

# PGRI PUBLIC GAMING

I N T E R N A T I O N A L

NOVEMBER/DECEMBER 2024

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## The New Mexico Lottery won the NASPL Best New Instant Game for the third year in a row. How do they do it?

**David Barden**

President & CEO, The New Mexico Lottery



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### Also Featuring ...

## Walking the Talk: Investing in Sustainability

**Romana Girandon**, EL President and Chief Executive Officer of Loterija Slovenije





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A man and a woman are standing in front of a large, stylized world map. The man, on the left, is wearing a dark polo shirt with the 'GLI' logo and dark trousers. He is smiling and pointing towards the woman. The woman, on the right, is wearing a white sleeveless top and dark trousers. She is holding a tablet and looking at it with a smile. The background is a blue gradient with a white world map.

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# CONTENTS



## FEATURED INTERVIEWS

10

**HOW DO THEY DO IT? NEW MEXICO LOTTERY WINS THE NASPL BEST NEW INSTANT GAME AWARD FOR THE THIRD YEAR IN A ROW**

**David Barden**

*Chief Executive Officer, New Mexico Lottery*



12

**WALKING THE TALK: INVESTING IN SUSTAINABILITY**

**Romana Girandon**

*President of European Lotteries Association (EL), and Chief Executive Officer of Loterija Slovenije*

## FEATURED ARTICLES

16

**THE ILLINOIS LOTTERY CELEBRATES IT'S 50TH ANNIVERSARY**



18

**SEVEN NEW INSTANT GAMES TO ENGAGE YOUR PLAYERS**

*Scientific Games*



20

**THE EUROPEAN LOTTERIES: AHEAD OF THE GAME WITH GREENHOUSE GAS EMISSIONS REDUCTION PROGRAMME**

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# We Deliver the Most Top-Performing eInstant Games



9 out of  
10 games

Michigan Lottery



8 out of  
10 games

New Hampshire Lottery



6 out of  
10 games

Virginia Lottery

The logo for neogamestudio, featuring an orange '@' symbol followed by the text 'neogamestudio' in a lowercase, sans-serif font, with a registered trademark symbol (®) at the end.

Based on the top 10 revenue generating games in 2023

## FEATURED ARTICLES CONTINUED

22

**ANIMAL INSTINCT: MAKING NEXT-LEVEL INSTANTS A ROARING SUCCESS** IGT



24

**PHOTO COLLAGE OF THE PGRI HALL OF FAME CEREMONY AT THE WORLD LOTTERY SUMMIT PARIS**



26

**TURNING LVM'S INTO MVP'S, PART 3: INTRODUCING NEW ANALYTICS TOOLS TO SUPPORT VENDING OPTIMIZATION — PLUS, THE CASE FOR CASHLESS** IGT



## DEPARTMENTS

8

**FROM THE PUBLISHER**

Paul Jason

14

**GAMING AND LOTTERY PREDICTIONS FOR 2025, (WITH A LITTLE HELP FROM NEIL YOUNG LYRICS AND SONGS)**

**Simon Jaworski**, Founder & CEO, Lotto Research

30

**HALO: BOOSTING RETAIL VISIBILITY TO ILLUMINATE LOTTERY SALES**

Pollard Banknote

32

**FULL STEAM AHEAD: IGT EXPANDS ITS FLAGSHIP AFTER SCHOOL ADVANTAGE PROGRAM**

34

**PHOTO COLLAGE OF THE NASPL (NORTH AMERICAN ASSOCIATION OF STATE AND PROVINCIAL LOTTERIES) ANNUAL CONFERENCE IN KANSAS CITY**

39

**HOW THEY DID IT: NEW MEXICO LOTTERY WINS NASPL BEST NEW INSTANT TICKET GAME AWARD FOR THE THIRD YEAR IN A ROW**



48

**PULSE OF THE INDUSTRY:**

Synopsis of recent gaming industry news



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# ~40

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*THIS IS THE  
Science Inside*



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## From the Publisher

Congratulations to **Andreas Kötter, CEO of WestLotto, Germany** for his recent election to President of the World Lottery Association! The World Lottery Summit Paris (October 21 to 25) was the most excellent adventure it was cracked up to be: the biggest WLS ever, held in the most splendid City of Lights, featuring world-class speakers from within and outside of the lottery industry, hosting the fabulous trade-show of technology partners, with countless side-bar meetings of global lottery leaders. And kudos to **La Française des Jeux (FDJ)** for hosting this event. We all knew the French would set the highest standards for all social functions and business venues, and they sure did deliver. Visit [world-lotteries.org](http://world-lotteries.org) for complete info on the bi-annual WLS (to be held in Sydney Australia in 2026), as well as the other seminars and services offered by the **World Lottery Association**.

We've allocated a lot of pages in this issue to the unique story of how the **New Mexico Lottery won the NASPL Best New Instant Game of the Year Award for the third year in a row**. This tremendous accomplishment was driven not by advertising agencies, but by the NM Lottery's own small in-house team of resourceful, creating, and talented lottery pros. Check it out as it would seem to reveal a treasure trove of untapped value right under our own roof. Feature interview **NM Lottery Director David Barden** also provides the glimpse into how it all came together.

**The EL (European Lotteries Association)** continues to carve out a more expansive mission for lotteries. Service to society can mean more than generating funds for good causes by providing recreational games in a responsible manner. Corporate and

governmental enterprises occupy center-stage for their capacity to effect positive change on a wide range of goals to secure a healthy and prosperous future for everyone. Our world needs visionary leadership now more than ever. EL is challenging all of us to think bigger and apply our resources, ingenuity, and action to sustain the world for the many generations that follow us. Feature interview **EL President Romana Girandon** clarifies how this grand vision of service to society complements our mandate to serve our jurisdictional stakeholders and players. Let's embrace this more ambitious vision for the benefit not just of society but to meet the needs of the next generation of industry leaders for meaning and purpose in their quest to make a real difference.

**Congratulations to the Illinois Lottery for its 50th anniversary!** What a happy coincidence it is that **Harold Mays serves not only as the director of the Illinois Lottery but also the president of NASPL**. This promises to be a very busy year for Director Mays and a productive year for the IL Lottery and NASPL members.

Thank you to our most valued editorial partners! **Scientific Games, IGT, and Pollard Banknote** generously share their research, data, and vision for how the industry is evolving and what Team Lottery can do to position itself for success going forward. Technology partners and industry leaders **INTRALOT, Aristocrat Interactive, GLI, Abacus Lottery Everywhere, MDJS Morrocco, Carmanah Signs, Inspired Entertainment, Pro-Lite, Fennica Gaming, IWG** are so valued for the technology, business-process solutions, and operational leadership that make this

industry the fabulous success that it is. Thank you to all of you for sharing your vision with our readers!

**Simon Jaworski** is our regular contributor who we like to think of as our own in-house lottery research guru. Thank you for sharing your insights and data with us, Simon!

Next up: For the past twenty years, tens of thousands of gaming industry professionals have convened in London for the ICE Gaming Show. The WLA and EL lottery associations collaborate to hold its Marketing Seminar during that same week. It feels like the event that brings us all together to kick off the new year. And this year the venue for these events has been changed to **Barcelona**. **The WLA/EL Marketing Seminar will be held Jan. 22-24. Visit [european-lotteries.org](http://european-lotteries.org) for more info. See you in Barcelona!**

Mark your calendars for **PGRI Smart-Tech Conference in Fort Lauderdale March 4-6**. I promise this will be our biggest and best event ever. See [PublicGaming.org](http://PublicGaming.org) for more information, links to register and reserve hotel room, and ongoing updates. Feel free to reach out directly to me with questions or anything. And, as always, **thank you for your friendship and support!**

Paul Jason, Publisher  
Public Gaming International Magazine





# Invested in Retail

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# HOW DO THEY DO IT?

## New Mexico Lottery wins the NASPL Best New Instant Game Award for the third year in a row!

**David Barden**

*Chief Executive Officer, New Mexico Lottery*



Turn to Page 38 for the full menu of initiatives implemented by the New Mexico Lottery to produce the award-winning Guy Fieri Instant Ticket campaign. That is familiar territory for the New Mexico Lottery as 2024 is the third year in a row that they have won the prestigious NASPL Best New Instant Ticket Award.

What makes this three-peat so amazing is that, with a total population of just over two million, the state of New Mexico is not a big lottery with a big budget. The opposite, really. Costs are minimized as almost all of the ideation, creative, design, production, and implementation is done in-house. **How do they do it? Read our interview with David Barden and turn to pages 38 thru 43 to find out!**

**Paul Jason:** Part of the genius of NM Lottery's Guy Fieri Instant Ticket campaign is the low cost. Tell us a little about your advertising budget and the process you went through to figure

**out how to create a big-bang, award-winning, 360-degree production within such a small budget.**

**David Barden:** When I started working at the New Mexico Lottery, I challenged the marketing team to overhaul our media buys so that we bought media for an entire year, versus spot campaigns. Together our Marketing team and Advertising agency negotiated media partnerships that literally doubled the value of our ad dollars with low and no charge spots. And we were no longer tied to specific flight windows tied to specific products. The annual media buys allow for flexibility for launch schedule changes, jackpot runups, and exciting promotions that pop up.

We also benefit from what I consider a "boutique-like" in-house design department which I modeled after similar experiences I had in other lotteries. I encourage creativity and provide the tools they need to produce all the creative we distribute. We have a sound studio, large format printer, large work area, and computers that can process massive media files. All our creative (radio, TV, point-of-sale, digital ads) are written, designed, and produced by in-house Lottery Marketing staff. Because the work is created in house,

we are nimble. We have speed on our side. And because we are a small organization, we can quickly obtain stakeholder review and get other divisions involved.

**Tell us about the specific things you did to create the feeling of a big-budget product and campaign?**

**D. Barden:** Wendy Ahlm, Director of Advertising and Marketing, would say we start with "Lamborghini dreams." She and Karla Wilkinson, our Gaming Products Director, collaborate to come up with a massive list of anything they can think of that would promote the game, excite players, and be fun. This begins with a marriage of the product and a series of 'what if's' that spin from brainstorming, internet searches, and life experiences. They start the conversation, get everyone excited about the topic, and encourage other ideas and threads from the rest of their teams.

Carolyn Cabell, NMLA COO, and I then rein the ideas into the "SUV dreams" level. We narrow the list to what we can reasonably achieve with our small team and a limited budget. Even then, the group takes on an amazing number of initiatives.

*All continued on page 38*



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**intralot**

# WALKING THE TALK: INVESTING IN SUSTAINABILITY

**Romana Girandon,**

*EL President and CEO of Loterija Slovenije*

**Paul Jason:** There is a lot of talk about social responsibility and being good corporate citizens. As EL's Greenhouse Gas Emissions Reduction Programme demonstrates, you're not just talking about it. Is it hard to get genuine buy-in and action when it comes to fulfilling our environmental and social responsibilities?

**Romana Girandon:** I believe, for most members of The European Lotteries (EL), deciding for a real 'buy-in' and action on environmental and societal responsibility hasn't been very difficult. We are in a specific industry that was historically developed in Europe to serve the public good. That's the reason why most of us were founded decades or even centuries ago. Social responsibility isn't a PR stunt or a marketing tool for us; it's our actual purpose. We exist to generate funds for the most vulnerable parts of our societies, which only makes sense if we fulfill it in a way that minimizes harm as much as possible.

This commitment is also why EL members are voluntarily joining our Environmental Initiative and contribute to its continuous improvement. Alongside the Greenhouse Gas Emissions Reduction Programme you mentioned, we also offer an initiative encouraging lotteries to use only responsibly harvested (FSC or similarly certified) paper. Although our Responsible Gaming Standards are mandatory, our environmental initiatives are voluntary. Yet, 50 percent of EL members have already joined, which I believe speaks about our commitment to the sustainable lottery model for itself.

**I think everyone can appreciate the long-term ROI for a widespread commitment to sustainability and CSR. Is there a short-term ROI for committing resources right now?**

**R. Girandon:** For lotteries, the most compelling motivation lies in championing the broader societal benefits of our model. We

must seize new opportunities to prove that we deliver far greater value to society – across all game verticals – than any other model. The environment is yet another chance for us to demonstrate this impact.

Moreover, younger generations, whom we especially want to engage as players, increasingly expect brands to actively care about the society they operate in – not just provide products. This is particularly true for activities like ours, which lack direct practical value and aren't essential to daily life. While faster, higher-risk games are on the rise, there's also a growing group motivated by the positive impact of their play. In Slovenia, our efforts to shape and communicate the purpose behind our games are paying off - recent research shows that a significant segment of players is now driven by a strong, altruistic motivation. This is crucial, as it shows that our work is not only socially responsible but also essential for building meaningful connections with players and solidifying our existence and market position.

**More and more businesses are incorporating sustainable practices into their operations. If you could envision the ideal future for the lottery sector in terms of environmental sustainability, what would it look like?**

**R. Girandon:** It wouldn't be far from what I believe is already happening. The first step is that everyone must be transparent. At EL, we advocate for objective KPIs that can be verified and compared across different

operators of games of chance. This will help eliminate green- or other kinds of washing and make it harder for those unwilling to truly invest in sustainable practices to hide behind vague promises. This also applies to misleading responsible gaming practices. Unfortunately, many businesses still try to create confusion by saying one thing and doing another, which makes it difficult for regulators and stakeholders to assess their true impact on public health, equality, the environment, and more.

Once transparency with clear KPIs is in place, it will be easier for our stakeholders - such as customers, regulators, states and courts - to distinguish between those who genuinely contribute to society and those who exploit people and the environment they operate in. From there, it will only be a matter of time before players and regulators demand that you either operate sustainably and benefit the society, or not operate at all.

**The EL Environmental Initiative is just part of a larger sustainability project for the Association. What do you see as the next sustainability challenge for EL members to tackle?**

**R. Girandon:** The biggest challenge I see is how to effectively become a trusted benchmark for European institutions, helping politicians and regulators recognize the value of the lottery model and the impact of games of chance. This is primarily a challenge of measuring, demonstrating, comparing and communicating our efforts while raising stakeholder awareness both

*continued on page 20*



# WHERE THERE IS A WILL, THERE IS A WAY

#MAKESPORTSWIN





# A Lottery Heart Of Gold: Gaming and Lottery predictions for 2025

(with a little help from Neil Young lyrics and songs)



**Simon Jaworski**, Founder & CEO, Lotto Research

'Comes A Time' after the election you may feel 'Helpless', but I am going to inform you why 'Ordinary People' like us need to think about the 'Restless Consumer', 'For What It's Worth', in the next twelve months.

'Tell Me Why' I should care about 'Walkin' On The Road (To The Future)', even with an 'Old Man' in charge potentially leading America to a 'Fork In the Road'.

Let's see what Lotto Research's 2025 crystal ball says...



## "Keep on Rockin' in the Free World"

**Since COVID**, the % of Americans who have gambled at least once in a year has increased from two-thirds to more than three quarters in late 2023. This has been primarily driven by increases in sports betting (which has almost doubled over the same period), with other categories also on the rise, including casino play and online play.

Gambling as a preferred recreational activity is also up significantly, while the importance of gambling to those playing has also risen significantly over the last two years..

Lotto Research fully expects **these gambling trends to continue to increase into the next calendar year**, as U.S. laws are further relaxed and competition in the Lottery and Gaming space increases.



## "Are you my friend? Or are you my enemy?"

The legalization of sports betting and ways to gamble on a state-by-state basis has also increased the market scope in 2024, with 38 states now having some form of legalized sports betting. The two prized states of

Texas and California have had several attempts to legalize, but 2025 provides another time-period to attempt to pass legislation (and probably tens of millions of dollars in bribes, sorry I mean "lobbying").

Personally, until May 2023, I had held out on adding a sports betting app' to my precious iPhone. (Sidebar. Did you know that us humans touch their phones 2,617 times a day...and that number was from a 2016 study. Frightening. You just put your phone down didn't you!). I now own four sports betting apps, purely for research purposes. Don't tell my wife.

Lotto Research predicts at least two of the top ten sports betting companies will be bought out in 2025, leading to more market consolidation. Consolidation enables online destinations to entice players with bonus offers to try new game categories and further divide the amount they spend on any one game like lottery.



## "A dreamer of pictures"

Social media is central to the "attention economy". A player's attention is a valuable resource, and U.S. lotteries need to capture it and sustain it with compelling online experiences to combat that the competition. Expanded Player's Clubs, greater second chance experiences and prizes and being an integral part of player's daily routines and lives, whether they decide to play or not. I started playing Connections in the NY Times earlier this year, and I haven't missed a single day since.

Lotto Research believes the "attention economy" is an evil necessity that lotteries will embrace at record levels



# LOTTO RESEARCH

in 2025. **We predict a Lottery Instagram followers boom!** FL Lottery hits 150k followers, CA Lottery 120k, and my tri-state gang of PA, NJ and NY all hit 50k each...not quite the levels of Ronaldo (642m) and Messi (504m), but it's progress, and it's poised to explode.



## "Attention shoppers, buy with a conscience and save"

Thirty states currently allow sports betting online, while 14 states have some form of iLottery and 18 states allow Jackpocket (owned by DraftKings) to collect your lottery monies. If anyone thinks that's the only Lottery-type product that the sports betting operators will produce, maybe you didn't see they missed their revenue target in Q3 2024. **We can expect DraftKings, and online gambling behemoths of all stripes, to increase their focus on attracting new customers from the massive \$100 billion+ lottery player-base.**

Lotto Research predicts greater competition arriving from uncharted territory in 2025, and likely with directly

*continued on page 44*





## The clear retail solution for lottery sales



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The future of lottery sales is changing at retail. The Abacus platform enables player engagement that connects on multiple consumer touchpoints, enabling the sale of tickets at the checkout.

The rollout of the Abacus solution to the US market continues with tickets now being sold in the state of Iowa, with more states coming online in 2025 utilizing the Abacus retail solution.

Contact us today to get an in-lane program on your schedule.



# ILLINOIS LOTTERY CELEBRATES 50TH ANNIVERSARY

This year, the Illinois Lottery celebrated its 50th anniversary with a months-long promotion from May to October.



An integrated campaign across product, marketing, retail, digital, PR and public affairs turned the Lottery's 50th anniversary into a huge opportunity to celebrate with players, retailers, good cause beneficiaries, and stakeholders who have contributed to the Lottery's success over the years.

Activity included a dedicated family of Instant Tickets themed 'Celebration' in recognition of the Lottery's golden anniversary. Players had even more chances to win with a second-chance draw on all Celebration tickets, a series of sweepstakes and promotions, and a prize truck tour of 50 retail outlets across the State.

The culmination of these celebrations for players was marked by a PR activation, which saw a giant disco ball installed in the middle of downtown Chicago! The Lottery created a larger-than-life activation that 'threw it back to 1974' with a disco theme to celebrate with players. This included a draw ball machine, Instant Ticket prizes, retro-themed Lottery merchandise, and a DJ.

Illinois Lottery Director, Harold Mays commented, "The Lottery has been a part of the Land of Lincoln and its culture for 50 years, spanning six decades, and heading into its fourth generation of Illinoisians. Whether or not residents play the lottery, chances are they have been positively impacted, directly or indirectly, through the money raised for education and special causes - making all of Illinois winners!"

At the start of October, the Illinois Lottery hosted a 50th Anniversary



Pictured: NASPL President and Director of the Illinois Lottery Harold Mays and WLA President Rebecca Paul (who was Illinois Lottery Director from 1985-1987)



The Illinois Department of the Lottery and Allwyn teams with the giant disco ball.

Reception with retail partners, specialty cause recipients, partners and vendors, State government representations, Illinois General Assembly members and many more partners and guests, including World Lottery Association President and former director of Illinois Lottery Rebecca Paul.

It was a fun-filled reception to reflect on the Lottery's past, celebrate recent performance, and was the Lottery's way of saying Thank You to some of the people who helped make the Lottery what it is today.

Here's to the next 50! 🟡





# 250<sup>+</sup>

## eInstant Game Titles and Growing

We're applying 50 years of science to iLottery with 250+ premiere eInstant games from SG Studios. In 2023, our games brought in nearly 23% more unique players and 21% higher total wagers than competitive games. Now, with the *SG Content Hub Partner Program*, we're adding even more innovative, high-performing eInstant games from other lottery-focused content studios worldwide to drive profits for good cause programs.

*THIS IS THE  
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Performance measured in the first 30 days live.  
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# Seven New eInstant Games to Engage Your Players

Looking to pack some punch in your iLottery portfolio? Explore seven new high-performance eInstant games from SG Studios, each with entertaining themes, instant wins, multipliers and bonus play—all from the power of your players' mobile devices.

## 1 GAME OF THRONES

Are you ready to rule the realm? Match three or more iconic symbols for epic wins. Unleash the power in the *MOTHER OF DRAGONS* bonus game—choose an egg and reveal your fate. Plus, watch your winnings soar with the Golden Crown, multiplying your rewards up to 10x. Claim the Iron Throne today!

## 2 MONOPOLY Property Payout

It's the No. 1 brand in lottery! Connect properties, land dice symbols to move around the board and chase a progressive jackpot. Multiply your wins up to 10x with *COMMUNITY CHEST* and unlock bonus games with *GO*, *ELECTRIC COMPANY*, *WATER WORKS* or *FREE PARKING*. *CHANCE* spaces move you forward or back for more winning opportunities!

## 3 Winter Whirl Win

Hit the slopes and spin to win! Match the reels, score Ski Bum Bucks for instant prizes and uncover wins with mystery symbols. Boost your fortune with the Mogul Money Bonus—more spins, thrills and winter fun!







FROM OUR  
NEW eTAP  
GAMES!



## 4 Wild Double Crossword

Embark on a wild rainforest adventure with your favorite crossword game! Play two exciting games in one, navigating through lush green canopies and hidden treasures. With extended gameplay and bonus letters that unlock instant wins, every play brings you closer to the ultimate jungle prize!

## 5 Fortune Teller

Step into the mystical world of the Fortune Teller! Simple and fun, this game will let fate decide your prize. Let the Fortune Teller's magic reveal what destiny holds for you!

## 6 Hot Chilli Cash Twist

Turn up the heat! Connect four symbols in any direction to ignite your wins. Fill the Bonus Meter for a fiery spin to triple your prizes by matching colors! Miss a match? No worries, second-chance play brings the heat right back!

## 7 Ho-Ho-Who Dunit

Santa Claus came early with this connect-style game! Land on Santa's List for an instant win. Find three unwrapped gifts to unlock the exciting 'Who Dunit' Bonus Game and uncover a host of festive fun!



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other winning games  
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internationally and locally. We need to prevent those who either don't understand or don't care about the long-term importance of sustainability in games of chance from clouding the issue and continuing harmful practices for short-term profit.

If our companies are to have a sustainable future, we must act accordingly. While it is possible to generate significant short-term profits at the expense of society, such practices ultimately threaten to undermine not only lotteries but the entire games of chance industry in Europe.

**EL's extensive educational programme promotes best practices and knowledge sharing. How is it evolving with the times and helping members integrate sustainability more deeply into their operations?**

**R. Girandon:** In addition to the well-known EL seminars - many organized in partnership with WLA and our valued level 1, 2, and 3 partners - we've developed a comprehensive set of initiatives and deliverables to help EL members embed sustainability into their operations.

With the EL Manifesto, we identified eight critical regulatory topics to safeguard the lottery model. EL is using it to engage with the European Institutions and encouraging members to do the same with national regulators and governments. We are continuing to support independent academic studies on the social value of lotteries,

sports betting and other games of chance across several European countries.

Our newly upgraded EL Sustainability Guidelines are now publicly available, providing members and any other interested parties with straightforward guidance on key sustainability topics. To strengthen the protection of minors, we've issued a call to the new European Commission. Additionally, the fifth class of the EL WILL - Women's Initiative in Lottery Leadership has launched, featuring 12 new mentorship duos, including mentors and mentees from our partners. And, in collaboration with members with a strong lottery heritage, we are working to raise awareness and pursue UNESCO World Heritage recognition for the lottery model.

**As the year is coming to a close, we are looking ahead to 2025. Are you excited to go to Barcelona for the big EL/WLA Marketing Seminar in January?**

**R. Girandon:** It will be interesting to see how the transition from London to Barcelona unfolds. Changes like this offer an opportunity to refresh the old Marketing seminar, both in format and content. I'm looking forward to seeing how it turns out.

At the same time, I cannot overlook the fact that Barcelona is also a beautiful city in Spain that is currently facing some of the worst floods in recorded history. I'm

following the news with great sadness and concern, with my thoughts being with the people of Valencia during this difficult time. Across Europe, we've been witnessing extreme weather events almost every month - recently in Italy, Austria, the Czech Republic, Hungary, Germany, Croatia, Poland, Romania, Bosnia and Herzegovina, Slovenia, and now Spain. Millions have been affected, with lives lost and property damage in the billions. It's clear that the climate is changing and we all have a role to play in addressing it.

**Susan and I are looking forward to the EL Congress next year in Bern. It's a little early, but is there anything you can tell us about it preliminarily?**

**R. Girandon:** First, after missing you in Paris, I look forward to seeing you and Susan in Barcelona and Bern. Congratulations to you both on your well-deserved induction into the Lottery Industry Hall of Fame.

At the EL Congress in Bern, Switzerland, next September, we'll share some of the most interesting outcomes of our initiatives, including those I've just mentioned. While some of our efforts are still evolving and results may vary, we are fully committed to demonstrating that the societal value of the lottery model - across all game verticals - stands as the best there is. ■

## EL initiatives drive innovation for far-reaching positive social impact



**THE EUROPEAN  
LOTTERIES**  
FOR THE BENEFIT OF SOCIETY

### **The European Lotteries: Ahead of the Game with Greenhouse Gas Emissions Reduction Programme**

The European Lotteries (EL) reaffirms its position as a sectoral leader in sustainability with a new commitment to reduce greenhouse gas emissions across its members' operations. Announced on Sept 26, 2024 during the EL/WLA Sustainability and Responsible Gaming Seminar in Dublin, this initiative reflects EL's continued dedication to driving environmental responsibility within the lottery sector.

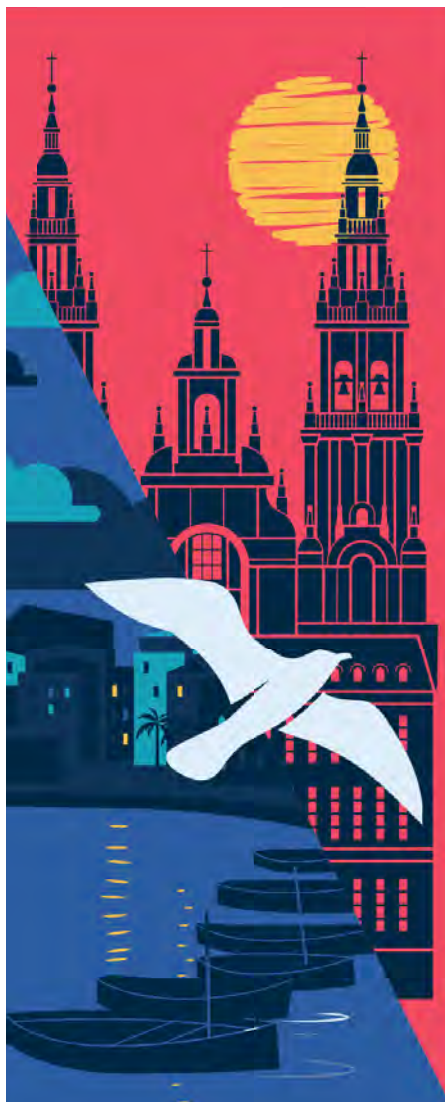
Building on the success of earlier projects, the next focus will be on actively decreasing greenhouse gas emissions, setting measurable targets and adopting sustainable practices by EL's members to combat climate change. By encouraging its members to lower their carbon footprint, EL is setting a clear example to the sector that environmental change is both achievable and essential. This also

further contributes to national lotteries' positive social impact on society.

In parallel, EL unveiled updated Sustainability Guidelines, which are now again fully aligned with global sustainability standards. They provide a comprehensive roadmap for EL members to further integrate sustainability into all aspects of their operations, from responsible supply chains to player protection and community engagement.

*"The new commitment demonstrates our proactive approach to addressing climate change, while the updated guidelines ensure that EL members remain at the forefront of environmental and social responsibility,"* says **Romana Girandon, EL President**. EL's leadership in sustainability is further evidenced by its continuous efforts to influence policy debates, raise awareness and drive innovation for far reaching positive social impact. ■





# Breaking Boundaries:

## Innovative Approaches to Traditional Marketing Challenges



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



### New location, new beginnings!

#### Join us in Barcelona for the EL/WLA Marketing Seminar (22–24 January 2025)

The 2025 EL/WLA Marketing Seminar will not only delve deeper into critical marketing topics, but it will also celebrate its exciting move to Spain! Coinciding with ICE Barcelona at the end of January, and continuing just after, this is a unique opportunity for fresh beginnings and the chance to explore a vibrant new location!

#### Why attend? Here is what to expect:

- 1. Turn dilemmas into opportunities:** Explore how to effectively balance competing priorities such as sales growth while maintaining responsible gaming; Learn how to leverage new media and technologies to turn classic marketing challenges into opportunities for innovation and growth.
- 2. Dive into key marketing challenges:** From choosing between outsourced creative assets versus in-house production to deciding on broad appeal versus niche targeting, gain insights on how to make informed and strategic decisions in the short and long term.
- 3. Stay ahead of the game:** Discover the latest lottery trends, understand how to balance tradition with innovation, and ensure your strategies resonate with both new and existing players, remain credible while capturing attention.
- 4. Network, exchange and learn:** Engage with fellow lottery peers and professionals who are navigating the complexities of marketing challenges. Share experiences and build connections.

Registration is now open. Visit [European-Lotteries.org](https://www.european-lotteries.org) or go directly to <https://www.european-lotteries.org/registration-form-elwla-marketing-seminar-2025>

And mark your calendars for the bi-annual EL Congress... **Registration opens early 2025!**

12<sup>th</sup> EL CONGRESS

SEP 14-17 2025

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# Animal Instinct

## Making Next-Level eInstant's a Roaring Success

From the pig that provides the model for the ubiquitous piggy bank, to the dramatic elephant in an exotic jungle setting, animal characters and motifs are always popular favorites.

Lotteries have recently experienced roaring success with the games Lucky Coins and Elephant King Jackpots, two creative new eInstant's from IGT

featuring animals, which offer opportunities for increasing player engagement, responsibly.

The first 30 days of sales for IGT's Lucky Coins and Elephant King Jackpots surpassed the first 30 days of sales for any other eInstant title launched this year, and by a significant margin — roughly 106%.

### Animal Tamers

It takes a talented village to create successful animal-themed games like these, including a producer; production artist; game artist; animator; game designer; prize structure mathematician; prototype engineer; client engineer; Game Logic Engine (GLE) engineer; audio designer; and QA engineer — all collaborating to develop the best experience for players.

The game producer has an eye on the project from start to completion. As part of the development process, designated team members develop a theme, mechanic, and roadmap, and pitch it to the IGT content and studio directors. With approval from creative leadership, the team works on the concept, flow, artwork, development and play testing of the game, and quality assurance.

**“We’re trying to keep the player experience the most important part of these titles. We’ve increased the amount that we play test, test the data, the mechanic, the whole presentation all the way through to make sure everything ties together for the best game for the player.”**

**Helena Hodgson, IGT Game Producer**

Becca McFarland, Content Product Manager, IGT, notes that the team working on Lucky Coins and Elephant King Jackpots included personnel with diverse career experience which proves helpful when considering novel ways to look at iLottery mechanics and innovative ways to play.

**“It’s amazing to be part of IGT’s eInstant Game Studio, which is populated by a dedicated, driven, and talented team relentlessly focused on game quality and player experience. We listened to player feedback to create Lucky Coins and Elephant King Jackpots, our high-performing new eInstant titles that deliver an enhanced gaming opportunity for players.”**

**Becca McFarland, IGT Content Product Manager**

**“We aim to provide memorable, winning products for the players through unique game mechanics, including the math models that are the foundation of the games.”**

**Luke Geraghty, IGT Game Design Manager/Game Designer**



## Lucky Coins

**L**ucky Coins achieved a sales milestone of \$1 million in a single day for one U.S. lottery. It's no wonder, when players enjoy diving into the dazzling world of Lucky Coins, where players match three or more adjacent symbols to win.

The Lucky Coins game mechanic includes a “symbol capture feature” – the piggy bank that comes alive with coins. This fun main character, brought to life by IGT’s artists, is tied into the core tumbler mechanic. When a player sees the adorable piggy bank symbol, they can begin collecting coin prizes. Lively game features also revolve around the pig. Bonus Star symbols are revealed to players for free turns with increasing prizes.

Lucky Coins was the first non-bespoke game from IGT that launched with the brand-new enhanced player interface. This interface creates a next-level entertainment experience and provides critical game speed optimization through RGS platform upgrades.

## Elephant King Jackpots

**E**lephant King Jackpots, featuring a dramatic group of jungle animals, achieved the best-ever eInstant launch for the first lottery to launch it in the U.S. The total for the first 30 days of sales was 145% higher than any other 2024 eInstant game launch, with 38% more average daily players than any other eInstant game in the same period.

As a popular IGT brand, Elephant King Jackpots offered a terrific opportunity for adaptation in the iLottery world. As an eInstant, the upscale design, bright graphics, full screen animations, exciting presentation, realistic jungle sound effects, and premium package with tumbler mechanic all help underscore it as a premium game – not to mention its high jackpot starting value. When players hear the thunderous stomps of the elephant, excitement is sure to follow. Players watch for the prize disk symbol to provide instant wins, free turns, and even jackpots. When the free turns bonus is triggered, high symbol pays can be doubled and wins, extra turns, and jackpots may increase. Plus, Elephant King Jackpots is a shared progressive with IGT eInstants Diamond Blast Jackpots and Wolf Ridge Jackpots, all feeding into the same jackpot pool.



The IGT eInstant Games Studio designed and applied advanced mechanics with engaging game play, new game features, and rewarding bonus games for Lucky Coins and Elephant King Jackpots.

## Top Performers

iLottery is a tremendous growth opportunity across the global lottery industry, and it's exciting to see how IGT's new games are resonating with customers and players alike.

The performance of Lucky Coins and Elephant King Jackpots shows how lotteries can benefit from games developed with a focus on player preferences.

Lotteries can check out Lucky Coins and Elephant King Jackpots on the **IGT iLottery Showcase** where both are highlighted as “Top Performers.”



Talk to your IGT Account Manager to learn how you can add innovative top performers like Elephant King Jackpots and Lucky Coins to your iLottery offerings.



# PGRI LOTTERY INDUSTRY HALL OF FAME INDUCTION CEREMONY



1. Rebecca Paul 2. Jannie Haek, Sam Wakasugi, Harold Mays 3. Rebecca Paul and Nikos Nikolakopoulos 4. Hall of Famers 5. Renato Ascoli  
6. Romana Girandon and Jannie Haek 8. Lynne Roiter 9. Rebecca Paul and Sam Wakasugi 10. Rose Hudson and Steve Beason 11. Standing Room Only



# AT THE WORLD LOTTERY SUMMIT PARIS, OCTOBER 2024

Courtesy of photographer domagalskiphotography.com



12. Sam Wakasugi 13. Rebecca Paul and Paul Erickson 14. Renato Ascoli and Rebecca Paul 15. Sam and Lisa Wakasugi 16. Gretchen Corbin  
17. Rebecca with 2024 class of Hall of Fame inductees 18. Jay Gendron 19. Nikos Nikolakopoulos 20. Rebecca Paul and Jannie Haek 21. Paul Erickson  
22. Renato, Paul, Jannie, Sam, Nikos 23. Romana Girandon

# Turning LVMs

## Into MVPs

### Part 3



## Introducing new analytics tools to support vending optimization – plus, the case for cashless.

### In Case You Missed It

**Part 1** in this series explores how data and analysis from IGT's national Retail Market Insights™ (RMI) database can be applied to drive LVM optimization, and how the company's new Lottery Data Cloud brings more dimension to data for use by lotteries and retailers. (PGRI May/June 2024)

**Part 2** dives into optimizing the instant product and portfolio mix with space-to-sales analysis, approaches to keeping LVMs full and available, and Walmart's end-to-end efforts to reduce out-of-stocks. (PGRI July/Aug 2024)

Lottery vending machine (LVM) optimization is a powerful strategy lotteries can use right now to increase player convenience and ensure the most appealing products are available, ultimately driving engagement and play.

Parts 1 and 2 in this series explored a gamut of tools and approaches to help lotteries make the most of their LVM networks. As revealed in the following pages, there's even more happening now in the realm of analytics.

"By leveraging IGT's Lottery Data Cloud, our internal, cloud-based, advanced analytics platform, and augmenting that with the skill of our data scientists and analysts, we have developed some new-to-the-industry tools and services specifically to support LVM optimization," says Paul Riley, IGT Vice President Retail Innovation and Partnerships. "We're excited to share a look at what's available and what's on the horizon for use by lotteries and retailers."

### Price Point Index: "National Report Card"

IGT's Price Point Index (PPI) can be thought of as a report card on how LVMs are stocked by price point. It aims to

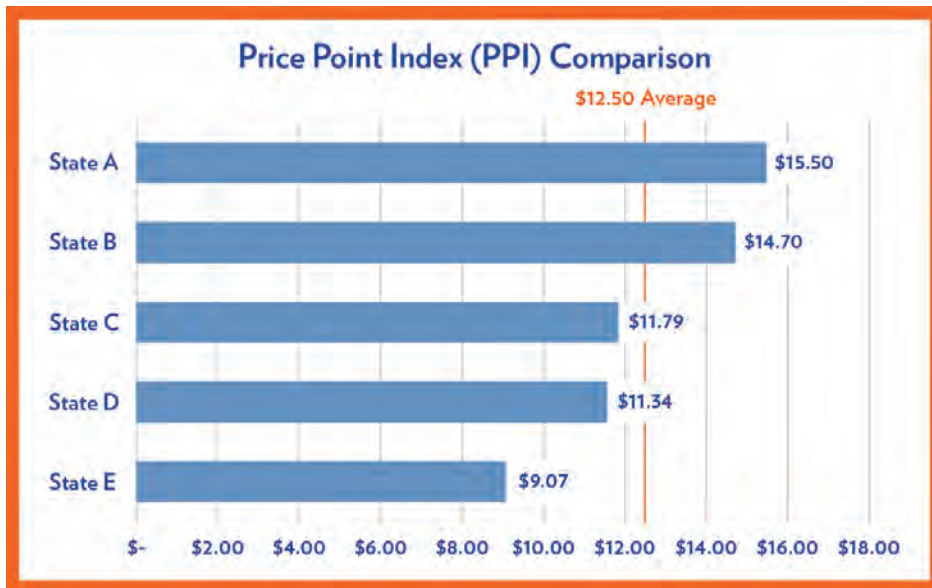
provide a national price-point average that lotteries and retailers can use for benchmarking.

The Index originated when one U.S. lottery that is a leader in LVM penetration reached out to IGT seeking further ways to optimize its execution. In response, IGT analysts looked for a new key performance indicator (KPI), effectively "another way to measure how vending machines are managed — beyond sales and out-of-stocks — to help lotteries determine if they're stocking the right price points," explains Tim Kriger, IGT Manager, Data Analysis.

Within a jurisdiction, analysts produce a "snapshot" of the price points stocked in each bin on IGT self-service equipment at a given moment in time — based on data sourced directly from the site — to calculate the average price point per bin (empty bins are excluded).

This calculation differs from space-to-sales, which typically looks at what percentage of sales are coming from the corresponding percentage of facings. "It's another way to look at the picture, and it can complement space-to-sales analysis," says Kriger. "The Index can also be useful when a lottery doesn't have all





In this example of IGT's new Price Point Index, States A and B are performing above the \$12.50 average found among five peer states.

the data needed for typical space-to-sales analysis."

A composite Index based on IGT LVM lotteries will provide a national price-point average, updated periodically, which jurisdictions can then benchmark against. Based on an individual lottery's needs, users can analyze the Index in various ways, including by retailer style, retail chain, or even by a particular area of a state. IGT analysts are now incorporating further chain-specific data and peer-state comparisons in preparation to share the Index with the industry.

"Because each jurisdiction has its own unique planogram, with some price point differences, the tool can filter to include only the relevant price points for the jurisdiction being analyzed," explains Kriger. In addition, the PPI can be calculated for different bin capacity LVMs to "normalize" the index and provide more actionable data.

"Lotteries routinely look at KPIs such as sales, penetration, out of stocks, and new game activations," notes Riley. "The Price Point Index has the potential to be another very useful KPI by identifying variations within top chains or trade styles, which can be used to address underperformance and refocus on optimized planograms." For example, in two jurisdictions with similar price point offerings and similar LVMs, the jurisdiction with the higher PPI will be outperforming its peer — which can trigger analysis as to why.

## Market Basket Analysis: "What Games Are Purchased Together at an LVM?"

IGT's Market Basket Analysis tool uses session purchase data from individual LVMs to enable another entirely new type of data query on LVM performance: What games are purchased together at a machine?

This session data, processed through IGT's Lottery Data Cloud, enables a wide

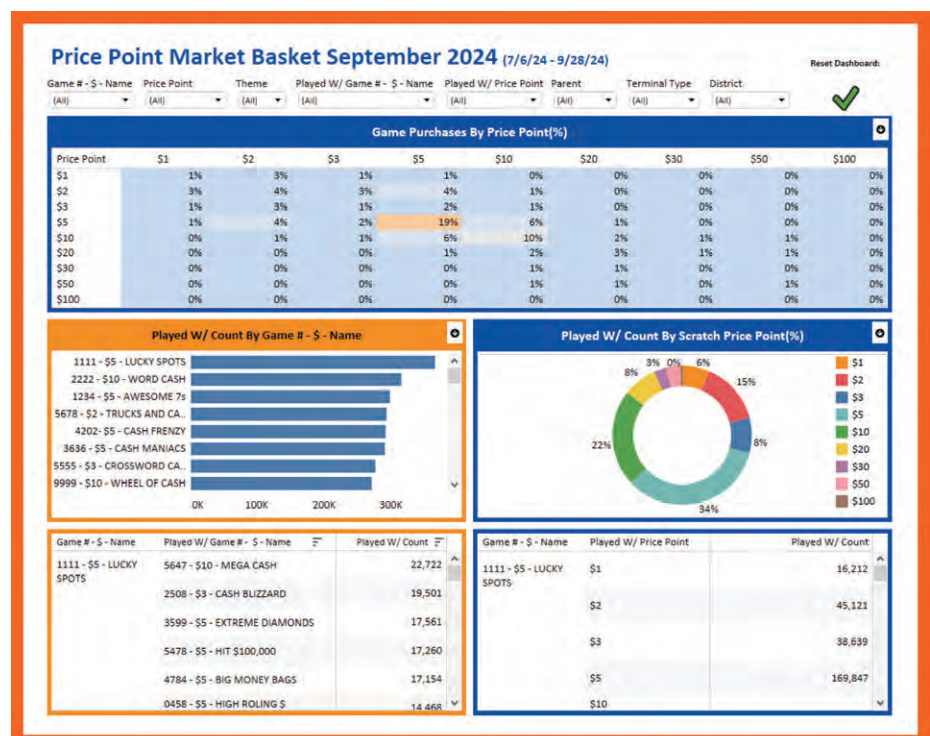
array of data queries on its own — and when fed into IGT's newly developed Market Basket Analysis dashboard (see figure), it allows users such as lottery instant product managers and sales reps to easily see what games are purchased with other games within the same session at a given LVM — as well as sales by price point, by quantity, by retailer, and more.

The dashboard allows users to look at individual games and determine which is most popular; to look at all the different games that are bought with a particular price point; or to look at the data by theme or by specific family of games, leading to all-new insights on player behavior and preferences.

To offer a hypothetical example: A month's Market Basket data might reveal that \$5 games are most often bought with other \$5 games across the LVMs in a jurisdiction; and that when one especially popular \$5 game was purchased, 54% of the time the player bought another \$5 game. The dashboard also reveals those other game titles.

The user can query what other price points are bought with a particular game and price point, and more. There is an option to filter results by specific terminal types as well.

By understanding these types of purchase patterns, a jurisdiction can identify cross-promotional opportunities: For instance, if



patterns indicate that consumers purchase additional draw products with \$5 scratch, a lottery can run a promo that offers a specific draw game product with the purchase of a \$5 scratch ticket. IGT is also looking to leverage these correlations between purchases to support the ability to generate next-best offer (NBO) recommendations on LVMs right at the point of purchase. This unique Market Basket Analysis tool is available to U.S. sites with connected IGT machines.

## Daily Out-of-Stock National Reports: Getting Actionable LVM Information to Retail Locations Faster

Data on LVM performance has long been available to lottery back-office employees, but it's the employees at individual retailer locations who can best take immediate action to ensure the LVMs are full and available.

The newest process to address out of stocks (OOS) leverages IGT's ability to deliver real-time data from the company's self-service equipment.

The automated Daily Out-of-Stock National Report is facilitated by and being piloted on IGT's Lottery Data Cloud, which captures the number of out-of-stock bins at each national retailer's location within a participating state. The report is designed in such a way that national retailers can share the OOS information immediately with managers at the individual store locations, enabling each location to take action and address any out of stocks.

The Daily Out-of-Stock National Report is already being used by 22 national and local retail chains in North Carolina, covering about 86% of the LVMs in the state. The Report logs information by each store's number, enabling retailers' staff to quickly convert it into an email and get the information directly out to the locations each morning.

"When it comes to out of stocks, immediacy counts," notes Steve Desautels, IGT Director Sales & Marketing Execution, who led the report's development along with Craig Hall, IGT Senior Manager Software Engineering and Data Strategy. "With the Report drawing on the remaining machine inventory, it's a real-time snapshot – retailers

Retailer No.	Retailer Name	Store No.	Terminal No.	Address	City	No. Bins OOS	In Stock %
915002	XYZ GROCERY #91	91	9150029	Retailer Address	Greensboro	8	71%
915036	XYZ GROCERY #104	104	9150369	Retailer Address	Morrisville	6	79%
915067	XYZ GROCERY #178	178	9150679	Retailer Address	Salisbury	6	79%
915129	XYZ GROCERY #353	353	9151299	Retailer Address	Wake Forest	6	79%
915143	XYZ GROCERY #395	395	9151439	Retailer Address	Wake Forest	6	79%
915051	XYZ GROCERY #50	90	9150519	Retailer Address	Raleigh	5	82%
915049	XYZ GROCERY #138	138	9150499	Retailer Address	Cary	5	82%
915084	XYZ GROCERY #225	225	9150849	Retailer Address	Chapel Hill	5	82%
915131	XYZ GROCERY #212	212	9151319	Retailer Address	Carthage	5	82%
915161	XYZ GROCERY #003	3	9151619	Retailer Address	Charlotte	5	82%
915003	XYZ GROCERY #158	158	9150038	Retailer Address	Wilmington	4	86%
915015	XYZ GROCERY #37	37	9150159	Retailer Address	Winston Salem	4	86%
915046	XYZ GROCERY #129	129	9150469	Retailer Address	Indian Trail	4	86%
915066	XYZ GROCERY #175	175	9150669	Retailer Address	Kill Devil Hills	4	86%
915075	XYZ GROCERY #202	202	9150759	Retailer Address	Concord	4	86%
915101	XYZ GROCERY #274	274	9151019	Retailer Address	Mooreville	4	86%
915108	XYZ GROCERY #306	306	9151089	Retailer Address	Greensboro	4	86%
915125	XYZ GROCERY #422	422	9151259	Retailer Address	Raleigh	4	86%
915126	XYZ GROCERY #441	441	9151269	Retailer Address	Wilmington	4	86%
915135	XYZ GROCERY #472	472	9151359	Retailer Address	Charlotte	4	86%
915153	XYZ GROCERY #92	92	9151539	Retailer Address	Harrisburg	4	86%
915010	XYZ GROCERY #76	76	9150109	Retailer Address	Raleigh	3	89%
915012	XYZ GROCERY #29	29	9150129	Retailer Address	Abscon	3	89%
915027	XYZ GROCERY #68	68	9150279	Retailer Address	Concord	3	89%
915062	XYZ GROCERY #171	171	9150629	Retailer Address	Charlotte	3	89%
915065	XYZ GROCERY #174	174	9150659	Retailer Address	Charlotte	3	89%
915079	XYZ GROCERY #210	210	9150799	Retailer Address	Wilmington	3	89%
915119	XYZ GROCERY #345	345	9151199	Retailer Address	Burlington	3	89%
915134	XYZ GROCERY #471	471	9151349	Retailer Address	Davidson	3	89%
915138	XYZ GROCERY #595	595	9151389	Retailer Address	Fayetteville	3	89%
915144	XYZ GROCERY #566	566	9151449	Retailer Address	Charlotte	3	89%
915005	XYZ GROCERY #257	257	9150059	Retailer Address	Cary	2	93%
915007	XYZ GROCERY #11	11	9150079	Retailer Address	Charlotte	2	93%
915009	XYZ GROCERY #25	25	9150099	Retailer Address	Fayetteville	2	93%
915026	XYZ GROCERY #66	66	9150269	Retailer Address	Charlotte	2	93%
915044	XYZ GROCERY #122	122	9150449	Retailer Address	Charlotte	2	93%
915045	XYZ GROCERY #127	127	9150459	Retailer Address	Winston Salem	2	93%
915077	XYZ GROCERY #208	208	9150779	Retailer Address	Charlotte	2	93%

IGT's Daily Out-of-Stock National Report informs each participating chain retailer of the number of bins out of stock at their individual retail sites each weekday morning, so they can quickly be addressed. In the anonymized example shown here, IGT added the right-hand column displaying the in-stock percentage to emphasize the retailer's positive goal of being 97% or higher in-stock.

can see the true out-of-stock status of the machines, share that information, and take action. It's a huge step forward that other retailers and lotteries can now take advantage of — and yet another reason for a lottery to be in cloud.

"For years, retailers have had access to historical out-of-stock data and lost-sales estimates, but this new Report helps them to prevent lost sales in the first place," adds Desautels. "Lottery category managers at the national level, who might be responsible for 2,000 or 3,000 stores, can't get insight on every location. Until now, there's been no way to do that — especially given that each jurisdiction has its own calculation for what it considers 'out of stock' to mean, and both chain retailers and lotteries have their own preferences for how data is formatted and reported."

By simply focusing on "Is that bin empty right now?", the matter becomes a simple yes or no question, and the Report allows retail locations to fill those bins and be ready for the day's business.

"Our group within IGT is dedicated to forging partnerships with retailers and lotteries to help identify opportunities that will increase operational efficiencies at both the national and store level," says Gina Easley, IGT Senior Manager National Retail Accounts. To that end, IGT's Daily Out-of-Stock National Report provides consistent formatting across jurisdictions for ease of use by executives such as lottery category managers.

IGT has been tracking the Report's effectiveness in addressing out of stocks and improving sales following implementation in North Carolina. The trend data from recent months shows that the retailers sending the report out to the locations daily — and using the information to change behaviors — are seeing decreases in the number of out of stocks each day, which should help increase sales while improving consumer satisfaction.

## Cashless Payment

No discussion of LVMs would be complete without a consideration of cashless payment, which, where permitted, is another important aspect of optimization because it provides consumers with the convenience they expect. A cash usage survey in September 2024 conducted by IGT with more than 2,000 adults residing in the U.S. found that 45% of consumers in the study carry less than \$20 cash when shopping and 28% of the total sample carry no cash at all — a lost opportunity for any sale where cashless is not an option.

But the benefits of cashless go beyond consumer payment choice. LVM cashless functionality also allows a lottery salesforce to obtain more data that they can use to make better business decisions related to product offerings, promotional opportunities, and more.

IGT's Connected Play solution, which allows a player to pay for their lottery purchases with their lottery eWallet,





“Every retail report, every consumer payments report, points to the expansion of cashless payments,” says Paul Riley. “Adoption is increasing, and while not all lotteries can offer cashless, more options are available to those that can.” Adds Tony Kirkland, IGT Director of U.S. Strategic Retail Sales Development, “It’s

brands for payment using Swipe, Chip and Tap. And Tap payment methods can be by card and mobile/eWallet.

Cashless transactions also open the door to additional analysis and investigation: for example, learning whether cashless transactions correlate to the purchase of higher-price-point scratchers.

LVM optimization helps retailers sell lottery, helps players access the games they enjoy, and helps lotteries make more of the investments they’ve made in equipment.

In addition to the tools and approaches covered in this three-part series, IGT’s specialized teams can also support customers with in-store placement, retailer and salesforce training, promotional strategies, and post-execution monitoring.

*To learn more about how IGT teams and tools can help you derive more business value from lottery self-service networks, contact your IGT representative.*



supports cashless payment with the additional benefit of also associating a player’s unique identity with LVM transactions.

For national chain accounts, cashless functionality is important from a relationship standpoint, showing a retailer that the Lottery values the relationship. Beyond optimizing convenience for players who shop with the retailer, it helps to bridge the gap in some jurisdictions that don’t offer a vending-only model as another way to sell lottery.

becoming abundantly clear that lotteries that offer a cashless option on their LVMs are capturing more impromptu sales. Because, more often than not, core players are taking the extra time to get cash back or preemptively carrying cash for purchases. But new or occasional players who want to try a game could be limited by not having cash on hand and pass by the opportunity.”

Implementation of cashless LVMs will look different in each jurisdiction. IGT’s lottery vending machines support all major card

## Translating Data into Actionable Insights

**Dana Bennett** is IGT’s Director of Market Analysis, North America Sales Development. His career spans more than two decades in data management and analysis, including long tenures with retailers including Staples and CVS.

In 2021, he joined IGT, where, together with Tim Kriger, he directs retail performance analytics and the Retail Market Insights™ (RMI) industry database, ensuring data quality and conducting analyses to support lottery and retailer business decisions.

“My whole career has been in data analysis,” says Bennett. “Having been exposed to data analytics in my undergraduate coursework, I found the topic interesting enough to know I wanted a career in it — long before any schools created degrees called “data analytics,” or anyone had coined the terms Data Science and Big Data.” He became one of the first to enroll in and complete a new Master of Science in Business Economics program at Bentley College, a precursor to current data analytics degree programs.

Bennett’s work is focused on finding sales opportunities through the analysis of retailer chains. He has led significant projects such as developing retail-related decision-making models for IGT lottery customers and developing analytics solutions for specific needs, such as retailer prospecting. He also works directly with customers to train on RMI and other software.

“We’re always doing more behind-the-scenes,” he says, having recently delivered a significant enhancement to the RMI tool based on feedback from one user-group that called for a new set of filters on the monthly reports. Whether related to lottery or retailer needs, he’s focused on, “What can we make better for the end user? And what can we do better on our end?”



**Tim Kriger**, Senior Data Analytics Manager, directs IGT’s proprietary RMI database and tool with Dana Bennett, and leads analyses based on retailer data regarding games, game penetration, retailer density, retail optimization, and more.

Kriger is a seasoned expert with over two decades of experience in technology and advanced data analytics. In a former role with multinational tech company EMC, he worked with all facets of customer data and analytics. Following EMC’s acquisition by Dell, he continued to expand his expertise into customer-experience and voice-of-the-customer data and analytics.

In 2019, Tim joined IGT as the RMI product owner. Since then, he has successfully expanded the program while introducing innovative tools such as the Consolidated Chain Reports and Vending Analytics.

Tim is also dedicated to empowering lotteries and internal teams by providing training on the use of RMI dashboards and data sets, ensuring that all stakeholders can leverage the full potential of the available data.



## Boosting Retail Visibility to

# ILLUMINATE LOTTERY SALES

Retail foot traffic is critical for spontaneous lottery purchases.

**The challenges:** Buy online, pick-up in-store and e-commerce factors are working against spontaneous purchases by keeping shoppers out of stores. Curbside pick-up is reported to be used by nearly two-thirds of US retailers, and by over 60% of millennials. That being said, while e-commerce sales in the US in Q1 2024 reached \$268 billion—22% of all US purchases—its growth seems to have stabilized within this range throughout 2024.

**The good news:** Retail is on the rise and in-store continues to dominate the shopping sector. Foot traffic is trending upwards again and shows the potential for a full post-Covid recovery by the end of this year with continued growth expected. We are already seeing a boost in places like discount stores, grocery stores, and convenience stores (c-stores). In the U.S. specifically, retail footfall is increasing by on average by 4-6% this year. What does this mean for lottery? Now, more than ever, lotteries must be nimble in their retail offering to maximize their bottom line.

Just as instant ticket products have undergone significant transformation over the past 30 years, so too has the retail environment they are sold in. Increasingly sophisticated point-of-sale displays compete for attention, beckoning customers with bright colors, interactive features, and even sound. Convenience stores, in particular, have evolved into hyper-competitive retail landscapes that demand display options that balance security needs and space constraints with form and function.

As a key driver of instant ticket sales, c-stores remain a valuable retail partner for lotteries. In the US, c-stores account for approximately 70% of lottery sales and their foot traffic increased by close to 6% in the last five years. Innovative display options that elevate instant games in a c-store environment brimming with impulse purchase possibilities have become crucial tools to ensure continued sales success. Enter HALO, a groundbreaking merchandising innovation from Schafer Retail Solutions+ (SRS+), a Pollard Banknote company. Easy to install and cost-effective, HALO is a bright new POS option with a proven return on investment.

## What is HALO?

HALO is an injection-molded surround that casts an alluring glow on tickets displayed within on-counter ticket dispensers. Its illumination is designed to immediately catch the eye and its modern, sleek design, combined with customizable branding, ensures that lottery tickets are an enticing part of the shopping experience and a central focus in any retail environment.

Versatility is one of HALO's strongest attributes. With a modular design that accommodates various dispenser sizes—from a four-game configuration to a display with 72 games—HALO is highly adaptable to virtually any market. HALO can easily be added to new or existing SRS+ Dual 5 Modular Mini Dispensers, including our Gen 2 line, and is built to evolve to meet retailer needs over the long term.

Customization options add another layer of aesthetic possibilities to increase appeal at retail. With numerous colors available, as well as bespoke design options, HALO can be fully tailored to align with lottery branding, ensuring a cohesive look with other lottery POS materials in the bustling retail environment. Ticket security at retail continues to be a top priority throughout the design process. Optional security features for new HALO configurations are being developed for an additional layer of protection and peace of mind if desired by the lottery.

## HALO's Market Versatility offers a Long-term Market Solution



### MODULAR DESIGN

allows for agile adjustments  
for numerous display iterations



### HIGHLY ADAPTABLE

extensively configurable with  
existing dispensers



### APPEALING CUSTOMIZATION

offers personalized options that  
align with a lottery's brand identity



## Proven Impact on Sales

Many lotteries have already witnessed the sales-driving impact of HALO firsthand—with some seeing a payback on their initial investment in as little as seven weeks. During a recent 13-week pilot that tested various configurations across ten retail locations, Kentucky Lottery experienced the sales-boosting potential of HALO, sharing:

**“After 9 weeks in the field, the HALO test has proven to be a resounding success! Our test retailers have seen an overall average increase of almost 9% in Scratch Off sales. Given these results and the positive feedback, we are excited to explore opportunities to expand this program further in the near future!”**

—Pete Ramsey, VP of Corporate Accounts & Business Development, Kentucky Lottery

The New Jersey Lottery saw even greater success with their HALO pilot, achieving an impressive 11.5% increase in sales, on average. NJ Lottery deployed HALO dispensers to high-volume, high-traffic retail locations, as well as a select number of retailers on the verge of becoming top-performing stores. HALO proved instrumental to all retailers in the pilot group and, in particular, to the high-potential retailer group, helping the Lottery achieve its sales targets in the process. After a successful pilot, the New Jersey Lottery has worked with SRS+ to install over 400 HALO units in four unique configurations to boost visibility at locations across the state.

## Bringing Lottery Products to the Forefront

Heightened competition at the retail counter, combined with evolving consumer trends, demands innovative merchandising solutions that instantly elevate lottery products. By providing retailers with unique displays that are specifically designed with their exact needs at the fore, lotteries nurture these increasingly valuable partnerships. HALO is a proven strategy for success, driving instant game revenues for worthy causes in a cost-effective, secure, and dynamic new way.



**11.5%** Average Sales Increase  
INSTANT TICKETS



**9%** Average Sales Increase  
INSTANT TICKETS



Halo Pilot Project  
**NEW JERSEY LOTTERY** (Left)  
**KENTUCKY LOTTERY** (Below)



2x4  
16 Game  
HALO



**POLLARD**  
banknote limited

**Schafer**  
RETAIL SOLUTIONS+



Outstanding Games.  
Retail Excellence.  
Digital Innovation.

# Full STEAM



## Ahead

**Expansion of IGT's flagship After School Advantage program continued this year, giving more students access to technology and encouraging interest in the fields of science, technology, engineering, arts, and mathematics (STEAM).**

To help young people develop the knowledge and skills they'll need for the jobs of tomorrow, IGT is committed to providing technology resources and promoting STEAM education. For more than 25 years, the company's After School Advantage (ASA) program has advanced such educational opportunities through digital learning centers in communities where IGT operates.

Each ASA digital learning center is completely unique, catering to the specific needs of the organization receiving the donation and the community it supports. Over the years, the program has provided significant learning resources to open up career paths and future opportunities for thousands of individuals.

## Highlights of IGT's ASA activities in 2024:

### USA: New York



Since 2018, the organization **Rise High** has expanded educational opportunities for young people in Schenectady, NY, by offering engaging learning programs in science, technology, engineering, and math (STEM). Originally serving one cohort of 20 sixth-grade students, the program has expanded to support five cohorts of more than 80 students in grades 6 to 12.

IGT's donation in 2024 will help to enable further growth as the program adds a sixth cohort in the fall, with a seventh planned for January 2025. IGT's donation includes 15 Lenovo 16" Multi-Touch Thinkbooks and 18 Acer 14" 128GB Chromebooks, which will allow Rise High to expand its impact, making a tangible difference in the students' academic and professional futures.



As part of its commitment to empowering underserved communities, **Mission Fulfilled 2030** of Rochester, NY, provides access to high-quality education, fosters innovation, and inspires the next generation of leaders. Through hands-on training in coding, STEM, and entrepreneurship, the organization's Youth Tech Entrepreneurs Program encourages creativity and critical thinking. Graduates have gone on to launch successful startups, pursue higher education in STEM fields, and become leaders in their communities.

IGT's donation of technology equipment, including Lenovo gaming desktops, Acer Chromebooks, and smart TVs, will equip the Youth Tech Entrepreneurs Program to provide local students with the tools and skills needed to advance their educational journeys.





## Canada

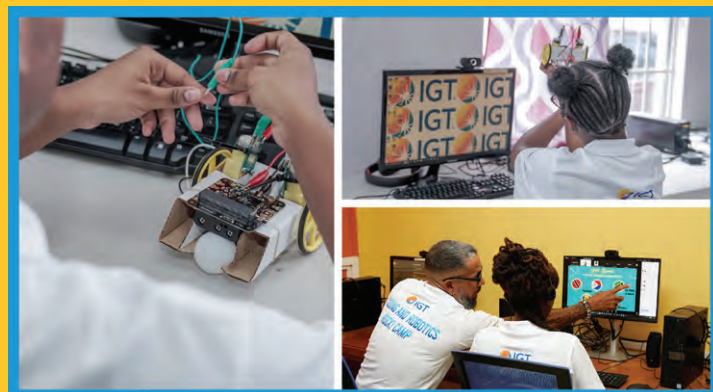
IGT brought the After School Advantage program to Moncton, Canada, with a donation of 40 laptop computers to the **Magnetic Hill School's Technology Education curriculum**. The school's new portable technology lab enables the school to deliver its Middle School Technology Education program in nearly any location to the entire student population.

As a new addition to the program, the school's Tech Club program will be offered to fifth-grade students for the first time. Prior to Magnetic Hill School, IGT has provided After School Advantage computer labs to Moncton's Forest Glen and Bessborough schools.

## Costa Rica

In April, in honor of both World Science and Technology Day and International Day of Girls in Information and Communication Technologies, IGT donated \$15,000 worth of equipment to Costa Rica's **Paniamor Foundation**. The donation contributed to the Foundation's TechnoBus program, a mobile platform equipped with cutting-edge technology designed to close the digital gap that affects minors in socially disadvantaged communities.

IGT's donation included three 3D printers, 10 state-of-the-art computers, and 18 3D pens with screens. With this donation, the TechnoBus will visit more than 10 educational centers where more than 1,500 children between the ages of 4 and 9 will learn to use these tools safely and responsibly.



## Caribbean

Through the ASA program in 2024, IGT held its fourth annual **Coding and Robotics Rock! Camp**, a science, technology, engineering, and mathematics training initiative for Caribbean youth aged 12-18, where more than 70 students from five Caribbean countries learned to apply technological solutions to the region's climate issues.

There are 38 IGT After School Advantage computer centers in the Caribbean. In the four years since the Coding and Robotics Rock! Camp began, more than 200 students across the Caribbean have been trained to become innovators and problem-solvers in an ever-evolving digital world.

## Italy

IGT's **AI GIRLS** program delivers free digital training on the advanced use of generative AI to girls aged 16 to 18 from schools all over Italy. The program helps students build skills to bridge the gender gap and create more inclusive communities. In its first three years, the program reached nearly 1,000 girls.

In 2024, IGT introduced AI GIRLS Level Up, a training path dedicated to 15 brilliant AI GIRLS who completed the program's previous curriculum. AI GIRLS Level Up aims to provide those 15 students with specialized training, mentorship, masterclasses, networking opportunities, and access to workshops and conferences.





## Photo Collage of some attendees at the always fabulous NASPL annual conference, held in Sept in Kansas City.

Mark your calendars for next year: NASPL '25 Annual Conference and Tradeshow September 9-12, 2025, Niagara Falls, Ontario  
Hosted by the Ontario Lottery and Gaming Corp.



1. Pete Donahue, John Martin, Paul Guziel 2. Mary Neubauer, David Gale 3. Khalid Jones and Mary Harville 4. Sarah Taylor, Riva Richard, May Scheve, David Gale 5. Eric Grubbs, Drew Scolaro, Stephanie Weyant, Mike Cardell 6. John Martin, Bishop Woosley, John Myers 7. Rebecca Paul and Meghan Kiss 8. Doug and John Pollard 9. David Barden, Karla Wilkinson, Carolyn Cabell 10. Rebecca Paul and Richard Bateson 11. Khalid Jones, Taylor Bengston, Jim Acton 12. Mary Harville, Robert Gattermeir, Lester Elder 13. David Gale and Gretchen Corbin 14. Andi Brancato and Tamika Ligon 15. Wayne Pickup, Helene Keeley, Paul Sternburg 16. Melissa Pursley and Sarah Taylor



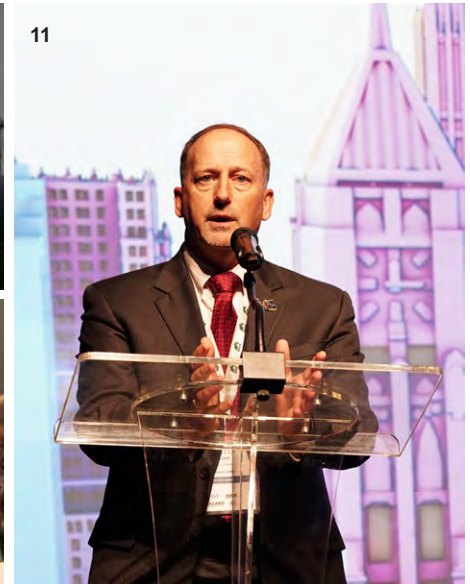


1. Miriam Lindhorst and Heather Elder 2. Adam Prock, Dolly Garfield,, Lance Gaebe 3. May Scheve, Rebecca Paul, Gretchen Corbin  
4. Sarah Taylor, Rebecca Paul, Dan Fox 5. Kurt Friedland, Angela Wong, Sean Athey, Patrick Costaregni 6. Dan Fox, Rick Weil  
7. Pat McHugh, Carla Schaefer, Matt Strawn 8. John Myers and Mike Purcell 9. Karen Harris and Tonya Beenders 10. Lori Szymanski and Eric Grubbs  
11. Harold Mays 12. Vince Sadusky, Sarah Taylor 13. Rebecca Paul 14. Simon Jaworski and Paul Jason 15. James Hutchinson 16. Don Silberstein



## Photo Collage of some attendees at the always fabulous NASPL annual conference, held in Sept in Kansas City.

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1. Victoria Catt, Michell Carney 2. Beth Bresnahan, Mark Audi, Jeanna King 3. Richard Wheeler, Angela Wong, Chris Shaban 4. Charles Scannella and Bret Toyne

5. James Carey, Lester Elder, Adam Perlow 6. John Martin, Lester Elder, Solomon Ramsey, David Blum 7. Joni Hovi and Andreas Luckmann

8. Lester Elder, John Myers, Randy Burnside 9. Harold Mays 10. May Scheve and Jeanna King 11. Lester Elder 12. Sarah den Ouden, Jennifer Westbury, May Scheve Reardon

13. Scott Gunn, Moti Malul, Chris Shaban 14. Derek Gwaltney and Dan Fox 15. Tom Markert and Harold Mays 16. Norm Lingle and Brian Rockeyi





1. Wendy Montgomery, May Scheve, Gretchen Corbin 2. Michelle Simon, Amy Bergette, Mike Cardell and Rob Thompson 3. Doug Pollard and Pinder Basi  
 4. Andreas Luckmann, Miriam Lindhorst, Mark Lorek 5. Beth Bresnhahan and Pat McHugh 6. Denise Lechak, Patricia McQueen, Natalie Ross-Norris, John Koenig  
 7. Sharon Strong and Charlie Scannella 8. Harold Mays and Gretchen Corbin 9. John Schulz and Amy Bergette 10. David Gale and Rebecca Paul 11. Matt Strawn, Michael Boardman, Joshua Johnston 12. Riva Richard, Bruno Roy 13. Lester Elder and Tom Seaver 14. Becky Schroeder and Angela Wong 15. Cindy Polzin 16. Vince Sadusky



**Most product promotions include multiple channels, collaborations, and marketing angles, but never anything as diverse, robust, and creative as your Guy Fieri promotion. How could you afford the time and money to surround the promotion with such a rich and expansive host of promotional initiatives?**

**D. Barden:** Beyond cost efficiency and staffing, time is always a challenge. By extending the game's promotional calendar to include pre-launch, launch and post launch, we can spread out initiatives to maximize the number of items we can reasonably accomplish.

We are incredibly versed in cost-efficiency. And it's always a team effort. But it also helps that we have a team and tools that can generate materials and content at a low cost in a short amount of time.

**Was AI used to reduce costs and enhance the product? Too, what other tools and methods did you use to bring down costs and bring production in-house?**

**D. Barden:** We are currently exploring the use of AI for images, storyboarding and even animation for future spots. The Guy Fieri Flavortown Fortune! Scratchers did not have any AI-based initiatives, but it certainly was a guerrilla-marketing and cost-effective initiative.

For example, the song for the TV spot was written by Wendy Ahlm and Darren Geffre, NMLA IT Director. Darren sang the lyrics, played guitar, and produced the music in his own studio, further saving costs. And Wendy filmed the TV spot in her office and edited it herself. But not without help from the Customer Service team. They helped work the props so French fries jumped out of the basket.

Our survey was written by the Communications Manager, Vanessa Mellone, and built on Survey Monkey, an inexpensive platform. We deployed it ourselves to our Promo Zone members and on our website and social media. And Vanessa analyzed and compiled the resulting data.

Vanessa also created the social media promotions and posts and designed and managed the social content.

The cookbook contest was set up on our website by Wendy Ahlm and Jessica

Quintana, who manage and create all our web content. It was juried by a team of staff, and designed as a downloadable publication, to save production costs.

Because of our in-house printing and distribution capabilities, Jessica Quintana, our Deputy Director of Advertising and Marketing, was able to design, build, and package all the Restaurant Codeword Promotional materials with minimal expense. And the Marketing team shared the responsibility of purchasing gift cards and delivering store signage to restaurants.

Wendy has spent years developing relationships with the radio stations. She came up with the radio promotion and invited them to participate. Jessica designed the premium items for prizes. And the in-house marketing team packaged and shipped Lottery bucks and cutlery sets for station giveaways. The stations then shared the promotion with their listeners, which amplified our advertising message for just the cost of Lottery bucks and cutlery sets.

Of course, staff involvement and the energy input in these winning games is contagious.

Our Claim Center staff, Lori Scholl and Michelle Carey, came up with an amazing promotion for our claim center visitors. Lori sought out all the props to build the food displays and then put them together herself.

Field Sales Representatives held wheel spins around the state.

And New Mexico Lottery and Intralot's staff jumped in to help with the launch event at headquarters.

**Going forward: How has this experience transformed your methods of production?**

**D. Barden:** Be open to new ideas, welcome fun, and occasionally take a chance with the unusual, including creating a shark mascot swimming in the desert sands.

We never anticipated Cash Shark, a social 'mascot' we've created, would get involved in the cookbook, or that he would make a celebrity chef appearance. It just happened naturally and grew from an idea that the Marketing team came up with after we launched the cookbook.

This led to a series of videos and a special section in the cookbook, all embracing the

notion of having fun and that the New Mexico Lottery is fun.

I'd also say the experience was one more lesson in welcoming change. For example, we had to pivot when the licensor realized they did not intend to approve our initial TV concept. Luckily, we had written and filmed the spot ourselves, so our expenses were minimal. However, we had to quickly create alternative scripts and produce a new TV spot. This, in turn, initiated writing our own song for the TV spot. Had we not had the experience of welcoming change, pivoting, and being open to new ideas, we would not have the experience of writing a song.

**You've now won three years in a row. How are you ever going to top it?**

**D. Barden:** Well, let's not forget it all started with our Dia De Los Muertos ticket. It is one of my all-time favorite scratcher tickets that won Best New Instant Game a few years ago.

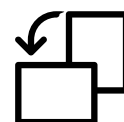
But last year, on the night we won Best New Instant Game for ORO Scratchers, I challenged my staff to win a 'three-peat.' They are an extremely competitive group, and immediately set about outdoing the ORO submission.

So, this year, when we won for a third year in a row, they were prepared for my request and were already working on our next big instant game.

There are so many incredible lotteries, and they are creating amazing tickets with award-winning creative. We'll just have to see what happens.

No matter the outcome, I'm very honored to have such an exceptionally talented and creative team pursuing excellence for our stakeholders in New Mexico.

**The following five pages describe in delicious detail the campaign to produce and implement the 2024 NASPL Best New Instant Game. Please take a seat, open your menu, and enjoy the Guy Fieri Flavortown Fortune!**





# New Mexico Lottery

## Best New Instant Game

# SCRATCHER

## MENU

### Guy Fieri Flavortown Fortune!

Food has a place in everyone's life. After all, everybody's got to eat.

New Mexico is no stranger to food favorites. For years the New Mexico Lottery has featured chiles on lottery games, a beloved staple here in New Mexico. We even have an official state question about the chile: "Red or Green?"

Meanwhile, cooking shows, baking shows, eating shows, and diner themes abound in the video-content stratosphere.

One such popular foodie, Guy Fieri, has visited New Mexico numerous times to feature favorite places and beloved meals. This licensed property was so yummy we thought our players would think it was irresistible!



"Serving up Fun since 1996"



### Breakfast (Target Market)



We were hungry for fun and gut instinct told us Guy Fieri would be a great match. But we wanted to make sure it was a tasty selection for our players. So, in June 2023, we conducted a one-week long "Tasty Ticket Survey" that was promoted via our player's club, on nm lottery.com, and on social media. We received 1,649 responses and Guy Fieri proved to be a popular, well-known figure. In fact, 84% of respondents had heard of Guy Fieri.

We also learned:

- Respondents watch food-themed TV shows..... Nearly 70%
  - Respondents (the highest response) watch Diners, Drive-Ins and Dives..... 73%
  - Respondents like to cook..... More than 65%
- Our target market for an instant game based on our research findings included:
- People who love food, food-themed TV shows, cooking, and eating out?..... YES
  - People familiar with and/or are fans of Guy Fieri?..... YES
  - Players interested in winning a very large second-chance prize (up to \$500,000)?..... YES

### À la Carte (Goals)

- Having confirmed a significant number of our players were familiar with Guy Fieri, we cooked up clear goals, including:
- Create a food-themed game that current and non-players would identify with;
  - Leverage Guy Fieri's popularity by featuring his brand on an instant game;
  - Motivate sales by offering an opportunity for a chance to win up to \$500,000;
  - Create additional winning opportunities for players;
- Create unique advertising opportunities at local businesses, specifically restaurants;
- Promote local New Mexico businesses;
- Increase communication opportunities with players; and
- Introduce a game that would index above 100.

### Appetizers (About the Game, Launch Date)

Guy Fieri Flavortown Fortune! Scratchers launched March 5, 2024, and featured prizes up to \$50,000.

There were two scenes, each featuring Guy Fieri, Flavortown, food, and money.

The tickets leveraged the Guy Fieri brand by featuring Guy Fieri on the front of both ticket scenes and including his name and his created town name "Flavortown" in the game name. We added "Fortune" to remind players about the cash prizes in the game.

One scene emphasized barbecue, and the other scene featured takeout favorites and even included a little shout-out to New Mexico with a hot air balloon in the image.

Play areas were covered with cash graphics and fried food icons that were also used on the Play Cards in the Collect 'N Win second-chance promotion.

A special call-out was shown prominently on the front, under the ticket name, to promote the second-chance promotion with a chance to win \$500,000.



New Mexico Lottery | Best New Instant Game

## Nutritional Info

### (Prize Structure and Payout)

Price point ..... \$5 Game  
Tickets printed ..... 480,000 tickets  
Payout ..... 68.42%

PRIZE	ODDS OF 1 IN:	# of WINNERS
\$5	8.57	56,000
\$10	13.33	36,000
\$15	30.00	16,000
\$20	30.00	16,000
\$50	100.00	4,800
\$100	1,500.00	320
\$200	6,857.14	70
\$1,000	80,000.00	6
\$50,000	160,000.00	3
<b>TOTAL</b>	<b>3.72</b>	<b>129,199</b>



## Dessert Second!

### (The Second-Chance Promotion)



Of course – everyone loves dessert!

We collaborated with Alchemy3 to offer a Collect 'N Win (CNW) second-chance promotional site and prizes.

Our goals were simple:

- Provide a second-chance entry platform for non-winning Guy Fieri Flavortown Fortune! Scratchers;
- Motivate sales with a chance for players to win \$100 gift cards;
- Motivate sales by featuring the chance to win \$5,000, \$10,000, or \$500,000; and
- Optimize player convenience and ease of entry.

Together, we created a second-chance promotion for players to enter non-winning tickets for a chance to win \$5,000, \$10,000, or even a “tasty” \$500,000. <https://www.collectwin.com/jm-symbols-branch/app/index.html>

The entry site mirrors the point-of-sale materials and food theme with puffy turkey-leg clouds, a neon logo sign, fries, hotdogs, burgers, and stacks of cash.

Additionally, it offers a “just for fun” Flavortown Match 3 game and chances to win \$100 e-Gift cards. Two thousand gift cards will be awarded! The game was designed to play like the infamous game “Candy Crush” with images of fast-food icons aligned in a grid in the back of a food truck.

For their chance to win, players enter their non-winning tickets at the Collect 'N Win entry site. Then they are invited to play or skip the Flavortown Match 3 game.

Once players complete the game (the score is just for fun) or choose to skip the game, they advance to the next screen that reveals how many entries they earned.

When all symbols on the special Fortune Finder Chase Card are collected, the player automatically wins a \$100 Tango Reward Link dining e-gift card.



New Mexico Lottery | Best New Instant Game

## Hot off the Grill!

### (Marketing Creative & Strategy)



Months before the game launched, and after we surveyed our players with the “tasty ticker” survey, we teased the announcement that a game would launch featuring a celebrity chef.

We started in November with a cookbook contest – first inviting players to submit their recipes, then creating a [cookbook](#) just in time for the game’s announcement.

At launch, the ad campaign embraced the brand, the tickets, and the HUGE \$500,000 second-chance prize. Campaigns were themed around food and nostalgia – neon, fast food, and even a tabletop jukebox.



The visual creative for the point-of-sale featured fried food, a chicken leg cloud, a Flavortown Scratchers neon sign, the tickets, cash, and a big call-out for the second-chance promotion.

Since many of our listeners hear our ads in their cars,

the radio creative played off people “in cars” in a restaurant drive through. The spot includes sounds of wheels crunching on pavement and the driver is asked to order food. We even added some “local flavor” with a special of a “green chile cheeseburger.” Then, instead of ordering food, the driver orders Guy Fieri Flavortown Fortune! Scratchers! [Listen to the spot here.](#)

The TV spot features a close-up of a burger and fries sitting beside a classic tabletop jukebox. The announcer asks if viewers are “hungry for fun.” Then, a French fry chooses a song on the jukebox. The song “Ice Cream Shuffle” begins to play as the announcer talks about the ticket. Once the second-chance promotion prize of \$500,000 is announced, the fries “woo-hoo” and jump out of the basket in excitement. [Watch the spot here.](#)

## A Foodie Jingle

### (Creation of the Ice Cream Shuffle Song)

Notably, Lottery staff wrote and recorded “Ice Cream Shuffle” specifically for the TV spot.

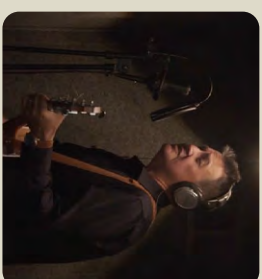
It all started with a NEED for a tabletop jukebox for the TV spot. The jukebox was customizable, so the Director of Advertising and Marketing, Wendy Ahlin, began creating song names with imaginary bands to display in the playlist.

Naturally, this led to an idea. Wendy thought, “Wouldn’t it be fun to write one of these songs?”

As she began to brainstorm this idea, she discovered that Darren Geffke, the Lottery’s Director of IT, is a two-time Grammy Award nominee.

Wendy asked Darren if he’d be interested in writing a song. Darren said “yes!” and said “Ice Cream Shuffle” sounded like a delicious endeavor.

Together they cowrote the tune. Darren recorded the song in his home studio – he sings the lyrics and plays the guitar on the song. Wendy integrated the song into the [Guy Fieri Flavortown Fortune! Scratchers TV spot.](#)



New Mexico Lottery | Best New Instant Game



## Scratchers (The Plan)

Guy Fieri Flavortown Fortune! tickets launched March 5, 2024.

The game was promoted with all available media, including:

- 30 Radio media (traditional and streaming)
  - 30 TV spots (traditional and CTV)
  - Digital media (display ads)
  - Outdoor digital billboards
  - A press release
  - A live interview to talk about the Scratchier, second-chance promotion, and the Restaurant Codeword Promotion on the New Mexico Living TV Show
  - POS in lottery retail stores
  - Social media posts and stories for Facebook and Instagram
  - Player advertising display spot played in all lottery retail locations
- We also reached new audiences by promoting the game in New Mexico restaurants with the Restaurant Codeword Promotion.



## Lunch Specials (The Restaurant Codeword Promotion)



The Guy Fieri Flavortown Fortune! Scratchers presented a perfect opportunity to reach a broad new audience of people who love to dine out. But how could we reach new audiences in non-lottery-selling spaces with non-traditional advertising? This guerilla-marketing program did just that with a first-of-its-kind promotion for the Lottery's player promotional platform, the Promo Zone.

New Mexico restaurants were invited to participate through email, social media, two invitations during a local TV show called New Mexico Living [watch here](#) and [here](#), and with an invitation through the New Mexico Restaurant Association.

For each participating restaurant, we created signage that displayed a Codeword unique to that business. Patrons, age 18 and older, then entered the Codeword at the Promo Zone for a chance to win a \$100 gift card to that restaurant. We awarded three winners for each participating restaurant.

In return for posting Restaurant Codeword Promotion signage in their store, the Lottery purchased \$100 gift certificates from each participating restaurant, provided signage for their store about the promotion, held the drawings, awarded winner prizes, and promoted the restaurant name and location on a participant page at the Lottery's website.

New Mexico is a small, rural state, and prides itself in promoting local businesses. This promotion allowed us to give back to small business owners through the purchase of restaurant gift cards, connect Guy's fans in local community restaurants, and market the Guy Fieri Flavortown Fortune! Scratchier in locations where the Lottery does not have a presence.

The promotions took place March 5 through April 30, 2024.



New Mexico Lottery | Best New Instant Game



## Home Cooking (The Lottery Favorites Cookbook Competition)

To tease the ticket, we created a food-themed promotion called the Lottery Favorites Cookbook Competition.

Our goals were:

- Tease and introduce the Guy Fieri Flavortown Fortune! Scratchers;
- Build player excitement about the forthcoming Scratchier;
- Offer an opportunity for New Mexicans to win prizes;
- Create a food-themed product that we could offer for free;
- Reach a new audience including non-players; and
- Build the New Mexico Lottery's reputation of creating fun opportunities.

The Lottery Favorites Cookbook Competition launched November 20, 2023, right at a time when everyone was thinking about holiday meals. New Mexicans, age 18 and older, were invited to submit their original recipe at nm lottery.com for a chance to win prizes and be featured in the Lottery Favorites Cookbook. Entrants included reasoning for why the recipe was unique. Entrants confirmed their recipe was not anyone else's published recipe and granted the Lottery permission to use it in our recipe book.

The Cookbook was announced on the Lottery's website, the players club, on social media, in player emails, and a local TV program, New Mexico Living [Watch Here](#).



Episode 1:  
A Special Message



Episode 2:  
Favorite Ingredient



Episode 3:  
A Unique Recipe

The final Lottery Favorites Cookbook is currently available as a free digital download, [available at the Lottery's website here](#).

New Mexico Lottery | Best New Instant Game

## Buffet (A Smorgasbord of Promotions)

Get ready for an all-you-can-eat buffet!

### Q&A Interview:

We began with a TV interview on the local broadcast of New Mexico Living. Wendy Altin, the Director of Advertising and Marketing, joined the show live to talk about the game, the second-chance promotion, and the Restaurant Codeword Promotion.

Scan the QR code or [click here](#) to watch the interview.

### Social Media Promotions:



Social media promotions included six weeks of promotions on Facebook and Instagram! They began ten days before the game launched with a "Can You Guess the Celebrity Chef?" contest. Almost 300 people threw their guesses in "the pot" and eight players (five on Facebook and three on Instagram) won Lottery Bucks and food-themed swag. This was the highest number of responses we have ever received for a social media contest, letting us know that the players were hungry for more!

A weekly contest was held each week for the next five weeks asking, "Where is Guy Eating?" Images of beautiful locations throughout New Mexico were shown and players were asked to guess the picnic location. Players jumped at the chance to submit their guess, resulting in over 1,000 comments on social media.

The New Mexico Lottery's Facebook profile visits increased 28.8% over the previous six weeks and our followers increased 308%!

And the Lottery's Instagram profile visits increased 45.5% over the previous six weeks and our followers increased 36.7%.

### Radio Promotions:

People love to talk about food. To celebrate the new Guy Fieri Flavortown Fortune! Scratchers, we thought it would be fun to hear what radio listeners' favorite foods are.

From March 18 -29, 2024, twenty-nine (29) stations played "Flavors of Fun!" with their listeners.

Each day, Monday through Friday, callers would share their favorite food (or meal) with the DJ to win a Lottery prize pack that included a travel utensil set and \$25 worth of Lottery Bucks.

The Lottery received more than \$60,000 in media value in exchange for \$7,250 worth of Lottery Bucks plus \$1,160 for the cost of the utensil sets. Scan the QR code or [click here](#) to listen to a clip.



### Launch Event:

To generate player excitement, motivate sales, and create a winning experience for players, we held a "Launch Event" at the New Mexico Lottery Claims Center. The event was held on April 26, 2024, to coincide with the Lottery's 28th Anniversary.

New Mexico Lottery | Best New Instant Game



Two local radio stations set up tents where they broadcasted live from the event. A local food truck set up for the event and we even awarded meal prizes from the food truck on the prize wheel.

The party kicked off with Lottery Buck giveaways. Players began arriving and lining up for Lottery Bucks an hour before the event began. The first 28 players, age 18 and older, to arrive each received \$25 worth of Lottery Bucks. All other players, age 18 and older, who came to the event received a \$5 Lottery Buck. Plus, all attendees received a birthday snack bag of candy.

The Lottery's specially wrapped prize trolley vehicle was stocked with Lottery promotional items. Players who purchased \$10 in any New Mexico Lottery game(s) during the event received one spin on the prize wheel. Prizes included T-shirts, game tickets for the local Isotopes baseball team, cutting boards, coolers, aprons, and a variety of other merchandise.

Players who purchased a \$5 Guy Fieri Flavortown Fortune! Scratcher received an entry form to play a live game called Flavortown Fun! The radio DJs joined in the fun by drawing entrant names and cohosting the game. Three lucky players were drawn every 30 minutes to play the game in front of the crowd.

So, what game did they play? Each participant was gifted a duffel bag filled with candy, a 24x24-inch piece of white foam core with double-sided tape, and scissors. After the players opened their candy, they were shown an image that they had to replicate with their candy and were given 60 seconds to do it. The crowd cheered them on as Skittles and Twizzlers flew off the tables.

Each player then got to pick a REAL egg and smash it in a skillet to see how many Lottery Bucks they won (\$25, \$50, \$75, or \$100 in Lottery Bucks.) Don't worry – no one got 'egg on their face!' The eggs were blown out and the prize amounts were tucked inside to reveal the prizes.

Even Cash Shark visited the event with a "swim-by" as he handed out prizes.

Sales for this two-hour event were amazing. We sold \$4,984 in tickets and more than 116 players attended. Attendees won lots of great prizes, and everyone had a great time. [Watch a short recap of the event and game here.](#)

### Special Swag:

Hungry for stuff? We created a cornucopia of food-related premiums to promote the game!

Premiums included travel cutlery sets, bamboo cutting boards, aprons, measuring spoon sets, cooler bags, sunglasses, and taco holders.

### New Mexico Lottery Claims Center Promotion:

Even the Lottery Claims Center joined in on the fun with a "Take Food" Extravaganza.



From March 5 - 28, 2024, players who purchased \$10 in Guy Fieri Flavortown Fortune! Scratchers received an entry form. Entrants had the option to place their forms in one of five entry boxes, each themed with food items from the tickets (chicken, burgers, tacos, pizza, and hot dogs).

After the entry period concluded, five players were drawn to win a Lottery prize pack. Prizes included a Lottery duffel bag, Coleman jug cooler, \$50 in Lottery Bucks, a bottle of Guy Fieri BBQ sauce, a Lottery apron, a Guy Fieri cookbook, and a portable utensil set.



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Retailer In-Store Wheel Spin Events

To celebrate the launch of the Guy Fieri Flavortown Fortune! Scratchers at retail locations, increase awareness about the tickets, and reward players, Field Sales Representatives (FSRs) held 43 wheel spin events around the state, reaching more than 24 New Mexico towns.

Demand was quite high for these events. Las Cruces players were eager for an event and created quite a social riot while waiting for their local event announcements. Event sales exceeded \$13,000 and more than 24 New Mexico communities were reached.



Low-Carb Options (Retailer Promotions)

We offered two retailer promotions to provide retailer rewards for promoting Lottery products. This also helped to initiate game launch excitement, encourage retailer excitement, and build support for the life of the game.

The first, an Activation Promotion, took place from March 5 – 15, 2024. Retailers who activated the game during this time were entered in a drawing for a chance to win \$1,000. One corporate retailer and one independent retailer each won \$1,000.

Additionally, a "Retailer Wins, Too!" Promotion was created. To help promote the game, retailers were informed that FIVE stores that sell the tickets that complete the winning entries that are selected in the player/second-chance promotion will EACH win \$5,000. And the store employees from the winning stores will receive a prize party package.

Handmade Shakes (Game Innovation)

The game created many "FIRSTS" for the New Mexico Lottery:

- First time ..... we offered a cookbook competition
  - First time ..... we produced an online cookbook
  - First time ..... we created a miniseries of "Cash Shark" episodes (to promote the Cookbook Competition)
  - First time ..... we partnered with restaurants who were non-lottery retailers
  - First time ..... we used a new "Codeword" promotion on our player's club promotional site
  - First time ..... staff wrote and recorded our own song for a TV spot of a celebrity chef
  - First use .....
- Additionally, Guy Fieri Flavortown Fortune! Scratchers generated inspiration for:
- Our best survey response EVER
  - Fun Cash Shark appearances
  - Interesting content and interviews
  - Unique promotions and events, such as a launch party at Lottery Headquarters, wheel spin events, a Claims Center promotion, and social media contests
  - A unique grand prize finalist event that will be live streamed

New Mexico Lottery | Best New Instant Game

Games (The Final Grand Prize Event)

Upon conclusion of the game, a drawing will be held for five Grand Prize Finalists. We plan to hold an event at a location like a restaurant or resort, and the finalists can each bring guests. We will then conduct elimination rounds leading up to one lucky player winning \$500,000. Each of the finalists will win cash prizes.

Soups & Salads (Results)

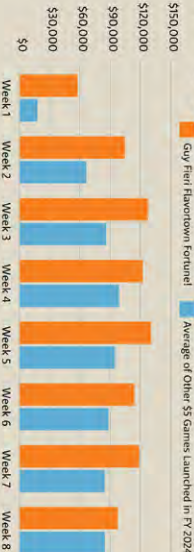
Sales for the game have exceeded our expectations.

Based on the first eight weeks of sales, Guy Fieri Flavortown Fortune!:

- Ranked in the top three bestselling games, surpassed only by the two \$20 games;
- Outperformed other popular \$5 games with an index of 133, compared to Dungeons and Dragons at 111, 20X at 110, and MONOPOLY at 78; and
- Averaged weekly per capita sales of 5.2 cents, which is strong for the New Mexico market compared to 3.6 cents on average for other \$5 games launched in the same fiscal year.

Our return on investment from the Guy Fieri Flavortown Fortune! game exceeded expectations by bringing in new and/or infrequent players, as evidenced by new and increased engagement with our promotional website.

Weekly Sales



Lottery Favorites (Conclusion)

Guy Fieri Flavortown Fortune! Scratchers have been an incredible five-star success.

This recognizable brand generated numerous flavors of FUN and creative content. From premiums to promotions, players treated their taste buds with prizes and shared content.

Lottery benefits extended beyond game sales. We created a cookbook full of player recipes that is available for free downloads. We created an entirely new Codeword entry mechanism for our player's club. The Lottery's fun mascot, Cash Shark, used the assets to continue to brand the New Mexico Lottery as a "FUN" entity. Our staff benefited from team-building activities, like the launch event and creation of the song for the TV spot. And we devised a way to work with non-lottery businesses to reach our target market in unique locations.

All this, and valuable funds raised for our beneficiary, the Legislative Lottery Scholarship Fund.

It was an all-you-can-eat buffet. Our staff and our players are stuffed and ready for a nap!



New Mexico Lottery | Best New Instant Game

competitive “lottery style” games (except with much higher prize-payout percentages).

### **“My life is changing in so many ways I don't know who to trust anymore”**

As with almost all forms of gambling, players are almost equally focused on playing for entertainment whilst also wanting to win.

In an increasingly competitive market, lotteries are going to not only have to meet the winning needs of players' (in reality a sports bet's odds, in the eye of the gambler are either win or lose, so 1 in 2 odds, whilst some of the better odds Scratch tickets are a 1 in 3 win proposition), but also develop communications on how players can play and spend responsibly, to ensure the Lottery industry can retain its credibility with players and non-players alike.

The Arizona Lottery already has a \$50 ticket with 1 in 2.18 overall odds, while Maryland's 50th Anniversary ticket, 50 Years!, has odds of winning at 1 in 2.44 and all but four of their 100+ top prizes of \$10,000 or more (including three \$5m jackpots) have been claimed.

Lotto Research believes someone in North America will come up with a Lottery game with the best-ever odds in 2025. A single win on a low-cost ticket can make or break a person's day, and maybe their life. Of course, that is the unique value proposition that lottery represents, and no competitor can take that away.

### **“Where did all the money go”**

Currently, the most successful state lotteries, ones that have the highest trust levels among their constituents, have a strong product offering that includes an excellent responsible gaming program combined with clear and concise messages about for whom and how the funds for good causes are helping in their state.

**Each state that runs a Lottery is**

### **significantly better off year after year, with unprecedented levels of funding for good causes in 2024.** How will this get even better in 2025?

Maybe Virginia cracks \$1bn in support for K-12 public education. In a single year!

Iowa and California lotteries turn 40 in 2025, so our Veterans will no doubt see more funding and our children out west will see even greater benefits at their schools every single day. North Carolina and Oklahoma hit the double decade mark anniversary, so expect a bonanza year for additional funds towards their burgeoning education systems.

Lotto Research is adamant that 2025 will be a record year for money to good causes from U.S. state lotteries. (Ok, this is akin to me predicting the Cowboys won't win the SuperBowl, but blurring the obvious is blatantly beneficial, especially when our beneficiaries benefit. Try saying that after a bottle of Blanton's bourbon.)

### **“Alabama, you've got the rest of the union to help you along.”**

Alabama failed by one vote to have a Lottery in 2024. Rep. Chris Blackshear who sponsored the bill to bring legalized Lottery and Casinos to the state said more revenue would have been raised by the gambling and lottery package to support retirees and pay for rural health care, among other things. His comments drew applause on the Alabama House floor. “So don't pour something on my leg and tell me it's raining,” Blackshear said. “(The voters) are not as ignorant as you think they are.”

Lotto Research says ‘Roll Tide in 2025’, giving us our 46th State Lottery. If Nick Saban was in charge of the legislature it would no doubt have already happened.

### **“Think I'll roll another number for the road”**

One of the two big numbers-games is getting revamped in April 2025. Mega Millions is becoming the first national \$5 draw game. There will no doubt be

an adjustment period, but in a country where felonies and insurrections are quickly forgotten, the former Big Game will no doubt go from strength to strength even with this cost increase. Heck, I paid \$7 for a coffee over the weekend and didn't blink. Even worse, it was actually a cup of tea (I am still English after all) but you get the point. Let's hope the early rolls ensure the half-billion jackpot tipping point is hit more frequently to bring in those much sought after casual players.

Lotto Research predicts the record \$1.602 billion Mega Millions record jackpot will be beaten in 2025.

### **“They're gonna bring the good things back, nose-to-the stone people. Put the business back on track, ordinary people.”**

Yes, with economic factors playing a more significant role in 2024 than ever before, the fight for that all important entertainment dollar leading to greater funds for good causes is tougher than ever. But the people I know love and respect in his industry and will use all their experience and passion to ensure that 2025 is the best year for Lottery in its history, irrespective of the political climate.

With this in mind, before the ball drops on the last Powerball First Millionaire Of The Year on New Year's Rockin Eve, ***I hope each of you might take a moment to text or email me at least one Gaming or Lottery prediction for 2025 that isn't covered by Neil and me in this article, and we'll print the best ones in the January/February 2025 issue of PGRI magazine.***

Trust me I'm a (forward thinking) researcher

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# PULSE of the Industry

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## NORTH AMERICAN NEWS

### Mega Millions To Get MEGA Enhancements in April 2025



Bigger jackpots, better odds, built-in multiplier to increase prizes at every level just a few of the benefits of new game coming next spring

Mega Millions, the lottery game that has produced a record six jackpot wins exceeding \$1 billion, is getting ready for a “mega” overhaul with plans to be bigger and better than ever when the new and improved game launches in April 2025. Among the enhancements, players will benefit from:

- Improved odds to win the jackpot
- Bigger jackpots more frequently
- Larger starting jackpots
- Faster growing jackpots
- A built-in multiplier on every play, automatically improving every non-jackpot win by 2X, 3X, 4X, 5X or 10X – up to \$10 million for matching the five white balls
- No breakeven prizes, meaning when a player wins, they’ll always win more than the cost of the ticket

“We are creating a game that both our existing players and people new to Mega Millions will love and get excited about playing,” said Joshua Johnston, Lead Director of the Mega Millions Consortium. “We expect more billion-dollar jackpots than ever before, meaning creating more billionaires and many more millionaires as the jackpots climb, plus this game will continue the important legacy of supporting great causes everywhere Mega Millions is played.”

When the new and improved game launches next April, tickets will cost \$5 per play. This is only the game’s second price adjustment since the first ticket was sold more than 20 years ago

and the first change since the current game matrix was adopted in 2017.

Since Mega Millions launched in 2002, it has produced six winners of billion-dollar jackpots. Since the last change in 2017 more than 1,200 players have become millionaires, an average of 3 millionaires per week.

Mega Millions is a national game with tickets sold in 45 states, Washington, D.C. and the U.S. Virgin Islands. Drawings are conducted at 11 p.m. Eastern Time on Tuesdays and Fridays in Atlanta, Georgia. Lottery profits support a wide variety of good causes and are allocated differently in each jurisdiction.

Media contact: [media@megamillions.com](mailto:media@megamillions.com)

### A Louisiana Lottery player has claimed victory in the NASCAR Powerball Playoff™ and the \$1 million top prize!



In addition to winning a VIP trip, the three lottery players eliminated in the championship drawing of the NASCAR Powerball Playoff have each won \$10,000. The VIP trip included roundtrip airfare for two to Phoenix, Ariz., three nights hotel accommodations, two Ally Curve Hospitality Club passes for both the NASCAR Xfinity Series Championship Race on Nov. 9 and the NASCAR Cup Series Championship Race on Nov. 10, two passes for VIP experiences at Phoenix Raceway during the NASCAR Championship Weekend including Cup Series™ VIP access, NASCAR team hauler tour, MRN radio booth tour, pace car rides, Victory Lane access, welcome dinner and all meals, and ground transportation to scheduled events and activities.

“This weekend has been thrilling from start to finish!” said Matt Strawn, Powerball Product Group Chair and Iowa Lottery CEO. “As the official lottery game of NASCAR, this was our second year of adding to the anticipation and excitement of NASCAR Championship

Weekend, while offering players the chance to win this premier experience and \$1 million prize. Powerball will be back next year for a third installment of the NASCAR Powerball Playoff. Stay tuned to your state lottery for 2025 entry dates!”

“This Powerball promotion has quickly become a fun, NASCAR-centric way to further engage our loyal fans and lottery players alike,” said Michelle Byron, NASCAR executive vice president, chief partnership and licensing officer. “Fans should be on the lookout for lottery activations at NASCAR races throughout the country next year for new chances to win.”

The four finalists entered the Powerball portion through one of 27 participating state lotteries. Participating lotteries held in-state contests and second-chance drawings throughout the 2024 NASCAR regular season to form a national pool of entrants. Sixteen lottery players were randomly selected from the national pool in a preliminary drawing to advance to a series of playoff-style drawings, with cash prizes awarded to all 16 lottery players based on their elimination position.

Lotteries that participated in the 2024 NASCAR Powerball Playoff include Arizona, Colorado, Delaware, Florida, Hoosier (Indiana), Idaho, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Minnesota, Mississippi, Nebraska, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, West Virginia, and Wisconsin.

Players can follow the NASCAR Powerball Playoff on Facebook, Instagram, and online at Powerball.com.

### Louisiana Lottery Expands Retailer Network to include Walmart and Smoke’n Go Locations



The New York Lottery continues to be North America's largest and most profitable Lottery, contributing \$3.8 billion in Lottery Aid to Education for Fiscal Year 2023-2024 to more than 700 school districts across the state.

New York "Small Risk & Big Gamble" campaign wins NASPL Responsible Gaming awards

Lotería Electrónica renews Scientific Games Puerto Rico contract

Scientific Games Announces Matt Lynch as New President of Digital, Steve Beason Named Chief Innovation Officer



Patrick Homm to Lead Scientific Games International Lottery Systems Technology

Scientific Games Continues Primary Scratch Card Partnership with La Française des Jeux

Kentucky Lottery Fuels 10 More Years of Education Funding with Scientific Games Enhanced Partnership

IGT PlayDigital Launches Global Sensation Mystery of the Lamp Game in US Online Gaming Markets



IGT Delivers Upgraded Lottery Solutions to North Carolina Education Lottery with 10-Year Contract Extension

IGT PlayDigital Engagement Platform Wins "Digital Product of the Year" at the 2024 Global Gaming Awards Americas

GLI CCO Ian Hughes Named a Winner in the Las Vegas Top Tech Awards 2024

Gaming Laboratories International (GLI®) Senior Manager of Engineering Paul Parry Named to ELG 40 Under 40 Class of 2025



Atlas Experiences Announces Exclusive Partnership with SeaDream Yacht Club for Luxury Private Charters for Global Lottery Companies



Scientific Games Announces Matt Lynch as New President of Digital, Steve Beason Named Chief Innovation Officer

Aristocrat Interactive iLottery Strengthens North American Presence with Key New Hires

Stephanie DuVal joins the team as Director of Customer Marketing, North America. In this role, she will lead our business-to-consumer (B2C) digital marketing strategies for the North American lottery market, focusing on customer acquisition, affiliate marketing, retention marketing, loyalty programs, and customer relationship management (CRM).

Shane Taylor joins the team as Account Director for the New Hampshire Lottery Commission (NHLC). He will manage and strengthen Aristocrat Interactive's relationship with NHLC, focusing on customer success, competitive market strategies, and contract management.

Jessie Teague joins us as iLottery Marketing Director, where she will be responsible for driving the growth of the NHLC iLottery program, achieving KPIs, and implementing digital marketing strategies.

Loto-Québec to be the first customer in Canada to offer Inspired Entertainment's Hybrid Dealer Roulette game in the fourth quarter of 2024

Inspired Entertainment Partners

with FanDuel to Launch a Suite of Hybrid Dealer Games and Bespoke Sports-Themed Wheel Game

OLG to host NASPL conference NASPL in 2025 The 2025 NASPL Annual Conference and Trade Show will run from September 9-12, 2025.

New Mexico Lottery Announces Zozobra 2025 Scratcher Art Competition



Kentucky Lawsuit Seeks Triple the Losses of All Gray Machine Gamblers

The lawsuit, filed in the Franklin Circuit Court last week by charity nonprofit Empathy in Action, cites the state's 226-year-old Loss Recovery Act (LRA), which was designed to protect the families of destitute gamblers. Under that law, a gambler has six months to sue to recover funds lost from illegal wagering. If the gambler doesn't do so after six months, any other Kentuckian can file a claim to recover up to three times the funds the gambler lost, going back five years.

It's not as crazy a gambit as it sounds. Just ask PokerStars. In 2011, the State of Kentucky sued the online poker giant, which had previously offered unlicensed online poker in the US because no such licensing was available.

The state sought \$870 million under the LRA, triple the \$290 million it claimed Kentuckians lost at the site. This was controversial because Kentuckians hadn't lost this figure to PokerStars, but to other players, with the online poker site taking a small rake. Nevertheless, in September 2021, PokerStars' new owner, Flutter Entertainment, settled with Kentucky for \$300 million.

Massachusetts gaming regulators are moving forward with a long-stalled data collection project dealing with problem gambling

Nearly 2,000 people chose all zeroes as their lottery numbers. Now, they share a \$7.8 million jackpot

Sometimes an individual may come up with an idea that is seemingly unique, only to find out that several others have a similar thought process. This happened to 2000 people in North Carolina, who decided to pick all zeroes in the Carolina Pick 4 lottery back in 2019, but were shocked when their supposedly odd choice turned out to be the winning number, 0-0-0-0. This meant that



they had to split the \$7.8 million in prize money among themselves.

## A new open, competitive, regulated market soon to roll out in Alberta, Canada

The expected “go-live” date is sometime in early 2025. The question now is how the market will look. What will the tax rate be? How will they handle sports betting advertising? What’s the market potential, and their plan to deal with the grey market? What’s been interesting lately has been following what Alberta Gaming, Liquor and Cannabis (AGLC) has been doing, with their Play Alberta platform, the only place one can go presently to gamble legally in the Canadian province.



## West Virginia Lottery introduces new NeoPollard Interactive (NPi) digital platform to allow for more user accessibility.

## WORLD NEWS

### The WLA elects its new President, Andreas Kötter, CEO of WestLotto, Germany



The WLA elected its new President, Andreas Kötter, CEO of WestLotto, Germany, during its General Assembly on 24 October, which took place in Paris, France, during the World Lottery Summit.

“It is a great honor for me to serve this extraordinary Association as President. The aim of the WLA is to be recognized as the global lottery

and betting game authority and to support our members in contributing to society. Our new strategy includes a clear plan and is a commitment to integrity and to ethical, responsible and professional practices. I would also like to express my special thanks to Rebecca Paul, for her outstanding job of leading the WLA over the past years”, said Andreas Kötter, the new WLA President.

WLA Executive Director, Luca Esposito commented on the new presidency:

“We are pleased to welcome Andreas Kötter to his new role as WLA President. We will look to his leadership to drive our new strategy and initiatives, building on our strengths and values, in order to create a sustainable future for the regulated global lottery and sports betting ecosystem.”

Kötter has over a decade of experience in the lottery industry, holding the position of CEO of WestLotto, since 2016 and was previously a member of the Management Board. He has been the Chairman of the pan-European lottery EUROJACKPOT since 2016.

Kötter has been actively involved at WLA, as a Member of WLA Executive Committee since 2017. He has been Chair of the WLA Illegal Lotteries and Betting Committee, which is dedicated to reviewing the tools and resources available to help member lotteries uphold territorial integrity with stakeholders in every region, since 2018, and Senior Vice President since 2022.

### Sweden mulls lowered gambling tax to fight black market

### OPAP begins hunt for new Chairman as Kamil Ziegler steps down as Chairman of the Athens-listed gambling group and operator of the Greek national lottery. For now, Jan Karas will take on the dual roles of Group CEO and Chairman.

### UKGC pledges to combat economic threat of Black Market

The UK Gambling Commission (UKGC) is ramping up efforts to combat unlicensed gambling, which it views as a serious threat to society and the economy.

Chief Executive Andrew Rhodes is leading this initiative as part of the Commission’s strategy to increase resources and investment to tackle illegal gambling.

Unlicensed operators, who avoid paying taxes, not only undermine the legal market but also fail to protect consumers. The UKGC’s approach includes blocking access to illegal gambling sites, shutting down payment methods, and making illegal products inaccessible. So far, the Commission has issued over 750 cease-and-desist notices and referred more than 78,000 URLs to Google and Microsoft. This has led to the removal of 50,000 links and

the takedown of 255 websites.

As new gambling regulations come into effect in the UK, there’s concern that some consumers could be driven away from legal options. However, Rhodes stressed that the answer is not to avoid new regulations. “Avoiding new regulations is not the solution, especially when there are clear issues in the current regulatory framework that need to be addressed,” he said. Instead, the Commission aims to strengthen protections, particularly for vulnerable consumers who are often targeted by unlicensed operators.

Data analytics are central to the UKGC’s enforcement efforts. The Commission has published a new methodology paper aimed at identifying illegal online operators and measuring the scale of the black market.

Rhodes highlighted that this is just the beginning, stating, “Today’s methodology paper is the first step in sharing this work, and we are committed to publishing more as it develops.”

He added, “The new data will, in time, allow us to publish more metrics on unlicensed gambling. Once a fuller, more robust time series is available, we will publish our findings and outline the conclusions we have drawn.”

Understanding why consumers turn to unlicensed operators is another key focus for the Commission. Through its Consumer Voice programme, the UKGC is conducting research to explore the motivations behind these choices. The research will offer insights into pathways leading to unlicensed gambling, especially in cases where consumers may not realize they are engaging with unregulated operators. “One outcome of this research is to gain a better understanding of the right questions we can ask in consumer research, which will help supplement our data sources,” Rhodes explained.

These findings will be included in the Gambling Survey for Great Britain to improve ongoing monitoring. Full results are expected to be published by 2025.

The UKGC is also expanding its partnerships with search engines to combat illegal content. Following its successful collaboration with Google, it has now teamed up with Microsoft to remove unlicensed gambling content from platforms like Bing and Yahoo Finance. The Commission is also working with law enforcement and payment providers to disrupt illegal gambling transactions.

A new cease-and-desist process will target unauthorised prize draws and competitions, a growing concern for agencies such as HM Revenue and Customs and the National Crime Agency.

Rhodes emphasized the importance of collaboration and a data-driven approach: “We are committed to making it difficult to provide illegal gambling at scale to consumers in Great Britain.

The partnerships we’ve built with international regulators, technology partners, and search engines are already delivering results, and we’re determined to keep up this momentum.” He added, “By using data analytics to improve our

enforcement efforts, we're not just reacting to the problem, but proactively targeting illegal operators."

The UKGC plans to continue refining its approach to better protect consumers and address the illegal gambling market in Great Britain.

## NBA and La Française des Jeux announce the extension of their marketing partnership in France for several years



## Everi Holdings stockholders approve the pending simultaneous agrees \$6.3bn IGT acquisition of Everi and the Gaming & Digital business of IGT by Apollo Global Management.

## IGT Strengthens Partnership with La Française des Jeux via Three-Year Contract to Launch Innovative Instant Tickets

## Scientific Games Continues Primary Scratch Card Partnership with La Française des Jeux

## La Française des Jeux (FDJ) announces the success of its tender offer for Kindred Group

## La Française des Jeux (FDJ) announces its revenue to end-September 2024. Upward adjustment of the 2024 outlook

## Revenue to end-September up 12% to €2,097m, up 6% on a like-for-like basis'

- o Gaming revenue in France2 up 8% to €1,907m
  - Lottery revenue up 7% to €1.5bn, thanks to a strong performance across all game ranges
  - 13% revenue growth in sports betting and online gaming open to competition to €407m
- o Point-of-sale revenue rose by 3% in France and by 9% including Ireland. Digital revenue came to €302m, up 39% or 25% on a like-for-like basis, representing 15% of total revenue

- 2024 outlook revised upward
  - o In the FDJ scope, the Group now expects revenue growth of close to 9% and above 5% for its gaming activities in France, along with a recurring EBITDA margin of around 25%
  - o Including Kindred from 11 October and based on the activities retained by FDJ, growth in reported 2024 revenue would be around 16%, with a recurring EBITDA margin of around 25%
- Success of FDJ's tender offer for Kindred
  - o FDJ owns a 91.77% stake in Kindred since 11 October, which will be increased to 100% in the coming weeks following the extension of the tender offer period to 18 October and the squeeze-out
  - o This acquisition creates a European champion with a diversified and balanced profile

Stéphane Pallez, Chairwoman and CEO of the FDJ Group, said: "FDJ continues to deliver a solid financial and non-financial performance, which allows us to confirm our growth and profitability trend for the year as a whole. This performance was driven both by the lottery and by sports betting and online gaming open to competition, and by all our distribution channels, with a network of points of sale in progression and strong momentum from digital games. The Group also reached a major milestone in the implementation of its strategy with the completion of the Kindred acquisition in early October, creating a European champion with a diversified and balanced profile for the benefit of all our stakeholders."

## EU Commission deems FDJ monopoly fair, but requires payment of €477m in consideration for receipt of state aid.

FDJ stock prices jumped 5.6%. The ruling comes following FDJ's completion of its tender offer for Kindred Group, which it completed in early October by acquiring over 90% of its shares.

## Online gambling in Finland: regulated market could launch earlier than expected

A cross-party steering committee was reviewing the proposed legislation this week with an eye to submitting it to the European Commission (EC) for review next month. If that goes ahead as expected, the government would be submitting the proposed legislation to the EC three months earlier than planned. It could feasibly receive approval from the EC by the middle of next year.

In the meantime, the state-owned gambling operator Veikkaus has been in contract negotiations with up to 620 employees which could lead to more redundancies. The move follows a drop in gross gaming revenue (GGR) of 21 per cent in H1 and as Finland prepares to open the gambling market to competition.

Finland is one of the few remaining countries in Europe that still has a state monopoly over gambling. Norway is another major example. The Norwegian conservative party, Høyre, the main opposition in the country, has made a manifesto commitment to open the Norwegian gambling market to competition.

## The Greek gambling market has experienced 14% growth in 2024.

This surge was primarily driven by online betting, which accounted for approximately 70% of the total, or €20.1 billion (\$21.83 billion).

## Ireland's new gambling regulation bill becomes law

the The bill provides for the establishment and operation of the National Gambling Exclusion Register and introduces tight restrictions on the advertisement of gambling activities. It also provides for the creation of a Social Impact Fund to support awareness-raising and educational measures and to support problem gambling treatment activities. With regard to black market operators, the Bill contains a suite of measures to address illegal or criminal gambling activity and includes explicit prohibitions on illegal activity or practices, some of which could result in significant custodial sentences.

It provides for a new streamlined, simplified and coherent licensing framework - one that reflects the nature of gambling in modern society and addresses the proliferation of digital gambling activities and advertising in recent years. At its core, this legislation is a public health measure aimed at protecting our citizens from gambling harm, including younger people and those more vulnerable in our communities. When established, the Gambling Regulatory Authority of Ireland (GRAI), will have the necessary enforcement powers to enable it to take appropriate and focused action where providers are failing to comply with the provisions of the Authority's licensing terms, conditions and regulations.

Once the Bill is enacted, the GRAI will be established with a seven-person authority. A Program Board has been established in the Department of Justice to ensure that the legislation and the operational preparations are progressed in parallel, allowing the Authority to commence operations, on a phased basis, as soon as possible after enactment and appointment of the Authority members.

The Bill introduces a number of additional measures to protect people who participate in gambling and provides for the creation of a Social Impact Fund, which will be used to finance research and related initiatives to address problem gambling behaviors, to support awareness-raising and educational measures and to support problem gambling treatment activities."

As part of Budget 2025 announced on 1st October, the GRAI will receive €9.1 million in 2025, including €4 million of ICT capital investment. The Bill takes a responsible approach



to balancing the freedom to gamble with the safeguards to protect people from falling prey to addiction. This Bill provides a clear framework for operators and for consumers.

## **Ireland: Gambling Regulation Act Enacted** **Two weeks ago, Dublin People covered the historic passing of the Gambling Regulation Act through Leinster House.**

Within the last two weeks the legislation has been enacted by President Michael D. Higgins and Dublin People spoke to two of the leading people who were instrumental in seeing the legislation come to pass.

Speaking to Dublin People the day after the legislation had been enacted Minister of State James Browne TD, who coordinated the legislation through Leinster House over the last 4 years, said:

"I was very relieved that it was passed by the Houses of the Oireachtas and the President has now signed it into law.

"It has been a lot of work over 4 years. It's a very complex piece of legislation – one of the biggest passed by the Dáil in the last 4 years, with 270 sections.

"We are regulating a multi-billion Euro industry that so far really has not been regulated at all.

"Gambling has very much been the Wild West in this country for way too long and that has had real consequences for people having had their lives often destroyed as a result of gambling addiction and suffering serious losses as a result of problem gambling.

"We came at this from a public health perspective to not simply regulate a massive industry but also making sure that that industry was regulated from a perspective of protecting the general public; problem gamblers and people with serious gambling addictions as well".

Also speaking recently to Dublin People on the enactment of the act Barry Grant, a gambling addiction counsellor and advocate with Extern Problem Gambling, said:

"It's great news and it's a huge relief to see it get over the line especially as seen as we are so close to a general election.

"It's great to see Minister James Browne put a huge amount of work into making sure that the Gambling Regulation Act was enacted.

"This is a huge step forward because we have been waiting and campaigning for a long time to see that happen so it's a great piece of news to see this finally finished."

Central to the implementation of the legislation is the incoming Gambling Regulatory Authority of Ireland GRAI under the direction of CEO-designate Ms. Anne Marie Caulfield and her to be 8-person board.

The authority will oversee a wide range of areas in seeing that the new law is implemented, including the bringing in and maintenance of a Social Impact Fund from levies on the gambling industry to fund State awareness–

raising and educational measures and State gambling treatment services.

Asked as to whether he agrees with the calls for the State and not the gambling industry to be the primary provider of these services Minister James Browne told Dublin People:

"Absolutely.

"I want to see the State providing those resources and I think with this levy the regulatory authority will have those funds to be able to support those types of programmes.

"The word "education" is very much there in the legislation to be used by this levy funding and that will be I think very important".

## **Ireland considers ban on bookies taking bets on the National Lottery.**

Bookies accepting bets on National Lottery draws is outlawed in most other EU countries as it erodes money available for Good Causes and Retail Agent's commission. In Ireland, the operator of the National Lottery estimates that Lottery Betting reduces Good Causes and Retailer Commissions by over 20% per annum – and reduces footfall into retail outlets with a loss of other sales. If you want to see Ireland follow most other EU states by banning Lottery Betting, then let your local TD or Senator know. With a General Election coming, they are likely to be all ears.

## **The Ukrainian Gambling Council (UGC) has asked Google to stop blocking the advertising of licensed gambling operators in the country.**

The industry association said that its ad blocking is not required under Ukrainian legislation and was causing losses for businesses as well as in terms of tax revenue for the country itself.

## **Austrian Lotteries win EL Innovation Award 2024: Innovative player protection suite stands out as a model of responsibility**

The EL Innovation Awards once again celebrate Europe's forward-thinking lottery innovations. This year's winner - Austrian Lotteries – was awarded for their exceptional "Hybrid Player Protection Suite". By using cutting-edge AI and machine learning proactive harm prevention strategies, the Suite is designed to create a safer and more controlled gaming environment, putting the well-being of players at the forefront while still delivering an engaging lottery experience. Combining the power of AI with human experience and scientific knowledge, Austrian Lotteries' approach for this campaign is based on their longstanding commitment to responsible gaming.

"On the occasion of the EL Innovation Seminar in Rotterdam, I am delighted to award – on behalf of the jury - the top Innovation Award to Austrian Lotteries", says Arjan van 't Veer, EL Secretary General and President of the Jury. "This system ensures that player protection is

central to every step of the customer journey, demonstrating that lotteries can be a force for good and benefit society. This innovation stands out as a model of responsibility".

The award ceremony took place during the EL Innovation Seminar (9-11 October) in Rotterdam, hosted by Nederlandse Loterij.

## **National Lottery operator Allwyn has introduced limits for retailers in order to boost player protection.**

New rules mean players will only be allowed to buy 10 UK National Lottery scratchcards at a time in shops. Lottery operator Allwyn has introduced the limit for retailers in order to boost player protection. A spokesman said: "The vast majority of in-store players already buy fewer than the new scratchcards limit, but this new safeguard will further minimise the likelihood of any excessive play. This is the latest step in our plans to grow The National Lottery responsibly and generate even more money for Good Cause projects, by encouraging more people to play a little."

## **Veikkaus Oy enters a partnership agreement with the NHL:**

Veikkaus has a long-standing, successful and comprehensive partnership with Finnish ice hockey. With this new agreement, Veikkaus' extensive ice hockey content offering will expand even further to cover the NHL games played in the United States and Canada. The NHL is the second most popular league in Veikkaus' Betting, just after the domestic Liiga, based on the number of customers. With the newly signed partnership, Veikkaus' channels will gain even more high-quality and engaging NHL sports content, which is of great interest to Veikkaus' Finnish customers.

## **Allwyn International a.s. relocates headquarters to Switzerland**



## **Fennica Gaming Expands Its Horizons - Crafting the Future of British EGM (Electronic Gaming Machine) Cabinets for Merkur and Blueprint**



## **President Marcos orders immediate ban on Philippine offshore gaming operators**

## Svenska Spel revenue falls 9.2% as Swedish gambling tax hike bites

### Finland's Ministry of the Interior confirms gambling licensing system no later than January 2026

The country's Government created a legislative project in October last year to reform its current gambling market, moving away from the monopoly system with state-owned Veikkaus to a licensing system. In addition, the Government confirmed that Finland's gambling system would begin its licensing system no later than 1 January 2026. The draft legislation has also been sent to the European Commission to be reviewed.

The Ministry of the Interior added that while online casinos, online slots, online sports betting, online bingo and horse racing betting would fall under the upcoming licensing system, Veikkaus Oy would retain the exclusive right to lotteries, lottery games, physical slot machines and casino games.

The Government's proposal is expected to be presented to Parliament in the 2025 spring session.

### The International Association of Gaming Regulators (IAGR) has officially announced the addition of four new trustees to its Board, including the CEO of the UAE General Commercial Gaming Regulatory Authority, Kevin Mullally.

### Flutter considers bid for Italian national lottery license

# Flutter

Flutter Entertainment already owns Sisal, which runs the rival SuperEnalotto, after buying it in 2022. The main Italian lottery has been run by IGT, previously Lottomatica Holdings, for three decades via its Lotterie Nazionali and Lotto Italia subsidiaries. The current contract expires in 12 months' time, and the Italian government is to launch a bidding process for a new nine-year licence. The minimum tender has been set at €1bn, payable in instalments. IGT has expressed confidence in maintaining the contract.

Flutter this year moved its main listing from London to the US, where it operates FanDuel, cancelling its Dublin listing.

## CASINOS AND SPORT BETTING NEWS

### North Carolina State Lottery Commission sports betting revenue for September:

Between Sept. 1 and Sept. 30, account holders in North Carolina bet \$575,398,078 on sporting events, including paid and promotional bets. From those bets, account holders won \$501,559,590. Gross wagering revenue was \$70,062,945, and with the 18% tax rate applied, the estimated tax proceeds would be \$12,611,330.

### Draft Kings to expand outside of sports as it becomes legal



### Pennsylvania Gaming Control Board took a key step toward multi-state online poker by approving a request to join the Multi-State Internet Gaming Agreement

**Missouri voters approve sports betting amendment.** By the time the NFL playoffs begin in January, sports betting will be legal in Missouri.

### Senator Richard Blumenthal (D-Conn.) and Representative Paul Tonko (D-N.Y.) introduce a bill, the SAFE Bet Act, which would ban online sports book advertising nation-wide in the U.S. during live sporting events and prohibit offers intended to induce gambling, including boosted odds and free "bonus" bets.

It would also place limits on user deposits within a 24-hour period, ban the use of artificial intelligence to individualize promotions to consumers and require sports books to conduct "affordability checks" on their customers before accepting large wagers. Total revenue from casino games, sports betting and iGaming reached \$66.52 billion, a 10% increase over the previous record set in 2022. The sports betting frenzy is fueled by partnering ventures, which include celebrity influencers, sponsorships in professional sports and

sporting events, as well as television networks, radio and online media outlets. Marketing campaigns are ubiquitous. They blanket the airwaves and social media sites. Commercials often flaunt "risk-free" bets, with former and even present-day athletes promoting gambling companies. Gambling has been facilitated by online apps. Practically all betting nowadays can be done from a person's smartphone.

### NY Sports Betting Monthly Handle Back Over \$2 Billion (in Sept alone) As NFL Betting Returns

**New York, the U.S. most prominent sports betting market, is ramping up its efforts regarding responsible gambling.** Gov. Kathy Hochul signed into law mandates that all gambling and NY sports betting advertisements include warnings about the potentially harmful and addictive effects of gambling.

### Macau legislative committee confirms there are no plans for online gambling

**Tribal governments venturing into commercial gaming continue its upswing and show no signs of slowing down.** The San Manuel Band of Mission Indians of California purchased the Palms and Seminole Tribe of Florida acquired the operations of the Mirage, both in Las Vegas, while tribes have bought casinos off their reservations in other states as well.

### New Jersey iGaming Revenue Exceeds \$200M for First Time even as Atlantic City Struggles

### North Carolina Lottery Commission seeks public input on sports betting rules

### Arkansas Casino Referendum Will Go Before Voters Following Supreme Court Ruling



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# Hilton Fort Lauderdale Beach Resort

March 4, 5, and 6, 2025

**March 4, Tuesday:** Opening Night Reception

**March 5, Wednesday:** Breakfast, Lunch and Conference sessions all day followed by Reception

**March 6, Thursday:** Breakfast, Conference sessions followed by Lunch and Reception

See [PublicGaming.org](https://www.PublicGaming.org) for complete information and conference updates

- Conference Info & Details: [www.PublicGaming.org](https://www.PublicGaming.org)
- News website: [www.PublicGaming.com](https://www.PublicGaming.com)
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# JURASSIC WORLD



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