

October 2024

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**Natalia Noguez,
CEO of ControlF5**

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COVER

NATALIA NOGUES, CEO OF CONTROLFS
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THE PRESENT AND FUTURE OF AI IN THE GAMBLING INDUSTRY

Twenty or thirty years ago, it would have been hard to imagine how key processes within the gaming industry would be optimized by artificial intelligence. What once seemed like science fiction is now a reality, transforming operational aspects, security, and the player experience in an integral and precise way.

When it comes to content, online gaming platforms, for example, use algorithms that analyze player preferences and tailor game offerings to their specific tastes. Meanwhile, physical slot machines in casinos are also integrating AI to dynamically adjust bets and rewards based on user habits, improving customer retention and satisfaction. A concrete example of AI implementation is the MGM Grand in Las Vegas. This casino uses artificial intelligence systems to personalize the customer experience, from game selection to automated customer service. Additionally, its systems detect unusual betting behaviors, protecting both the house and the players.

On the other hand, marketing and operational management have also been transformed by AI. Campaigns based on this technology are much more effective, as they allow for precise audience segmentation, optimizing advertising investment. In terms of management, AI enables the monitoring of large volumes of data, from resource optimization to early fraud detection. This is essential in an industry where errors can be costly. Moreover, the field of responsible gaming is another area where AI plays a crucial role. Advanced algorithms monitor player behavior to detect risk patterns, proactively intervening in cases of problematic behavior.

AI's impact on gambling goes far beyond surface-level enhancements; it represents a fundamental transformation in how data is processed, decisions are made, and users interact with gaming systems. From the use of advanced algorithms for predictive analytics to machine learning tools for fraud detection, AI is driving innovation across the gambling landscape. As we explore AI-powered analytics, customized gaming experiences, and cutting-edge security protocols, it becomes evident that the future of gambling is deeply intertwined with artificial intelligence.

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Artificial Intelligence

THE IMPACT OF A REVOLUTION THAT IS JUST BEGINNING

The evolution of artificial intelligence, from the artificial neuron model of 1943 to current technologies like IBM's WatsonX, has transformed various aspects of daily and business life.

When Warren McCulloch and Walter Pitts presented their artificial neuron model in 1943, they probably did not imagine they were initiating a technological revolution. Their model, which operated in a binary on-off state, was the first step towards developing systems that are now an integral part of our lives: artificial intelligence (AI).

Since those early models of artificial neurons, AI has evolved astonishingly. Initially, researchers focused on creating systems that could simulate human logic. The McCulloch and Pitts model inspired the creation of the first neural network, a structure designed to process information similarly to the human brain.

During the 1950s and 1960s, interest in AI grew as programs capable of solving mathematical problems were developed. However, the technology and knowledge of

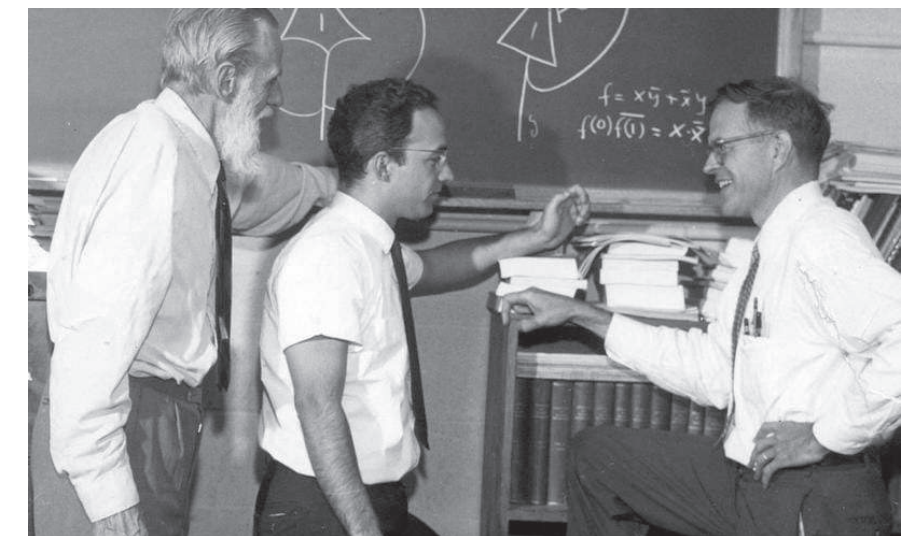
the time were still limited, leading to a period of stagnation known as the "AI winter."

KEY STAGE

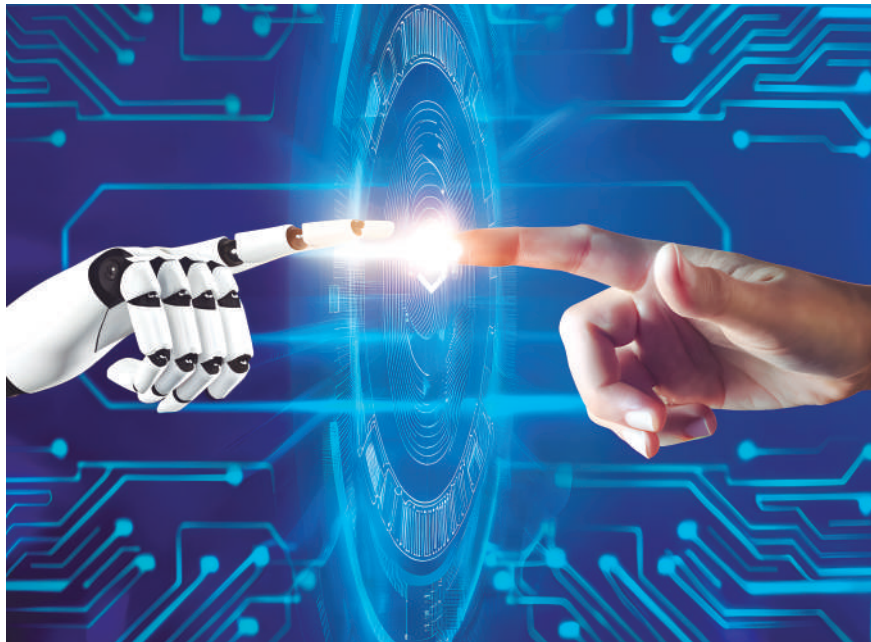
In the 1980s, AI experienced a resurgence, largely due to the development of new techniques and increased computer processing power. More sophisticated algorithms and the advent of machine learning allowed machines to start learning from data, improving their performance over time.

The 1990s saw the emergence of machine learning and deep learning. Seven years later, on May 11, 1997, chess grandmaster Garry Kasparov resigns after 19 moves in a game against Deep Blue, a chess-playing computer developed by scientists at IBM. This became a key moment in bringing artificial intelligence out of laboratories and research centers and into our daily lives.

»»» In the 1980s, there was a resurgence of AI due to the increased processing power of computers.



Warren McCulloch and Walter Pitts The first recognized work on artificial intelligence was conducted by Warren McCulloch and Walter Pitts.



Machine learning is a type of artificial intelligence that emerged several decades ago.

Deep neural networks, composed of multiple layers of artificial neurons, have enabled significant advances in areas such as speech recognition, computer vision, and automatic translation.

In 2011, another important event took place during a television quiz show in the United States. Watson, a powerful supercomputer developed by IBM, defeated two human champions, Brad Rutter and Ken Jennings, on the TV show Jeopardy! This event marked the first major demonstration of AI's capabilities in 14 years.

At that time, Watson stood out for its ability to process and accumulate information in real-time, interacting effectively with human language during the game. Since then, it has been available in the cloud, and many companies and organizations are already using this technology to improve their operations and services.

AI IN OUR DAILY LIVES

Over time and with constant evolution, artificial intelligence has moved from being a futuristic concept to a reality present in our daily activities. From smart alarms to so-

cial media filters, AI works tirelessly, transforming the way we live, work, and interact with the world.

»»» **AI has impacted sectors such as healthcare, where complex algorithms analyze medical images to detect diseases with greater accuracy and speed.**

Home automation, powered by AI, has turned our homes into smarter and more efficient spaces. Thermostats that automatically adjust the temperature, lighting that turns on and off based on our needs, and even appliances that communicate with each other to optimize energy consumption are just a few examples of how AI is redefining the concept of home.

Smartphones are another window to AI in the world. Virtual assistants like Siri, Alexa, or Google Assistant respond to our questions,

control smart devices, suggest music, and help organize our schedules, all thanks to machine learning.

In entertainment, streaming platforms like Netflix or Spotify use AI to analyze our consumption habits and recommend content that suits our tastes. Video games also benefit from AI, creating more immersive and realistic experiences with non-playable characters (NPCs) that act more intelligently and autonomously.

Microsoft, for example, offers multiple AI applications through its Azure AI platform. Cortana, its digital personal assistant, helps users manage tasks, answer queries, and control smart devices.

IN BUSINESSES

AI is also revolutionizing industry sectors like healthcare, where complex algorithms analyze medical images to detect diseases with greater precision and speed, or manufacturing, where intelligent robots optimize production processes, increasing efficiency and safety.

In the healthcare sector, AI played a crucial role during the global COVID-19 pandemic. The implementation of automated thermal sensors and the use of Big Data tools facilitated the early detection of initial cases and more efficient control of outbreak spread.

Foxconn, the Taiwanese electronics giant, uses AI-powered robots to assemble iPhones and other electronic devices with greater precision and efficiency. BASF, a German manufacturing company, uses AI to optimize its fertilizer production processes, reducing energy consumption and improving product quality.

GE Aviation, the American aircraft engine manufacturer, uses AI to analyze sensor data in its engines, predicting potential failures and scheduling preventive maintenance, significantly reducing aircraft downtime and reducing maintenance costs.

ETHICAL CHALLENGES

To ground this task ahead, let's go back to 2018 when Facebook

was fined \$5 billion by the US FTC for the Cambridge Analytica scandal, where personal data of millions of users was improperly collected.

However, the challenges go be-

»»» **On May 11, 1997, chess grandmaster Garry Kasparov resigns after 19 moves in a game against Deep Blue, a chess-playing computer developed by scientists at IBM.**



In 2020 alone, nearly 150 million units of smart speakers were sold.

yond privacy and data protection. As artificial intelligence becomes more sophisticated, concerns arise about the level of control humans should maintain over AI systems. It is important to establish clear boundaries and control mechanisms to prevent AI from making decisions that could harm or endanger people.

In 2017, Russia, China, and the

United States committed not to develop lethal autonomous weapons, although there is no binding international agreement.

Another challenge is related to unemployment, as automation driven by AI could eliminate jobs, potentially deepening social and economic inequalities.

Before the pandemic, a study by

Oxford Economics estimated that up to 20 million jobs in the manufacturing sector could be automated in the next 20 years.

For now, research found that generative AI (gen AI) features stand to add up to \$4.4 trillion to the global economy—annually. AI will have a global impact on the world economy, are you ready?



The global economy has begun to transform due to the development of artificial intelligence.

AI in Gambling

CREATIVITY AND MACHINE LEARNING

AI has become a key element in the evolution and positioning of the casino industry, whether by optimizing processes in slot development or creating personalized experiences for gambling users.

Over the past year, the use of information technology has grown exponentially thanks to artificial intelligence (AI). From virtual assistants like Alexa (Amazon) or Siri (Apple) that simplify daily tasks through the use of complex algorithms used in robotics and sciences.

The world of entertainment and gambling is no stranger to this scenario. Land-based casinos have taken it upon themselves to apply AI and machine learning (ML) in their various gaming options, enabling industry entrepreneurs to adapt their gaming offers and promotions to consumer preferences.

However, the use of AI and ML is not confined solely to improving the customer experience; it extends to all areas related to gambling, from machine development to security. For example, facial recognition, fraud detection, customer service, predictive user analysis, slot's innovation, among others.

COLLECTING INFORMATION

Artificial intelligence can instantly identify behavioral patterns of online and land based players. Through machine learning, industry operators and developers can gather statistical data on gameplay, player characteristics, and the types of slots most popular among the players.

While ML is responsible for co-

llecting the information, AI is tasked with conducting predictive analyses on the collected data. In the sector, one company specializing in this market segment is Gaming Analytics.ai, a leader in artificial intelligence technology solutions for the gambling industry.

Through its platform, the software analysis provider offers a series of tools that connect all the data from different areas of a casino, providing entrepreneurs with a global view of their business. Thanks to this technological mechanism, operators can know everything from a user's

favorite game to personalized marketing strategies for each consumer.

GUARANTEED SUCCESS

There is no doubt that operators and software providers have seen AI as an ally in improving operational efficiency in the sector. When it comes to location management and planning, bad decisions can lead to significant losses. For this reason, casinos worldwide are turning to AI to analyze establishment efficiency.

In this line, Gaming Analytics identifies the most popular gaming machines in a casino and locates

them based on player traffic flow and consumer behavior. Moreover, a well-designed room layout maximizes profits and offers a better experience for users.

Another company that provides these services is DataRobot. Through data collection, the company determines the exact location of a machine within a casino, ensuring longer playtime and faster return on investment.

SLOT CREATION

Based on player behavior and preferences, industry entrepreneurs seek to improve the functionality and development of their slot machines. In this regard, software providers are not content with implementing the latest technological advancements but are aiming for new solutions with the help of AI.

»»» **Chatboxes can interpret keywords and understand messages with spelling errors.**

For WebStudio developers, Softswiss's Innovation Department, AI allows creating high-quality images using easy-to-use interfaces. As a result, player engagement increases significantly thanks to a greater variety of games with more attractive and vivid graphics.

Another advantage of applying these technologies in video slot development is real-time attention. Previously, game designs took several weeks; now, changes can be implemented quickly. Additionally, they simplify programmers' tasks by simulating numerous scenarios to detect possible errors in slot creation before the game is released for play.

STEP BY STEP

Developing gambling games with AI requires two fundamental com-



ponents: creativity and machine learning. As a first step, WebStudio programmers gather all necessary data on gaming and casino solutions; then, they use this information to create statistics based on player preferences.

Once AI has established behavior patterns based on customer needs, the designer crafts different queries for the AI program. Although much of the process is automated, developers have the green light to perfect the quality of graphics, colors, and other elements at this stage.

This means that the design created by AI is not the final result; rather, it is the starting point for developing greater creativity. According to Olga Ivanchik, WebStudio director, artificial intelligence is only an auxiliary tool. "The synergy of a talented designer and a multifunctional tool offers maximum results in minimum time," said the specialist.

PERSONALIZED ATTENTION

Another significant benefit of AI in gambling halls is customer service through chatbots. These digital mechanisms employ AI to resolve player queries and offer quick solutions through 24/7 support, whether via mobile app conversations or emails.

Although chatbots have been used for several years, new AI-related language parameters have allowed for greater development.



Facial recognition reduces the risk of identity theft and identifies individuals with gambling problems.

Nowadays, chatboxes can interpret keywords and understand messages with spelling errors.

Therefore, it is not surprising that during G2E Asia (2024), IDX Games Ltd., a provider of screen control systems for electronic table games, presented its new solution, IDX X-AI Bot, a chatbot that allows casino-related questions and generates a response within minutes. It will also offer operators useful information about live games, such as projected billing or players' win/loss rates.

IN-HOUSE SECURITY

To fulfill the mission of ensuring a scam-free gambling offering, operators are incorporating the use of artificial intelligence as a control and

security mechanism. This is possible because AI studies player behavior, detecting suspicious attitudes that could lead to fraud. The goal is to prevent actions that compromise fair play in the casino.

Therefore, many industry entrepreneurs are opting for biometric registration of their customers. In some cases, they first opt for ID validation followed by a fingerprint scan. This ensures that the person is of legal age and not on any self-exclusion list.

On the other hand, video surveillance software companies like Hikvision Peru are developing facial recognition technologies based on AI. Through algorithms and mathematical patterns, their biometric analysis system identifies facial features from a digital image or video frame.

This easy-to-use mechanism reduces the risk of identity theft and identifies individuals with gambling problems. Additionally, it ensures user satisfaction by providing a safe and reliable environment.

Innovation with responsibility can help the gambling industry embrace predictive AI and make gaming safer and more enjoyable—and even more profitable—for everyone. In the future, predictive AI is poised to change the casino industry like never before, bringing new opportunities for innovation, growth and success.

The Transformative Power of AI

MARKETING AND CONTENT CREATION

Artificial intelligence is impacting the gaming sector by offering safer and more personalized experiences while improving operational efficiency. Additionally, it enables a closer connection between the player and the company.



The gambling industry has not been immune to the digital transformation brought about by Artificial Intelligence. This allows for more personalized and secure gaming experiences for both operators and players.

In the quest to enhance user experiences, AI has enabled the creation of more vivid realistic attractive

characters, more immersive worlds, and reduced development time. Additionally, it can process large amounts of constantly changing data almost instantaneously, allowing for the identification of patterns to make more autonomous decisions.

Furthermore, this technology constantly promotes the optimization of operations and the design

of increasingly effective marketing strategies. From personalized offers to better security engines and content creation.

DIGITAL MARKETING

One of the most notable uses of AI is in online marketing. The ability to analyze large volumes of data in real-time has allowed for the crea-

tion of highly personalized advertising campaigns with an excellent return on investment.

The collection of demographic data, digital behavior, current search patterns, previous ads, and other additional information has enabled AI to analyze these data sets and provide increasingly detailed and accurate information about user behavior, forecast trends, and improve ad content.

As a result, when you see an ad, it often feels tailor-made for you, as this tool has allowed it to adapt to your respective interests and needs.

In the Adspyder publication titled “Revolutionizing Gambling Ads with Artificial Intelligence: Strategies and Success Stories 2024,” it was highlighted that AI can improve personalized ads to the point of increasing clicks by up to 200%.

ADVERTISING CAMPAIGNS

Artificial intelligence enables real-time offer optimization, adjusting bids and messages based on player behavior, further boosting user conversions.

Additionally, gaming platforms can use various learning algorithms to first identify potential customers and then attract them based on their gaming behavior, reducing advertising costs by targeting resources to higher-value segments.



Predictive data analysis allows for a better understanding of player behavior and enables the offering of personalized promotions.



Toys “R” Us launched the first AI-generated commercial using OpenAI’s Sora, showcased at the Cannes Lions Festival in 2024.

»»» **AI fosters the creation of new games and mechanics, leading to better user experiences and enhancing customer loyalty.**

Another significant advantage of this system is the generation of conversations through chatbots and virtual assistants, ensuring the custo-

mer never feels alone. While initially, there was a perception of poor message personalization, this has improved, and now the differentiation in responses is almost imperceptible.

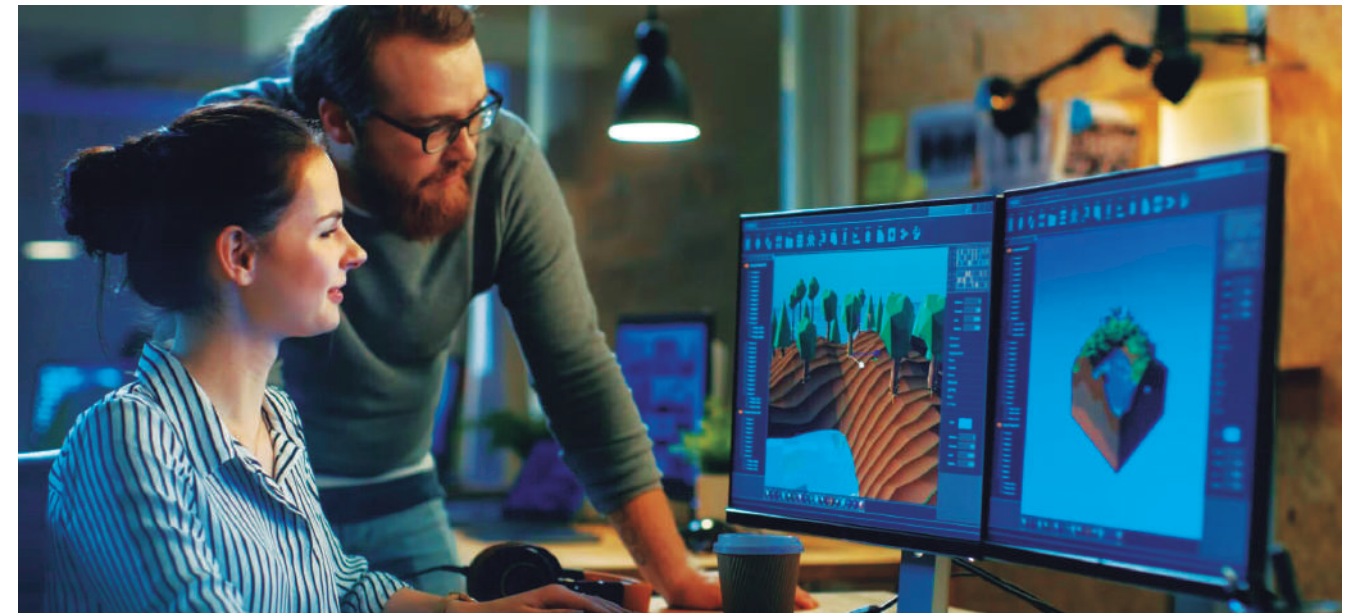
Bet365 and 888 Casino are two platforms that have already implemented AI and reported significant improvements in customer retention.

CONTENT CREATION

Thanks to AI, more engaging and tailored experiences are being created for players, which also presents an ethical challenge to ensure transparency.

“The integration of technologies such as machine learning, generative adversarial networks, and artificial intelligence into gaming platforms is ushering in a new era in casino software development. These advances not only enhance game creation but also ensure fairness and reinforce security,” said Michael Oliver, Head of R&D and Partnerships at GAMMASTACK, a company specializing in casino software solutions.

Since AI plays a crucial role in analyzing game performance, it allows operators to design strategies that maximize player satisfaction and profit, with immersive and interactive elements, incorporating even virtual reality and augmented



Data gathered through artificial intelligence allows companies to create new games based on user preferences.

reality. This will make the player feel as if they are playing in a real casino, adapting their skills to each level of the game.

In this regard, platforms like Unity and Unreal Engine use AI tools to create levels that increasingly adapt to players, allowing them to further develop their skills and spend more time on the platform.

Another clear example is the recent production of the first commercial entirely generated by AI. How was it created? This tool was used from the start. For instance, algorithms were used for script formulation, as well as for graphic design and music composition, all without human intervention.

ADVERTISING AND GAMING

According to data from Asia Gaming Brief, AI allows companies to conduct A/B testing automatically, accelerating the process of identifying the most effective ads. This not only improves campaign efficiency but also promotes significant cost savings.

Companies like Betway Casino and LeoVegas are also using this technology to enhance fraud detection and security against suspicious behavior.

MATERIALIZATION OF IDEAS

The utilization of AI is essential for companies. For example, BGaming has embraced the integration of artificial intelligence in its game development processes, specifically in prototype creation, creative imagination, and illustration search.

»»» **AI algorithms are key to improving marketing campaigns and generating player loyalty.**

This has led to improved efficiency and effectiveness within the company. It was one of the first to drive the creation of AI-generated games by 90%, such as Alien Fruits and Wild Chicago; the remaining 10% relied on manual adjustments to perfect both products.

In terms of campaign planning and optimization, the marketing and services provider Pipol created a tool called MIA, based on the advan-

tages of AI, with the aim of real-time campaign measurement, using advanced data to improve publication effectiveness and maximize results.

PROMISING FUTURE

It is important to note that AI can help retain players by providing them with the games basically tailored to match their personal interests, increasing player loyalty. For instance, a user who frequently participates in tournaments may receive special offers for future events, incentivizing continuous participation.

Moreover, AI is transforming loyalty programs by personalizing rewards based on player activity. Companies now offer more relevant and attractive incentives. For example, if a player regularly bets on a specific type of game, they may receive exclusive rewards related to that game, creating a closer bond between the player and the company.

AI is transforming the sector in unimaginable ways and is helping companies operate more efficiently, making them increasingly attractive. Therefore, it is crucial for the industry to keep pace with technological evolution and integrate AI more deeply into gaming, to lead the sector where innovation is the key to success.



Generative AI

THE GAMING METAVERSE

Artificial intelligence in the metaverse is opening new opportunities for iGaming. It's a trend that could revolutionize the future of the global industry.

Imaging visiting a virtual casino with friends, interacting with live dealers in real-time, and feeling the excitement of a crowded gaming room is now a virtual reality! The metaverse, with its ability to create immersive and personalized experiences, offers unparalleled excitement and reality for the iGaming industry.

By moving casinos and gambling into 3D virtual environments, more

attractive and realistic spaces can be designed, going beyond traditional two-dimensional interfaces. This immersion allows players to feel a deeper connection to the games, creating a more exciting and social experience.

Artificial intelligence plays a key role in the evolution of the metaverse and, consequently, in the transformation of the iGaming industry. The metaverse facilitates the integration of new technologies

such as virtual and augmented reality, opening the door to more interactive and customized games based on each player's preferences.

GAME CREATION

Antier is one of the companies offering metaverse casino development services, using blockchain technology and cutting-edge 3D design. Their solutions allow companies to create highly personalized virtual casinos where users can enjoy a more intense gaming experience tailored to their preferences.

»»» **Generative AI uses data to create new, high-quality gaming content, based on information collected from character interactions.**

For the company, generative AI in game development is essential. "It uses vast datasets to generate new, high-quality gaming content based on information gathered from character interactions, player behaviors, and real-world environments," they explain.

In this way, the deep learning model used in neural networks enables the creation of detailed game resources. "Reinforcement learning trains the AI through trial-and-error methods, resulting in NPCs

(non-playable characters) that dynamically adapt and respond to player actions," they say. Generative adversarial networks use two neural networks, a generator and a discriminator, to create realistic game elements. The generator creates new data, and the discriminator evaluates its authenticity, ensuring highly realistic and immersive content.

The economic impact of using this technology lies in cost efficiency and resource optimization, speed and scalability, increased creativity and innovation, personalized gaming experiences, and procedural content generation.



Casinos like Mega Dice offer various classic casino games, combined with the transparency of blockchain technology.



TRIION Gaming introduced a luxurious virtual reality casino studio.



Land Vegas is a pioneer in the iGaming Metaverse and is creating an immersive gaming environment in the metaverse and opening the doors to investment opportunities.

METaverse CASINOS

Among the leading casinos offering the metaverse experience is Mega Dice, which gained popularity as the first casino launched via Telegram in 2023. This platform supports various cryptocurrency payment gateways, allowing bets from as little as one dollar.

ICE Poker is another platform offering an alternative to conventional poker, not using real money. Players earn ICE tokens through daily objec-

tives, which can be converted into other cryptocurrencies.

Launched in 2019, Chateau Satoshi offers a more comprehensive experience, featuring a theater and jazz club, and is available in several cryptocurrencies. BetU Verse stands out for its versatility, allowing betting across its three divisions: BetU (sports), EarnU (esports), and BetU Verse (metaverse casino, including slot machines, blackjack, and roulette, among others).

Serenity Island is a metaverse casino with its own virtual environment, offering games like blackjack and roulette. Meanwhile, Sandbox Casino is part of a broader metaverse project, combining games with user-generated content. It has also partnered with brands like Adidas and Atari to increase its visibility and attract a broader audience.

A REALISTIC EXPERIENCE

In the virtual world, avatar creation is key for users to interact with other players in virtual casino lobbies and gaming rooms. TRIION Gaming uses AI-powered tracking technology to achieve this. This technology tracks users' body movements through any camera, sends the information to tracking software, and applies it to the 3D avatar in the metaverse.

"When live dealers deal cards or spin the roulette wheel, their avatars do the exact same thing in the metaverse," says Daniel Gunba, CEO of TRIION Gaming, to servers.com.

Recently, the brand revealed a preview of its new virtual reality casino studio, designed with a luxurious duplex style. This innovative space aims to transform the iGaming experience by integrating immersive virtual reality with sophisticated aesthetics, providing users with an environment that accurately mimics a real casino. The showcase highlights the studio's elegant design, meticulous details, and advanced technology to be used.

In Latin America, the launch of Land Vegas was announced, merging the world of online casinos, gambling, and entertainment in an environment accessible through virtual reality. This positions it as the first company to operate in virtual reality in the region.

The application of artificial intelligence in the metaverse is expected to continue growing, allowing operators to innovate in ways that were previously impossible. This advancement not only drives industry growth but also sets new trends that could define the future of digital entertainment.



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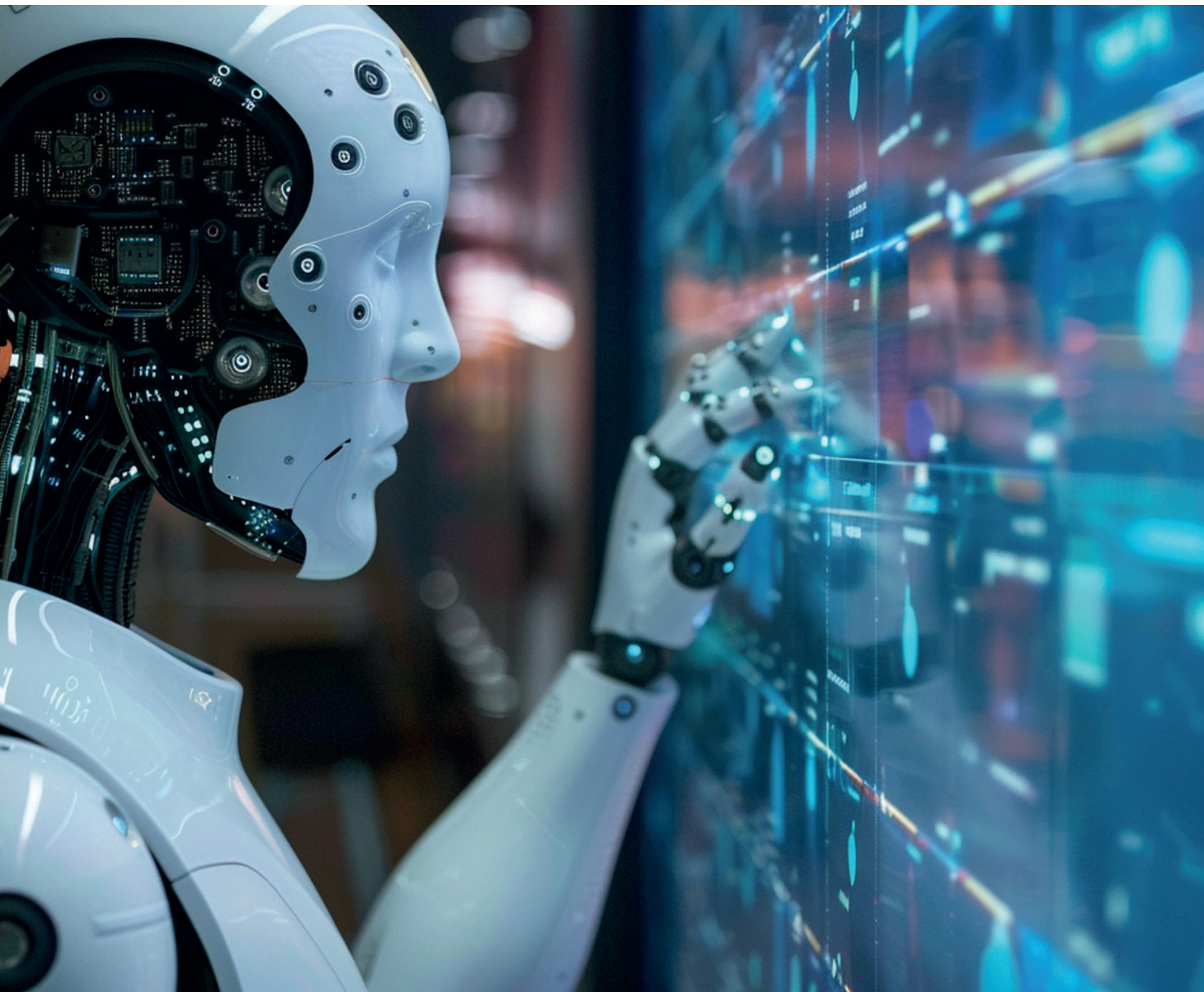
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The influence of AI in online gaming

INNOVATION AND SECURITY

Artificial intelligence is revolutionizing the world of online gaming, from personalizing experiences to preventing fraud. Discover the impact of AI on security, user satisfaction, and the future of online casinos.

In the last decade, artificial intelligence (AI) has shifted from science fiction fantasy to a reality impacting various sectors, and the world of online gaming is no exception. From enhancing the player experience to transforming how games are developed and managed, AI is redefining the boundaries of what's possible in digital entertainment.

In this article, we will explore how artificial intelligence is changing the online gaming landscape, with a particular focus on its ability to combat fraud, the most significant advances in this area, and some companies that are already applying this technology in a highly profitable sector. It's worth noting that the current market value of AI is estimated at nearly \$100 billion, with expectations of exponential growth by 2030, according to Statista.

AI VS. FRAUD

Artificial intelligence has become an essential tool in the fight against fraud

across multiple industries. Thanks to its ability to analyze vast amounts of data in real-time, AI can identify anomalous patterns that might go unnoticed by traditional systems.

These patterns include unusual behaviors in financial transactions, access requests, or user activity, allowing companies to detect and prevent fraudulent activities before they cause significant damage. The implementation of machine learning algorithms enables systems to continuously adapt and improve as they learn from new data and emerging threats.

One of the most effective methods in fraud detection is the use of AI-powered predictive models. These models use historical data to predict the likelihood of a specific transaction or activity being fraudulent. For example, in the gaming sector, AI can analyze a customer's betting behavior and compare each new bet against their typical profile.

If something out of the ordinary is detected, such as a large wager in an unusual geographic location, the

»» AI is used in identity authentication and verification, another crucial area in fraud prevention.



Thanks to AI, it is possible to analyze a customer's betting behavior and compare each new bet with their typical profile to prevent fraud.

system can automatically flag the transaction for review or even block it until its authenticity is confirmed. This approach not only reduces the risk of fraud but also minimizes inconvenience to customers by avoiding false positives.

Additionally, AI is used in identity authentication and verification, another crucial area in fraud prevention. AI systems can analyze biometric data, such as fingerprints, facial recognition, and voice, to ensure that only authorized individuals have access to certain systems or information. These authentication methods are becoming increasingly sophisticated and harder to bypass, representing an additional barrier against fraud. For example, the use of AI in real-time identity verification has become common in online banking platforms, where users must provide a live image that is compared to an ID photo.

AI also plays a key role in education and awareness about fraud. AI-powered platforms can personalize

»» **AI acts as an invisible guardian. Its ability to analyze large amounts of data in real-time allows intelligent algorithms to detect abnormal behaviors.**

educational content for workers and customers, helping them recognize phishing attempts, social engineering, and other common tactics used by scammers. By improving the understanding of threats, these tools not only protect organizations but also empower users to make safer decisions in their digital interactions. In summary, AI not only detects and prevents fraud but also strengthens the first line of defense: the players.

EVOLUTION OF THREATS

Experts highlight that as AI tech-

nology advances, so do the tactics used by fraudsters. Criminals are beginning to use AI to create more sophisticated attacks, such as deepfakes and personalized spear phishing. This has led to a sort of "arms race" where both defenders and attackers are employing advanced technologies to outsmart each other.

Experts like Bruce Schneier, a renowned cryptographer and security expert, suggests that AI is essential to staying ahead of these constantly evolving threats. However, they also caution that AI is not a magical solution and must be combined with other robust security strategies.

ETHICS IN FRAUD DETECTION

Another important aspect is the ethics of using AI for fraud detection. Experts like Cathy O'Neil, author of the book *Weapons of Math Destruction*, warn about potential biases in AI algorithms that could lead to unintended discrimination.

For example, if an AI system is trained on historical data that contains bias-

ses, such as prejudices against certain demographic groups, this could result in a higher rate of false positives for people from those communities. Therefore, it is crucial that companies and AI developers implement regular audits and oversight to ensure that fraud detection systems are fair and equitable.

AI COMPANIES IN GAMING

The rapid advancements in AI are increasing the demand for tools and infrastructure while simultaneously changing AI consumption requirements. For business teams in the sector that have yet to maximize the value of predictive AI, this should serve as a warning. The operationalization, management, and creation of AI solutions will become increasingly complex.

DataRobot is a company in the sector that addresses these challenges by offering the only end-to-end generative and predictive AI lifecycle platform, backed by a world-class team of AI experts. Additionally, it has partnered with Google Cloud to provide busines-

ses with a comprehensive solution that facilitates the faster and easier development, deployment, and management of machine learning and generative AI.

»» **Developers are leveraging machine learning algorithms to create gaming experiences that adapt and evolve according to player preferences.**

As with the development of online games and compliance solutions, the evolution of AI technologies requires companies to adapt their approaches to remain competitive. This collaboration between DataRobot and Google Cloud is an example of how AI innovation can simplify complex processes, something that

can also be applied to the realm of online gaming and compliance platforms. This platform can be used to improve end-to-end machine learning and AI processes.

With this collaboration between DataRobot and Google Cloud, predictive and generative AI use cases can be easily addressed. Once the models are ready, DataRobot optimizes their deployment, management, monitoring, and governance in Google.

Artificial intelligence is revolutionizing online gaming, with a particularly strong impact on fraud prevention. As the technology advances, AI solutions are expected to become even more sophisticated, providing more effective protection and improving the overall user experience. Companies that adopt and adapt to these innovations will not only stay competitive but also contribute to creating a safer and more responsible gaming environment for everyone.



Cybercriminals are starting to use more sophisticated attacks, such as deepfakes and personalized spear phishing. For this reason, experts suggest that AI is essential to stay ahead of these constantly evolving threats.

From e-wallets to cryptocurrencies

NEW TREND IN DIGITAL PAYMENT SYSTEMS

The gambling industry has undergone rapid evolution thanks to technological development. A clear example of this is virtual payment methods, which allow players to perform secure and efficient fund transactions.

The digital age has completely transformed how people and businesses manage, transfer, and receive money. Through digital payment systems, transactions can now be faster and more secure, thanks to advanced encryption and authentication technologies that protect users' financial information.

In the online casino industry, this evolution has been crucial in enhancing the player experience, offering

greater security and simplifying fund management. Whether using credit cards, e-wallets, or cryptocurrencies, each method presents its own advantages and challenges.

According to the report "Payments in Latin America in 2024: Technology Shapes the Future," prepared by the payment company Kushki, in collaboration with Payments and Commerce Market Intelligence, real-time payment (RTP)



E-wallets have become the preferred payment method for those who value their financial privacy.



systems powered by artificial intelligence will solidify their role in the sports betting market.

SECURED TRUST

One of the most widely used payment methods by online players is, undoubtedly, credit and debit cards. Both payment methods are supported by banks and financial institutions, allowing players to deposit and withdraw funds with ease.

It's important to note that to deposit money into your active account, whether for online casino or sports betting, you only need to enter your card details. While they are widely accepted globally, one of the main drawbacks is the fees that may be charged for each transaction. Additionally, the processing time for operations can vary depending on the bank operator.

If, on the other hand, you're someone who prefers not to conduct

online transactions with your personal accounts, prepaid cards become the best ally when it comes to betting. This option allows players to deposit funds in online casinos without linking a bank account or credit card.

If security is a priority, direct bank transfers are the perfect choice. Although the processing time is longer, it's the most solid and reliable payment method between a betting platform and a bank account.

FAST TRANSACTIONS

E-wallets have gained immense popularity among online casino users. Unlike traditional methods, these systems allow players to store funds in a digital account and perform transactions instantly.

One of the most widely used e-wallets globally is PayPal. This digital wallet allows money transfers through an account linked to an email. Additionally, it stands out for



Despite being widely used today, cryptocurrencies are still not recognized by all gaming regulatory systems.

not sharing banking information with the betting platform.

Another significant feature is its speed. With this payment system, transactions become instant deposits. Likewise, winnings can be transferred to the player's PayPal account and then to a bank account or used for future online gaming.

In Peru, some of the most widely used and accepted e-wallets by online casinos and sports betting platforms are Yape and Plin. These mobile payment apps are backed by banks such as Banco de Crédito del Perú, BBVA, Interbank, or Scotiabank.

LOOKING AHEAD

The adoption of cryptocurrencies—like Bitcoin, Ethereum, and other alternative coins—has been one of the most significant trends in the online casino sector. With a high level of anonymity, this non-traditional payment method offers fast and secure transactions.

It's worth noting that transactions are backed by blockchain technology,

»»» In Peru, some of the most widely used and accepted e-wallets by online casinos and sports betting platforms are Yape and Plin.

gy, a data structure that stores transactions through a network of computers. Thanks to this mechanism, operations are protected against data forgery systems.

Currently, casinos and betting platforms that accept cryptocurrency transactions are known for offering a modern and tech-forward gaming experience, increasingly catering to future users of digital gaming platforms.

When discussing the future, biometric transactions are the next step in payment technologies. Using fin-

gerprints, facial, or voice recognition, players will be able to deposit or withdraw winnings without waiting for a text message or email confirmation from the bank.

REGULATION IN PERU

Despite the rapid growth of bitcoins and crypto assets as payment methods, some Latin American countries have banned their use in the gambling industry. One such country is Peru, which, through Regulation of Law No. 31557, enacted by the Ministry of Foreign Trade and Tourism (Mincetur), has prohibited cryptocurrency transactions in online gambling.

According to the regulatory framework, the law prohibits online casino and sports betting operators from conducting transactions with cryptocurrencies. Businesses that violate the law will be fined up to 150 tax units (772,500 soles).

While Peru is considered an attractive market due to its economic

growth, the enforcement of the regulation could discourage investment from some operators in the sector. Therefore, industry entrepreneurs are calling for a review and the inclusion of bitcoins as part of the accepted payment systems.

Some experts argue that the position of the Peruvian state creates uncertainty about the sector's future. In this regard, the Peruvian Blockchain Association stated that the law was drafted without considering crypto market players and added that it would harm economic growth.

In contrast, Juan Carlos Mathews, former head of Mincetur, noted that if the regulatory measure is applied, it would contribute \$162 million a year to the Peruvian state, as it would prioritize "player safety, responsible gaming, and formalizing activities."

WAITING FOR A CHANGE

Public relations agency Sherlock Communications revealed in its la-

»»» Casinos and betting platforms that accept cryptocurrency transactions are known for offering a modern and tech-forward gaming experience.

test report on blockchain in Latin America that 79% of Peruvians believe the implementation of a regulatory system governing cryptocurrency transactions is necessary.

According to the company's statistics, Peru ranks sixth among countries with the highest adoption rates of crypto assets in Latin America. Over 80% of surveyed Peruvians said there should be more information about cryptocurrency usage,

and 37% stated they would be willing to conduct transactions with crypto assets if there was government backing.

CURRENCY OF THE FUTURE

The Central Reserve Bank of Peru (BCRP) is analyzing the implementation of a digital currency that would allow unbanked individuals to securely access digital payments. Through Circular No. 0011-2024, the BCRP published the Digital Money Innovation Pilots Regulation. This measure will assess the sustainability of its use and its effect on traditional cash.

According to the International Monetary Fund, the BCRP's proposal is based on an intermediary model, meaning it will issue the digital currency and delegate functions to private companies to interact with end users. As for access systems, these will be implemented through digital tokens distributed by financial institutions and authorized agents.



To streamline financial transactions, the BCRP is evaluating the creation of a digital currency to replace physical coins and banknotes.

AI at the Service of the Industry

INTEGRATING AI AND DATA ANALYTICS TO PROMOTE RESPONSIBLE GAMING

Artificial intelligence facilitates the implementation of self-exclusion programs and personalized betting limits.



At the end of 2023, the National Council on Problem Gambling in the United States introduced an innovative self-assessment tool powered by artificial intelligence (AI). This resource, available on their website, uses neuroimaging principles and gamification to analyze users' gambling behavior and provide personalized information about their risk level.

This is just one example of how AI tools help go beyond traditional questionnaires, allowing for early and more accurate detection of potential issues, making it easier to access responsible gaming resources.

KNOWING HOW TO PLAY

Although gambling is not inherently illicit or immoral, the stigma surrounding it often overshadows its true nature. While the industry represents a legitimate form of entertainment, it can also lead to risks if not conducted responsibly. Therefore, promoting responsible gaming is crucial to protect individuals and ensure that this activity is fun and engaging while at the same time while playing responsibly.

In this regard, as in other areas, artificial intelligence also presents itself as a great ally. Like the tool on the National Council on Problem Gambling's website, this technological tool can identify signs of compulsive gambling, allowing for timely intervention.

One company providing such services is SoftServe, which specializes in developing technological solutions. Its algorithm, specifically designed to identify and address "chasing losses" behavior, the tendency to continue and/or intensify gambling losses, enables operators to detect in real-time players who are at risk of developing a gambling addiction.

By providing early alerts and clear explanations behind these interventions, SoftServe's solution



Artificial intelligence facilitates the implementation of self-exclusion programs and personalized betting limits.

helps protect players and promote a safer, more responsible gaming environment. Additionally, this technology can be used to moderate harmful language during gaming interactions, creating a more positive experience for users.

»»»» **"Operators are increasingly utilizing data analysis and AI algorithms to examine large volumes of data and statics"**

A GROWING TREND

An article published by Ernst & Young highlights a trend in the gaming industry: operators are increasingly utilizing data analysis and artificial intelligence algorithms to examine large volumes of information. This enables them to identify patterns associated with harmful

gambling behaviors and take measures to offer support to customers in need.

Regarding data usage, the study utilizes the data from many areas: deposit and withdrawal amounts, average betting amount, bets outside the customers' standard deviation, time spent on platforms, betting pace, and various betting patterns.

"The gaming and sports betting industry has taken data modeling and predictive analysis to new heights; many refer to these measures as an advanced form of customer relationship management (CRM)," the article mentions.

THE TASK OF IMPLEMENTING SOLUTIONS

Artificial intelligence used by companies like Quantiphi allows them to create solutions to identify and segment at-risk individuals, detect underage players with Video Intelligence, and accelerate ethical revenue through hyper-personalization.

"We are dealing with an industry expected to reach a value of \$321 billion by 2026. Consequently, gaming

companies must keep pace in implementing efficient responsible gaming programs,” says the company.

For companies like Comtrade Gaming, global interconnectedness demands a comprehensive vision of responsible gaming. That’s why it’s important to implement such solutions across all facets of the gaming industry: in traditional casinos, electronic gaming devices, and online platforms.

Their proposal is based on providing a central collection of all player activity, proper real-time tracking of player behavior, as well as efficient measures and analysis.

In the case of Mindway AI, another prominent company in the field, they offer a GameScanner analysis panel, which allows operators to quickly and comprehensively understand the risk profile of their



One way AI helps promote responsible gaming is through continuous monitoring of players.

entire customer database. This task is based on meticulous assessments by human experts of every aspect of players’ gambling patterns.

From this, algorithms learn to

weigh different indicators of normal and addictive behavior.

This gives the tool the ability to explain its decisions with clear reasons, forming a simple and solid foundation for player tracking. The company calls this work “Explainable AI.”

»»»» “AI enables the identification and segmentation of at-risk individuals and detects underage players using Video Intelligence.”

In other words, it not only focuses on providing accurate information and data but also allows operators to easily understand why players are flagged as at risk and thus personalize their responsible gaming strategies. This information fosters greater communication and trust with customers.

AI has ushered in a new era in preventing problematic gambling. However, the path toward a future where gambling is a safe and responsible activity requires joint effort. Combining technology with personalized attention is essential to provide the necessary support to those who need it.



By detecting compulsive gambling patterns, breaks or betting limits can be suggested to help players maintain control.



PopOK Gaming is a modern game provider creating games for leading online casinos. With a portfolio of *Crash Games*, *Slots*, *Live Casino* and *Instant Games*, the offerings are backed by eye-popping design, dynamic animations, unique and captivating features, powerful gamification tools, sound effects, and math calculations.



10+	Adrenaline-pumping CRASH GAMES	10+	Unique INSTANT GAMES
70+	Best Performing SLOT GAMES	3	Types of Innovative LIVE CASINO



Social Responsibility

BEYOND ENTERTAINMENT, A COMMITMENT

Countries like Argentina, Colombia, and Paraguay are implementing strategies to ensure responsible gambling, promoting player protection and combating illegal gambling money laundering in the region.

The rise of the gambling industry in Latin America is undeniable, and with it comes an increased commitment from the industry to not only improve the quality of gaming but also to control compulsive gambling and promote responsible gambling practices that prioritize the well-being of players.

As gambling continues to grow in popularity, both in physical locations and on digital platforms, governmental authorities and companies worldwide have implemented various strategies

to balance the entertainment that gambling provides with the necessary protection for the most vulnerable users.

Countries like Colombia, Argentina, Chile, Peru, and Mexico have taken an active role in promoting Responsible Gambling, establishing rules that require companies to implement clear consumer protection policies, ranging from self-imposed betting limits to voluntary player exclusion. Additionally, operators are required to provide clear information

about the risks of gambling, along with direct links to help and treatment resources for those in need.

On digital platforms, advanced technology has been integrated to monitor players' behavior. In some cases, using artificial intelligence, sites can identify problematic gambling patterns, allowing them to alert players when they show signs of excessive betting. Players are also given access to tools that allow them to restrict their own activities, such as setting deposit, spending, and time limits. This combination

of technology and regulation has been key to keeping player well-being at the forefront of the gambling experience.

REGIONAL GAMBLING

According to Statista, "the global gambling and betting industry was valued at approximately one trillion US dollars in 2023 and is expected to continue expanding significantly in the coming years, with a projected CAGR (Compound Annual Growth Rate) of 4.4% through 2030." Based on this, while gambling enthusiasm is more prominent in countries like the United States, Canada, Australia, and the United Kingdom, in recent years Latin America has also seen significant growth.

Countries like Brazil, Peru, and Colombia have shown notable development in the sector, especially in sports betting and gambling. As part of their commitment to society, these nations, along with others in the region, have increased regulations and measures to ensure responsible gambling. They have also implemented strategies such as helplines and free guidance services with psychological support and resources to help players manage their habits.

ARGENTINA'S COMMITMENT

One of the countries that has shown a strong commitment to society is Argentina, which has launched various initiatives aimed at promoting a balance between entertainment and player protection.

In the province of Jujuy, for example, the contest "Jugá por jugar, el spot" was launched, encouraging young people to create public service announcements about responsible gambling, inspiring them to think creatively and take an active role in raising awareness in their communities. This initiative, promoted by the Provincial Gambling Institute of Jujuy and the Ministry of Education of the province, reflects how the industry and institutions are working together to educate new generations about the risks of gambling.

In Chubut, there is also a commitment to society through the creation of a special area to oversee casinos, not only in terms of revenue but also in implementing policies that protect the most vulnerable players. Efforts to

»»» **Coljuegos, in collaboration with ESAP, has launched a College program to train over 400 people on responsible gambling regulation.**

combat illegal gambling are also being strengthened, working closely with judicial authorities. These actions demonstrate that, beyond entertainment, the gambling industry is committed to social well-being, promoting responsible practices, and protecting players from the risks of excessive gambling.

PARAGUAY AND COLOMBIA

Along the same lines of commitment to society, another country promoting responsible gambling is Paraguay. The Paraguayan Association

of Gambling Operators and the Paraguayan Chamber of Gambling (CPJA) have signed a cooperation agreement with the National Gambling Commission (Conajzar).

The agreement seeks to promote public policies that ensure Responsible Gambling and prevent money laundering, which are key regulatory priorities in Paraguay's gambling sector. The collaboration between the private sector and the regulator allows for the implementation of regulations that modernize the operation of the gambling industry in the country.

In Colombia, Coljuegos has been working continuously in collaboration with the Higher School of Public Administration (ESAP) through a recent diploma initiative. Authorities reported that the goal of this training is to provide important and detailed information to various public officials, operators, and the general public, promoting legality in the gambling industry and raising awareness of Coljuegos' work.

The training, which aims to involve more than 400 people and will run until October 27, includes aspects related to gambling regulation, the fight against illegality, and the distribution of resources generated by the sector, reflecting a strong commitment to transparency and ethics in managing games of chance.



More than 400 people in Colombia will receive training in the Responsible Gambling diploma program, promoted by Coljuegos and ESAP.



Corporate Transparency Law in the U.S.

A NEW CHALLENGE FOR THE GAMING INDUSTRY: U.S. CORPORATE TRANSPARENCY ACT

The CTA aims to combat fraud and corruption, significantly impacting all industries, including the gambling sector.

One of the most important developments for the business sector in the United States is now a reality. The Corporate Transparency Act (CTA) aims to combat corruption and financial fraud across the country. While this represents a significant step forward, it also has implications for all industries, including gambling.

The legislation, passed as part of the Anti-Money Laundering Act (AMLA) of 2020, also seeks to close legal loopholes that allow the creation of shell companies used for various illicit activities.

July 1st marked a turning point with its enforcement, establishing new obligations for small and medium-sized businesses, especially those registered as Limited Liability Companies (LLCs).

The Financial Crimes Enforcement Network (FinCEN), an agency of the Department of the Treasury, will be responsible for overseeing and maintaining the database of ownership reports. It will also collect business information, which will be strictly confidential and only accessible to certain government agencies or other financial entities for specific purposes, such as complying with "know your customer" (KYC) regulations.

PURPOSE OF THE LAW

One of the main objectives of the CTA is to require any company registered in the United States to submit a detailed report on the actual beneficiaries of the business; in other words, the individuals who have significant control or ownership of the company.

The purpose of this measure is to dismantle any network of shell companies, which are often used for illicit activities such as money laundering or tax evasion. Furthermore, a priority of the law is to mitigate financial risks within the gaming industry.

Additionally, this new law mandates that companies complete a form called Beneficial Ownership Information (BOI), which is designed to reveal the identity of the owner and determine who the real beneficiaries are. This document is available on the FinCEN website.

The required information includes the full legal name of each beneficial owner, date of birth, residential address, and identification number of each beneficiary (such as a Social Security number or passport). For the company itself, it asks for the full legal name, physical addresses, the jurisdiction where it was formed or registered as a legal entity, and taxpayer identification numbers, along with associated parties.

»»» **The Corporate Transparency Act's (CTA) goal is to prevent illegal activities like money laundering, tax fraud, and terrorism financing.**



The U.S. financial center is preparing to meet the requirements of the Corporate Transparency Act.



The gaming industry in the United States is adopting compliance measures to comply with the new regulations.

COMPLIANCE DETAILS

The CTA will require LLCs, including foreign entities operating in the U.S., to complete the form; failure to do so will result in severe penalties, with fines reaching up to \$500 per day, with a maximum of \$10,000. In addition, violators could face criminal charges, including up to two years in prison.

Although the law was discussed and passed as part of the National Defense Authorization Act of 2021, it will apply to any company registered in the U.S. before January 1, 2024. These companies must submit their reports before January 1, 2025.

Another clarification of the law is that companies created this year have a 90-day deadline, while those registered next year will have only 30 days to comply. Moreover, companies must update their information within 30 days of any change in the ownership structure.

SCOPE OF THE LAW

Although the law has broad coverage, certain companies are exempt from complying with this requirement. For example, companies with more than 20 full-time employees, non-profit organizations, and those generating more than \$5 million in

annual revenue are exempt. Another detail in the law is that it does not apply to inactive companies, which limits its impact on small and medium-sized enterprises, especially newly created ones.

>>>> LLC's and small businesses must comply with strict requirements or face financial and criminal penalties.

HOW DOES THIS AFFECT THE GAMING INDUSTRY?

While betting platforms and casinos have historically been prone to financial crimes, the Corporate Transparency Act aims to be a crucial tool in preventing shell companies from using the sector as a vehicle for money laundering or fraud.

As regulations evolve, the gaming industry's main task will be to adopt best compliance practices, which it has already been doing, to further increase operational transparency, enhance and preserve its reputation, and avoid penalties.

IMPACT ON GAMBLING

Another challenge for the gaming sector in the U.S. is that international gaming platforms operating in multiple countries will have to adopt transnational compliance mechanisms. This means a significant investment in compliance infrastructure will be required to ensure alignment with U.S. regulations.

Additionally, this new regulation will impact small businesses in the gaming sector, as they will face additional costs and greater efforts to implement systems that comply with the law. Some may even consider outsourcing their compliance processes to specialized providers, which increases operating costs but reduces the risk of sanctions.

REPUTATION AND TRUST

The transparency required by the CTA also has a positive impact, as it will boost public and investor confidence in companies operating in the U.S.

In this regard, companies that truly comply with the new transparency rules will strengthen their reputation and demonstrate their commitment to ethical business practices, which could attract more institutional investors interested in companies that prioritize regulatory compliance.

In the long term, this could help consolidate the sector and improve its image, portraying it as more responsible and attractive to legitimate market players. Investors and companies that adopt these measures will position themselves better to thrive in an environment where compliance and transparency will be key to ensuring long-term sustainability and success.

The Corporate Transparency Act will bring a drastic change to the gaming industry, impacting everything from daily operations to market confidence.

Companies that adopt this new regulation will be better prepared to meet regulatory challenges and seize the opportunities presented by an increasingly transparent and responsible market.

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Natalia Nogues, CEO of ControlF5

“THE COMPANY YOU CAN TRUST TO SUCCEED IN THE BRAZILIAN MARKET”

ControlF5 offers customized solutions and deep knowledge of the local market to promote business success in a constantly growing sector.

ControlF5 has emerged as a leader in specialized services for the gaming industry in Brazil. In an interview with CASINO magazine, Natalia Nogues, CEO of the company emphasized ControlF5's ability to adapt to the specific needs of each client. She also highlighted the wide range of services the company offers, from marketing and advertising to legal consulting and training. Nogues pointed out that service customization and confidentiality are fundamental pillars of their business model.

What skills or experiences have been key to your successful career in the gaming industry?

The gaming industry is built on knowledge and practice. Curiosity about how it works and diving into every aspect of betting is key to growing in this field. From understanding the jargon of the industry, like what GGR (Gross Gaming Revenue), rollover, handicap, to learning how the technical side of a site's structure works, such as the formulas used to calculate bonuses or game winnings.

I started in this industry 15 years ago. In 2009, I worked in customer service for a site in Brazil when I didn't even know that online games for casinos existed. I became passionate about the subject and began to discover how everything worked out of curiosity: what payment meth-



ods were, the customer journey, who the game providers were, and what they did. Today, it's all normal to us, but for someone just discovering what goes on behind the scenes, they uncover a vast ecosystem with all its stakeholders.

Throughout my career, I had many mentors—professionals from different areas who taught me about the gaming world. With dedication to seeking information, I now feel like someone who truly understands this industry in all its aspects and can navigate between them.

What have been the biggest challenges you faced while leading ControlF5, and how did you over-

come them? What important lessons did you learn?

Leading a company is always a challenge, no matter the industry. Being an entrepreneur is truly a constant gamble and a daily battle. We have a dream, a goal, and from there, we build the path ahead, adjusting and improving our delivery, service, and product constantly through both mistakes and successes. I believe one of the biggest challenges in a company is creating and adhering to processes, demanding discipline to follow them, so that everything runs like clockwork. This brings us consistent efficiency and quality. In the end, it all comes down to people—professionals who need to align with



the company's mission, vision, and values to deliver the best results.

I believe ControlF5 has been a continuous learning journey over the years. We've learned from the market's needs, developed, and specialized in this niche. Especially when the market is new in a country, there are few professionals with technical and practical knowledge of gaming. That's why it's so important to invest constantly in training in this business.

What types of companies and sectors do your services mainly target? Can you share a relevant success story?

ControlF5 targets the entire gaming industry ecosystem. We offer our hub of services to operators, game providers, platforms, payment methods, legal firms, etc. Anyone looking to enter and develop in the Brazilian market—we are the gateway and the trusted company that can assist with whatever they need in the country.

»»»» **We ensure that our clients can operate efficiently and effectively, complying with local market regulations.**

How important is service customization in your business model? What types of personalized consultations do you offer your clients?

We specialize in addressing the challenges companies face in Brazil, so our service is highly customized. We adapt to our clients' diverse and complex needs, ensuring they can operate efficiently and effectively while complying with regulations and offering an optimized user experience. ControlF5 conducts a detailed analysis of the client's processes, systems, and challenges. This involves meetings, interviews, and data

collection to understand their specific needs and strategic objectives. We then develop or adapt our solutions to meet those needs precisely.

Our services include marketing, advertising, affiliates, customer service, consulting, KYC tools, gaming training for professionals, specialized recruitment and selection, legal advice, and accounting. We have many in-house services and trusted partner companies that provide top-quality services with ControlF5's guarantee.

How do you ensure information confidentiality?

Confidentiality is a top priority for our company, as we work with many companies in the same industry, and it's the core of our business. We've established well-defined processes to ensure everything operates smoothly. We have strict security and confidentiality policies from the moment a contract is signed with our clients, extending to all employees in the company. These agreements cover data management, access to informa-

tion, and protection against potential threats. Each client's deliverables are unique, based on tailored diagnostics and specific objectives, and we ensure that different professional teams handle each project to guarantee authenticity. We also implement measures to ensure that only authorized personnel can access and handle company data, ensuring confidentiality throughout the B2B service chain and protecting sensitive client information.

Why do you believe the Brazilian market is relevant to the gaming industry? What key aspects should operators consider when entering this market?

The Brazilian market is highly relevant to the gaming industry due to its size, economic growth, and development potential in this sector. It is an emerging market: only 15% of the population currently gambles. Brazilians are just beginning to learn about online gambling and sports betting. They are still learning what odds are and how they are calculated. At least 90% of Brazilians over 18 have placed a lottery bet, meaning they are familiar with this form of entertainment. Additionally, 96% have a bank account, and 82% have internet access. These factors contribute to the vast potential of the online betting market.

To enter this market, the key is to offer a fully localized service, meaning it must be adapted to the language, configuration format, and user experience specific to the country. This will generate better results and success for the company. To achieve this, local assistance is essential, adapting your service to align with the "green and yellow" that Brazilians are used to consuming.

What global trends do you think will shape the future of the on-line gaming sector in the next five years?

I believe trends are constantly evolving at a rapid pace, particularly with technological advancements. Artificial intelligence has revolutionized the way we approach change. The once

unimaginable is now becoming possible, opening up new opportunities that we cannot yet fully comprehend. Soon, we will be focusing heavily on the virtual world, visiting casinos in the metaverse, and adapting our entire ecosystem to this new technology and virtual reality. Marketing will also evolve to another level, for example.

What does the recent partnership with Income Access mean for your company and clients?

One of the services we've been strongly developing at ControlF5 for over a year is in affiliates. We offer management and mediation services in this area

for operators. Income Access is a globally recognized company with years of experience in this field. This partnership is extremely important because it allows us to combine ControlF5's offerings with the knowledge and expertise of a company like theirs. We are thrilled to offer their platform, their affiliates, and to have them as a commercial partner, taking our company's name to a global level.

What new opportunities arise from having an affiliate program? What is the future of this business model?

As a company, offering this service within our hub of solutions for the





market allows us to further expand our clients' businesses, especially those needing support to attract new players and achieve the desired conversion. For Brazil, where this form of entertainment is still new and Brazilians are still curious but hesitant about gambling, affiliates are a marketing strategy that converts more users to gaming. Therefore, it is a model with significant growth potential in our country. The only thing missing is market maturity, so everyone can understand its true financial potential and adapt to better commission formats. Currently, affiliates in Brazil want short-term gains through CPA (cost-per-acquisition) often at astronomical values.

How does ControlF5 maintain its competitive edge in such a dynamic and ever-changing market?

ControlF5 focuses heavily on development and staying updated with trends. We form countless partnerships with companies in our ecosystem, constantly improving our services. We have specialized knowledge of this industry, know the Brazilian market like no one else, and are transparent, always staying close to our clients. We offer personalized service, fully dedicating ourselves to providing the best quality

and experience. Our clients are our top priority, and we will do everything to guarantee their success.

As one of the founders of AMIG (Women's Association of the Gaming Industry), what is the association's goal, and how do you see its impact on the industry in the future?

The association was founded by six women with over 10 years of experience in the sector, with the goal of not only addressing the gender imbalance in the industry but also

promoting lasting cultural change that fosters female talent, not just in gaming but in the market as a whole.

By encouraging more women to actively participate in this market, the industry benefits from a wealth of diverse experiences and ideas that can drive innovation and creativity. Additionally, the presence of women in leadership and decision-making roles within gaming can promote a more balanced and inclusive corporate culture. Gender diversity not only brings tangible benefits to businesses but also helps create healthier work environments where all employees feel valued and respected. This can lead to higher talent retention, increased motivation and productivity, and an improved reputation for companies within society.

At AMIG, we offer meetings, discussions, courses, and workshops on topics relevant to the market, where women professionals in the sector and their allies can grow and further promote gaming and gender equity in leadership. Today, we have 560 women from various companies: operators, game providers, platforms, payment methods, law firms, marketing firms, health professionals, influencers, and affiliates, from Brazil and around the world. We aim to make a difference and bring more experience, knowledge, and business to the industry.



ILUMINANDO SU CAMINO AL ÉXITO

A medida que la tecnología del juego evoluciona, también lo hacen los estándares regulatorios. Usted merece un socio que priorice su éxito y esté equipado para aprovechar las tendencias de la industria para desbloquear nuevas e inventivas posibilidades. De un paso con confianza en el futuro de la tecnología del juego con nuestros amplios servicios de certificación.

Jesús Rafael Campos, CEO of King Connections

A GIANT IS BORN IN IGAMING

A new holding company, comprised of BetConnections, SprintGaming, InfinityGames, InfinityEmotions, and WinnerVision, aims to revolutionize the global gaming market.



In the last quarter of the year, a new business group has been formed, led by Jesus Rafael Campos Briceño, current CEO of King Connections, who has been instrumental in the development of BetConnections over the past few years. BetConnections is one of the most futuristic system development companies of the last decade in the gambling industry. This company has earned its place among the top firms in the creation of platforms for online gambling and lottery games, as well as in brand and service aggregation. In the following interview, we will learn about the new projects that are part of the new holding in the industry.

What sets King Connections Holding apart from other business offerings in the global iGaming market?

What differentiates us is the comprehensive vision and synergy between the various areas we cover. We are not just a software development company or a content provider; we are a conglomerate that spans from audiovisual production, through game development, to the creation of innovative platforms. This ability to offer 360-degree solutions positions us as a benchmark, capable of adapting to the specific needs of each client and market. Additionally, with companies

like WinnerVision.tv, we aim to be pioneers in creating a channel dedicated to the Gaming industry, something unprecedented in our region.

Which companies will be part of this new business group?

The companies joining together to form this structure are BetConnections, SprintGaming, InfinityGames, InfinityEmotions, and WinnerVision. These brands, collectively forming the King Connections S.A. Holding, are the majority partners of this new business channel, under a new corporate concept aimed at conquering a more global market.

How do you take on the challenge of leading this pool of companies in such a competitive and difficult market as gambling?

I've had the opportunity to lead several companies in the gambling sector for over twenty years, and all of them have successfully positioned themselves. Now, as CEO, I feel very honored to move into a new stage and lead a very promising conglomerate of companies. We are ready to receive investments and bring dynamism in the short term.

What are the goals for each of the companies that make up the new King Connections Holding, and what markets are they targeting?

Each company has different characteristics and targets specific markets. BetConnections has become a solid company and is consolidating as one of the leading providers of iGaming software solutions. Its certifications allow it to access more challenging markets with greater potential.

SprintGaming is an exciting project full of new challenges. It features the most innovative and spectacular games, never before developed in our region. We are committed to taking it to the highest level.

InfinityGames is introducing a new concept in online game development, with a small initial portfolio but full of innovative games with futuristic trends.

InfinityEmotions is a company we acquired to provide services in audiovisual development and schemes for the entertainment industry, streaming event broadcasts, producing short films, animations with realistic effects, visual game development for the metaverse, and AI schemes. This company supports our projects and develops solutions for third-party companies.

WinnerVision.tv is our venture into digital media aimed at the Gaming & E-Gaming industry. This medium broadcasts gaming exhibitions from different parts of the world, with the aim of providing an on-demand channel that segments conference information and centralizes a series

of interviews, live broadcasts, and pre- and post-event reports in our industry. We seek to become the "Netflix" of gaming, providing a platform where suppliers can showcase their products and services, and operators can closely follow market trends.

How do you envision the integration of new technologies such as artificial intelligence and the metaverse within the holding's projects?

The integration of new technologies is key to our growth. InfinityEmotions, for example, is already working on projects related to visual development for the metaverse and artificial intelligence applied to entertainment. We not only want to stay at the forefront of technology, but we aim to lead the digital transformation within iGaming, offering more immersive gaming experiences, advanced platform automation, and interactive developments that will change how users experience gaming.

Finally, how do you see the future of iGaming in Latin America compared to the rest of the world?

The future of iGaming in Latin America is very promising, but it's in a stage of development and expansion. Unlike regions like Europe or Asia, where the market is more mature and regulated, in Latin America we are seeing an acceleration in the adoption of regulatory frameworks that open doors for new operators. The region's economic growth, combined with the increase in internet and mobile technology access, provides us with the opportunity to position our solutions in emerging markets with great potential. However, the challenge lies in adapting to the cultural and regulatory particularities of each country. Globally, I see Latin America as a key region in the expansion of iGaming over the next decade, with enormous potential for innovation and the adoption of cutting-edge technologies.



Marina Selmi, Regional Sales Manager at Sportingtech

“REGULATORY CHANGES ARE A KEY OPPORTUNITY TO BOOST REGIONAL PRESENCE”

Sportingtech is focusing on strategic expansion in Brazil and Latin America, driving innovation, personalization, and deepening its business partnerships.



blishing strategic partnerships to drive growth and strengthen our regional market position.

What are the Key Performance Indicators that Sportingtech follows to evaluate its performance?

Sportingtech focuses on various Key Performance Indicators to ensure we meet our business goals and deliver optimal value to our clients. A granular approach is crucial for Latin America, specifically Brazil, due to the unique demands across various regions.

We track our expansion in new and existing markets, especially in Brazil, where we treat each region as a separate market due to varying player demands and preferences. We emphasise strong, localised support to ensure long-term success.

Additionally, the effectiveness of localised products and marketing initiatives, such as the introduction of Sportingtech Brasil and Sportingtech Español social media accounts, helps us gauge how well we adapt to specific markets.

What are Sportingtech's specific goals for this year in terms of growth, expansion and product improvement?

Sportingtech has set ambitious goals for growth and expansion this year, with a key focus on strategic markets such as Brazil. The upcoming regulatory changes present a valuable opportunity to strengthen our regional presence, leveraging our recently opened new office in São Paulo. While we already have a dedicated team, we are committed to expanding further and deepening our partnerships, ensuring that we are well-positioned to navigate and support our clients through the evolving regulatory landscape.

Beyond Brazil, Sportingtech is accelerating its expansion across other key Latin American markets. We are esta-

identify opportunities for innovation. Our teams develop solutions that cater to each market's specific interests and gaming preferences. In Brazil, for example, football is a key focus, while sports like the NBA and NFL have seen significant growth in Mexico. This insight shapes how we prioritize and tailor our offerings.

How has Artificial Intelligence impacted Sportingtech's platform? In what other specific areas of the company has AI been implemented?

AI has become essential to Sportingtech's strategy, especially in enhancing user engagement and personalisation on our platform. We've integrated AI to deliver tailored content and betting recommendations, which helps us create a more dynamic and customised experience for our users. This ensures that each player receives offers, odds, and insights most relevant to their interests, ultimately boosting engagement and retention.

In your opinion, how can AI help to improve user experience and operational efficiency?

AI can transform both the user experience and operational efficiency in the iGaming industry. For players, AI enables hyper-personalization, allowing us to deliver a betting experience tailored to individual preferences. This can include everything from personalized odds and betting suggestions. On the operational side, AI boosts efficiency by automating repetitive tasks, smoothly analyzing vast amounts of data, and improving decision-making processes. These recourses allow us to operate more effectively and focus resources on strategic initiatives that drive growth.

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Thomas Schmalzer of NOVOMATIC AG

“OUR OPERATIONS ENABLES US TO RESPOND TO MARKET FEEDBACK AND TRENDS”

NOVOMATIC, present in more than 50 countries, stands out for its ability to customize according to local regulations.



NOVOMATIC is one of the global giants in the gaming industry, exporting its solutions to more than 120 countries. Thomas Schmalzer, VP of Global Sales / VP of Product Management at NOVOMATIC AG, shares the keys to the company's success. In an interview with CASINO magazine, he emphasized the importance of adapting to regional preferences and the growing demand for games. He also highlighted their commitment to technological

innovation, integrating artificial intelligence into their products to offer unique gaming experiences.

What are the main markets in which NOVOMATIC operates and what recent trends have you seen in them?

NOVOMATIC is one of the largest gaming equipment manufacturers worldwide. With our core markets in Europe, we are also active in the Americas, Asia, as well as Africa.

NOVOMATIC has subsidiaries in over 50 countries in the world and exports innovative gaming solutions to more than 120 countries.

There are major differences in regional preferences between Europe, Asia and America, which are also reflected in the trends of slot games and cabinets.

The exceptional advantage of NOVOMATIC as one of the global leaders in the gaming industry is not only its high-end gaming con-

tent and equipment, but also the breadth of its own operations, which enables us to quickly recognize and react to market feedback and trends. Certain tendencies are definitely more present in specific regions of the world, while others can be recognized everywhere, for example the rise of linked progressive jackpot games throughout the past years, which finds a lot of success in nearly all markets throughout the world. This ties in with the tendency to provide multiple features to players within a game and add exciting new math concepts with a potential to win high jackpots. Great examples from our portfolio are Linked Progressive mixes such as the high performing XTENSION LINK™, the mythical GODS & LEGENDS™ Link

or our collection of classic titles featuring Linked Progressive mechanics and free games such as the GOLDEN LINK™.

Despite this growth of Linked Progressives, we also innovate around our classic multi-games as they are core products in all of our key markets. While some regions show a strong focus on fruit games others prefer themed titles. Such core preferences are found quite stable in specific areas around the world. For example, historical and mystical themes like the NOVOMATIC classics Book of Ra™ and Lucky Lady™ are popular in Europe. Games inspired by pop culture, movies or TV shows are preferred in North America; vibrant and colourful themes linked with elements from local folklore in Latin America like CASH CONNECTION™ Candelas de los Muertos™; Asia favours games with symbols and elements linked deeply with local traditions: dragons, the number 8, lucky sym-

bols like in our titles Lucky Twist™ or Lucky Trail™. Eastern European markets strongly favour fruit-based themes such as our variety of classic Sizzling Hot™ games.

NOVOMATIC's strength lies in the fact that, even in limited markets, we are able to implement the sometimes very different regulatory requirements such as spin duration, stake or payout limits etc. quickly. So therefore, we have the right product for every requirement in each regulated market.

What is NOVOMATIC's vision for the future of the company and its position in the gaming industry?

As a global player, NOVOMATIC needs to focus on all its markets and segments as well as on international

»»» **As a global player, NOVOMATIC needs to focus on all its markets and segments as well as on international trends and developments.**

trends and developments. We are proud of our continuous innovation and will carry on supplying our customers with state-of-the-art solutions for their land-based gaming offerings, from slot machines to casino management systems, cash-handling solutions and

sports betting equipment. The area of online, mobile and social gaming activities in particular has also been booming for several years. We will therefore continue to focus on online activities in parallel. In this context, Greentube – NOVOMATIC's Digital Gaming and Entertainment Division – has successfully expanded its international portfolio in the area of game development as well as system and platform technology through several strategic acquisitions.

Our research and current developments show that online and land-based offerings complement each other superbly and address a variety of different player segments. We will continue expanding our fully integrated solutions from gaming

machines, casino management systems and single wallet solutions to online gaming products as this will be key in the future. This 360-degree approach cements our position as an innovation leader and enables us to react quickly to future markets and operator demands. The strong connection between our gaming technology segment and our gaming operations is a clear strategic advantage for NOVOMATIC – which we leverage to optimise our product portfolio, tailored to customer needs.

How does NOVOMATIC integrate Artificial Intelligence into its products and processes?

As a technology-leading company in the gaming and betting sector, NOVOMATIC has always had a positive attitude towards new technological developments. This also includes the dealing with the various possible applications of artificial intelligence (AI), virtual and augmented reality. Digitalization offers enormous opportunities for business and society as a whole, but we need a responsible approach to the technical progress that is driving this trend. Rapid prototyping, knowledge management, and idea generation are among the initial use cases we are exploring.

What other opportunities does NOVOMATIC see in the use of Artificial Intelligence?

AI will impact game development, performance analytics, process optimizations and cost structures, as well as time-to-market in all industries including gaming. A responsible approach, data protection and IP rights will be crucial for the success of using this new technology. The challenge for our industry will be to devise AI-driven features in our product portfolio that generate added value to players and operators alike. NOVOMATIC's approach to AI will take this into account when delivering market-leading solutions to our customers.

Hector Fernandez, CEO of Aristocrat Gaming

“ALWAYS FOCUSED ON DELIVERING THE PRIME SPOT ANYTIME AND ANYWHERE”

Aristocrat Gaming positions itself as one of the leading companies in 2024, with innovative products and sustained growth.



Aristocrat has demonstrated solid performance in the first half of the current fiscal year. This is reflected in its leadership across various markets, such as North America. In the following interview with CASINO magazine, Hector Fernandez, CEO of Aristocrat Gaming, shares with us the company's vision for the future and its new brand, Aristocrat Interactive.

In terms of growth in such a competitive industry, how is Aristocrat Gaming positioned in the first half of the fiscal year 2024? What do you anticipate for the second half?

Aristocrat delivered a high-quality result for the first half of FY24 with a diversified and resilient portfolio to deliver on our growth strategy. More specifically, Aristocrat Gaming

delivered as the leading games supplier averaging 1.4x floor performance, was the clear leader in North America Gaming Operations and saw continued growth in attractive adjacencies. Looking to the second half we look forward to continuing to

provide the best experience for our customers, players and stakeholders with innovative and premium products they know and expect from us.

What is your strategic vision for Aristocrat Gaming's growth and expansion in the coming years?

Aristocrat Gaming is laser-focused on delivering the best seat in the house wherever and whenever the world plays through our comprehensive portfolio offering. We look forward to continued strong market share, revenue and profit growth.

»»» Aristocrat Interactive is creating the new frontier of connected experiences for the online RMG industry.

Regarding the new Aristocrat Interactive brand, what innovations and results are you achieving today in such a competitive market?

Aristocrat Interactive is creating the new frontier of connected experiences for the online RMG industry. As the premier global platform and service provider, the vision is to be the most trusted interactive partner globally for operators and players. We're excited for this addition to our Aristocrat family and look forward to continuing to implement omnichannel experiences.

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GLI President and CEO James Maida

PROUD THAT TECHNICAL REQUIREMENTS OF PERU AND BRAZIL ALIGN WITH OUR STANDARDS

Since 1989, GLI has led the gaming industry by staying at the forefront with high standards, providing suppliers and regulators with a common language.



In an interview with CASINO magazine, James Maida, President and CEO of GLI, shares the growth of the lab since its founding, highlighting important milestones such as technological evolution, international expansion, and advances in cybersecurity. He also emphasizes their role in gaming regulation in Latin America, especially in Peru and Brazil, as well as their contributions to security standards, demonstrating their commitment to innovation and quality in the global gaming industry.

How has GLI evolved since its founding in 1989 and what are the key aspects of its growth?

Some things have changed, and others have stayed the same. Back in 1989, we had five staff members, all based in New Jersey. Today we have more than 1,300 located all over the world. Technology has also evolved from what started as plastic spinning reel slots today, including the most complicated video games, online games and systems, sports betting technologies, iLottery, and more.

What has remained the same is our commitment to the industry, which was why we started GLI: to reduce long delays and wait times and to deliver projects on time, on budget, and with the highest pos-

sible quality. As technology has evolved, we have remained at the forefront of writing and maintaining standards, giving suppliers and regulators a common language.

GLI's growth is global, and we are proud of the help we have been able to provide throughout Latin America and the Caribbean, specifically more recently in Peru and Brazil with the newly regulated online gaming and sports betting industry. These countries have successfully completed an initial licensing phase, and it is expected that the number of authorized operators will increase in subsequent phases. We are proud that the technical requirements of Peru and Brazil align with our GLI standards, which makes the certification process more efficient since many manufacturers already hold GLI standards' certification. Latin American regulators have set global standards with their progressive regulatory models, and we are honored to have played a role in moving these jurisdictions forward.

What are GLI's most notable achievements in terms of innovation and technological advancements so far this year?

We are partners to regulators, suppliers, and operators in their quest to maintain high standards, and the GLI Standard Series is a crucial part of that. That's why we were excited to release for comment the industry's first and only gaming information security standard, "GLI Gaming Security Framework Module 1 (GLI-GSF-1): Gaming Information Security (GIS) Common Controls Audit." We developed the GSF to address the industry's strong demand for a comprehensive framework for gaming security.

Also in standards, GLI-13 and GLI-16 were both updated and released this summer. The primary updates were:

1. Both were updated to align general system and player account



standards with GLI-19/GLI-33 when applicable.

2. Both standards were reframed to not be "for Casinos", but for any type of gaming venue.

3. GLI-13 expanded monitoring capabilities beyond just gaming devices such that it can be used to support other forms of gaming equipment

»»» We are fully aligned with regulators, operators, and suppliers in their constant push to promote sustainable gaming across all regions.

4. GLI-16 expanded to allow for cashless technologies used to also accept funds for gameplay from electronic payment accounts (Apple Pay, PayPal, etc.) rather than player accounts maintained by the operator. It expanded the definition of the cashless device beyond gaming devices to include kiosks and other venue-based technologies.

We continued to move forward with a successful global integration of three international laboratories: Trigma, SIQ, and iTech, into the GLI group of companies.

Additionally, we expanded our responsible gaming consulting and auditing services. We are fully aligned with regulators, operators, and suppliers in their constant push to promote sustainable gaming across all regions.

How do you address cybersecurity challenges in the gaming industry and what services do you offer in this area?

We anticipated this challenge, and that's why we acquired Bulletproof in 2016, making GLI the first testing lab with an in-house cybersecurity division. Since then, we have been working closely with regulators, operators, and suppliers to carefully analyze and assess current cybersecurity infrastructure and then to provide 24/7/365 monitoring and remediation services as necessary. These security concepts must be treated with special dedication by operators, who need to have control and prevention mechanisms in place concerning information security and cybersecurity implemented in their daily processes.

Athanasios “Sakis” Isaakidis from Merkur Gaming

“WE STAND OUT FOR OUR TOP-TIER CONTENT AND THE ERGONOMICS OF OUR CABINETS”

Merkur Gaming stands out for its innovation in high-quality products, advanced design, and commitment to artificial intelligence.



Over the years, Merkur Gaming has introduced products designed to provide an exceptional gaming experience, with a focus on ergonomics and content tailored to different markets. In the following interview, Athanasios “Sakis” Isaakidis, Chief Executive International, highlighted that the company is committed to technological innovation and the integration of artificial intelligence as a key driver for the future of online gaming.

What characterizes the new products or cabinets they have launched this year and how have they been received by customers?

All of the products we’ve launched recently, as well as those from further back, are designed with the goal of fully satisfying our customers and providing players with an exceptional gaming experience. This experience is defined, on one hand, by top-notch content and the underlying mathematics, which we always tailor to different regions and player types. On the other hand, the ergonomics of our cabinets play a crucial role in delivering a comfortable and long-lasting gaming session. Whether it’s the arrangement of individual cabinet components, the choice between traditional mechanical or a video button panels, or the selection of seating options, it’s the combination of many different features that make the ergonomics – and thus the cabinet – truly perfect. Our customers appreciate our shared expertise in this area because they know that we operate, optimize, and ultimately perfect our products and solutions in our own casinos before they ever reach the market.

What is the strategy applied by Merkur Gaming to stay at the forefront of technological innovation?

Technological innovation is a very dynamic field that constantly presents us with new challenges, driven by the experiences we encounter in our personal and everyday lives. Keeping up with this development requires a lot of young, talented resources who are already working in the future today. What we showcase today is not the standard we’ll have

in five or ten years. Our strategy is to invest in young talent – not just in Germany and Europe, but worldwide.

What is Merkur Gaming’s vision regarding the integration of Artificial Intelligence in its products?

AI is primarily a booster that can consolidate many trends and developments, giving us the ability to look into the future. AI accelerates many processes and can help us align our conventional brainstorming, ideas, and visions with an infinite amount of data. This makes decision-making much easier, more consistent, and faster. When applied correctly, AI can give companies a competitive edge and help redefine fun in products and entertainment.

How does Sakis Isaakidis see the future of online gambling and its relationship with AI?

I believe that the combination of online gambling – although I prefer to call it gaming – and AI will create incredibly exciting synergies. It will help us develop and offer solutions that are tailored to and focused on individual needs. Where I see challenges is in regulation. Current global regulations are not equipped to limit or understand technological developments. In this case, regulation acts as a brake. If it only serves to create a transparent player, it is a misinterpretation of the concept of fun and entertainment. In the end, every regulation must realign itself and recognize the user as an equal participant in shaping the future.

INNOVACIÓN SIN FIN
EN CADA MÓDULO.

M D EX

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Behshad Bezhadi, Chief Technology Officer, Chief AI Officer, Sportradar

REVOLUTIONIZING THE WAY FANS EXPERIENCE SPORTS THROUGH THE POWER OF AI

Sportradar uses artificial intelligence and machine learning to personalize sports experiences and ensure integrity in betting.



Sportradar transforms the sports experience through artificial intelligence, offering personalized content and enhancing betting integrity. In the following interview with CASINO magazine, Behshad Bezhadi, the company's Chief Technology Officer and Chief Artificial Intelligence Officer, discussed their advanced solutions that detect fraud, increase prediction accuracy, and ensure transparency in sports.

»»»» ***Our ad:s solution uses AI to enable highly targeted and personalized advertising campaigns to drive customer acquisition and awareness for betting operators.***

How does Sportradar leverage data and technology to improve the fan and better experience?

At Sportradar, our vision is to revolutionize the way fans experience sports by leveraging the power of AI to engage a new generation of fans.

We're going to do this by reaching them where they are, offering personalized and multimodal experiences that are personalized in nature and more engaging overall.

Through AI, Machine Learning and Computer Vision technology, we're changing the way fans watch live sport, and in the process boosting viewership and supporting live betting through immersive augmented streaming experiences.

As we look to the future, Sportradar envisions a world where every fan is uniquely connected to their favorite teams and sports, and where every game becomes an engaging and interactive experience.

How does Sportradar address integrity in the world of betting and sport?

As legalized sports betting continues to grow and new sports betting markets become available, the need for Integrity services is crucial. As a global leader in sports betting integrity and fraud detection, we feel it's our responsibility at Sportradar to set the industry standard for comprehensive monitoring and advanced integrity capabilities that safeguard sport and support athletes.

AI powers our integrity solutions, detecting irregular betting patterns and helping the prevention of match-fixing. It's worth highlighting that our integrity services include the Universal Fraud Detection System (UFDS) - the most effective tool for monitoring and detecting suspicious betting behaviors. Annually the UFDS monitors close to 1 million matches across 70+ different sports, including Football, Tennis, Basketball, Volleyball, Baseball, as well as esports and Soccer; with over 190 sports organizations and state authorities utilizing the system.

In which specific areas of the company are you applying Artificial Intelligence?

We're applying AI across all aspects of our products and solutions,

from data collection to odds optimization to player and team performance analysis, and, of course, personalizing the fan experience. We elevate fan engagement with AI by delivering highly personalized content, featuring real-time insights that appeal to each fan's preferences and interests, and immersive experiences that bring them closer to the action than ever before. I can take you through a few specific product examples.

»»»» ***Sportradar envisions a world where every fan is uniquely connected to their favorite teams and sports, and where every game becomes an engaging and interactive experience.***

Through the application of AI, we're enhancing our sports betting portfolio. One example is Alpha Odds which provides client operators with bespoke odds for both pre-match and live based on certain factors, such as their real-time liquidity, as well as up-to-the-minute market and event information. This enables dynamic and flexible trading strategies to be perfectly aligned with each operator's business objectives and preferences. Through AI, Alpha Odds combines its own predictions with personalized information, such as the operator's current and predicted liquidity situation, ticket data, customer behavior, event ratings, and pre-match and live data.

Our ad:s solution uses AI to enable highly targeted and personalized advertising campaigns to drive customer acquisition and awareness

for betting operators. This ensures the most relevant sports fans receive the right message, on the right platform, at the right time. Once Sportradar's ad:s marketing services acquires the customers, our VAIX solution then helps boost retention by employing AI to engage with existing customers in a more personalized manner based on behavioral pattern and preferences.

From a betting and media convergence standpoint, emBET is Sportradar's OTT betting solution that integrates AI-driven sports betting functionality and fan engagement tools, such as live data information and insights, as well as polls, voting, and quizzes, directly into any OTT streaming platform. And our 4sight solution, an AI-enriched streaming technology, overlays ultra-fast data into live streams, creating an immersive game-viewing experience.

How has Artificial Intelligence improved the accuracy of your sports predictions or fraud detection?

The depth and breadth of Sportradar's data not only enables us to create better predictions for odds and risk management, but also fraud detection. As I mentioned, our UFDS applies AI technology through self-developed machine learning algorithms which have been designed, trained and developed to detect suspicious betting activity.

Our AI processes massive sets of data (about 30 billion odds changes per year and 20 million bet tickets per day) to identify anomalies and flag suspicious activity to our team of integrity betting experts.

To that end, our AI flagged 977 matches in 2023, which were ultimately determined to be suspicious. This is 74% of the overall total, representing a 123% increase over the prior year - a clear indicator that AI's overall performance is continuously improving.



Rasmus Kjaergaard, CEO of Mindway AI

“WE ARE MOTIVATED TO IMPROVE PLAYER PROTECTION”

Mindway AI offers advanced solutions based on artificial intelligence, focused on the prevention and detection of problematic gambling.

Mindway AI is present in more than 61 jurisdictions worldwide, including North America, Brazil, Mexico, Peru, Chile, and Colombia, with solutions that offer a proactive approach to responsible gambling. In an interview with CASINO magazine, Rasmus Kjaergaard, CEO of Mindway AI, emphasized that the company closely monitors market trends to adjust its strategies and thus more efficiently seize new opportunities.

What motivated you to work in the Gambling Industry?

My main motivation is, that here at Mindway AI we provide quite sophisticated technology solutions that help real people, at-risk and problem gamblers, with solving very hard and severe personal problems in terms of gambling related harm. The idea that we empower the gambling industry to enhance player protection is SO motivating to me. Also, the opportunity of stepping up to once again join a growth journey, to lead a company from very early days to now a global player within our niche of player protection in the gambling industry motivates me quite a lot as well.

When you became CEO of Mindway how did your career evolve?

This was a great turning point for me entering the gambling sector. Like anyone else who joins the industry for

the first time, it's only now I look back and realise how tunnel visioned my knowledge was. It's a fascinating industry that is very dynamic and quick to change, which is part of the appeal and excitement. Working for Mindway AI is in a part of the sector which is close to my heart that makes a difference to players around the world is really rewarding.

Mindway AI was founded in 2018. How has the company evolved and grown within the gaming sector?

In response to the rapidly evolving gambling industry, we have made substantial investments in research and development to innovate and improve our products and services. At the same time, we closely monitor market shifts, adjusting our strategies to seize new opportunities and trends. Our dedication to expanding into new markets includes comprehensive analysis of changes in gambling regulations and consumer behaviours, helping us identify areas with strong growth potential. Additionally, we actively pursue partnerships that align with our goals, harnessing collaborative strengths to generate synergies that promote shared success.

Based on your experience, what qualities should an executive have to lead a company and what are the biggest challenges?

I think the answer to the first part of this question is a matter of whether you, as an executive, prefer to be leader or manager? I come from a Danish business culture and a background in highly agile and fast-paced growing tech companies, and I by far prefer to be a leader and NOT a manager. To meet everybody, meaning colleagues, customers, owners, stakeholders, and everybody else in a straightforward friendly manner. Also, I very much believe in delegating, supporting, helping and supervision of work over a micromanagement approach.

What are the company's goals for 2024 and the Latin American Market?

We focus on growing our business, expanding our client base, player base and R & D Research. In 2024 we have been awarded 8 industry accolades including EGR North America and Davos Innovation Week-Innovation Award. Some of our projects or initiatives in 2024 have included the “Bet on Awareness” campaign alongside eCOGRA, and CasinoReviews.net, enhancing our reporting capabilities, contributed our expertise of safer gambling guidelines for Finland's proposed draft gambling law, hosting our own RG webinar and partnerships with organisations such as evoke, Burendo, Finnplay and Interwetten to name just a few.

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Mexican Market GAMBLING OPPORTUNITIES WITHIN AN UNCERTAIN FUTURE

The gambling sector in Mexico faces regulatory and tax challenges, while experiencing continued growth in online gaming and its casino industry.

The Mexican gambling market is a dynamic and constantly growing sector. It boasts a significant presence of casinos throughout the country, which receive nearly five million visitors annually.

It is estimated that Mexico's physical casinos house approximately 100,000 gaming machines. These casinos receive close to five million visitors annually. In parallel, the online market is another strong point for the country, with 80 online gaming platforms authorized by the General Directorate of Gaming and Sweepstakes of the Ministry of the Interior. "However, the 'grey' market (not illegal but use not authorized distribution channels) of online operators still far surpasses the legal market," said Aieja's president.

MARKET CHARACTERISTICS

Alfredo Lazcano, a legal expert in gaming, fintech, and media technologies, and president of the Mexican law firm Lazcano Sámano, S.C., noted that the market is in a process of maturation. "Although it has developed steadily for two decades, some might describe it as a complex market that has yet to fully solidify," he stated.

Lazcano believes that the market continues to grow under a "peculiar" regulatory framework. He explains

that it operates under an outdated legal framework that has been outpaced by reality. However, it also has general provisions that are "beneficial" for the sector.

For example, he points to federal-level regulation. "A gaming license is valid for conducting gambling operations throughout the country, and in most cases, this federal license covers both physical and online gaming," says Alfredo Lazcano.

INDUSTRY REVENUES

"We have 423 land-based casinos in operation, spread across over a hundred municipalities in 29 of the 32 states that make up the country," detailed Miguel Ángel Ochoa, president of the Association of Permit Holders, Operators, and Providers of the Entertainment and Betting Industry (Aieja).

According to Ochoa, the total amount of taxes that the land-based industry pays annually to the federal, state, and municipal governments where the casinos operate exceeds 12 billion pesos. "In the online vertical, according to a specialized industry website, the current value of the market in Mexico exceeds \$2 billion," detailed the president of Aieja.

Regarding job creation, the sector as a whole generates 200,000 direct and indirect jobs.



Land based casinos in Mexico generate over 12 billion pesos annually in taxes for the federation, states, and municipalities.



The online market in Mexico has 80 authorized platforms, but the 'grey' market still surpasses the regulated market.

A SETBACK ON THE HORIZON

On November 16, 2023, the Federal Executive issued a decree to reform the current gaming law regulations. As Ochoa explained, the main argument was that these regulations exceeded the hierarchy of the Federal Law of Games and Sweepstakes.

"This decree caught us by surprise, as relations with the Mexican government have been good throughout the administration, and we have maintained permanent and fluid communication with the regulator," he recalled.

If this initiative remains in place, it will, for example, prevent the renewal of licenses at the end of their term, which, according to the president of Aieja, had a duration of 25 years. "The concern is real, especially considering the investment required to obtain a license. Many of these are set to expire between 2028 and 2033. Furthermore, one of the transitional articles establishes that the maximum term for unlimited licenses will be until 2038," he warned.

Ochoa also pointed to an issue that arose due to a misinterpreta-

tion of the text by the Ministry of Economy concerning slot machines. This followed the Goberment announcement that there would be no new licenses or new room openings until the end of the administration.

"However, in another transitional article, the text itself says that acquired rights will be respected, so those with contracts with machine manufacturers will continue to have access to those machines until their contracts end," Ochoa explained. Since then, negotiations have been underway between industry leaders and the ministry, while most manufacturers have filed legal injunctions, several of which have advanced. "At least one of them is already importing again, and two more are about to obtain authorization," he said.

A quick solution to this deadlock would be to amend or repeal the decree. Aieja has been advocating for the development and enactment of a Federal Gaming Law that would nullify the decree and modernize the legal framework, according to the association's president.

"If the Legislative Branch continues to overlook this possibility, the injunctions will help return things to how they were before the decree's publication and allow us to continue our operations as normal," he noted.

FUTURE CHALLENGES

Lazcano believes that the current gaming situation requires a new law that reflects reality. "A law that, without copying other international regulations, considers the best practices in the sector that have proven effective worldwide," he said.

Among the key points to consider, he mentioned the obligation to implement self-exclusion programs in cases of problem gambling, the professionalization and stability of the regulator, and the inclusion of the rights of manufacturers and technology providers in the regulation. He also highlighted the importance of having technical standards that ensure game integrity and fair play.

In line with this, Ochoa agreed on the need for a federal law that provides full legal security for investments. "Today, foreign investors are hesitant due to the unclear legislation, which opens the door to potential changes like the ones we are experiencing with the mentioned decree," he noted.

This new law would also seek to establish preferential zones for gaming development, clarify processes for obtaining and renewing licenses, and approve gaming venues. "The second issue is a fundamental tax reform. Currently, the gaming industry pays taxes to the federal government, states, and municipalities, resulting in triple taxation (...). We seek to pay a single tax that would then be distributed to the states and municipalities where casinos operate," he explained.

Thirdly, Ochoa believes that criteria for specialization and professionalization should be established for appointing gaming regulators, who should have a minimum of experience in the field. "In Mexico, over the



Miguel Angel Ochoa, President of Aieja stated that Claudia Sheinbaum, the elected president of Mexico, will be more open to this industry, which has been demonized by the current administration.

»»» **The recent decree by the Federal Executive has created uncertainty around permit renewals, affecting investments in the gambling industry.**

past 15 years, we've had 15 different regulators. And all have taken office without knowing anything about the sector, and when they finally start to understand its nuances, they are called to other responsibilities," lamented Ochoa. This situation, he said, has created enormous uncertainty and significant difficulties in advancing on truly important issues.

The president of the Mexican law firm Lazcano Sámano, S.C., echoed the idea of professionalizing the regulatory body to give it greater tech-



Lawyer Alfredo Lazcano highlights that the gaming industry in Mexico needs an updated law that incorporates international best practices and the professionalization of the regulator.

nical capacity. "This independence in office will prevent its decisions from being driven by political interests," he emphasized.

NEXT MEETING POINT

The arrival of GAT Caribe Cancún in Mexico on November 26, 27, and 28 reflects the significant size of the market, the growing social acceptance of gambling, and the evolution of online gambling, online casinos, and sports betting. "These factors create a very favorable environment for the industry's expansion. Additionally, Mexico's strategic geographic position makes it an ideal hub for connecting North American, Central American, and South American markets," stated José Anibal Aguirre, CEO of Gaming & Technology Expo (GAT).

While Mexico holds great potential for the future, the gambling sector needs to address certain challenges and strengthen regulation to ensure sustainable development that benefits all stakeholders. All efforts are geared towards this goal.



José Anibal Aguirre, CEO of GAT Expo, considered that Mexico is a gaming hub that connects the entire region.



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