

Inspired Supports Lotteries' Goals to Evolve

By Colleen Stanton Kakavetsis, Vice President Marketing, Inspired Entertainment - inseinc.com

As lotteries seek to engage new generations of players, they are updating their game mechanics to stay competitive and make the games more interactive. They know that expanding their markets as the key to success, and that means getting more people to play rather than encouraging core players to spend more. Bringing in new consumer groups requires new game concepts that appeal to a wider variety of play-styles and preferences. Inspired is making itself an active partner in those efforts, developing innovative Gaming, Virtual and Interactive solutions that lotteries can customize to create exciting new games and content.



Inspired's Virtual Sports are becoming the essential addition to the product portfolio of regulated lotteries around the globe. Virtual sports, in particular, is new to retailers in North America, but has been a key component of lottery and sports betting retailers throughout Europe, South

offer a new playing style that appeals to traditional lottery players, and attracts consumers who may not be playing the lottery now.

Inspired offers a deep Interactive portfolio of top-performing content with designs, features and RTPs to suit multiple markets and player preferences. The format of interactive games includes slots, table games, scratch cards, and its unique virtual on-demand games. Inspired also offers an exclusive Sizzling Hot Spins feature, now on five fantastic games, that allows players to choose between taking their winnings or exchanging them for "sizzling hot spins" to potentially win bigger.

Lotteries that have moved into these new styles of games and game mechanics are seeing great results. Everyone is watching Oregon's success with Vegas-style video lottery terminals. The Pennsylvania lottery turned to Inspired for Virtual Sports content, and Inspired just signed a three-year contract with Société des casinos du Québec Inc ("Loto-Québec") to provide award-winning scheduled and on-demand Virtual Sports as well as its best-in-class interactive casino content to Loto-Québec's online gaming website, lotoquebec.com.



Inspired's Gaming solutions have made it the largest Video Lottery and Video Gaming Terminal (VLT/VGT), multi-game provider, supporting more than 35,000 terminals with 100+ games integrated on one platform. Inspired's premium GSA-compliant and Server-Based Gaming (SBG) solutions are performance leaders in the UK, Italy and Greece. The products' high-performing features are proven customer favorites and cover the needs of every player, from time-on-device players to players looking for more volatility.

America and Asia. These virtual sports are a realistic and social experience for players, and the content has players increasing their frequency and spending at retail establishments. Virtual Sports generate 15-20% of incremental revenue and more Net Win than many live sports events. Their ease and simplicity make the games accessible to both novice and experienced players, and the fast-paced action and digital format appeal to that hard-to-reach millennial demographic. Virtual Sports

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Inspired is excited about the opportunity to partner with lotteries seeking to diversify their offerings, helping retailers create new experiences, recruit new players and engage lottery customers for longer periods of play-time. ■