

2ND CHANCE GAMES that are 2ND TO NONE



By Roy Weiss,
Executive Vice-President, MGT Lottery

Always-on digital games are becoming wildly popular, and not just with the younger gamers. The retired set is waking up to the fun and excitement that these games deliver. Combine action-packed graphics, head-on player-to-player competition, deliver surprise outcomes along with the thrill of victory and, well, what's not to like about them? And we're just talking about entertainment-only gaming. Think about the explosive potential of online gaming when you combine the possibility of winning prizes or money.

Lottery professionals are not the only ones who recognize the potential to engage the recreational gamer in online games. It is becoming clear to everyone that the entertainment preferences of the younger generation will soon merge with the universe of online gambling. Somebody is going to grab the leadership position in this emergent online gaming market, and lottery operators are in the ideal position to accomplish just that. There's never been a better time to meet the demand of your customer for online games. Your customers are ready for it, and your commercial partners have the products and platforms to make it happen.

It is clear that lotteries must embrace a digital presentation to remain competitive and gain popularity with an entire generation that relates to interactive games. The challenge is how to combine the key competitive advantage of lottery games (the ability to offer real cash prizes) with a digital platform in a way that is both socially responsible and in compliance with legal/regulatory guidelines.

Lotteries can start down the path towards creating an online relationship with their customers much more quickly and easily than ever before. There may appear to be obstacles, but nothing that can't be overcome with a shift in perception, thinking of the Internet as a distribution channel, which is all it really is. The most realistic and timely solution available today involves the creation of 2nd chance online lottery promotions, where non-winning lottery tickets are used (by registered

lottery players), to gain entry into an online game, sweepstakes or multi-player raffle which is hosted directly on the lottery website. These are all perfectly legal games and game concepts in almost all lottery jurisdictions.

Second-Chance Lottery Games Designed for Success

For a second chance game to really take off, it must have both a compelling instant ticket game and an equally fun web-based game. The consumer wants and expects both components to be there. It's like the old Reese Peanut Butter Cup commercials where one kid gets their chocolate mixed up with another kid's peanut butter. The individual components were good on their own, but it's the combination that is truly dynamite (i.e., 1+1=3).

Second-chance lottery promotions also MUST support retail-based lottery ticket sales by adding additional value to every ticket purchased, while eliminating the need to process Internet-based ticket sales. This type of approach to second-chance web-based promotional games allows lotteries to offer all the fun, interactive, social components and cool graphics that make digital games so popular, while simultaneously staying in compliance with local, state and federal laws related to online gaming. Ingenio (via Loto Clic) was the first generation of this type of promotion. The 2nd chance games that will debut this summer (like Minnesota's Texas Hold'em Second Chance Games) will, however, elevate the concept to an entirely new level.

Second-generation 2nd chance lottery software (like MGT's award winning multi-player Texas Hold'em game) allows players to use their already-purchased (non-winning) lottery tickets as tokens to enter raffles, drawings, and to play other second-chance online games right on the lottery organization website. This software connects a fully interactive digital game to the traditional instant-ticket games (like Texas Hold'em) to provide just the kind of winning combination that today's consumer is looking for. MGT software streamlines the entire process for the lottery organization, from initial player registration to management of the

web-based games and promotions, all of which take place directly on the lottery website.

Keep it Simple and Have Fun...

Software platforms like the MGT Second-Chance Lottery Game Software, which was selected as the winner of the 2010 PRGI Lottery Product of the Year Award, allows lottery organizations to jump into the game today in a simple way, while providing all the digital bells & whistles that make existing digital/online and multi-player games extremely popular. Lotteries can initialize a program with one game, for example, and add on more from there as the idea of digital lottery games is embraced by its players and the community.

To be truly successful, Second-Chance Games need to deliver the fun, engaging, multi-player interactivity of the most popular online games, in a way that turns a traditional lottery ticket into a social event that attracts a whole new generation of game players (and their friends!). Second-chance multi-player games like Texas Hold'em Poker, Bingo, Crossword or Trivia based games can effectively turn a single player lottery ticket into a social experience where individuals play with friends and compete against other players for second-chance lottery prizes and awards.

Today's digital gaming consumer was raised on video games, and spends countless hours playing these games with their friends. Lottery organizations that are dedicated to attracting the attention of the new age consumer need to offer them the type of fun and entertainment they expect from their games.

Multi-player games are the most popular games played on networks like Facebook, on computers, handheld internet connected mobile devices and in-home game consoles. Tens of millions of players revisit their favorite games every day to play. Second-chance lottery game software can be implemented now to create a dramatic increase in the fun factor of existing ticket games while staying compliant with existing laws and regulations. The impact on current year sales will be dramatic, and you'll be in the leadership positioned to serve your customer as the online gaming sector transforms our industry. ♦

