

Sports Betting in a New Era

This month, *Indian Gaming* magazine spoke with a number of leading sports betting providers about their reaction to the COVID-19 health crisis, the strength of their products in this pandemic era, and what unique opportunities they see for sports betting generating revenue for tribes now and in the future. Here is what they had to say...

Max Meltzer, CCO

Kambi

kambi.com



Max Meltzer

Kambi

COMPANY REACTION: The period towards the end of Q1 and the beginning of Q2 of course presented challenges with the absence of a number of major sports, but one of the advantages of being a global sports betting provider is that we have always maintained a strong offering

in events from all over the world.

The suspension to the calendars of major competitions undoubtedly gave more niche events like table tennis and darts their turn in the limelight, and throughout this period we have worked closely with our partners, ensuring they were always fully abreast of our offering across these sports and enabling them to maximise their sportsbooks.

In terms of additional strengths beyond the proven core product Kambi offers our on-property partners during the pandemic, our Bring Your Own Device Technology (BYOD) has played an important role in a scenario where the importance of social distancing is set to remain for some time.

The technology enables bettors to view lines and construct bets anywhere, generating a QR code that can be scanned at the counter or Kambi kiosk, placing their wagers without coming into contact with any surfaces.

Some of our partners are seeing up to 40% of on-property bets being placed using the technology, underlining its ability to protect betting volumes while allowing sports wagering to be conducted in a safe manner that keeps physical touchpoints to a minimum.

UNIQUE OPPORTUNITIES: Kambi is the trusted sports betting partner to tribal gaming operations, having directly partnered with a number of operators including Seneca Gaming Corporation, Four Winds Casinos and Mohegan Sun. We also work with a fast-growing number of tribes

through our existing B2C partners. For example, Kambi supplies its technology to the Gun Lake Tribe of Michigan through our partnership with Parx Casino, while our partner Rush Street Interactive works with the Little River Band of Ottawa Indians to offer sports betting at Little River Casino.

An engaging on-property sportsbook, with a well-managed blend of over the counter and kiosk services can help to draw in a younger clientele and future-proof growth by promoting higher levels of engagement not just in sports betting, but across gaming and hospitality as well. For example, at our partner Penn National Gaming's Hollywood Casino Lawrenceburg, revenues from table games have risen since the introduction of sports betting.

I frequently have conversations with tribal councils and their executives, and it is understandable that introducing a new product vertical is not a light undertaking. However, it is important not to view sports betting in isolation, and it does not take long to illustrate that it is also a conduit for driving revenues across the entire casino ecosystem, attracting new customers with provably higher long-term value.

Furthermore, the global pandemic is leading many tribes and legislators to seek options for diversifying risk around land-based reliance and to develop online revenue opportunities, driven by their databases. A casino's players will naturally find their way to mobile and online sports wagering as regulation allows, and developing a mobile and online sports offer consistent with the tribe's established brand, in partnership with a proven B2B supplier, is the best way to beat the competition to the punch and develop even greater brand loyalty.

Rick Meitzler, President and CEO,

North America

Novomatic Americas

novomaticamericas.com

COMPANY REACTION: We have done well considering the crisis. We are still looking forward to our best year on record with the demand for the Novomatic ActionBook™ kiosk, exceeding all expectations. Safety is first and we implemented strict safety guidelines and have provided suggestions for customers to navigate the challenges. We continue to listen and



Rick Meitzler



NOVOMATIC

work to adapt as needed and strive to be great partners. We have approximately 700+ sports betting kiosks safely rolled out and we continue that trend. We are meet-

ing our goal of ensuring safety, care, service, and support for all of our customers. It is a matter of continuing to build customer confidence by safely delivering performance and profits.

UNIQUE OPPORTUNITIES: It is an opportunity for creating new revenue streams and generating even more entertainment interest at tribal properties. It brings in a younger and more importantly, a different player to our customers which adds to the bottom line. It opens the entertainment door for a wide range of sporting event showcases, which will certainly drive visitation and interest including professional sports, overseas leagues, and Olympic and World Cup competitions. It becomes a reason to communicate with their guests and show that they are constantly adding entertainment value in their gaming offering.

Stephen Crystal, Managing Partner SCCG Management sccgmanagement.com

COMPANY REACTION: The pandemic has complicated travel, but we've been as successful as most at leveraging technology that lets us meet with our clients and partners remotely. There's still no substitute for face to face meetings to getting projects across the line. Where possible, we've set meetings with our clients by region, taking all necessary precautions including masks, frequent hand washing, social distancing and avoiding crowds and enclosed areas where possible.

UNIQUE OPPORTUNITIES: As one example, we see opportunities to use technologies to allow tribes and their operations to create pooled sporting event wagering that allow for higher, more exciting top cash prizes than would otherwise be possible when limited to a single operation. Another example would be technologies that create funnels for new customers to enter the world of sports betting. This includes play for fun and real money wagering that simplifies sports betting for novice



Stephen Crystal



bettors with easy to understand point-based systems. Virtual sports is amazing. They can allow bettors to stay in action even when there are no live contests in play – they can wager when and where they want through virtual sports content. Lastly, we have AI based

technologies that give known customers reasons to place wagers that they are interested in, with targeted, personalized calls to action inside their mobile apps and iGaming platforms. Technology is an amazing way to add excitement and raise the profile of traditional sporting event betting opportunities.



From the team at SCCG Management and its partner companies, to you and yours:

Nothing is more important than your health, safety and well-being. Stay safe and strong.



Stephen Crystal, Managing Partner - Mobile/WhatsApp 702-427-9354
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**Keith O'Loughlin, Senior Vice President,
Sportsbook at Scientific Games**

Scientific Games

scientificgames.com

COMPANY REACTION: The industry as a whole showed its resilience during the shutdown of live sports earlier this year. It was an incredibly challenging period for everyone and required all stakeholders to pull together to ensure customers still received entertaining experiences when major sports were halted. We worked very closely with all of our partners to ensure they had relevant and exciting betting opportunities to offer their customers even in the absence of live sports. Scientific Games' content aggregation platform, OpenMarket, proved highly valuable to operators this year by providing them with premium content through a single integration.

OpenMarket is the industry's only sports aggregation platform and consists of products such as virtuals and esports, as well as free-to-play content, scoreboards, data feeds and marketing tools. With 36 different content providers connected to OpenMarket, the comprehensive offering provides plenty of choice. These key assets have already driven increased revenues for operators, allowing sportsbooks to differentiate themselves through engaging content, as well as prepare for further disruption in the future with access to substitute products. The ease of OpenMarket with the removal of complex agreements meant that operators were able to adjust their offering quickly and seamlessly.



Keith O'Loughlin



UNIQUE OPPORTUNITIES: Demand for sports betting is still strong despite the events that have unfolded this year. Now more than ever it is important to evolve the experience to keep customers engaged and coming back for more. The U.S. sports betting landscape is expanding at a pace and Scientific Games will be at the heart of future developments, with our OpenSports™ technology powering sportsbooks for operators, casinos and tribes across multiple states. We are very proud of our partnerships with several tribal operators and will continue to deliver exciting sports betting experiences for their customers.

Recently, we launched retail sports betting for FireKeepers Casino, owned by the Nottawaseppi Huron Band of the Potawatomi (NHBP), with our OpenSports™ product suite going live at 'Dacey's Sportsbook' in June. It was a landmark moment as they became the first tribal operator to launch sports betting in Michigan. OpenSports™ is the ultimate solution for tribal operators as it provides over hundreds of markets across all U.S. sports along with international sports such as soccer and golf, all driven by our leading technology. ♣

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