



WEEK 38

FRIDAY SEPT 18 2026

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IN THIS WEEK'S ISSUE:
QUEBÉC, SBC LISBON, G2E & MORE





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THIS WEEK

• PREVIEW: SBC LISBON!

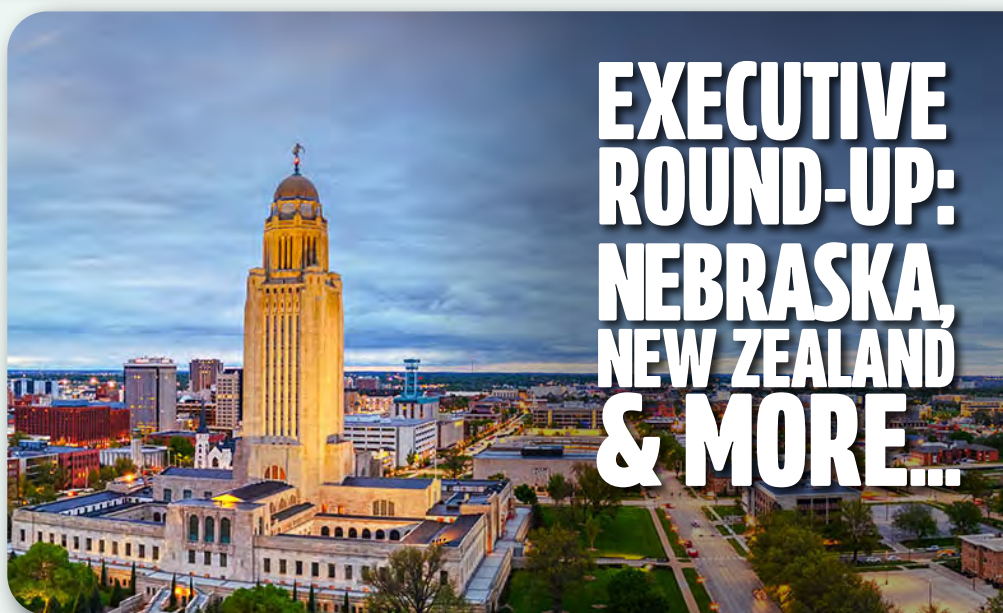
• EUROPEAN ROUND-UP

• THE LATEST IN
TRIBAL GAMING

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• THIS WEEK'S
MOVERS & SHAKERS

• GUEST INTERVIEW
Thomas Schmalzer



WHATEVER YOU
HAD PLANNED,
THINK AGAIN.

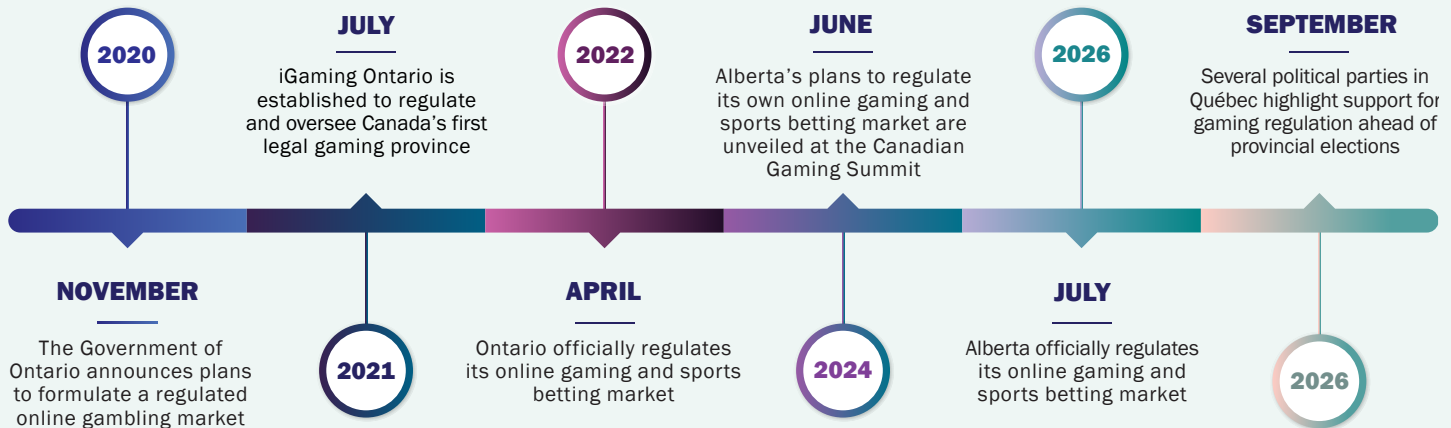
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24 SEPTEMBER

IS ONLINE GAMING BOUND FOR QUÉBEC?

Québec could become the third Canadian province to regulate online gaming as political support for a legislative overhaul continues to grow ahead of the region's upcoming provincial election



► If once is an accident, twice is a coincidence and three times is a pattern – then there is a potentially very exciting pattern taking shape in Canada's gaming sector.

Indeed, support for the de-monopolisation of Québec's online gaming sector continues to grow as the Québec Liberal Party (PLQ) and the Parti Québécois (PQ) have confirmed their respective commitment to regulating private online gaming platforms in the province. These pledges – revealed as part of an interview with Radio-Canada – come from the two competing political parties ahead of crucial provincial elections set to be held next month in the region.

Could Québec be heading down regulation road?

Every now and then, the direction of our industry hangs in the balance. Right now, the future of gambling in Québec is hinged on the outcome of the a tightly contested provincial election.

As of the time of writing, polling indicates that PQ is the leading contender, with PLQ trailing in second place after overtaking the current ruling party – the Coalition Avenir Québec (CAQ) – which sits in third.

Contextually, CAQ also voted in favour of regulating online gaming operators during its 2025 National Convention. As such, three weeks ahead of the final election, these latest polls suggest that gaming regulation in a third Canadian province is very firmly on the cards.

What would the market look like?

Recent estimates from across the industry indicate that Loto-Québec, the province's monopoly operator, captures just 17% of the region's market despite having been the sole state-owned operator for 15 years.

In any sense, it appears a large amount of betting activity is

already taking place in the province's grey market, further emphasising the imperative to introduce a regulatory system that could oversee this activity.

With a population of nine million and a handful of major sports franchises based largely in the province's major cities, Québec City and Montréal, Québec represents perhaps an even larger fiscal opportunity for the gaming industry than recently regulated Alberta. The French-Canadian province is also highly culturally nuanced and independent, and its prospective market would invariably take on a vastly different form in comparison to Ontario and Alberta.

All action: The Alberta-Ontario example

Having seen the shining success of Ontario's exemplary market – alongside all the Alberta-related excitement – the impetus to regulate could hardly be higher for Québec.

Now moving through its fifth year of regulation, Ontario's market has become a marker for stability across the globe. Carefully regulated and highly economically lucrative, Ontario has only gone from strength to strength, and has become a shining benchmark for jurisdictions worldwide, with iGaming Ontario having posted a handle of CA\$4bn (US\$2.9bn) during 2025.

Elsewhere, the excitement around Alberta's online sports betting and iGaming market, which officially opened on 13 July 2026, serves to highlight how quickly Canadian provinces can attract industry operators. Indeed, Alberta confirmed 50 operator registrations on the same day it regulated, with competition continuing to grow.

This context is crucial for Québec. Despite being a highly nuanced and culturally independent province, the region would be remiss not to follow the framework of the trailblazing neighbours that have paved a regulatory path for it to follow. For now, though, it's all eyes on those election polls.

SBC SUMMIT LISBON 2026: WHAT TO EXPECT

SBC Summit returns to Lisbon from September 29 to October 1, bringing more than 40,000 industry professionals for three days of conferences, networking and events

▶ **SBC Summit Lisbon 2026 will bring together some of the industry's biggest names and key markets from September 29 to October 1.**

Indeed, Michael Jordan will headline the opening day's "Leadership in Sports Business" keynote, while Latin America will take a full day on the Global & Emerging Markets Stage, with sessions focused on Brazil, Peru, Mexico and other regional markets. The evening program will feature The Script at the opening party, followed by Tiësto and Blasterjaxx at the closing event.

SBC's Michael Jordan moment

The most obvious fixture on the agenda comes on day one. On September 29, Michael Jordan will join Sportradar Founder and CEO Carsten Koerl, and DraftKings Co-Founder and CEO Jason Robins on the MEO Arena Super Stage for "Leadership in Sports Business."

Opening the event with a sports-focused conference is telling. Sports betting is clearly high on the agenda, particularly after the World Cup. However, Jordan is only one part of a much broader event. Across six conference stages, four Tech Academies and a series of masterclasses and specialist forums, SBC will cover regulation, payments, AI, product innovation, prediction markets and emerging markets.

Latin America takes centre stage

As always, LatAm remains a key subject to keep an eye on at this year's SBC Lisbon. The entire Day One Global & Emerging Markets program will focus on the region, with sessions including "LatAm Leaders: Strategy, Scale and Survival," "Brazil Unfiltered," "Peru's Big Shift," "Mexico Reloaded" and "LatAm's Next Moves."

On the conversational menu will be rising taxes, acquisition costs, regulatory pressure and the question of where sustainable growth remains possible across the region. That focus follows last year's dedicated Latin America & Brazil track, which featured five sessions covering Brazil, Peru and Mexico. In 2026, the regional programming has expanded into a full day within the Global & Emerging Markets Stage.

Could this be a sign that Latin America is moving away from

its emerging roots and into more established territory? Food for thought.

Hot topic: Prediction markets

Surprising no one (but still intriguing everyone,) prediction markets will be another topic to watch in Lisbon, with a dedicated session looking at how the sector is developing and what it could mean for traditional sports betting.

The timing is particularly relevant after a year in which Polymarket and Kalshi have only pushed prediction markets further into the mainstream. In Europe, however, Spain ordered both platforms to be blocked, following the example of a handful of nations across the globe. Of course, a number of US states have taken also steps to successfully restrict or challenge prediction market operations, particularly around sports contracts and whether they should be treated as gambling or financial products.

SBC is also giving crypto and blockchain more space this year, with sessions looking at crypto payments, stablecoins, blockchain and their use in regulated gambling markets.

Networking beyond the show floor

This year, it would appear SBC is also putting more structure around what happens between the panels. Networking opportunities will range from one-to-one meetings to speed networking, dedicated sessions for regulators and much more. Attendees can also arrange meetings in advance through SBC Connect, while Smart Connect will offer another setting for buyers and suppliers to meet.

Regulatory meetups will also provide a more focused setting for conversations around licensing, compliance, taxation and market entry, with dedicated sessions covering regions including Latin America, North America, Africa, Europe and the Nordics.

Elsewhere this year SBC has outlined a new social space at the front of the arena which will remain open for a number of hours after the show, equipped with a bar and seating area and conveniently located next to media city... and a certain *Global Gaming Insider* stand. You can follow all the action on our Live Desk, and stay tuned for all our Exhibitor Spotlights at the show!

THIS WEEK'S BIG QUESTION: Will Genius Sports' launch of Prediction.com succeed, or is the market too limited?



THE WEEK IN NUMBERS



\$599.5m

Arizona state event wagering handle for July, up 29.3% year-on-year

15%



Year-on-year rise in Virginia August casino revenue, reaching \$97.6m



\$1.1m

Financial penalty paid by Dabble over BetStop self-exclusion breaches

7.1%



Year-on-year retail casino revenue growth in New York during July, reaching \$64.9m



\$116,000

Fine paid by Ukrainian blogger to PlayCity over illegal gambling promotion

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THIS WEEK'S EXECUTIVE ROUND-UP: NEBRASKA, BELGIUM, NEW ZEALAND & MORE...

Action from across the globe this week began with **Nebraska Secretary of State** Bob Evnen formally certifying two bills to expand the state's sports betting market. Indeed, the Online Sports Wagering Authorization proposal will appear as part of the state's 3 November election ballot and will send the state's online sports betting initiative to a statewide vote. Nebraska currently permits sports betting only at licensed racetrack enclosures. State law requires wagers to be placed in person at an approved sportsbook window or kiosk, with online and mobile wagering prohibited. The Nebraska Racing and Gaming Commission oversees the existing market and would be required to adopt implementing regulations by June 1, 2027, should the vote pass.

Meanwhile, in Europe, the **Belgian Gambling Commission** posted its market report for the 2025 annual period, highlighting a stable gross gaming revenue (GGR) figure of €1.62bn (\$1.87bn). However, this total marked a 0.1% downturn in comparison to 2024, with online GGR rising 5.4% year-on-year to €964.4m. Land-based revenues, though, dropped 7.2% year-on-year to €656.1m despite casino revenue growth of 5.9%, generating €152.3m. Within the online segment, casino games recorded the strongest growth, with GGR increasing by 13% to €554.11m. Online betting also recorded growth, with GGR rising 5.2% to €244.6m. Online slots, moved in the opposite direction, with GGR falling 13.7% to €165.7m.

New Zealand's pokie trusts faced intense scrutiny this week as the nation's **Department of Internal Affairs (DIA)** identified NZ\$28m (US\$16.2m) in misspent funds. As part of a broader investigation into the 32 pokie trust organisations in the nation, the DIA found that around three quarters of the trusts were non-compliant in some way, with third found to have engaged in deliberate "creative accounting." Some trusts used funds for

assets such as new gaming machines, with the DIA finding that certain operators had prioritised growth and competitive positioning over money intended for community distribution. NZ\$11.5m of the misspent funds has been recovered, with the DIA outlining it expects to recover NZ\$20m overall.

Elsewhere in the courts this week, the **US Senate** officially rejected the recently proposed **Clarity Act** – which sought to both define the respective jurisdictions of the SEC and CFTC as well as create a new federal framework for digital assets such as a cryptocurrency. The legislation drew sharp criticism from the tribal sector, with the Indian Gaming Association celebrating its rejection. Overall, the Clarity Act fell short of the 60 votes required to advance, as all Democratic Senators and four Republican Senators voted against the bill, with the final count settling at 49-50.

Down Under, the **Australian Capital Territory Government** proposed a new package of gambling reforms this week, which would reduce the number of poker machine authorisations to no more than 1,000 by 2045 – as well as introducing mandatory account-based cashless gaming. Indeed, the proposals would also ban EFTPOS and ATM cash withdrawals at venues with poker machines and extend mandatory machine shutdown periods by 15 hours each week. Players would need a venue account and accompanying card under the cashless system.

Finally, **Macau** officially surpassed 30 million annual visitor arrivals 22 days earlier than in 2025 this week, with the region's tourism office confirming that daily arrivals averaged 119,000, up 8% year-on-year, with 2 May setting the record for daily visitors at 247,000.

So far this year, Macau International Airport has handled 5.21 million passengers and 38,000 flights, up 5.6% and 0.3%, respectively. Elsewhere, Southeast Asia inbound and outbound flights also grew 13%.

CROATIA, IRELAND & MORE

AT A GLANCE

- Google tightens Croatian gambling advertising policy
- Stake blocks access for Irish users
- Austria plans bundled land-based casino licence tenders
- DACHL regulators strengthen coordination against illegal gambling

Google will tighten its gambling advertising policy in **Croatia** from 7 October, prohibiting affiliates and media platforms from promoting online gambling-related content targeting the residents and revoking existing advertiser certifications. Licensed operators will still be able to promote online gambling, including through paid media, provided they comply with current regulatory requirements, watershed rules and content restrictions.

Shifting our focus to Ireland, **Stake** has blocked Irish users following recent discussion with the **Gambling Regulatory Authority of Ireland (GRAI)**. The regulator confirmed it has engaged with several operators, prompting some to restrict access to their services. While GRAI declined to name the companies involved, local reports have linked the action to Stake. The regulator can sanction operators or take High Court action against firms operating without the required licence.

Elsewhere, the **Austrian Ministry of Finance** is reportedly planning to award the next land-based casino concessions in two bundled packages. The approach aims to prevent operators from selecting only the most profitable locations, although the Financial Procurator's Office

has warned that bundled tenders could increase the risk of legal challenges. The government is also considering a 13th casino location, potentially in Vienna or the Burgenland border region, with additional tax revenue cited as a key driver behind the decision.

These national developments coincide with efforts by regulators across the **DACHL region** to coordinate their approach to tackling the online black market. At a recent meeting in Bern, gambling regulators from Germany, Austria, Switzerland and Liechtenstein agreed to enhance cross-border cooperation regarding this issue. They discussed ways to improve information sharing about unlicensed operators and new business models related to illegal gambling across borders.



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THE WEEK IN QUOTES

TRIBAL

ROUND-UP

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IGA, CALIFORNIA & MORE...

AT A GLANCE

- The now-rejected Clarity Act denounced by IGA Chairman
- Tribes demanded protections from Senate
- Governor Newsom signs California tribal gaming bills

Indian Gaming Association (IGA)

Chairman David Z. Bean spoke out against the introduction of a revised Clarity Act by US lawmakers this week. Indeed, the revision sought to create a federal framework for digital assets and clarify the respective jurisdictions of the Securities and Exchange Commission (SEC) and Commodity Futures Trading Commission (CFTC). Chairman Bean stated that the revised Clarity Act "does nothing to rein in" the CFTC and would instead mark the "largest expansion of CFTC authority since the 2010 Dodd-Frank Act."

The bill, of course, was rejected, but had it passed, IGA had urged lawmakers to add

explicit protections for **tribal sovereignty** and established gaming operators. As part of this formal plea, IGA argued that current language could allow prediction-market operators to offer sports betting and casino-style products under federal commodities law, bypassing tribal and state gaming frameworks and the Indian Gaming Regulatory Act.

Elsewhere, **California Governor Gavin Newsom** signed a package of gambling legislation covering tribal-state gaming compacts, regulatory fees and horseracing. Four of the measures relate to tribal gaming agreements. These new bills ratify gaming compacts between the state and a number of local tribes, as well as establishing a new compact with the Fort Mojave Indian Tribe. AB 1526 also changes California horse racing law by removing a 90-day deadline for certain audits of horsemen's organisations and allowing the California Horse Racing Board to permit exceptions.

Operators should track player preferences from the first touchpoint, usually the ad, and monitor how those preferences develop once players are on board.

VEGANGSTER CEO AND CO-FOUNDER MAXIM CHERTKOV SPEAKS WITH GLOBAL GAMING INSIDER ABOUT PORTFOLIOS AND THE FUTURE OF CONTENT

More than anything, partners are looking for stability, and that has become increasingly difficult to find.

OLEKSANDR KULYK, VP OF MAKEBERRY PARTNERSHIPS, SPEAKS TO GLOBAL GAMING INSIDER ABOUT PARTNER EXPECTATIONS

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THE WEEK IN QUOTES

RG

ROUND-UP

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Josh has made a substantial contribution to SciPlay over more than two decades, taking the business through its initial public offering and building a portfolio of leading social casino titles alongside a strong team and culture.

LIGHT & WONDER PRESIDENT & CEO MATT WILSON SPEAKS ON JOSH WILSON'S DEPARTURE AS SCIPLAY CEO

Threatening the safety of an athlete or their family members over a sports bet crosses a bright ethical and criminal line, and it is entirely unacceptable.

A JOINT LETTER FROM THE NFL, MLB, MLS, NBA AND NHL ENCOURAGES LIFETIME BANS FOR ABUSIVE BETTORS

DRAFTKINGS, EEEP & MORE...

AT A GLANCE

- DraftKings extended its RG tool initiatives
- Greek Gaming Commission launched new awareness campaign
- New Brazil study found high percentage of illegal ads on Instagram

As Responsible Gaming Awareness Month continues in the US, **DraftKings** formally announced the extension of its responsible gambling initiatives by launching new custom 'cool-off' options for bettors, as well as a PGA Tour sweepstakes to help motivate engagement with the operator's player education features. Indeed, the operator has also partnered with Nick Jonas and Kevin Hart as part of its extended RG functions, with the pair set to promote safety initiatives for the operator.

In the Mediterranean, the **Greek Gaming Commission (EEEEP)** also launched a new youth gambling awareness campaign this week, to educate young people,

parents and teachers about gambling-related risks. 'Don't Pinch' was launched at the 90th Thessaloniki International Fair (TIF) and provides participants with educational resources designed to help them recognise and understand gambling-related risks. This campaign is part of the Commission's efforts to raise awareness of gambling-related harms among young people.

Finally, a study in **Brazil** found that 84% of betting operators most recommended by Instagram to users are operating illegally in the nation. Research conducted by University PUC-Rio analysed more than 55,000 accounts and found that the platform's recommendation system can direct users who follow a betting or online casino account towards illegal operators. According to the study, content creators frequently present themselves as professional bettors, tipsters, sports traders or analysts, promoting paid Telegram groups, subscriptions and automated tools.

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WARREN JENSON
CFO
Polymarket
US

Jenson steps into the role with more than 30 years of experience in senior finance roles, including executive positions at Nielsen, LiveRamp, Electronic Arts, Amazon and Delta Air Lines. He also serves on the boards of Dropbox, Ripple and DigitalOcean.



DANIEL ZURAKOV
VP of Prediction Markets
Sportradar
US

After nearly 10 months as VP of Markets at ProphetX, **Zurakov** joins Sportradar to grow its prediction market business and integrate it with its sports data offerings. He previously spent more than five years at Kapital Trading and nearly three years at GameDay Trading.



MARIANA CAVALCANTI
Undersecretary of Sanctioning Action
Secretariat of Prizes and Bets (SPA)
Brazil

Having previously held roles within Brazil's Ministry of Finance, and Ministry of Management and Innovation in Public Services, **Cavalcanti** takes on the role as Brazil expands its enforcement framework. She could be a busy lady, if Brazil imposes new restrictions...



ED SANDERSON
VP, Arena
Marina Bay Sands
Singapore

Sanderson, a venue management and commercial strategy veteran with over 20 years of experience, has been appointed by MBS to oversee the development of its new 15,000-seat Arena project. The venue is part of a larger \$8bn Marina Bay expansion.



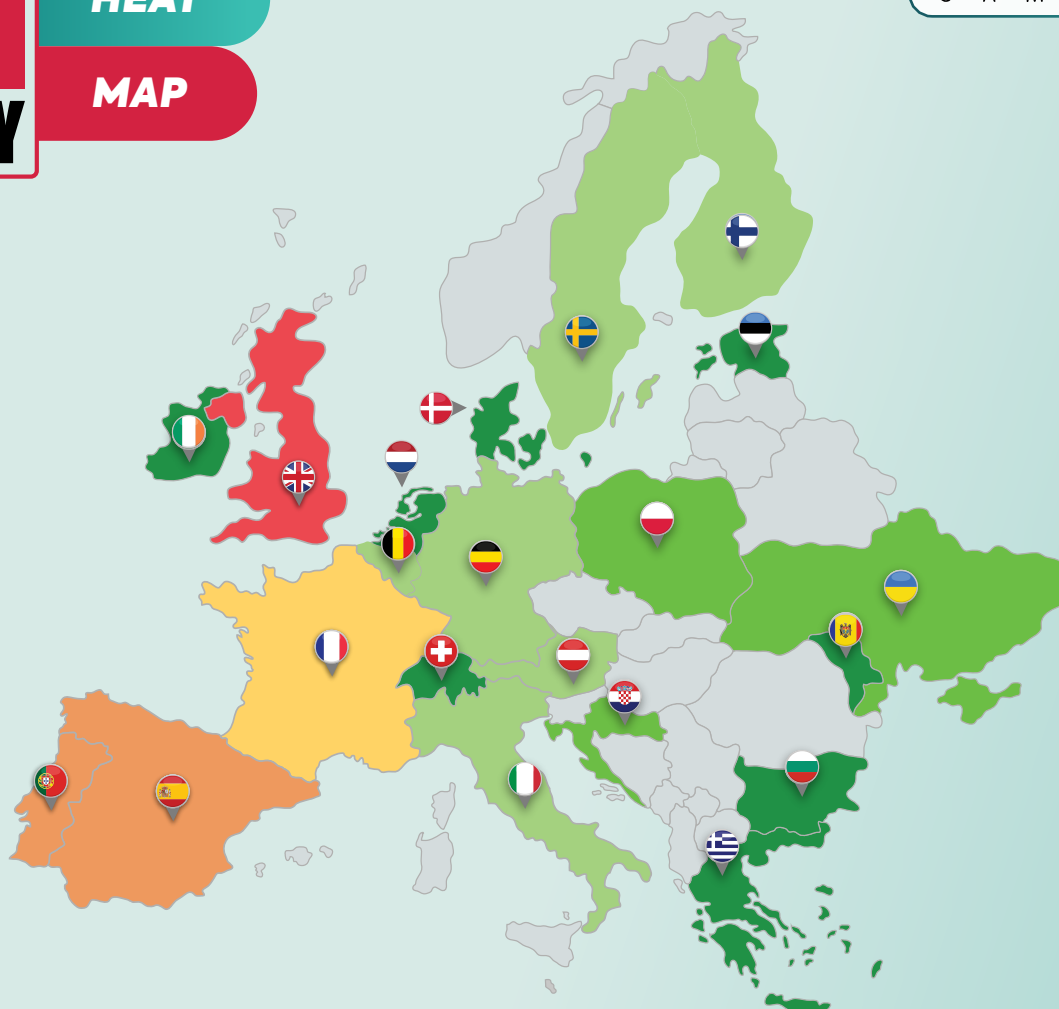
ADAM CHIBIB
CFO
International Game Technology
US

Chibib will join IGT after serving as CFO of Raptor Technologies and Chairman of American Gaming Systems (AGS). He brings gaming, public company and private equity experience and will take over from Fabio Celadon on 1 November.



BRETT LEE
Chief Celebration Officer
UAE Lottery
UAE

As the operator's new ambassador, **Lee** will bring his profile as an Australian cricketing legend to the UAE Lottery. The legendary bowler will feature in winner interviews, fan experiences and community activations across the UAE.



UK

Updates came in thick and fast from the UK, with tax pressures forcing cuts and new regulations and appointments re-shaping the landscape



SPAIN

Conference updates came alongside casino licence extensions and more in Spain



PORTUGAL

Anticipation across the industry continues to grow ahead of SBC Lisbon...



FRANCE

France launched probes into prediction markets, as Groupe Partouche unveiled its Q3 results and more...



BELGIUM

Market GGR results came alongside new betting limit restrictions this week in Belgium



ITALY

Italy's year-to-date gaming tax revenue was revealed alongside a Sisal lottery launch this week

MARYLAND AUGUST SPORTS BETTING REVENUE

- Maryland’s overall sports betting revenue for the month of August fell 22.63% year-on-year to \$35.23m, with online accounting for \$34.69m
- Online sports betting revenue fell 21.49%, with FanDuel remaining the state’s highest revenue earner online, despite its revenue falling 7%
- Elsewhere, bet365 recorded a 3,741% revenue upswing year-on-year to \$1.95m

ONLINE		
OPERATOR	REVENUE (\$M)	% CHANGE YEAR-ON-YEAR
FanDuel	15.86	-7.06
DraftKings	8.96	-39.05
BetMGM	3.03	-32.01
Fanatics	2.69	-29.19
bet365	1.95	+3,741
Caesars	0.85	-52.32
BetRivers	0.61	-6.73
theScore Bet	0.39	-64.30
Bally’s	0.19	-49.79
Veterans Services	0.08	+62.38
Greenmount	0.07	-1.02
Total	34.69	-21.49

- Maryland’s retail sports betting revenue dropped 59.92% year-on-year, generating \$545,000 during August
- While FanDuel was the state’s highest earner, BetRivers recorded a revenue uptick of 132.94% year-on-year
- Retail handle also declined in comparison to August 2025, with overall sports betting handle rising 7.3% to \$465.9m

RETAIL		
OPERATOR	REVENUE (\$M)	% CHANGE YEAR-ON-YEAR
FanDuel	0.173	-36.98
Caesars	0.065	-39.12
BetRivers	0.060	+132.94
Whitman Gaming	0.058	+11.14
theScore Bet	0.057	-47.77
TwinSpires	0.038	-68.84
Fanatics (Riverboat)	0.030	+67.28
Fanatics (Stadium)	0.027	+1.52
Greenwood	0.022	-7.58
Caesars (Long Shot’s)	0.015	-69.36
Total	0.545	-59.92

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GUEST

INTERVIEW

THOMAS SCHMALZER
VP GLOBAL SALES & PRODUCT
MANAGEMENT, NOVOMATIC

Global Gaming Insider speaks with Schmalzer about all things G2E ahead of this year's exhibition...

Ahead of this year's G2E, what do you think presents an exciting opportunity for suppliers this year?

The US gaming market continues to offer significant opportunities, particularly for suppliers that can combine international experience with a strong understanding of local market requirements. For Novomatic, our "think global, act local" approach is central to this. We can draw on products and technologies that have proven successful internationally, while adapting our offering to the specific needs of operators and players across the Americas. G2E is an important platform to bring these strengths together, deepen partnerships and identify new opportunities for sustainable growth.

How do you feel your preparations for the biggest land-based show of the year have changed in the last five years?

Our preparations have certainly become more targeted. Today, it is less about simply presenting a broad portfolio and more about creating a clear showcase around the solutions most relevant to our customers and markets. Coordination between our international and local teams has also become increasingly important. We combine global product expertise with local market knowledge, to ensure what we present in Las Vegas reflects both current demand and where we see future opportunities.

Has the clash with SBC Lisbon altered your plans for the show at all this year?

Not significantly. Both events are important platforms, but they address different areas of our business and audiences. While Novomatic will have a strong focus on G2E and our land-based business in the Americas, Greentube, our Digital Gaming and Entertainment division, will also be present at SBC Lisbon. With our international structure and dedicated teams, we are well positioned to maintain a strong presence at both events. G2E remains one of the most important dates of the year for our land-based business in the Americas, and

our commitment to the show remains unchanged.

Is there anything brand new people can expect from Novomatic at this year's show?

One of the key highlights will be the US premiere of Vision Link, our latest Linked Progressive concept, together with new high-impact sign packages that will also make their US debut at G2E. The new signage solutions offer scalable configurations for different cabinet setups and create a strong visual presence on the gaming floor. We will also unveil new solutions specifically developed for the Illinois, Georgia and Nebraska route markets at the show. For Puerto Rico, we will present the new De La Isla Jackpot Wide Area Progressive solution as well as Rocket Rush for the street market.

Visitors can also expect significant new developments for Novo Unity Pro, our versatile Electronic Table Games platform. A major highlight will be the launch of 88 Roulette, an entirely new roulette game that will be introduced for the first time at G2E. Together with further developments for Novo Unity Pro, it marks another important evolution of our Electronic Table Games offering and provides operators with even greater flexibility on the gaming floor. In addition, visitors can look forward to new content for the US market, including Athena Goddess of War and Panda's Dragon Gold. Overall, there will be plenty of new products to discover at our booth, combining internationally proven concepts with solutions specifically tailored to the Americas.

After so many years of G2E, what still excites you the most ahead of the conference?

For me, it is still the people. G2E brings together customers, partners and colleagues from across the industry, and there is no substitute for meeting face-to-face. It gives us the opportunity not only to present what we have been working on, but also to listen, exchange ideas and understand what our customers need next. The industry continues to evolve, so every G2E brings new conversations and opportunities. That combination of long-standing relationships, new perspectives and the unique energy of Las Vegas is what continues to make the show special.

COMPANY	NEW PARTNER	VERTICAL	REGION
DraftKings	PGA Tour	Responsible gaming	US
FanDuel	Real App	Sports betting	US
PZPN	STS	Sports betting	Poland
Fanatics	Taraij P. Henson	Sponsorship	US
OpenBet	OmniLogic	Sports betting	UK
DoubleDown	ASPCA	CSR	US
SCCG	Securrr	iGaming	US
BetEsporte	MNJC	Sports betting	Brazil
1xBet	PGL	iGaming	Europe
DraftKings	DAV	CSR	US



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