



WEEK 17

FRIDAY 24 APR 2026

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THE MOST

**PRESTIGIOUS
AWARDS**

IN GAMING

2 JUNE

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THIS WEEK

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LEAD PARTNER



2 JUNE

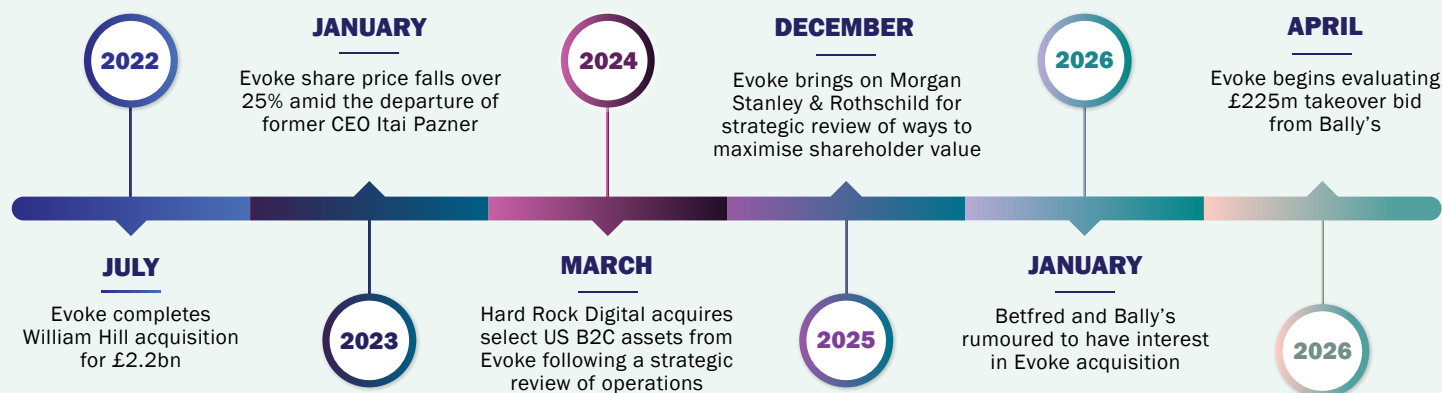
THE MOST
PRESTIGIOUS
AWARDS

IN GAMING



BALLY'S INTRALOT EYES £225M ACQUISITION OF EVOKE

With Betfred believed to be out of the running for a potential Evoke acquisition, the operator has now confirmed discussions with Bally's in a 'take-private' deal



▶ This week, Evoke confirmed it had begun assessing a potential takeover bid from Bally's Intralot, valuing the William Hill parent company at £225.3m (\$303.9m) despite maintaining a price of £0.37 per share (lower than the £0.50 per share offered). Toward the beginning of 2026, reports surfaced of Evoke's initial discussions to sell assets (or the whole company) amid its strategic review. Early rumoured bidders were Betfred and Bally's – a company that seemed to make far more sense. As it has proven...

A FINANCIAL RESCUE MISSION

Contextually, in recent years Evoke has struggled to manage significant debts related to its William Hill takeover. Tax hikes in the UK certainly haven't served to solve anything to that end... While Evoke's share price is worth less than 10% of its peak in 2021, rumours of a developing transaction with Bally's Intralot have, indeed, helped stock prices increase to a six-month high this week.

Evoke has a high level of debt, which would force Bally's to perform a 'take-private' rescue of the UK operator. Even with many across the industry believing an acquisition may be near, Evoke clarified there is 'no certainty' an offer will be made, while also setting a deadline of 18 May for all offer announcements.

The potential takeover bid represents a stark contrast from where Evoke found itself after paying £2.2bn for William Hill's retail bookmaker network, having seen its share price fall by over 90% ever since. Indeed, the company tasked Morgan Stanley and Rothschild with conducting a strategic review of its options to maximise shareholder value in December, and has struggled to counteract increases in online gaming duty and online sports betting duty during 2026.

IS BALLY'S UP TO THE TASK?

Evoke CEO Per Widerström previously said the changes would cost

an additional £135m per year, which may have played a role in the operator's decision to close nearly 200 William Hill betting shops by May 2026. As suggested by *Global Gaming Insider*, the chance to sell its assets to Bally's Intralot – an operator with well-documented retail experience – may suit Evoke better than bringing in a parent company which operates purely in the digital sector.

Bally's, however, does not find itself in an overwhelmingly stable financial position at the time of writing, either, given it maintains its own high levels of debt and is currently overseeing multiple developing projects. There is a notable chance Bally's will require additional funding if its transaction with Evoke gets past the finish line, potentially leading to yet another super merger between gaming entities.

HIGH-RISK, HIGH-REWARD

If a deal between Bally's and Evoke is eventually struck, Bally's would retain the flexibility to adjust the structure, including pricing and the balance between shares and cash. Evoke has urged shareholders to not take action until further details are released, though, which will have to come prior to Bally's 18 May deadline to issue an offer announcement. While significant organisational and operational changes will most likely be made as part of the transaction, it will be interesting to see what Soo Kim and his team decide regarding the role of Widerström.

With the 18 May deadline quickly approaching, it remains to be seen how gaming's latest acquisition headline could eventually play out. The transaction certainly comes off as a high-risk, high-reward play for Bally's, which is making a habit of undertaking turnaround crusades lately – as the operator will have to weigh whether it can also manage the assets of Evoke on top of its current strategic initiatives, including The Star Entertainment. No matter the case, it appears Evoke had reached the point of no return from a financial perspective. Can Bally's change that?

THE WEEK IN NUMBERS



\$3.59bn

Las Vegas Sands' reported Q1 2026 net gaming revenue, up 25%

3%

Percentage rise in Churchill Downs' Q1 revenue year-on-year, settling at \$663m



\$546m

Sale price of Northfield Park property from MGM Resorts to Clairvest Group

1,250

Number of jobs the opening of Resorts World Casino will create in Queens, NYC



18.5%

Percentage the Netherlands' regulated gambling market shrunk during 2025, according to the KSA

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THIS WEEK'S EXECUTIVE ROUND-UP: EVOLUTION, SUPER GROUP, FDJ & MORE

As the industry drives through the year's second quarter, results from Q1 continue to trickle in. **Evolution** marked its latest financial update this week by reporting a revenue figure of €513m (\$602m). Indeed, this figure represents a 1.5% year-on-year downturn for the supplier, slightly exceeded by a 1.9% drop in EBITDA in comparison to results from the prior year, settling at €335.3m. Broadly, Latin America drove the ship over the course of the first quarter, with strong performances across Brazil, Colombia and Argentina churning out 29.3% year-on-year growth for the region. North America also grew by 10.1% quarter-on-quarter, alongside Asia, which also grew 2.2% compared to Q4 2025. European revenues, however, were subject to a 5.9% quarterly decline.

A trifecta of lawsuits emerged in the New Zealand market this week, with a prior lawsuit against **SkyCity** for alleged unauthorised overseas operations now having been extended to include **bet365** and **Super Group**. At present, NZ High Court Justice Ian Gault underlined that these three cases are to be treated separately, despite their respective similarities. In March, SkyCity Online came under fire for its involvement with Gaming Innovation Group (GiG) subsidiary Silvereye Entertainment, as part of a suit which seeks to test whether the online gaming operations conducted by the subsidiary for SkyCity online in New Zealand are lawful. Now, both Super Group and bet365 are fielding suits that also relate to overseas online gambling operations in the nation.

FDJ United also reported its own results from the first quarter of 2026 this week, highlighting a marginal 1% GGR rise to €2.2bn, despite revenue decreasing by 3% year-on-year to total €895m. French lottery and retail sports betting unit GGR remained stable at just over €1.7bn, despite revenue from the two verticals combined falling 2% to €627m.

Elsewhere, online betting and gaming revenue for the operator decreased 1% for a total of €342m during Q1 2026, with revenue falling 8% to €213m.

Across the Channel in the UK, the **Gambling Commission** published an updated assessment of illegal gambling website traffic in the market from July 2025 to February 2026. During the specified timeframe, the regulator confirmed that unregulated gambling traffic displayed no sustained growth, remaining flat in comparison to previous confirmed statistics and records. This latest update comes at a crucial time for the UK's gambling landscape, with many in the industry citing fears relating to black market proliferation as a knock-on effect of recent tax hikes in the region.

Elsewhere, **Caesars Entertainment** received an updated takeover proposal from Tilman Fertitta – extending its exclusive negotiation window for a potential \$18bn takeover, with the new offer now including \$2-3bn in equity, \$4-5bn in new borrowing against the operator's assets and the assumption of \$11bn in debt. The news of a potential takeover first came in late February after consistent poor financial performance from the operator, which has experienced an uptick in stock price since the development.

In **Jamaica**, the nation's Senate officially approved new regulations proposed by the Casino Gaming Commission, which formally lay out the foundations for a regulated gambling landscape, as the nation looks to progress its integrated casino resort market. Indeed, this latest development comes as part of a broader push from the Jamaican Government to boost tourism in the nation, with these new rules outlining comprehensive licensee requirements, enforcement powers reporting and record-keeping and reporting procedure and regulatory fees. Player protection safeguards and high operator standards are a key feature.



PREDICTION MARKET

ROUND-UP

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POLYMARKET, LAZIO, CFTC & MORE...

AT A GLANCE

- Polymarket becomes main sponsor of FC Lazio
- Coinbase sued by New York AG Letitia James
- CFTC Chair Michael Selig interrogated by Congress

Italian top-flight football side **FC Lazio** formed a partnership with Polymarket this week, with the prediction market operator becoming the club's main sponsor, as well as its official fan intelligence and digital insights partner. This agreement – active as of the beginning of the 2026/27 season in August – sees Lazio become the first team in Serie A to represent Polymarket. The deal is worth \$22m overall and is set to last two seasons, with the option to

extend over a third. Polymarket's branding will be prominently posted across pitchside banners, kits and elsewhere as part of this deal. Notably, however, this partnership comes despite Polymarket being blacklisted by the Italian Agency for Customs and Monopolies, with local regulators considering prediction markets to be illegal gambling.

An individual in agreement with that stance is **New York Attorney General Letitia James**, who filed a lawsuit against both **Coinbase** Financial Markets and **Gemini Titan** for operating illegal gambling businesses in violation of state laws. Both organisations announced the launch of prediction market products, subsequently prompting James to file a permanent injunction, an accounting,

disgorgement, restitution and civil penalties against the pair.

In Washington, DC this week, **Michael Selig**, Chair of the federal entity that regulates prediction markets – the **Commodity and Futures Trading Commission (CFTC)** – faced interrogation from Congress around the commission's ability to adequately oversee the sector. Among other things, the hearing addressed the hyper-innovation the sector has witnessed in recent years, suggesting that the commission could be under-resourced to keep up and is not equipped to regulate sports events contracts – which are considered by many to be equivalent to sports betting. Selig fiercely defended the CFTC, citing "fake news" around its alleged lack of resources.



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THE WEEK IN QUOTES

EU REGULATION

ROUND-UP

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GREECE, ROMANIA, DENMARK & MORE...

AT A GLANCE

- Greek Gaming Commission to improve organisation
- Romania considers stock market listings
- The Danish Gambling Authority pushes for AML legislation
- Scottish Greens to tax gambling venues

The Greek Gaming Commission (EEEP) has invested in modern management with aims to assist in its resource allocation. These organisational improvements will also look to accelerate licence implementation and shift from its former land-based, operationally heavy strategy to one more focused project delivery.

Looking North, the **Romanian Government** considered a new proposal that would allow minority stakes in selected state-owned companies to be listed on the stock exchange this week. Coming as part of a report presented by Deputy Prime Minister Oana Gheorghiu,

this initiative has proposed the public listing of 22 state-owned companies, including the National Lottery. Should this proposal pass, the government would remain the major shareholder of all state-owned institutions, with the public able to invest minority shares.

Spillemyndigheden, the Danish Gambling Authority (DGA), announced new AML/CTF draft legislation from the European AMLA this week. In the form of a public service announcement, the regulator urged licensed operators to submit their responses before the drafts are officially implemented.

The Scottish Greens also proposed a new pledge to tax gambling venues including casinos, bookmakers and all land-based operators in a bid to bolster financial support against addiction and harmful gambling risks. The pledge will come into effect if the party is successful in the Scottish Parliament election on 7 May.

Operators forgive technical failures they were told about honestly. They do not forgive technical failures they discovered themselves.

B2B IGAMING CONSULTANT BOJANA COROVIC WRITES EXCLUSIVELY FOR GLOBAL GAMING INSIDER ABOUT FIVE THINGS OPERATORS AND SUPPLIERS SHOULD CONSIDER BEFORE GOING LIVE

People who are under administration regularly face financial problems. These can be caused by gambling problems, or exacerbated by them.

A KSA SPOKESPERSON COMMENTS ON THE RECENT SIMPLIFICATION OF THE NETHERLANDS' GAMBLING SELF-EXCLUSION PROCESS

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THE WEEK IN QUOTES

LATAM

ROUND-UP

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COLOMBIA, ARGENTINA & MORE...

AT A GLANCE

- Coljuegos clarifies stance on raffles and gaming
- Links drawn to underage gambling in Argentina
- Brazil notifies Apple & Google over illegal betting apps

The Colombian Gambling Authority (Coljuegos) issued a statement this week specifying that no political campaign or presidential candidate is authorised to carry out raffles or other games as a form of political outreach. Indeed, offering raffles with monetary prizes for political gain in Colombia is strictly prohibited, as the regulator pointed out that raffles and games remain part of its regulated gambling monopoly system. Any violators, it has stated, will be subject to investigation and potential sanctions.

Elsewhere in LatAm, an official in

Argentina has highlighted a potential link between smartphone usage and underage gambling among minors. Juan Pablo Bonino, under-Secretary of Children, Adolescence and Family in the La Pampa region, described it as a growing health concern, connecting the early exposure of mobile phone usage in minors to underage gambling. "The social fabric is absolutely destroyed, and this inevitably impacts children," he stated.

Lastly, **Brazil's** Ministry of Justice and Public Security formally notified tech giants **Apple** and **Google** of their facilitation of illegal betting apps. More than 120 illegal and unauthorised gambling applications were identified via their search engines. These apps are easily found through SEO searches, with this latest notice submitted to Apple and Google questioning how they have been so easily greenlit for the App Store and Play Store.

This acquisition adds one of the most iconic brands in American sports to our portfolio and is consistent with our strategy of investing in premier Thoroughbred racing assets with long-term growth potential

CHURCHILL DOWNS CEO BILL CARSTANJEN COMMENTS ON THE OPERATOR'S IP ACQUISITION OF TWO HORSERACING EVENTS

The sector is not asking for privileges, it is asking for clear rules.

JON URKIOLA, PRESIDENT OF SPAIN'S DEDIT ASSOCIATION, SPEAKS ON THE RISK OF A LACK OF CLEAR RULES GOVERNING ONLINE SALES IN THE NATION'S LOTTERY RETAIL SECTOR

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BRAZILIAN BACKTRACK?

When Law 14.790 was signed on December 29, 2023, Brazil was officially going to be the next big thing. Casino and sports betting operators alike made it top priority to pivot, setting their sights on the behemoth. Yet, 16 months later, why are there now talks about banning gambling?

GOING OVERBOARD?

It may seem ridiculous to ban gambling just over a year after legalising it, but Brazil has not had the easiest time these past 16 months. There have been influencer scandals, widespread scams, concerns about household debt and detractors citing all of these as reasons for societal decline. From a critical perspective, the launch is barreling toward being considered a failure; however, every launch has teething problems, and they're all the more prominent with such a high profile. Earlier this week, Brazil introduced plans to

restrict gambling for people enrolled on the Government's forthcoming debt refinancing programme, as well as a potential ban on misleading advertising or promotions aimed at vulnerable users. Both of these are steps in the right direction, but it is difficult to applaud better player protection controls when President Luiz Inácio Lula da Silva said that, if it were up to him, he would close operators down entirely. Ultimately, companies that have invested large amounts of money to launch their products in the region have no way of knowing which direction Lula is going – or how far he will go.

IS A U-TURN THE ANSWER?

Banning gambling would certainly give Brazil some breathing room to sort the situation out. Since the launch of legalised iGaming, there have been arguments about tax rates, responsible

gambling, marketing laws and everything in between. While there is an argument that all of these should have been sorted before the launch, time machines are yet to be invented. On the other hand, it would create a perfect storm for illegal casinos to market themselves as the 'perfect' alternative to players who can no longer access their favourite platforms.

A year ago, the idea of Brazil's market ceasing to do anything other than thrive was unthinkable. Pre-prediction markets – Brazil truly was the hot topic of the industry. That excitement has quickly been replaced with incredulity at how quickly the flame could falter and extinguish. A knock-on effect of recent market criticisms has been the rapid release of numerous RG and protection initiatives. The question, however, is will it be enough to save the market? If not, what happens next for Brazil?



MOVERS &

SHAKERS

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JOHN O'REILLY
Non-Executive Director
UK Tote Group
UK

O'Reilly has been officially appointed as a Non-Executive Director for the UK Tote Group. With more than 23 years of executive experience at Ladbrokes, William Hill and more, he gained executive experience for some of the most well-known operators in the UK.



TROY WILKINSON
Global Chief Information Security Officer
Wynn Resorts
US

Wilkinson joins Wynn Resorts as its new Global CISO to strengthen the operator's cybersecurity division. A veteran in the security sector, Wilkinson will specialise in threat intelligence and in-depth cyber investigations.



RAFAEL CAVALCANTI
Senior Legal & Compliance Counsel
Playtech
Brazil

Playtech has appointed **Cavalcanti** for this newly incepted role specialised for the Brazilian market, with the supplier set to utilise his nine-year background in healthcare, public institutions and contract negotiations.



MARK WADLEY
President of Land-Based Gaming
IGT
UK

This new appointment sees **Wadley** take up the role, having previously served as Chief Marketing Officer at Aristocrat for over four years. He will now assist in overseeing land-based strategic direction for IGT.



KIMBERLEY VELLA
Head of Regulatory Oversight
Malta Gaming Authority
Malta

Prior to this appointment, **Vella** had been at the Malta Gaming Authority since 2023, initially starting as a Compliance Manager. Her previous compliance-based experience also includes tenures at Betway and Fenlex.



MICHAEL SILBERLING
Chairman
SCCG Management
US

Initially joining the Advisory Board for SCCG Management in 2021, **Silberling** is now Chairman of the Board and will provide strategic leadership and support partnership development.



HONG KONG

The Hong Kong Jockey Club held racing and rugby events, celebrated 50 years since its launch and committed nearly HK\$6.7bn (US\$854m) to sports development this week

PHILIPPINES

ArenaPlus and DigiPlus entered into collaboration, Philippine 2025 GGR saw a 6.39% increase and PAGCOR renewed its ISO certification until March 2029

AUSTRALIA

New appointments were made for the Australian Turf Club and The Star – plus research on the rapid improvements made by AI were seen in the land Down Under

MACAU

The dominant force in Asian gaming saw its Q1 GGR reach MOP66bn (US\$8.19bn) and Macau's Secretary for Economy and Finance, Tai Kin Ip, resigned from his post

REPUBLIC OF KOREA

A probe was launched by South Korea's special counsel – seizing information on an alleged cover up, alongside an initiative was launched to promote healthier habits among lottery users

NEW ZEALAND

Super Group, bet365 and SkyCity being hit with legal proceedings made the news this past week

PENNSYLVANIA MARCH 2026 GAMING REVENUE

- Land-based gaming accounted for \$294.91m of Pennsylvania's overall \$622.21m March revenue
- Despite being the state's primary revenue driver, the sector's revenue slowed by 3.11% year-on-year

LAND-BASED

PROPERTY	REVENUE (\$M)	% CHANGE YEAR-ON-YEAR
Churchill Downs (multiple)	19.95	+23.49
Penn Entertainment (multiple)	176.03	+8.68
Rush Street (multiple)	92.41	+1.47
Greenwood (multiple)	61.88	-1.12
Cordish (multiple)	45.20	-33.25
Parx Shippensburg	3.91	+9.36
Valley Forge	12.76	+5.75
Live! Philadelphia	23.05	+4.51
Hollywood Morgantown	6.88	+4.51
Hollywood York	9.19	+2.82
Mount Airy	16.21	+0.95
Harrah's Philadelphia	11.63	-0.14
Rivers	29.96	-1.13
Rivers Philadelphia	18.89	-3.03
Parx	50.16	-3.73
Lady Luck Nemaquin	2.25	-4.37
The Meadows	15.67	-4.82
Hollywood	14.03	-5.86
Mohegan Sun	17.47	-6.59
Presque Isle	8.38	-8.18
Wind Creek Bethlehem	44.92	-8.65
Live! Pittsburgh	9.54	-11.39
TOTAL	294.91	-3.11

PENNSYLVANIA MARCH 2026 GAMING REVENUE

- **Sports betting revenues in Pennsylvania increased by a significant 77.07% margin year-on-year to \$47.85m**
- **This rise came in spite of an overall drop in sports wagering handle of 13.29%**

SPORTS BETTING

OPERATOR	REVENUE (\$M)	% CHANGE YEAR-ON-YEAR
Mohegan – Lehigh Valley	0.05	+513.64
Presque Isle	4.69	+264.41
Live! Philadelphia	0.69	+122.44
Harrah's	1.84	+95.73
Wind Creek	0.19	+93.88
Rivers	2.28	+41.41
Valley Forge	26.03	+39.84
The Meadows	19.25	+38.63
Rivers Philadelphia	1.00	+25.48
Hollywood York	4.11	+5.04
Hollywood Morgantown	4.21	+5.04
Parx	1.21	-3.00
Hollywood	1.91	-21.97
Mount Airy	0.02	-64.00
Mohegan Sun Ponoco	0.11	N/A
Live! Pittsburgh	0.07	N/A
TOTAL	47.85	+77.07
HANDLE	730.85	-13.29

PENNSYLVANIA MARCH 2026 GAMING REVENUE

- **iGaming was dominated by Caesars during March in Pennsylvania**
- **The sector overall generated \$254.69m in revenues, up 6.92% year-on-year**

IGAMING		
OPERATOR	REVENUE (\$M)	% CHANGE YEAR-ON-YEAR
Caesars Interactive	15.28	+42.73
Presque Isle	4.63	+36.35
Bally's Interactive	4.95	+26.29
Mohegan	2.19	+18.78
Parx	6.60	+17.12
Hollywood	100.79	+11.07
Rivers Philadelphia	40.27	+4.25
Valley Forge	67.44	+4.10
Golden Nugget	7.71	-4.83
Wind Creek Bethlehem	0.78	-39.27
Mount Airy	2.22	-43.50
Live! Philadelphia	1.84	-65.04
TOTAL	254.69	+6.92

SBC EVENTS

NATALIE LEES,
SENIOR CONFERENCE PRODUCER, SBC

Lees provides Global Gaming Insider with the inside scoop on SBC Malta ahead of the conference next week

How has your experience in curating this conference agenda been informed by other SBC shows? What have you found works in Malta that may be different to elsewhere?

I think I can safely say that no two events are the same. Each event will have its own unique aims and different focal points, and you really do need to make sure that you're staying on the beat when it comes to what the most interesting topics are. However, my approach to curating the agenda for SBC Summit Malta has definitely taken some influences from past SBC events, particularly key learnings from what our audience has come to expect and how we can best keep them engaged. Most notably, over the last few years, there has been a clear shift towards wanting more than just high-level discussion. People are increasingly looking for content that feels relevant, practical and immediately useful – they don't just want to know what is happening in the industry, they want to know why it's happening and how it's impacting their business.

For Malta, this is a trend that has been particularly evident. And in some ways, the Malta conference is particularly unique in how its audience responds to conference content. As a central hub for the iGaming industry, it brings together a strong local and regional community, offering a dynamic mix of operators, affiliates, suppliers and regulators from a whole world of different organisations. Since Malta plays host to many companies in our industry, those that are based here are able to attend with wider teams, which creates a slightly different dynamic compared to some of our larger international events, where attendance is only limited to a select few C-level executives. You are not only speaking to senior leadership,

but also to the people that are responsible for implementing strategy day-to-day. It's a very holistic, knowledgeable audience that really adds value for those making the trip to the event.

With that in mind, it felt it was important to strike a balance within the agenda. We have retained a dedicated space for broader, strategic conversations; but, at the same time, we have placed a stronger emphasis on workshops and more practical formats that allow attendees to listen, learn and take ideas away and apply those learnings to their day-to-day jobs. That combination has worked very well in Malta, where the audience is highly engaged and values content that supports both thinking and doing. I'm confident that we'll see even stronger success with this format in 2026.

What kind of challenges arise from cultivating a conference agenda and theme from scratch? Can you walk us through the process for this year's show?

It is a bit like putting together a very large, slightly unpredictable jigsaw puzzle, where the picture keeps changing as you go. You might have a vision of what the final outcome will be, but that will likely evolve as quickly as the news cycle continues to break big stories. The starting point is always the same: speak to the industry. That is genuinely the most valuable part of the process. I cannot stress how important it is to maintain those relationships with key stakeholders from across the betting and gaming industry – not only can you stay up to date with the biggest developments, but you also gauge a more in-depth understanding of what people want from the event.

Those conversations give us a real sense of what is actually happening on the ground, what challenges people are facing

and where the conversations are heading next. From there, we move into shaping the first draft of the agenda. This is where insight turns into structure, mapping out the key themes, identifying where we can add the most value and ensuring that the content reflects both current priorities and future trends.

The biggest challenge when drafting the agenda is finding a balance. There is never a shortage of important topics, which means the real task is deciding what to prioritise and how to structure it in a way that feels coherent and valuable for the audience. Ultimately, we don't want to host a panel session just for the sake of it – we want people to leave feeling like they've gained some valuable insights that they can apply to their business. As you can imagine, we place a big focus on refining, reworking and occasionally making difficult decisions on what not to include, all with the goal of creating an agenda that is focused, relevant and worth people's time away from the day job.

The Maltese gaming landscape has shifted in recent years, and the archipelago isn't seeing as much "action" as previously. How have you approached the challenge of ensuring a fresh and engaging agenda within that context?

In the last few years, there has definitely been a shift in the Maltese gaming landscape. I would frame it more as an evolution than a slowdown. With recent updates around VAT and gaming tax, there are constantly new opportunities emerging, particularly for businesses operating locally, which is helping to reinforce Malta's position as a competitive and attractive hub.

From an agenda perspective, that creates a strong foundation from which we can base all other content around. Rather than focusing on what may have changed, we have leaned into looking at what is next. That means spotlighting regulatory developments, the commercial implications and the practical strategies that businesses can adopt in response.

A key part of achieving this is bringing in the full ecosystem. You will hear not only from organisations like the Malta Gaming Authority and Gaming in Malta, but also from the wider network of operators, suppliers and innovators that make up the Maltese market. That mix ensures the agenda feels both locally relevant and globally informed. Ultimately, the focus has been on keeping the content forward looking, practical, and reflective of where the industry is heading, rather than where it has been.

Are there any aspects of this year's conference agenda that you think will draw particular or enhanced attention from delegates this year?

There are a few areas in this year's agenda that I expect will attract particularly strong attention, especially topics like cybersecurity and tax. On paper, they may not be the most

glamorous subjects and can sometimes be perceived as overly complex. But in reality, they are some of the most critical challenges that businesses are facing right now.

Cybersecurity, for example, has moved firmly into the boardroom. The financial and reputational impact of breaches is only increasing, and companies are having to rethink how they approach risk, resilience and response.

Similarly, ongoing changes in tax frameworks are having a direct impact on margins, market strategies, and long-term planning. What makes these sessions stand out is that they are not just theoretical discussions; the focus is on practical implications and real-world strategies, which is ultimately what delegates are looking for. These are the conversations that may not grab headlines, but they are the ones that genuinely shape decision-making across the industry.

"People are increasingly looking for content that feels relevant, practical and immediately useful – they don't just want to know what is happening in the industry, they want to know why it's happening and how it's impacting their business"

How do you hope delegates will reflect on the conference, and what can they expect to see that they haven't from SBC before?

Ultimately, the goal is for delegates to leave feeling that their time was well spent. The most important thing for us is that attendees have learned something new, gained a fresh perspective, and developed skills they can take straight back into their roles. What we have focused on this year is creating a more balanced experience between insight and application.

Alongside the strategic conversations that SBC is known for, there is a stronger emphasis on practical formats, workshops and more interactive sessions that encourage participation rather than passive listening.

In terms of what may feel different, there is a clear shift towards more outcome-driven content. It is less about sitting in a room and absorbing information, and more about engaging with it, challenging it and leaving with something tangible. That evolution reflects what our audience is asking for, and hopefully it is what they will remember most.



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StarGames	Borussia Dortmund	Sports sponsorship	Germany
Scientific Games	Minnesota Lottery	Lottery	US
Genius Sports	Swiss Football League	Sports betting	Switzerland
Incentive Games	Hollywoodbets	iGaming	South Africa
Norsk Tipping	Elite Hockey League	Sports betting	Norway
BetMGM	American Gaming Systems	iGaming	US
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2026
**GLOBAL
GAMING
AWARDS**
ASIA-PACIFIC

LEAD PARTNER



THE MOST
PRESTIGIOUS
AWARDS

IN GAMING

2 JUNE

EVENT SPONSORS

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