi and Lottomatica, who account for 17 per cent, iPoker, which has 16 per cent, and Ogame, which has 10 per cent.

SG Gaming has also recently signed a deal with Intralot Italia, providing content onto the Intralot Italia iGaming platform, with the first games expected to be launched early this year. SG Gaming entered the Italian interactive gaming sector through its collaboration with GameAccount Network in 2012 and has since rolled out content for Eurobet Italia. Bruno Lener, Managing Director of Online Business at Intralot Italia, commented: "We are confident that SG Gaming's Internet games will be popular in Italy. We are



ONLINE POKER WAS DOWN 37 PER CENT IN 2012 WITH 34 PER CENT LESS BEING WAGERED ON POKER CASH GAMES.

delighted to be working with the experienced team at SG Gaming to bring their content to our players."

The only downside to the boom in Italian gaming remains the financial state of its four casinos, all of which continued their negative trend throughout 2012 generating Gross Gaming Revenue of €332m, down a further 18.8 per cent on 2011's total of €409m. Affected by many contributing factors, but perhaps not least the success of the VLTs, the top ranking property was Venice with revenues of €114.2m,



followed by Campione with €90.7m, Saint-Vincent with €76.6m and finally the San Remo Casino with €50.5m

The fall in GGR at Campione came in at 16.5 per cent whilst total visits at 664,391 were down 3.1 per cent. Carlo Pagan, CEO of the property looked for the positives. "Alongside a state of general decline in the traditional casino industry, the performance of our casino can be considered more than optimal," he said. "In terms of our ability to cope with the crisis, the company has reached a record



market share in terms of revenue and visitors."

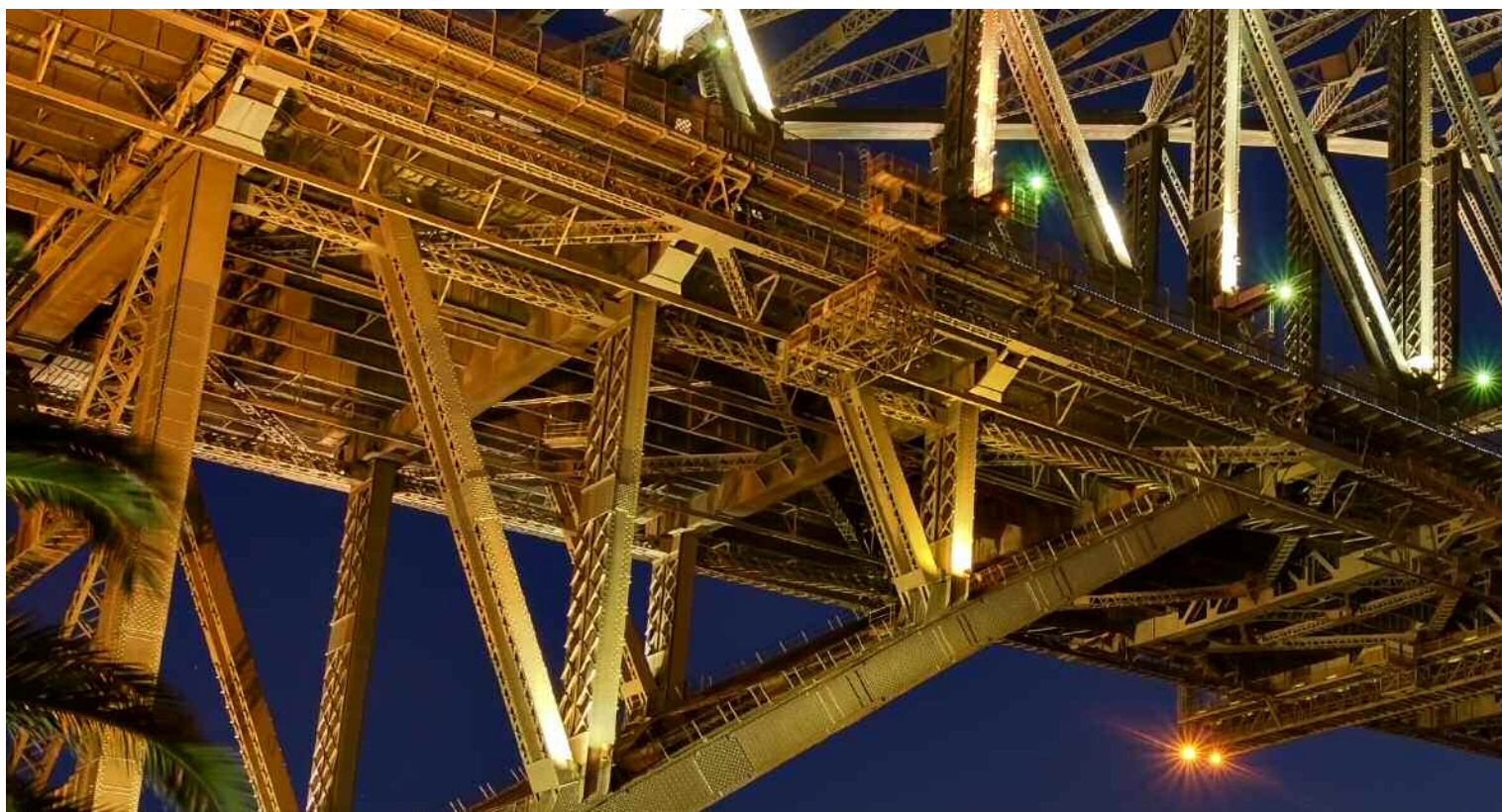
The Casino di Venezia finished the year with revenue down by €24m and a decrease of 160,000 visitors compared to 2011. The two branches of the casino; Ca 'Vendramin and Ca' Noghera, attracted a total of 834,376 visitors, down from 991,470 in 2011. Finally, in Venice, the slots were down by 20.7 per cent whilst tables were down by 8.5 per cent. If the Italian authorities can find a way to help revive the financial health of its four casinos in line with its burgeoning VLT and betting sectors, then it really will have completed gaming's version of the Italian Job. As for ENADA Rimini, next year's expo will switch from a four day to a three day format to some relief. Whilst ENADA Rimini 2013 attracted 26,495 visitors, it is difficult to compare it to other trade shows that encompass far wider geographical markets. Most of the operators in Italy are also manufacturers and with so many partnerships within the supply side of the sector; machines are present whilst some of the big international players aren't. Despite this, the market remains hugely significant to participant, simply by the sheer size of the numbers of machines being approved for operation.

Alberto Giorgetti, Member of the last legislature's 5th Commission Budget, Treasury and Programming of the Chamber of Deputies, spoke poignantly at the event's ribbon-cutting ceremony: "I hope the new Government takes office rapidly and makes clear choices on the gaming world," he said. "Policies that face the various topics globally are necessary, to avoid independent initiatives being taken at the local level, which sometimes penalise companies unjustly."

Unfortunately, that might just be the way of Italian politics.

(Above) **DAVID JOHN**, Crane Payment Solutions, showing the new range of AES products.

(Top) DRGT's **PETER PAMMINGER** with Sisal's **MARCO BOCCACCI** showing the company's answer to player tracking in Italy.



OZ - THE GREAT AND THE POWERFUL

Stability has returned to the EGM market, though the spectre of pre-commitment remains and while there's little movement towards online gaming, there are sports-betting opportunities

Australia is a unique and diverse country with a culture as varied as the country's vast landscape. Its name is derived from the Latin *Australis*, meaning 'southern' although is often colloquially referred to as Oz.

It is the sixth largest country in terms of total area and is a highly developed country being the world's 12th largest economy and has the world's fifth highest per capita income. The Commonwealth of Australia comprises of the mainland of the Australian continent, the island of Tasmania and numerous other smaller islands.

For around 40,000 years, before European settlement arrived in the country in the late 18th century, the land was inhabited by indigenous Australians who belonged to one of around 250 language groups.

Dutch explorers arrived in Australia in 1606 and the eastern half was then claimed by Great Britain in 1770 which became the colony of New South Wales. The First Fleet (a name given to the 11

ships which left Great Britain bound for Australia) arrived in New South Wales in 1788 and the entire white population of the country at the time was just 1,030 of which 753 were convicts and their children. The population grew steadily over the years and the continent was explored and an additional five self governing Crown Colonies were established. The last convicts were transported to the country in 1868.

The indigenous population, which at one time was estimated to be around 750,000, declined for 150 years after the European settlement mainly due to infectious diseases whilst a government policy of assimilation began later on which saw the demise of many communities. Today the indigenous population stands at around 548,000 (2.5 per cent of the population).

In the 1850s the Australian Gold Rush began whilst the six colonies also individually gained government responsibility which enabled them to manage their own affairs whilst remaining part of the British Empire.



There are 22.7 million people living in Australia with the biggest concentration on the eastern coast due to geography and climate. The country sits on the Indo-Australian Plate and is surrounded by the Indian and Pacific Oceans and it has a coastline of 25,760 km.

After a decade of planning in January 1901 the six colonies federated and formed the Commonwealth of Australia and since this time the country has maintained a stable and liberal democratic political system. Today there are six states – New South Wales (NSW), Queensland (QLD), South Australia (SA), Tasmania (TAS), Victoria (VIC) and Western Australia (WA), plus two territories – Australian Capital Territory (ACT) and Northern Territory (NT). The Australian Capital Territory was formed in 1911 in Canberra.

Each state and major mainland territory has its own parliament. The two territories in most respects function as states although the Commonwealth



Parliament can override any legislation of their parliaments.

The final constitutional ties between Australia and the UK were severed in 1986 with the passing of the Australia Act which saw the end to any British role in the government of the Australian states.

Australia is a wealthy country with a market economy with high GDP per capita and a low rate of poverty. It is the world's 13th largest economy according to nominal GDP which stands at around 3.8 per cent with \$1.463 trillion in 2011.

Since the early 1980s successive Labour and Liberal governments have deregulated financial and labour markets

and reduced trade barriers and as a result the country has enjoyed economic expansion for the last 30 years and has come through the global recession virtually unscathed.

Labour government spending has put the country into deficit however although today Australia is one of Asia-Pacific's richest countries and is a competitive producer of services, technology and manufactured goods.

Since the beginning of the 21st century there has been an emphasis on exporting commodities particularly in the mining and agricultural sectors which has seen trade increase. The unemployment rate is around 5.1 per cent.

It was the European settlers who arrived with the First Fleet who brought gambling to Australia. The soldiers would often play card games whilst gaming was later permitted at racing clubs with the first official horse race held in 1810.

There are 22.7 million people living in Australia with the biggest concentration on the eastern coast due to geography and climate. The country sits on the Indo-Australian Plate and is surrounded by the Indian and Pacific Oceans and it has a coastline of 25,760 km.

It is the world's smallest continent and is sometimes considered to be the world's largest island. Due to its size there is a wide variety of landscapes from subtropical rain forests to mountain ranges and dry desert in the centre.

Total tourism expenditure in Australia increased by five per cent in 2011 which was seen as a positive result especially with economic conditions outside Asia



IN 1956 THE NSW GOVERNMENT PASSED THE GAMING AND BETTING ACT PERMITTING POKER MACHINES IN REGISTERED CLUBS.

and a strong Australian dollar. In 2011 there were 5.9 million visitors which ranked Australia 42nd in the world in terms of the tourism market, bringing in receipts of \$31.4bn which ranks the country 8th. There are some 513,700 people employed in the tourism industry and the sector contributed \$23.7bn to Australia's export earnings.

Around 15 per cent of visitor spend (\$13.3bn) happened in Sydney followed by Melbourne (\$11.1bn) and Brisbane/Gold Coast with \$103.bn.

China remains Australia's most valuable visitor market and in 2011 tourism exports from this market were worth \$3.5bn whilst New Zealand is the leading market in terms of visitors with 1.2 million arrivals last year.

The Tourism Forecasting Committee expects total visitor consumption to reach \$102bn in 2012-13 with international arrivals to top six million.

THE GAMING MARKET

It was the European settlers who arrived with the First Fleet who brought gambling to Australia. The soldiers would often play card games whilst gaming was later permitted at racing clubs with the first official horse race held in 1810.

By the mid 1800s horse racing was a popular activity and the first Melbourne Cup was held in 1891. In 1881 the first Tattersall lottery was conducted and by 1910 and 1920 other lotteries also began to operate. By the 1930s and 40s bingo and raffles were introduced whilst illegal gambling in clubs also increased.

In 1956 the NSW government passed the Gaming and Betting Act which permitted poker machines to be operated in registered clubs. Funds were used for the community and the number of clubs and machines grew rapidly and by 1959 there were 1,100 clubs and over 7,000 pokies in this state.

By the 1970s Tasmania and Northern Territory legalised privately operated casinos and additional casinos were opened in Queensland, Western Australia and South Australia during the 1980s. By the 1990s the liberalisation of the

Various types of gaming exist in all the states and territories from racing, sports betting, lotteries, EGMs, casino gaming, keno and football pools. The only two types not permitted are internet gaming and betting exchange (Betfair is only permitted in Tasmania). Today Australia has 2.4 per cent of the world's gaming machines.

gambling market increased with more legal casinos and poker machines.

Today various types of gaming exist in all the states and territories from racing, sports betting, lotteries, EGMs, casino gaming, keno and football pools. The only two types not permitted are internet gaming and betting exchange (Betfair is only permitted in Tasmania). Today Australia has 2.4 per cent of the world's gaming machines.

Around 80 per cent of Australians gamble at least once per year and the most popular activity are the lotteries (60 per cent) EGMs (35 per cent) and racing (20-25 per cent). Per capita expenditure in Australia is around \$1,500 with the highest spent in Northern Territory, NSW and Victoria.

Australia has had an unsettled couple of years. As a result of an agreement between Senator Andrew Wilkie and the Julia Gillard Labour Government back in 2010 the federal government was bound to follow through its commitment to introduce mandatory pre-commitment cards to gaming venues in Australia.

Wilkie's bill to curb issues with problem gambling on pokies called for a mandatory pre-commitment strategy which required that all new gaming machines must be pre-commitment capable.



GAMING STATISTICS 2011

TYPE	TURNOVER	SPEND PER CAPITA	TOTAL SPEND	TAX COLLECTED
Wagering (racing/sports betting)	\$21.8bn	\$170	\$2.8bn	\$405.835m
Gaming machines (EGMs)	\$114.1bn	\$629	\$10.4bn	\$3bn
Lotteries	\$4.7bn	\$120	\$1.9bn	\$1.2bn
Casinos	\$19.4bn	\$208	\$3.4bn	\$435m
Other – interactive gaming, keno	\$1bn	\$17	\$284m	\$1.9m
TOTAL	\$161bn	\$1,145	\$19bn	\$5.2bn

Source: www.austgamingcouncil.org.au

Pre-commitment trials have been running in Australia for a few years including the Worldsmart Technology Trial back in 2008 and 2009 which ran in six regional and metropolitan hotels in South Australia. Players used a card which held their information with pre-set limits players had nominated, setting spending limits daily, weekly, fortnightly or monthly plus time limits, breaks in play and reminder messages.

"We have repeatedly advised the committee that poker machine game software is complex and comprises over one million lines of code along with several million more for the operating systems. The process of redeveloping such software to change its functionality consumes extraordinary levels of skilled resource and time."

ANDREW HELY,
Chairman, GTA.

The pre-commitment strategy is a system to enable gamblers to set limits on how much they will spend or how long they play before they start gambling. The Productivity Commission revealed that around 70 per cent of EGM players reported that they sometimes exceeded their spending limits and 12 per cent often or always exceeded their limits.

Pre-commitment trials have been running

THE MARKET IN 2012 GAINED SOME MOMENTUM AFTER THE THREAT OF MANDATORY PRE-COMMITMENT WAS REMOVED.

in Australia for a few years including the Worldsmart Technology Trial back in 2008 and 2009, which ran in six regional and metropolitan hotels in South Australia. Players used a card which held their information with pre-set limits players had nominated, setting spending limits daily, weekly, fortnightly or monthly plus time limits, breaks in play and reminder messages.

The mandatory pre-commitment scheme would have cost an estimated \$2bn to implement across all jurisdictions and the impact on industry revenue could have been a 40 per cent drop. The database would have included 5,700 venues and some five million customers.

Although the mandatory bill was removed in November 2012, the government under

Julia Gillard, rushed through legislation with a watered down version of the bill which proposed a voluntary pre-commitment system (which would be mandatory ready). There was again intense lobbying from the associations and manufacturers including Gaming Technologies Association which called on the government to amend the bill by:

- removing all the deadline dates
- adding that the development of regulations, definitions, functional specifications and technical standards must be by consultation with respective stakeholders including state and territory governments
- defining the mechanism by which states and territories will implement the requisite changes to their existing environment down to venue level.

GTA's Chairman Andrew Hely said: "We have repeatedly advised the committee that poker machine game software is complex and comprises over one million lines of code along with several million more for the operating systems. The process of redeveloping such software to change its functionality consumes extraordinary levels of skilled resource and time.

"Further each state and territory has its own existing technical requirements which must be augmented by clearly defined pre-commitment functional and technical requirements before redevelopment can begin. This means that key jurisdiction based dependencies must be considered in order to avoid multiple cost cycles in each jurisdiction.

"As the suppliers of all new gaming machines in Australia, and the sole body of industry technical expertise in gaming machine design, we state that the

This bill was eventually removed by federal government due to major lobbying, however, it had taken two years to battle and the market had pretty much ground to a halt in the process. There are several associations fighting the corner for the gaming sector including the Australasian Casino Association and the Gaming Technologies Association.

IGT's Nigel Turner said: "The market in 2012 started to gain some momentum after the threat of mandatory pre-commitment was removed after the federal government's failure to get the support it needed for the poorly conceived regulations.

"This followed two years which had seen a general hold pattern across the industry as venues took a conservative stance on new developments and gaming investments and banks held back on financing new developments due to the uncertainty – this was also at a time when the financial industry had tightened up on its investments and lending generally due to the global economic circumstances.

"By the middle of 2012 our customers started to feel they could plan for the future without the threat of having to pay a huge amount for a mandatory pre-commitment system. So for a brief spell there was relief and openness to new ideas."

implementation timelines in the bill cannot be met.”

On the whole the voluntary pre-commitment system is considered a vast improvement on the previous proposal and will give clubs an extra two years to introduce the new system on their poker machines. According to Jeremy Bath of Clubs Australia, registered clubs have supported the voluntary pre-commitment system for some time.

He said: “This support is based on a belief that voluntary pre-commitment is a useful tool for helping recreational gamblers stick to limits. Clubs Australia will examine the details of the amended legislation and then seek to work with the federal government in relation to regulations to be made and definitions to be set on voluntary pre-commitment and limitations on ATM bank withdrawal limits.”

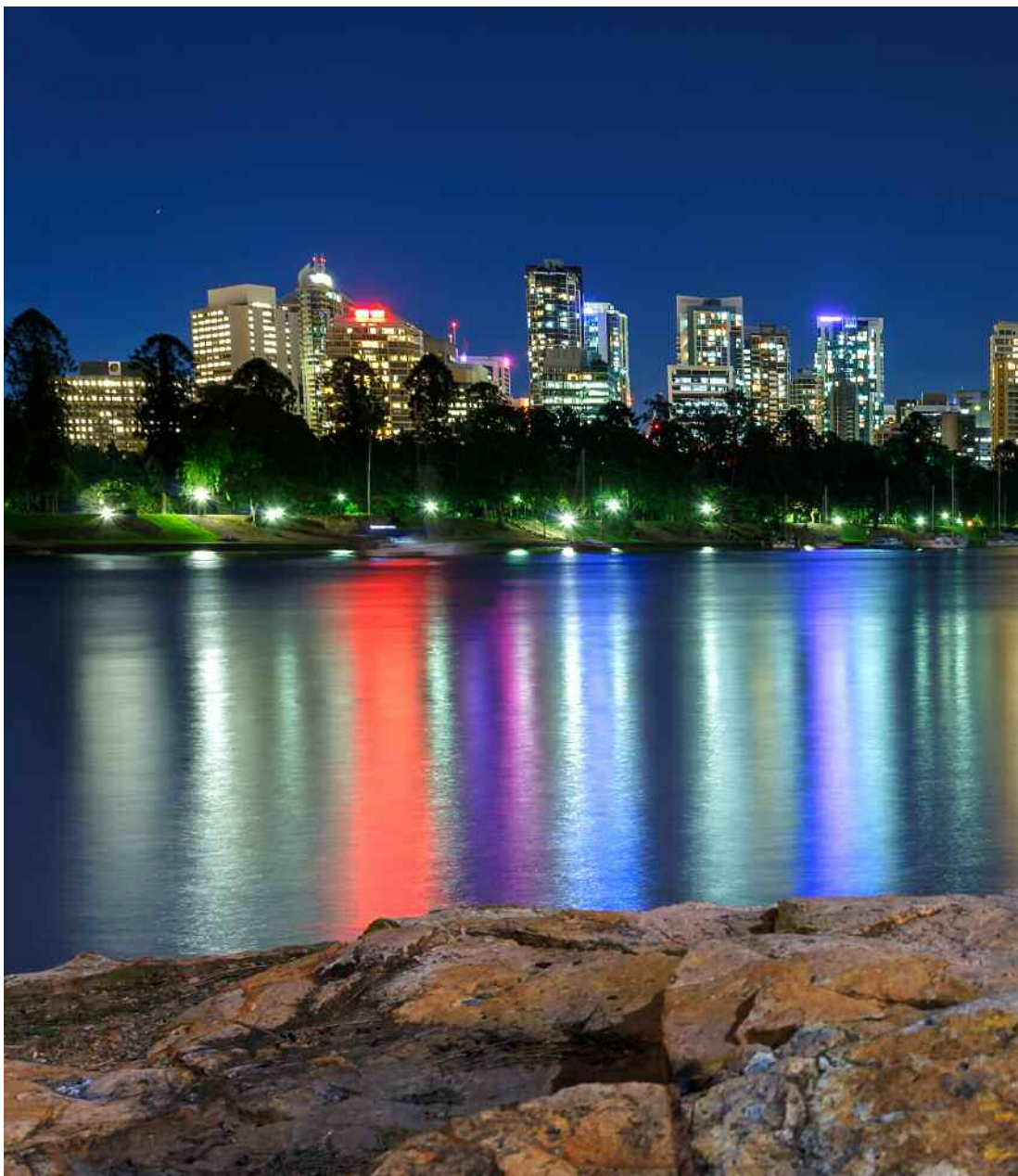
The pre-commitment system begins in Victoria and from July last year ATMs were banned from Victorian gaming venues, which saw a slow down in spending with a \$62m drop in expenditure. The legislation has set an ATM withdrawal limit of \$250 in other gaming venues.

Meanwhile game development in Australia can be frustrating due to the tight regulations and operators travelling to the US trade shows often find themselves returning empty handed. Some manufacturers like IGT have taken a proactive stance and the company launched Elvis the King recently which has proved to be one of the most innovative game developments for some time.

IGT’s Nigel Turner said: “There are very few licensed brands that are on any gaming floors in Australia as most don’t seem to get supported by players. You’d only find Elvis and maybe two or three other licensed brand games so it’s very different from the US market in that respect, probably as it’s a locals market and not a tourist market. But Elvis has had really good success having been the number one performing game for several months. It’s still going strong in pubs, clubs and casinos despite it having a large number of games over 300 venues in Australia.”

MaxGaming provides monitoring services and also linked jackpots to hotels and clubs in NSW, Queensland and Northern Territory. The company has 4,500 venues and 132,000 machines monitored across its network.

It entered the business back in 1998 when



“Clubs Australia will examine the details of the amended legislation and then seek to work with the federal government in relation to regulations to be made and definitions to be set on voluntary pre-commitment and limitations on ATM bank withdrawal limits.”

JEREMY BATH,
Clubs Australia.

it became the first LMO (licensed monitoring operator) to be approved in Queensland. It later won a tender in the Northern Territory in 2001 and in NSW in 2004 when it acquired TAB Ltd’s gaming business from TABCorp.

In NSW, MaxGaming has the exclusive monitoring licence to provide state wide linked jackpots with some 4,000 machines linked.

MaxGaming created the industry’s first system generated single machine mystery jackpot called My Jackpot. The patented technology has been installed at various venues throughout Queensland boosting revenues in the state after it saw a disruptive year after the floods the previous year. Revenue for the 2012 financial year reached \$114.7m for this sector. Tatts now expects to take the

technology into NSW in 2013.

Meanwhile, MaxGaming saw the launch of the Vector touchscreen LCD player identification and card reader module whilst the company also plans to bring in in-venue WIFI services to enable gaming staff to perform cancel credit procedures anywhere on the gaming floor via a table device.

Other manufacturers include Aruze Gaming Australia which is based in Sydney and has some 155,000 machines in four states – NSW, Queensland, South Australia and Northern Territory.

The company has been around for the last 30 years and in 2008 bought out True Blue Gaming which was a game design house enabling it to strengthen its position.



Lotteries in Australia are conducted Australia wide by both government and commercial operators. There are various lottery games available such as Tattsлото, Gold Lotto, Lotto, X-Lotto or Powerball. Tickets are sold via newsagents and convenience outlets around Australia and more recently are now available online.

THE GAMING SECTORS LOTTERIES

Lotteries began in Australia in the 1800s when a man called George Adams arrived in Australia from England aged just 16 years old. He tried various jobs but in 1881 as a publican organised a public sweep on the Sydney Cup.

The idea of lotteries began and when young Mr Adams faced a number of obstacles in his quest on the mainland he moved to Tasmania and secured a legal licence to operate Tattersall's Sweeps from the island. The state had a struggling economy and therefore this created the opportunity for a lottery business and in 1895 Tattersall organised a Grand Lottery with a number of the bank's major properties.

Tattersall has now been operating lotteries

since 1897 and today offers games in Victoria, Tasmania, ACT and the Northern Territory. Tattsлото offers a prize pool of around \$3 million and the first live draw was held in 1972.

Lotteries in Australia are conducted Australia wide by both government and commercial operators. There are various lottery games available such as Tattsлото, Gold Lotto, Lotto, X-Lotto or Powerball. Tickets are sold via newsagents and convenience outlets around Australia and more recently are now available online. The same operators may also conduct pools and instant lotteries otherwise known as 'scratchies'.

Today, the lottery industry in Australia sees a total of \$1.9bn spent on its products which is a 10 per cent gambling market share. There are four lottery

groups - Tatts Group, Intralot, SA Lotteries and Lotterywest.

The Tatts Group is the largest lottery operator in Australia with a 76 per cent market share with licences in Victoria, Tasmania, Northern Territory, ACT and recently South Australia plus they also operate in Queensland (via Golden Casket) and in New South Wales (via NSW Lotteries) In 2010/11 the group reported more than 250 million transactions in their 3,781 retail outlets.

The Tatts Group runs the Golden Casket lottery in Queensland. This game has been run in Queensland since 1917 and in 1920 was taken over by the Queensland government until June 2007 when it became a wholly owned subsidiary of the Tatts Group.

Meanwhile the Tatts Group also now runs NSW Lotteries which provides lotteries in ACT and NSW. NSW Lotteries has been operating in NSW since the late 1930s by the state government until it was acquired by the Tatts group in April 2010 with a 40 year exclusive operating licence.

The Tatts Group also owns Talarius gaming operations in the UK and more recently last year acquired Tote Tasmania in March 2012 via TattsBet subsidiary.

In November 2012 the Tatts Group also received the contract to manage the lottery and Keno service in South Australia. Both Golden Casket and NSW Lotteries have doubled their EBITDA in four years of Tatts ownership and it is hoped this will bring the same for the SA Lotteries business.

The company employs 3,000 people and saw a 6.3 per cent increase in revenues last year to \$3.9bn with EBITDA up 5.5 per cent to \$650.2m. Tatts Lotteries saw total revenues of \$1.7bn whilst other sectors include TattsBet.

Meanwhile Intralot Australia has a two per cent market share and is licensed to operate in Victoria and Tasmania. The company is a subsidiary of Intralot SA and holds a lottery licence to operate lottery games and instant tickets in the two states. In Western Australia Intralot provides the information technology and systems support for Lotterywest's entire lottery operations which is comprised of the LOTO O/S and Coronis family of terminals and gaming platform B-On.

In South Australia the lottery is operated by the state government through SA Lotteries which has a seven per cent market share in the Australian lottery market. Lotteries here began in 1967 and the company saw sales of more than



\$423m last year with 52.1 million tickets sold. In South Australia there are some 553 lottery outlets at retail and licensed premises. Meanwhile in Western Australia the lottery is run through the state government's Lotterywest which has a 15 per cent market share. It began in 1932 to raise money for hospitals and charitable organisations. The company saw total sales of \$763m last year and has sells tickets via some 551 retail outlets in Western Australia.

BETTING

There are some 353 greyhound and horse racing tracks in Australia. In 2011 there were 2,641 race meetings with some 31,181 horses running in 18,888 races. Wagering turnover on thoroughbred racing during this year was \$14.9bn.

TAB or Tote refers to the wagering totalisators exclusively licensed in each sates and these were all established between 1961 and 1985 to offer a range of wagering products such as fixed odds betting on races and sports and pari-mutuel wagering.

Wagering is done via TAB outlets or using internet or telephone accounts and self service terminals. There are two major wagering operators in Australia which are Tabcorp, which also has the monopoly to operate the totalisators in NSW and Victoria, plus the Tatts Group which operates in Queensland, South Australia, Northern Territory and Tasmania. In Western Australia and the ACT the TABs are government owned organisations.

There are three TAB pools – The Victorian TAB pool for Tasmania, ACT and Western Australia; the NSW Pool and the Queensland Pool which is available for South Australia and Northern Territory also.

There are a total of 4,478 TAB retail outlets in Australia. Plus there are around 522 bookmakers across the country.

Meanwhile sports betting operators include TAB Sportsbet, Sportsbet, Sportingbet, Luxbet, IASbet and Centrebet. There is only one licensed betting exchange in Australia which is Betfair which is licensed in Tasmania but

In South Australia there are some 553 lottery outlets at retail and licensed premises.

Meanwhile in Western Australia the lottery is run through the state government's Lotterywest which has a 15 per cent market share. It began in 1932 to raise money for hospitals and charitable organisations. The company saw total sales of \$763m last year and has sells tickets via some 551 retail outlets in Western Australia.

operates nationally. Betfair takes a commission of between 2.6 per cent and 6.5 per cent on Australian and New Zealand racing.

Meanwhile Tatts.com launched a single online account for lottery, racing and sports betting services and has around 3,000 customers each week. It was established in 2011 and can be accessed via PC or mobile phone apps and gives customers the choice of how, when and where they purchase products across Tatt's terrestrial and online channels.

Since October 2011 when it was launched, wagering turnover through online channels has increased by nine per cent and lotteries by 28 per cent. In March 2012 the Android app was launched and it received over 6,800 downloads and generated \$4m in turnover by the end of June 2012. The iPhone app was then launched in June and generated 5,600 downloads and \$300,000 turnover in just one week.

Sports betting total expenditure amounted to \$221m last year which included TAB



fixed odds, TAB Tote Odds, bookmakers and other pools betting. TattsBet retail wagering business expanded last year with the acquisition of Tote Tasmania for \$108.1m and a roll out of the TattsBet system to 138 sites in Tasmania. Tote Tasmania contributed sales of around \$250m to the TattsBet pool last year.

TattsBet total revenues reached \$623.3m in year 2011/12. The company now operates from more than 1,250 venues and more than 100 race tracks across Queensland, South Australia, Northern Territory and Tasmania.

ELECTRONIC GAMING MACHINES

All the states and territories have EGMs which are otherwise known as gaming machines, poker machines or 'pokies' and these are located in licensed venues such as clubs, hotels and casinos.

There are restrictions in place per state regarding the number of EGMs permitted in each location with a state wide cap on machines.

Across Australia there are a total of

IN 2011 THERE WERE 2,641 RACE MEETINGS WITH SOME 31,181 HORSES RUNNING IN 18,888 RACES. WAGERING TURNOVER WAS \$14.9BN.

around 68,623 EGMs in hotels, 114,626 in clubs and 12,827 in the casinos. NSW has the biggest shares of EGMs with 48 per cent followed by Queensland with 23 per cent and then Victoria with 15 per cent.

There are some 3,231 hotels, 2,147 clubs and 13 casinos which house the EGMs across Australia. The machines in the casinos account for only six per cent of the total number of pokies in Australia.

All the gaming machines in each state are

"The Intralot group successfully provides EGM monitoring services in a number of countries around the world, including New Zealand, and so we were able to clearly demonstrate that we had the experience and capability to deliver the same world class expertise for Victoria. Importantly our iGEM monitoring solution is flexible enough to ensure that the company can effectively accommodate many future state of the art functionalities."

LEO WATLING,
(former) Intralot Australia CEO.

now connected to their operation (except Tasmania). In Victoria before August 2012 the ownership of EGMs was split between Tattersall and Tabcorp but this arrangement came to an end and now venues have bid for entitlements to own or operate their own EGMs. The Tatts Pokies licence expired in August 2012 and the company sold some 13,600 EGMs for \$66.3m in August 2012 following a government decision to end the operation back in April 2008.

The company had operated in Victoria since 1992 when the industry began. It will now assist the new EGM monitoring provider in this state. In the last full year of operation the Tatts Pokies saw revenues up by 2.3 per cent at \$1.2bn. At the close of business it had 248 venues operating 12,940 EGMs.

Intralot Gaming Services (IGS) has been granted Victoria's new single EGM monitoring licence which began in August 2012 for a 15 year period. IGS will provide the monitoring system for all hotel and club gaming machines in Victoria.

Each EGM (outside the Melbourne Casino) now needs to be connected to the new IGS monitoring system which means some 27,500 EGMs will now be connected for data capture.

Leo Watling, (former) Intralot Australia CEO said: "The Intralot group successfully provides EGM monitoring services in a number of countries around the world, including New Zealand, and so we were able to clearly demonstrate that we had the experience and capability to deliver the same world class expertise for Victoria. Importantly our iGEM monitoring solution is flexible enough to ensure that the company can effectively accommodate many future state of the art functionalities including responsible gambling measures for the conduct of gaming."

The iGEM supports all global gaming protocols and allows connectivity with games supplied by companies including Ainsworth Game Technology, Aristocrat Technologies, Aruze Gaming Australia, Bally Australia, IGT Australia, Konami Australia, SHFL Entertainment Australasia and WMS Gaming Australia. At the moment iGEM has over 50 EGM models from several manufacturers connected to it.

Gambling expenditure on EGMs totalled over \$10.4bn and accounted for almost 55 per cent market gaming share.

CASINOS

Australia's casino industry began in 1973



with the opening of Wrest Point Hobart and from this point the industry developed gradually with casinos opening throughout the 1980s and 1990s across Australia with the large integrated complexes in Sydney and Melbourne in 1997.

Today, there are 13 casinos currently operating in Australia with 1,385 tables and 12,827 EGMs plus Keno systems. Casinos can also offer outlets for TAB wagering and sports betting.

Many of the casinos are integrated entertainment complexes with restaurant, conference facilities and hotels and between them see around 50 million visitors with revenues of over \$4bn annually and some 20,000 staff.

Casino gambling is highly regulated and all of them offer EGMs (except Casino Canberra in ACT) whilst some also offer multi terminal gaming machines (MTGM). Gambling expenditure on the casinos amounted to \$3.5bn which was almost 19 per cent share of all expenditure.

Around 78 per cent of the total gross

ESTIMATED NUMBER OF EGMS PER VENUE

STATE	HOTELS	CLUBS	CASINOS	TOTAL
NSW	23,390	70,730	1,500	95,620
VIC	13,475	13,303	2,500	29,278
QLD	18,773	23,399	3,524	45,696
SA	10,267	1,309	985	13,711
WA	-	-	2,000	2,000
TAS	2,220	173	1,270	3,709
ACT	70	4,954	1,500	5,024
NT	428	758	1,048	2,234
VIC	13,375	13,303	2,500	29,278
TOTAL	68,623	114,626	12,827	197,272

revenue is derived from gaming activities followed by 13 per cent from food and beverage and then accommodation.

In 2010 the casino revenue from gaming amounted to \$3.4bn followed by \$569m from food and beverages, \$240m from accommodation, \$39m from rent, leasing and hiring and \$45m from entertainment.

The breakdown in this gaming revenue is then divided between \$1.38bn from electronic gaming (40 per cent), \$1.31bn from table gaming (38 per cent) and

At the end of 2011 the Joint Select Committee on Gambling Reform released their report on the Interactive and Online Gambling and Gambling Advertising and Interactive Gambling and the Broadcasting Amendment Bill.

\$725m from commission revenue and other gambling activities.

Meanwhile the revenue from international VIP program players in 2010 came to \$688m some 20 per cent of total gaming revenues.

Casinos are one of the highest taxed industries in Australia and they paid nearly \$1.16bn in taxes in 2010. Gambling tax (56.9 per cent), income tax (20.4 per cent) and GST payments (9.7 per cent) make up 87 per cent of total taxes paid.



In addition they also pay a 2.7 per cent community benefit levy tax for local community and charity causes. This amounted to \$9.6bn in 2010.

Online casino gambling is still prohibited. The online sector is governed under the Interactive Gambling Act 2011 which is a commonwealth legislation rather than state or territory-wide.

Basically, this prohibits gambling services but does contain an exception for wagering in the form of racing, sports betting and lotteries. A number of lottery providers already offer their services via the internet but casino games and EGMS are still not permitted.

At the end of 2011 the Joint Select Committee on Gambling Reform released their report on the Interactive and Online Gambling and Gambling Advertising and Interactive Gambling and the Broadcasting Amendment Bill 2011.

IGT's Nigel Turner said: "The short term future for online gaming looks limited for Australia, apart from online wagering. However IGT is working with the industry to explore the options that may include

STATE	CASINO	OPENED	NO. OF TABLES	NO. OF MTGMS	NO. OF EGMS
NSW	The Star	1995	202	261	1,500
VIC	Crown Melbourne	1994	500	-	2,500
QLD	Jupiters, Gold Coast	1985	96	35	1,268
	Treasury, Brisbane	1995	91	43	1,280
	Jupiters, Townsville	1986	26	10	346
	Reef Casino, Cairns		42	-	530
WA	Crown Perth Casino	1985	220	-	2,000
SA	Adelaide Casino	1996	90	-	985
TAS	Wrest Point	1973	24	-	n/a
	Country Club	1982	16	-	n/a
ACT	Casino Canberra	1992	39	-	-
NT	SkyCity, Darwin	1979	22	-	748
	Lasseters	1981	17	-	300
TOTAL			1,385	349	12,827

THE SHORT TERM FUTURE FOR ONLINE GAMING LOOKS LIMITED FOR AUSTRALIA, APART FROM ONLINE WAGERING.

Social Gaming and Free Play offerings such as that from IGT's Double Down casino, as we have been offered successfully elsewhere around the globe."

STATE BY STATE NEW SOUTH WALES

- Population is 7,238,819
- Lottery is operated by Tatts with 1,552 online agents and 31 instant lottery only outlets.
- There are 202 racetracks in NSW – 121 thoroughbred, 40 harness and 41 greyhound.
- There are 2,111 TAB outlets
- There are 191 bookmakers
- EGMS – These were legalised in 1956 with a cap of 450 EGMS per venue. Multi terminal machines are restricted to 15 per cent of the EGM stock. The cap of EGMS permitted in total in hotels and clubs is 97,500 total and 1,500 in the casino. Tax on EGMS in clubs is dependent on income. There are currently 1,608 hotels with 23,390

The Star Casino saw a GGR of \$747m and EBITDA of \$286m for 2011 which was up almost 35 per cent on the previous year whilst revenues were up 18 per cent mainly due to the opening of a new gaming area on the main gaming floor. Electronic gaming in this casino was also up 13 per cent and table revenues increased by 3.6 per cent.

EGMS and 1,209 clubs with 70,730 EGMS and 1 casino with 1,500 EGMS.

- EGMS in clubs saw pre tax profits of \$3.2m whilst hotels saw pre tax profits of \$1.5m.
- **CASINO** –The Star.

The Star casino licence was originally awarded to Sydney Harbour Casino Pty Ltd back in 1994 and the 99 year licence included a 12 year exclusivity right to have the only casino in New South Wales. In 2007 this was extended until 2019. Today it is the second largest casino in Australia after Melbourne's Crown Casino and houses 202 gaming tables and 1,500 slots.

The Star is a huge entertainment centre with a 600 room hotel, over 20 restaurants and bars and entertainment facilities and is operated by the Echo Entertainment Group which also operates three Queensland casinos. The Echo Entertainment Group was previously part of Tabcorp but underwent a de-merger in 2011.

The Star Casino saw a GGR of \$747m and EBITDA of \$286m for 2011 which was up almost 35 per cent on the previous year whilst revenues were up 18 per cent mainly due to the opening of a new gaming area on the main gaming floor. Electronic gaming in this casino was also up 13 per cent and table revenues increased by 3.6 per cent.

The casino underwent an \$870m expansion recently and most of the new gaming and non gaming areas opened in mid 2011. In June 2012 it had paid

\$73.48m in casino duty for the year and \$19.75m in international duty and \$12.02m in responsible gaming levy.

In NSW the Independent Liquor and Gaming Authority is the new name for the Casino, Liquor and Gaming Control Authority which regulates the sector. The sector is governed by the Casino Control Act 1992, Gaming Machines Act 2001 and Registered Clubs Act 1976.

In March 2012 reforms introduced by the Clubs, Liquor and Gaming Machines Legislation Amendment Act 2011 came into place which included a framework for registered club de-amalgamations, new requirements for loan and management contracts in registered clubs, provision for registered club de-amalgamations and broader forfeit concessions for gaming machine entitlement transfers between related clubs.

Meanwhile there are 1,586 hotels and clubs in NSW connected to Keno which sees \$443.6m in gross subscriptions and \$10m paid in taxes. The lottery saw \$1.3bn in sales and \$67.4m in profit.

The TAB operations saw \$4.7bn turnover in terms of on-course and off-course racing and sports betting totalisators saw \$543.2m turnover from fixed odds racing and sports betting. The bookmakers saw total bets last year of \$560.4m whilst sports betting bookies saw a turnover of \$109.8m.

AUSTRALIAN CAPITAL TERRITORY

- Population is 358,894
- Lottery is operated by Tatts.
- There are two racetracks and one club
- There are 57 TAB outlets
- There are 11 bookmakers
- EGMs – These were legalised in 1976 and although there is no cap per venue there is a cap of 5,200 EGMs permitted in total in Hotels and Clubs. There are 11 hotels with 70 EGMs and 58 clubs with 4,954 EGMs and 1 casino. Gaming machines are only permitted in hotels and clubs not in the casino
- **CASINO** – Casino Canberra.

Located on the eastern side of the capital's Central Business District in Glebe Park, this casino is just minutes from the shops and restaurant area. There are three bars and a restaurant plus a nightclub. The casino has only 39 table games including blackjack, Canberra Poker, Mini

Baccarat, Money Wheel, Pai Gow, Rapid Roulette and Roulette. This casino is operated by Casinos Austria International and has 99 year lease on its licence with exclusivity until 2012. Casino revenue last year amounted to \$96m.

In ACT the sector is governed by the ACT Gambling and Racing Commission and regulated under the Casino Control Act 2006, Race and Sports Bookmaking Act 2001, Gaming Machine Act 2004 and the Interactive Gambling Act 1998.

In January 2013 amendments to the Gaming Machine Act 2004 provided for group licensees to relocate gaming machines from one venue to another under a small scale relocation licence amendment. Meanwhile only online wagering services (sports bookmakers) is permitted in ACT and these must hold an ACT Sports Bookmaking Licence. No other online gaming services are permitted.

Total gambling revenue last year amounted to \$56.3bn or which \$35.7bn was given to the commission in gaming machine taxation. Of this gaming machines contributed 63 per cent.

NORTHERN TERRITORY

- Population is 229,675
- Lottery operated by Tatts
- Interactive gaming does exist in the Northern Territory but is only available to overseas visitors.
- There are five racetracks
- There are 51 TAB outlets
- There are 46 bookmakers
- EGMs – Legalised in 1996 and a cap of 45 machines per venue and a cap of 1,190 total EGMs in hotels and clubs with no cap on casino EGMs. There are 45 hotels with 428 EGMs and 33 clubs with 758 EGMs and two casinos with 1,048 EGMs.
- **CASINOS** – SkyCity Darwin and Lasseters Casino

SkyCity Darwin has around 748 slots and 22 gaming tables plus six restaurants, six bars and Darwin's only five star beachfront resort which has 154 rooms plus VIP Super Villas, a day spa and conference and function rooms. It is operated by the SkyCity Group which also operates the Adelaide casino. The Darwin casino returned to growth in the fourth quarter of 2012 and saw revenues increase for the year by 12 per cent to



SkyCity Darwin has around 748 slots and 22 gaming tables plus six restaurants, six bars and Darwin's only five star beachfront resort which has 154 rooms plus VIP Super Villas, a day spa and conference and function rooms

\$44.2m. The investment in the Lagoon Resort is paying off with an influx of international visitors plus the new Horizon Villas and Salons and a new level gaming floor were all part of a redevelopment programme.

The company has a licence term which was set in 2006 for 20 years and has exclusivity until 2015 and this also gives it the licence to operate Keno throughout hotels and clubs in the territory.

Meanwhile Lasseters Casino is located in the outback town of Alice Springs and sits on the banks of the dry Todd River. It is just 1.5 km away from the central business district and 18km from the airport.

It was originally built in 1981 and was



opened as a country club and became Diamond Springs Casino when it was sold. It was later renamed Lasseters Hotel Casino in 1986 when the property changed hands. It has a licence until 2015.

Some 70 additional accommodation rooms were built in 2002 when a joint venue with the government saw the construction of the Alice Springs convention Centre. Today the hotel offers 205 rooms, four restaurants, two bars, sports lounge, night club and the casino which houses 17 table games and 300 slots.

The facility is currently undergoing a \$35m refurbishment to include a 66 room hotel wing, resort pool, VIP gaming room, new restaurant and day spa and gym. The

company also operates a casino in New Zealand. The company has a southern territory division exclusivity to operate until 2018.

The Northern Territory's gaming sector is governed by the Department of Justice's Licensing Regulation and Alcohol Strategy Division (LRAS) which regulates and monitors the industry under the Gaming Machine Act, Gaming Control Act, Community Gaming Regulations and Racing and Betting Act

All gaming machines in the territory are monitored by NTTAB whilst LRAS also provides gaming venues to licensees.

In 1992 the territory approved Australia's first Sports Bookmaker called Centretbet in Alice Springs and it was the country's

The Northern Territory's gaming sector is governed by the Department of Justice's Licensing Regulation and Alcohol Strategy Division (LRAS) which regulates and monitors the industry under the Gaming Machine Act, Gaming Control Act, Community Gaming Regulations and Racing and Betting Act

first online sports bookmakers which began internet wagering in 1996. Today there are 12 other sports bookmakers which are allowed to trade 24/7.

QUEENSLAND

- Population is 4,516,316
- Lottery by Golden Casket (Tatts)
- There are 99 racetracks in the state
- There are 785 TAB outlets
- There are 107 bookmakers
- EGMs – These were legalised in 1992 with a cap of 280 EGMs per venue and a total of 44,705 in hotels and clubs (20,000 for hotels and 24,705 for clubs) which casinos are limited by a ratio of 12 EGMs per table game. There are 759 hotels with 18,773 EGMs and 521 clubs with 23,399 EGMs and 4 casinos with a total of 3,524 EGMs.
- **CASINOS** - Treasury Casino in Brisbane, Jupiters Casino in Townsville, Reef Casino in Cairns and Jupiters Casino on the Gold Coast.

The Treasury Casino in Brisbane was opened in 1995 and has 91 gaming tables and 1,280 slots. The casino is housed in two of Australia's grandest heritage buildings in the heart of the city's commercial and retail area. There are 130 rooms in the Treasury Heritage Hotel. It is operated by the Echo Entertainment Group. The Treasury Casino was awarded a 75 year licence in 1995 and the casino also has a 10 year regional casino gaming exclusivity agreement (within a 60km radius) which expired in 2005.

Jupiters Casino in Townsville is located on the Townsville breakwater and set amongst tropical landscaped gardens overlooking Magnetic Island, the Coral Sea and Townsville City. The hotel has 194 rooms plus there are four restaurants and five bars. The casino has 26 gaming tables and 346 slots plus a Keno and TAB lounge. It is operated by Echo Entertainment Group and has exclusivity within a 400km radius granted in 1986 for 15 years (this didn't include Cairns which was only excluded for five years).

Jupiters Casino on the Gold Coast has been around for 25 years and offers seven restaurants plus the casino with 96 gaming tables and 1,268 slots. It has an ongoing licence awarded plus a 10 year regional agreement which expired in 1996.

The three Queensland casinos are operated by Echo Entertainment which



saw a 6.9 per cent increase in revenues and EBITDA growth by almost 17 per cent to \$160m. In 2010 the group invested \$625m into the properties which included the construction of two new hotels over the next five years. Echo Entertainment's group revenues reached \$1.6bn with EBITDA of \$446m.

Meanwhile the fourth Queensland casino, Reef Casino Cairns, was opened in 1996 and is one of Australia's finest boutique casinos and the five star Pullman Hotel with 128 rooms. It is nestled alongside Trinity Inlet and has four bars and two restaurants. The casino is operated by Casino Austria International and Accor and has 42 gaming tables and 530 slots. It was given a 10 year exclusivity licence in 1996 for casino gaming within a 120km radius.

Queensland's Department of Justice and Attorney-General's Office of Liquor and Gaming Regulation (OLGR) governs the sector under the Gaming Machine Act 1991, Casino Control Act 1982 and Lotteries Act 1997. The first lottery was held in the state back in 1917 and the first legal off-course betting was provided by TAB in 1962. The first casino opened on the Gold Coast in 1985 and gaming machines were operational in clubs and hotels by 1992.

SkyCity saw total annual revenues in Australia increase by six per cent last year to \$93.8m.

Adelaide saw revenues of \$49.6m and the casino is due to undergo a redevelopment project to include a six star hotel, expanded gaming area including VIP area, more restaurants, spa and rooftop pool and bars and car park area.

SKYCITY'S DEVELOPMENT PLANS WILL DOUBLE ITS QUOTA OF TABLE GAMES TO 200 AND ALSO ADD AN EXTRA 505 SLOTS AS PART OF THE EXPANSION PROGRAMME.

EGMs in clubs and hotels see around \$1.8bn in revenues and pay \$547m in taxes annually whilst the casinos see around \$547m in revenue and pay \$54m in taxes. By November 2012 there were 1,261 operational sites in Queensland with 42,539 operational EGMs.

SOUTH AUSTRALIA

- Population is 1,644,642
- Lottery is operated by SA Lotteries
- There are 24 racetracks
- There are 349 TAB outlets

- There are 28 bookmakers
- EGMs - Legalised in 1994 with a cap of 40 per venue and 12,086 total in hotels and clubs. The casino is limited by a formula but is around 995 EGMs. There are 464 hotels with 10,267 EGMs and 59 clubs with 1,309 EGMs and one casino with 985 EGMs.
- **CASINO** -Adelaide Casino

This casino is located in Adelaide's historic Railway Station building and is the city's 10th largest employer bringing around \$30m into the state each year. It is operated by SkyCity Entertainment Group based in Auckland which also owns and operates three casinos in New Zealand and two in Australia (Adelaide and Darwin) The casino has 90 table games and 985 slots and there are eight restaurants and bars. The casino was given exclusivity until 2015 with the right to receive compensation for any changes to this exclusivity clause which was recently extended to 2035. The current licence term is until 2085.

SkyCity saw total annual revenues in Australia increase by six per cent last year to \$93.8m. Adelaide saw revenues of \$49.6m and the casino is due to undergo a redevelopment project to include a six



In March 2012 the sale of TOTE Tasmania Pty Ltd was finalised and a new Tasmanian gaming licence was issued to the company. The change in ownership means TOTE Tasmania has become a subsidiary of TattsBet Ltd (Tatts Group). Revenues amounted to a total of \$106m for the casinos last year whilst the hotel and club sector saw revenues of \$142m and lotteries saw \$36m. Total revenues amounted to \$285m.

TASMANIA HAS THE ONLY LICENSED BETTING EXCHANGE OPERATING IN AUSTRALIA, HOBART-BASED BETFAIR.

star hotel, expanded gaming area including VIP area, more restaurants, spa and rooftop pool and bars and car park area.

It will double its quota of table games to 200 and also add an extra 505 slots as part of the expansion programme. The casino will now pay more tax as part of the expansion increasing from 34.4 per cent to 41 per cent on slots and 0.9 to 3.4 per cent on tables. This should raise an extra \$60m for the state budget over the next four years.

In South Australia the Independent Gambling Authority is the senior South Australian regulator for commercial forms of gambling such as casinos, EGMs,

racing and sports and commercial lotteries. The authority works closely with the Liquor and Gambling Commission which is responsible for the day to day enforcement and compliance issues for granting licences.

The state is governed by the Casino Act 1997, Gaming Machines Act 1992, State Lotteries Act 1966 and Authorised Betting Operations Act 2000.

The first gaming machines were installed in SA in hotels and clubs back in 1994.

TASMANIA

- Population is 507,626
- Lottery is operated by Tatts
- There are six racetracks
- There are 33 TAB outlets
- There are 15 bookmakers
- EGMs – Legalised in 1997 and a cap of 40 machines per venue plus a cap of 2,500 total EGMs in hotels and clubs. No cap for casinos but a state wide total cap of 3,680 for all EGMs. There are 90 hotels with 2,220 EGMs and 10 clubs with 173 EGMs and two casinos with 1,270 EGMs.
- Betting exchange (Betfair) is licensed in Tasmania and per capita spending has increased hugely from around \$90 per capita back in 2005 to around \$260 at the moment.
- CASINO –Country Club Casino and Wrest Point Casino.

Country Club Casino is located in parkland on the rural fringe of Launceston which is a major city in northern Tasmania. It is a complex offering holiday accommodation via a hotel or villas, dining and entertainment such as an 18 hole golf course, hotels, villas, restaurants, bars, shows, events and the casino. The Watergarden Gaming Area offers 16 gaming tables in two gaming areas plus slots with linked jackpots and progressives.

Wrest Point Riviera Hotel opened in 1939 and after a referendum to open a casino on the island this also became Australia's first legal casino when it officially opened in 1973. Since this time the conference centre was added in 1984 and the Broadwalk in 1996. Today Wrest Point Casino has two gaming areas – Riverview and Broadwalk which house the electronic gaming area whilst the boutique casino has the table gaming, slots and VIP area.

Both casinos are operated by Federal Hotels group which is a Tasmanian company dealing in tourism and entertainment. The company began in 1885 and after opening the first hotel in 1969 it is the world's second oldest hotel group. The company owns various locations and also created the Vantage Hotel Group and Network Gaming.

The agreement between the state and Federal Hotels Pty Ltd enables this company the exclusive right to operate table games, slots and Keno in the state until 2018.

The Department of Treasury and Finance's Liquor and Gaming Commission is responsible for the sector via the Gaming Control Act 1993.

The state has the only licensed betting exchange operating in Australia which is Betfair Pty Limited now based in Hobart. Betfair has also been granted race wagering and sports betting endorsements.

In March 2012 the sale of TOTE Tasmania Pty Ltd was finalised and a new Tasmanian gaming licence was issued to the company. The change in ownership means TOTE Tasmania has become a subsidiary of TattsBet Ltd (Tatts Group).

Revenues amounted to a total of \$106m for the casinos last year whilst the hotel and club sector saw revenues of \$142m and lotteries saw \$36m. Total revenues amounted to \$285m.

VICTORIA

- Population 4,322,850
- Lottery is operated by Tatts and Intralot (scratchies)
- There are 69 racetracks in the state.
- There are 677 TAB outlets
- There are 124 bookmakers
- EGMs – These were legalised in 1992 with a 105 machine cap per venue plus a 27,500 region/municipal cap for clubs and hotels. The casino has a 2,500 machine cap. There are 254 hotels with 13,475 EGMs and 257 clubs with 13,303 EGMs and one casino with 2,500 EGMs
- **CASINO** – The Crown Melbourne

This casino opened in 1993 and there are three world class hotels with a total of 1,600 rooms and 31 villas and two day spas plus bars, nightclubs, cinema, shops and restaurants all within a 550,000sq.m

complex. The gaming area houses 500 table games and 2,500 slots and the casino operates one of the largest single site VIP operations in the world. The casino is currently undergoing a refurbishment of the main gaming floor. The casino sees around 18 million visitors each year.

It is operated by Crown Limited which also operates the Crown Perth casino and the casino licence began in 1993 and exclusivity rights exist until 2032.

Crown owns and operates both the Melbourne and Perth entertainment complexes plus Aspinall's Club in London. It also holds a significant interest in Melco Crown Entertainment Ltd which has the Macau properties. Crown also has interests in Betfair Australia, Cannery Casino Resorts (with casinos in the US) and Aspers Holdings (UK casino). Crown also holds 10 per cent of the shares of the Echo Entertainment Group.

For the financial year 2012 the company announced group revenues of \$2.7bn and a net profit of \$513.3m. Crown Melbourne saw main gaming floor revenues of \$991.9m in 2012 whilst the VIP program play revenue saw an increase of 15 per cent to \$481m which was mainly attributed to new customers from China. The casino on the whole saw an EBITDA of \$510.6m.

In Victoria the Victorian Commission for Gambling and Liquor Regulation (VCGLR) has been responsible for the gaming sector in terms of licensing and regulation since February 2012. Previously it was regulated by separate bodies.

Gaming in Victoria is covered by three acts – The Gambling Regulation Act 2003, The Casino Control Act 1991 and the Casino (Management Agreement) Act 1993.

There are a total of 511 licensed venues in Victoria and 26,778 EGMs which means an average number of six EGMs per 1,000 adults and an average net expenditure per adult of \$613.

Changes in Victoria's gaming industry were introduced in 2012 which now means gaming machine venue operator entitlement holders are now authorised to operate EGMs in approved clubs and hotels, Intralot is now responsible for the monitoring of gaming machines for 15 years, a single 10 year Keno licence was awarded to Tabcorp Investments and a single 12 year wagering and betting licence was awarded to Tabcorp Wagering.

Prior to August 2012 Tabcorp and



GAMING EXPENDITURE PER STATE 2011

STATE	WAGERING	LOTTERIES	EGMS	CASINO	OTHER	TOTAL
NSW	\$906m	\$619m	\$4.7bn	\$748m	\$105m	\$7.1bn
VIC	\$734m	\$440m	\$2.7bn	\$1.2bn	\$7m	\$5.1bn
QLD	\$369m	\$438m	\$1.8bn	\$580m	\$96m	\$3.3bn
SA	\$121m	\$111m	\$751m	\$134m	\$17m	\$1.1bn
WA	\$287m	\$318m	-	\$535m	\$23m	\$1.1bn
TAS	\$101m	\$34m	\$124m	\$114m	\$26m	\$395m
ACT	\$28m	\$21m	\$175m	\$19m	\$1m	\$244
NT	\$280m	\$18m	\$79m	\$115m	\$8m	\$500m
TOTAL	\$2.8bn	\$1.9bn	\$10.4bn	\$3.4bn	\$260m	\$19bn

In the state of Victoria not less than 87 per cent of turnover is returned to the players as prizes. Tax is then assessed on net cash balance of the operators. The net cash balance is then split between venue operator, gaming operator and the government.

Tattersalls shared the 27,500 EGM limit equally. Net Gaming revenue in Victoria amounted to \$891m for financial year 2011/12.

In the state of Victoria not less than 87 per cent of turnover is returned to the players as prizes. Tax is then assessed on net cash balance of the operators. The net cash balance is then split between venue operator, gaming operator and the government. In clubs the gaming and venue operators each receive 33.33 per cent, GST with 9.09 per cent and the government with the remaining 24.24 per cent.

In 2012 the Victoria government applied new taxation rates based on progressive scale which will be different for clubs and hotels.

Clubs will pay zero on the threshold of 0-\$2,666 (average monthly revenue per machine) or 42.5 per cent between \$2,666 and \$12,500 and 50 per cent for anything after.

Hotels will pay 8.33 per cent on the threshold of 0-\$2,666 or 50.83 per cent on \$2,666-\$12,500 or 58.33 per cent on anything over \$12,501.

WESTERN AUSTRALIA

- Lottery is operated by Lotterywest
- Gaming machines only permitted in the casino. Keno is permitted in the casino only in WA.
- There are 36 racetracks



GAMBLING TAX PER STATE

STATE	CASINO TAX	EGM TAX	% OF TOTAL TAX STATE REVENUE	TOTAL GAMBLING TAX
NSW	\$93m	\$1bn	9.2%	\$1.6bn
VIC	\$1bn	\$136m	13.1%	\$1.6bn
QLD	\$54m	\$606m	10.4%	\$927m
SA	\$21m	\$292	11.5%	\$417m
WA	\$90m	-	3.3%	\$358m
TAS	\$24m	\$33	11.7%	\$89m
ACT	\$2m	\$34m	5%	\$57m
NT	\$11m	\$25m	18%	\$73m
TOTAL	\$435m	\$3bn		\$5.21bn

- There are 315 TAB outlets
- EGMs – There are no EGMs operated in hotels and clubs but there is cap of 2,000 for the casino
- **CASINO** – Crown Perth Casino

Burswood Casino or Crown Perth as it is also known is located in Perth and was officially opened in 1985 and is an integrated entertainment complex located on the eastern banks of the Swan River. It houses the luxury hotel Crown Metropol Perth with 405 rooms and the Crown Promenade Perth with 291 rooms plus a range of bars and restaurants, convention

centre, 2,300 seater theatre and 20,000 seat indoor stadium plus a range of other leisure facilities. The casino today has 220 gaming tables and 2,000 slots. There are some seven million visitors each year to the casino and is the state's largest single site employer.

In 2004 the Burswood Entertainment Complex was acquired by Publishing and Broadcasting Limited and in 2007 PBL underwent a de-merger and Crown Limited acquired the gaming assets of PBL. As a result the complex is now owned as part of the Crown Limited Group and after a \$750m refurbishment it changed its name to Crown Perth in 2012.

In 2004 the Burswood Entertainment Complex was acquired by Publishing and Broadcasting Limited and in 2007 PBL underwent a de-merger and Crown Limited acquired the gaming assets of PBL. As a result the complex is now owned as part of the Crown Limited Group and after a \$750m refurbishment it changed its name to Crown Perth in 2012.

Australia: Vital Statistics

Capital: Canberra

Population: 22,015,576

Land Area: 7,741,220 sq.km

Median age: 37.9 years

Languages: English (78%), Chinese (2.5%), Italian, Greek, Arabic, Vietnamese and other

Ethnic Groups: White (92%), Asian (7%), aboriginal and other (1%)

Currency: Australian Dollars (A\$)

Government:

Federal Parliamentary democracy and a Commonwealth realm

Chief of State:

Queen of Australia Elizabeth II represented by Governor General Quentin Bryce.

Head of Government: Prime Minister Julia Eileen Gillard

Elections: Monarch is hereditary. Governor General appointed by Monarch on recommendation of the Prime Minister. Following elections the leader of the majority party is sworn in as Prime Minister.

No. of EGMs: 183,249

EGM venues: 3,231 hotels and 2,147 clubs

EGM revenue: Tatts, Intralot, SA Lotteries and Lotterywest

Lottery retailers: 3,781 (Tatts) + 1,104 (SA Lotteries and Lotterywest)

Lottery revenue: \$1.9bn

Racetracks: 353

Racing revenue: A\$14.39bn

Betting: 4,478 TAB outlets

Bookmakers: 522

Racing/Sports revenue: A\$2.8bn

Casinos: 13

Casino EGMs: 2,827

Casino Tables: 1,385

Casino revenue: \$3.4bn

Total GGR: \$19bn

The refurbishment included a new range of hotel and VIP facilities plus re-branding of the hotels and the opening of the Infinity Sky Gaming Salon. The state cannot grant another licence to a casino and hotel of similar size and standard to Burswood within a 100km radius.

Crown Perth's main gaming floor revenue grew by 6.5 per cent last year to \$440m whilst normalised VIP program play revenue increased by 32 per cent to \$154.3m. The casino as a whole saw an EBITDA of \$226.3m which was up almost 16 per cent on the previous year.

Index

SUBSCRIPTIONS



G3 UK MARKET REPORT

Gaming Publishing's G3 UK Market report examines the state of gaming play across the United Kingdom. The report features in-depth studies of each gaming sector: arcades, licensed betting offices, casinos, online and interactive, single sites and bingo. The report also features interviews with Reflex Gaming's Quentin Stott, Grosvenor Casino's Phil Urban, Praesepe's Nick Harding, BACTA's Leslie Macleod-Miller, the Bingo Association's Miles Baron, Odobo's Ashley Lang, Peter Craske of the Association of British Bookmakers, Lee Gregory of Inspired Gaming Group, Clive Hawkswood of the Remote Gambling Association and many more...



G3i APP - IOS AND ANDROID DEVICES

Gaming Publishing launched its G3i App in August 2011. The first to launch a magazine App, the response has been overwhelming, as the

App now provides readers with instant access to their favourite gaming magazine wherever and whenever they want. We have now added Android to this functionality, allowing readers to download magazines for free from the Apple App Store and their Android Marketplaces. Download back-issues or the latest magazines today.



WWW.G3NEWSWIRE.COM

A dynamic daily news website that simplifies the reading of news by headline, region and industry; thumbnails of every story encapsulate the content of the article for a focused user-friendly experience. The result is the fastest delivery mechanism for both 'relevant' gaming news items.



G3 MARKET REVIEW - INTERNATIONAL GAMING STATISTICS

Gaming Publishing produces its G3 Market Review in January each year. A combination of our market reports from the year with the latest, up-to-date statistics regarding casinos, slot halls, bingo, arcades and betting sites across the globe. Including 20 different countries and further in-depth market analysis, the G3 Market Review has become an essential guide to the international gaming market. This year we have extended our reach to include continental gaming reports covering Canada and the United States. To view the latest reports download the G3i App from the Apple App Store.

Alfastreet	8 & 9
WWW.ALFASTREET.SI	
AMATIC Industries	23
WWW.AMATIC.COM	
APEX Gaming Technology	5
WWW.APEX-GAMING.COM	
Austrian Gaming Industries	13
WWW.AUSTRIAN-GAMING.COM	
Bally Technologies	IFC
WWW.BALLY-TECH.COM	
Betting Promotion	OBC
WWW.BETTINGPROMOTION.COM	
Cammegh	17
WWW.CAMMEGH.COM	
Dallmeier	57
WWW.DALLMEIER.COM	
DRGT	29
WWW.DRGT.COM	
Euro Games Technology	31
WWW.EGT-BG.COM	
FutureLogic	10
WWW.FUTURELOGIC-INC.COM	
G2E Asia	IBC
WWW.G2EASIA.COM	
GTECH G2	25
WWW.GTECHG2.COM	
Gaming Partners International	21
WWW.GPIGAMING.COM	
i-depays	63
WWW.IDEPSYS.COM	
IGT	35
WWW.IGT.COM	
JCM Global	4
WWW.JCMGLOBAL.COM	
MEI Group	6
WWW.MEIGROUP.COM	
Patir Casino Seating	57
WWW.PATIR.DE	
PST Seating	17
WWW.PSTSEATING.COM	
SHFL entertainment	27
WWW.SHFL.COM	
SPIELO International	19 & 33
WWW.SPIELO.COM	
Suzo Happ	7
WWW.SUZO.COM	
TCSJohnHuxley	37
WWW.TCSJOHNHUXLEY.COM	
TransAct Technologies	29
WWW.TRANSACTECH.COM	
Zitro	OBC
WWW.ZITRO-GAMES.COM	



ADVERTISING

John Slattery
T: +44(0)7917 166471
E: john@gamingpublishing.co.uk



James Slattery
T: +44(0)7917 166471
E: james@gamingpublishing.co.uk



Jennifer Pekk
T: +44(0)161 7248716
E: jennifer@gamingpublishing.co.uk



Lewis Pekk
T: +44(0)1942 879291
E: lewis@gamingpublishing.co.uk



Karen Southall
T: +44(0)1942 879291
E: karensouthall@gmail.com



Phil Martin
T: +44(0)161 2366669
E: phil@gamingpublishing.co.uk



Gaming Publishing Ltd
Samson House, 457
Manchester Road,
Manchester M29 7BR,
United Kingdom
Website:
G3iMagazine.com -
Company Registration
Number: 7342069 -
VAT No: 995 9138 52

Disclaimer: All contents © Gaming Publishing Limited 2013. No part of this publication may be reproduced in any form without the express permission of the publisher. While we make every effort to ensure that everything we print in Global, Games and Gaming (G3) is factually correct, we cannot be held responsible if factual errors occur. Advertisements are accepted by us in good faith as correct at the time of going to press. **Printing:** Manson Group, 8 Porters Wood, Valley Road Industrial Estate, St Albans, AL3 6PZ

Follow G3 on Twitter
@G3imagazine

Join the G3 Network
on LinkedIn

Find us on Facebook:
Gaming Publishing G3

Connect with us
Google+

STAY AHEAD OF THE GAME IN ASIA

May 21-23, 2013
The Venetian Macao

G2E ASIA

A G2E Event

Organized by

Sponsored by



www.G2EAsia.com



G2E ASIA

Macao, May 21-23
Join Us at **Booth n° 213**

The Video Bingo
show is about to
begin...

ZITRO

THE **POWER** OF IDEAS
www.zitrogames.com