

# SAME GAMES, DIFFERENT CHANNELS?

## How the Right Partner Makes Convergence Successful.

By Paul Jason, Publisher, Public Gaming International Magazine, and the staff at SPIELO International

There's been a lot of ink spilt (or pixels burnt) over convergence. According to analysts, it's the way forward. After all, gamers love to play, and your VLT players have mobile phones and internet access, too, which means they can play more than ever before.

But is convergence as easy as taking your VLT game and plopping it into a mobile app? The companies that do it well will tell you it's more complex. It's not about having one content strategy, but having multiple content strategies, tailored to each channel. Recognizing this complexity, the Lottomatica Group began the integration of SPIELO International and SPIELO G2 (formerly known as

GTECH G2) to provide integrated service across all channels.

Play experience differs depending on the channel – the device – and the environment. For example, a casino slots player tends to be fully immersed in the experience, often in sessions of an hour or more. Yet someone playing on their mobile phone might be killing a few minutes while waiting for a bus, or a tablet owner might be playing while they watch television or keep an eye on the kids. With players expecting different kinds of gaming experiences depending on their device and environment, why would an operator want to offer multi-channel products?

It's because those hotly sought-after new and younger players want an integrated experience, as they already enjoy in diversions like television and shopping. To be successful, gaming needs to follow.

SPIELO International is showing innovation on this front with the recent announcement of their PopCap® license, where they're harnessing proprietary casual game features and the brand power of casual games (a rapidly growing entertainment segment) and channeling it into slot machines. They also offer the Plants vs. Zombies™ license for interactive games, an example of monetizing online social gaming.

Survival and growth are compelling reasons for companies to consider a combined landbased and interactive offering. But how does this help the customer? These benefits fall into two main categories: a 360 degree view of the player, and cohesive player services.

Lotteries want one view of the player, and the player wants to be able to play 'their' content on any device they choose. A supplier with integrated management of the landbased and interactive elements can meet this vision. System roadmaps can be developed to allow more seamless integration, with reporting packages (including a single player wallet) giving lotteries more accurate information and cross-channel visibility.

The single player wallet doesn't just mean one safe place for funds: it also allows a reward system that works across all channels, empowering cross-promotional activities so lotteries can better anticipate and serve players' needs. It can also encourage socially responsible behavior, with true responsible gaming limits set across all activities and channels, not just in an isolated environment like a bar.

Part of SPIELO International's integration with SPIELO G2 includes a rewriting of Robin Drummond's role. As the Vice-President and General Manager of Public Gaming for North America, his role now encompasses all of SPIELO International's World Lottery Association clients, including those served by SPIELO G2. Drummond says a better understanding of the player isn't the only benefit of convergence.

*"By re-organizing, we can leverage the Public Gaming side of the business and the expertise within that group to help our customers with their entrance into, or their continued management of, interactive gaming,"* explains Drummond. *"My new role ensures a single point of contact for our clients."*

*"It also means the combined team can leverage SPIELO International's 22 years of ongoing success preparing and delivering public gaming procurements, as well as SPIELO G2's experience as the leading provider to the interactive gaming market, to enable the convergence of landbased and interactive public gaming content."*

An integrated supplier can leverage expertise in government relations, RFP applications, on-time delivery, and project management. Recent examples of lotteries increasingly exploring both



ROBIN DRUMMOND, VICE PRESIDENT & GENERAL  
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iGaming and landbased channels include the British Columbia Lottery Corporation and Loto-Quebec, while Svenska Spel has operated in both channels for several years.

SPIELO G2 is the largest iGaming provider to lotteries around the world, and recently, Norsk Tipping selected SPIELO G2 to launch the lottery's first range of iGaming products exclusively for the Norwegian market. On the landbased side, SPIELO International was 100% successful in bids for the Canadian VLT and systems replacement cycle, winning all 11 of its competitive procurement bids. As a unified force, SPIELO International and SPIELO G2 can now inform decision makers and regulators about navigating both channels, and understanding the overlap between.

*"We can consult with clients on a regulatory structure that optimizes the environment for both products and channels, without cannibalizing one another. We can also advise on entering the market, and on taxation practices as they typically apply to each channel in order to streamline and simplify the process," says Drummond. "In this way, we're a single partner assisting them in long-term strategic planning for their market and their players, which is particularly valuable to a new market introducing both at the same time."*

For gaming suppliers, the challenge is providing content that's equally compelling across different channels, not just the same game with identical play mechanics, mimicked on different devices. SPIELO International's approach has been to continue their market-leading practice of player research and market validation. They let content be the driver of their games, but they recognise that content has to match what the player wants, in the environment that the player chooses.

This intimate knowledge, combined with the 360 degree view of the player, unlocks the secret of what players want, giving the supplier the framework for what new content to develop, keeping in mind the importance of matching it to their players' lifestyle and chosen methods of play. And we all know that an entertained player, playing across all their devices, means sustainability and success for lottery programs. ♦



## Looking Into the Future of Distribution for Lotteries ...

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them to gamble at call centres, betting stores, or Internet. They can deposit cash at the store, bet on-line, and return to the store and pick up cash. Ladbrokes realised that there is still reluctance amongst some people about using credit cards on the Internet. Since the oncoming of the recession twenty eight percent of people no longer have credit card facilities in the UK.

Camelot is the operator of the UK National Lottery and has also done exceptionally well over the period. From 2007/8 to 2010/11 sales have increased by 17.2%. In the current fiscal year they have achieved sales of £3.63 billion for the first six months. A stellar performance that if maintained would see them 20% above the previous year. However this was Olympic year in London with many lottery promotions to celebrate the games.

The major focus is still with the retail agents, and in this respect Camelot does do a good job. Point-of-sale materials are top-class with live screens in gas stations and convenience stores that advertise the latest jackpot payout and any roll-overs so as to stimulate customer awareness and interest. At some point in this next two years the two must come together with cross promotion between Internet and retail agents for mutual benefit.

Lotteries are easy to understand, easy for the consumer to learn, and are available throughout the world. The huge jackpots on Euro Millions, Instants with \$1.5million prizes are available everywhere, and the UK's new residents have clearly warmed to these products. Internet lottery is still relatively new, the marketing is quite passive, yet it has managed to reach nearly 20% of Camelot's sales.

The Loteria Nacional of Mexico has produced a touch screen game especially for the stores that has more content and is particularly appealing to the younger generation of players. In his interview with PGRI, Benjamin Gonzalez Roaro stated "We are analysing the play styles and preferences of a new generation of Internet gamers and reinventing lottery games to appeal to the new style of games that are social, facilitate sharing with friends and family, are longer playing and deliver more entertainment value."

And they will be available through both the Internet and land-based retail stores. Integration and cross selling to optimize both channels is the direction that progressive gaming operators are pursuing ♦

## Jean-Luc Moner-Banet ...continued from page 30

eration. And the work we are doing to reinforce the integrity of sports-betting will provide a good foundation for developing similar global initiatives in other categories of internet gaming. But our resources are limited. So for the time being, we want to be focused and concentrate on the immediate and urgent need to help the governments prevent corruption in sports-betting.

### *What are your personal goals as president of the WLA?*

**J. L. Moner-Banet:** My personal goal is to clarify the purpose and the importance of international cooperation, to enhance the level of genuine and productive communication and interaction between lotteries all around the world. That is, I feel, the foundation for all the other goals we have. We all have so much to gain by working together. As long as we realize that and act on it, there is no limit to how much we can accomplish. ♦