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Mastering Momentum: Staying Proactive Amid Regulatory, Consumer, and Technological Shifts

Frank Suarez

President & Chief Executive Officer,
Connecticut Lottery Corporation (CLC)



Samuel Awuku

Member of the Ghanaian Parliament
Formerly Director General of the National Lottery
Authority (NLA) of Ghana



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*Frank Suarez, President
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From the Publisher

Our “Pulse of the Industry” section offers a succinct yet substantive digest of the key developments shaping the world of lottery and games of chance over the past six weeks. For the full roster of original articles and unedited news items, visit our news website at PublicGaming.com.

A big theme in recent weeks has been the surge in regulatory momentum aimed at bringing greater coherence and oversight to a rapidly evolving games-of-chance landscape. In the U.S., lawmakers are moving to curtail so-called “Sweepstakes” — a category of promotional games that deliver both gambling and non-gambling experiences. The main idea advanced by Sweepstakes operators is that the presence of a non-gambling option somehow exempts the enterprise from gambling regulation and taxation. Fortunately, legislators are increasingly rejecting this lame argument.

A similar logic underpins the operation of “gray market” electronic gambling machines, which likewise offer both monetary and non-monetary outcomes. Here, however, the regulatory push has met more formidable resistance. Trade groups representing taverns, convenience stores, and internet cafés have proven more adept at lobbying than their Sweepstakes counterparts, as evidenced by a pattern of legislative inertia—even in the face of clear violations of statutory gaming frameworks.

Our two feature interviews come from opposite sides of the globe. **Frank Suarez** has been in the thick of the U.S. iLottery world for over ten years and with three different state lotteries. As many U.S. lottery directors are now navigating the pathway towards regulatory approval for iLottery, Frank’s insights, rooted in real-world experience, serve as a valuable guide for industry leaders who are working to build out a successful digital lottery agenda.

Sammi Awuku was the Director General of Ghana’s National Lottery Authority for four years just prior to being elected to the Ghanaian Parliament. I connected with

Sammi at the EL/WLA Marketing Seminar in Barcelona where we discussed the essential role of political advocacy in protecting the public interest in lottery policy. As Sammi explains, public lotteries are not merely revenue engines — they are public trust institutions designed to return social as well as economic value to the communities they serve. His leadership underscores the vital role political stakeholders must play as partners in the mission of government lottery. Thank you, Sammi, for your dedication and relentless drive to support the good causes supported by Team Lottery.

And wow: With an assist from Michelle Carney at IGT, **Joshua Johnston**, the Director of the Washington Lottery and Lead Director of the Mega Millions Consortium, delivered the most engaging presentation ever at the PGRI Smart-Tech Ft Lauderdale conference. Describing the industry-wide collaboration to launch the **Enhanced Mega Millions® game**, the live performance was so fun but it was also information-dense. It is an amazing story about harnessing the full spectrum of modern promotional tools, methods, strategies, and cross-jurisdictional teamwork to orchestrate a comprehensive marketing campaign. So I asked them to turn the presentation into an article which you will find on page 26. Thank you, Joshua and Michelle!

CRM is rapidly becoming the competitive differentiator that pulls together so many of the incredible advances of the last ten years. Data-science and analytics combine with Players Clubs, Loyalty Programs, and next generation personalization to transform our connection to the consumer. Thank you to **Scientific Games** for a tutorial on CRM (Customer Relationship Management) which is so vital to player retention going forward.

We know that retailers are transforming the way people shop. And **Abacus Lottery Everywhere** is leading the way toward lottery retail modernization. Congrats to Abacus and Matt Strawn and the Iowa Lottery for the successful launch of in-lane lottery purchases!

The explosion of eInstants has inspired **Zeal** to develop a strategic portfolio management approach towards optimizing the whole experience for the most diverse group of online play styles and preferences.

Retail continues to be the face of lottery to the consumer. The goal continues to be to convert that “moment of truth” when the shopper is walking towards the counter to check out into a decision to play the lottery. Enter the DMB. Read the **Pollard Banknote** manifesto on Digital Menu Boards to learn about the strategies to turn the in-store shopping experience into a lottery-playing experience.

Germany thinks it should have the right to determine the rules that govern gambling and lottery within its borders. Malta thinks it has the right to export online gambling into all European Union markets with impunity, and in violation of those jurisdictional laws. The object of attention is Lottoland but the dispute is over who has the right to decide the regulatory framework that governs the games-of-chance sector. Read **Philippe Vlaemminck** and colleagues’ take on this controversy on page 50.

Lastly, check out the first part of the panel discussion held at PGRI Smart-Tech on iLottery CONTENT. This article concludes on PublicGaming.com website.

Next up in September is the seminal event of the year for North American lotteries: the **NASPL conference in Niagara Falls**. And right after NASPL is the **EL Congress in Bern Switzerland**. And then we’ll see you at the **PGRI Smart-Tech Conference in Nashville** the first week of November. See NASPL.org, European-Lotteries.org, and PublicGaming.org or PublicGaming.com for updates, registration, and more information.

Paul Jason, Publisher
Public Gaming International Magazine



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Mastering Momentum: Staying Proactive Amid Regulatory, Consumer, and Technological Shifts

Frank Suarez

*President & Chief Executive Officer,
Connecticut Lottery Corporation (CLC)*



PGRI INTRODUCTION: Frank was appointed to lead the Connecticut Lottery on August 1, 2024. He brought with him a wealth of experience and a strong track record of success in the lottery and gaming industry. With over ten years of progressive lottery leadership roles, including seven years with the North Carolina Education Lottery as Deputy Executive Director of Brand Management and Communications and then as Executive Director of the DC Lottery for three years.

Under Frank's leadership, the DC Lottery saw significant increases in revenue and profitability for iLottery and sports betting through innovative strategies and effective management. During his tenure at the DC Lottery, Mr. Suarez directed a remarkable turnaround in sports betting operations, transforming a loss into profitability in less than a year and establishing the DC Lottery sportsbook as the largest in the District. He also successfully negotiated and led the conversion to a new mobile and online sports betting platform, resulting in an astounding

887% growth in gross gaming revenue within the first 30 days of operation. Frank also helped to revitalize iLottery marketing strategies, launch a new mobile app and expand the DC Lottery's game portfolio. These efforts led to a 168% increase in gross gaming revenue, ensuring long-term growth and profitability for the iLottery segment. Frank also currently serves as Vice Chair of Multi-State Lottery Association's (MUSL) Marketing Committee.

In addition to his lottery experience, Frank also has extensive private sector experience in Brand Marketing and Management, which includes strategy, planning, product innovation, and promotion, for several national and global brands. He holds a Master of Business Administration (M.B.A) degree from Darden Graduate School of Business Administration, University of Virginia, as well as a Bachelor of Science in Business Administration (B.S.B.A) degree from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.



Paul Jason: How is the Connecticut Lottery different from your previous two lotteries?

Frank Suarez: The CLC (Connecticut Lottery Corporation) is quite different than

any other lottery in the country in that we have a regulator and are treated just like any other gaming operator. Lotteries are typically self-regulated.

While all lotteries are ultimately accountable to political bodies like gaming commissions, state legislatures, the governor's office, etc., they typically don't fall under the same regulatory structure as commercial gambling entities. The CLC, however, holds a master wagering license, just like the two casinos and online sportsbooks in

the state. All of our employees are occupationally licensed, and if the regulator finds an issue, we can be warned, fined, or even have our license revoked — just like a private operator.

I don't know if that means we are held to a higher standard than other lotteries. It's just that the nature of oversight and the way corrective actions are taken is fundamentally different. For one thing, our operations are subject to greater transparency and public accountability.



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I would think that since the Lottery is owned by the state, it should be regulated differently from commercial operators. On one hand, the state has every right to expect higher standards. On the other, it should also protect the long-term value of its own asset through the way oversight is conducted.

F. Suarez: It's my role to carry out the intent of the statutes, at the direction of the regulator, and the priorities of our political stakeholders — those who are charged with managing a state-owned asset. What I can do is remind people that the CLC is a public asset that delivers significant economic value to the state, and that we maintain the highest standards of integrity and responsible gaming.

That's when I am correctly reminded that my job is to optimize the Lottery's performance within the bounds of state laws, regulations, and the guidance of the regulator.

And that's why it is important that we continually reinforce the message that the Lottery is a business that exists to serve the public. We should actively inform the media, the public, our players, and legislators about our mission and our commitment to public service. We must invest in positive, long-term relationships with a broad range of stakeholders, helping them see the value in their own state lottery. This kind of communication doesn't deliver immediate results. At times, we may question whether our efforts are resonating. But beneficiary messaging is a long-term game — one we must stick with. Over time, people do get it. And when they do, they'll stand behind us because they appreciate and recognize the good we do in our communities

Lobbyists representing other gaming interests sometimes urge legislators to impose stricter limitations on the lottery — restricting online sales, cutting advertising budgets, and more. Is there a process to push back or voice opposition?

F. Suarez: It's not my role to argue or formally oppose legislative decisions. What I can do is provide information. I can highlight that responsible gaming studies consistently show that lotteries operate with greater safeguards than casinos or iGaming platforms. I can also explain the likely impact on state revenues if additional constraints are imposed. But those are only part of a much broader conversa-

“We began to see iLottery not simply as a new delivery channel, but as an extension of the overall lottery experience”

tion. Many factors influencing political decisions fall outside my purview and control. Ultimately, I serve at the direction of the legislature, and I'm honored to carry out their vision in leading the Connecticut Lottery Corporation.

Do you think of iLottery as a separate product category or just another channel of distribution?

F. Suarez: I think if you ask different people in the industry, you'll get a wide range of answers. It takes me back to 2014 and the launch of iLottery in Michigan. At the time, I was Deputy Executive Director of Brand Management at the North Carolina Education Lottery (NCEL). Like many states then, NCEL started with subscription draw games.

What we learned from Michigan and from one another was that how we defined and classified a game could significantly influence whether it gained legislative approval. It was the same lottery game—just delivered electronically. And that's exactly what it was. Fundamentally, lottery games are the same whether played online or in retail.

But over time, we began to see iLottery not simply as a new delivery channel, but as an extension of the overall lottery experience. The experience of playing online is different from playing in-store. Same game, but a different overall player experience, and a different relationship with the player. That shift in perspective opened the door to innovation. The analog experience offers things that can't be replicated digitally—like the feel of a ticket, the anticipation of scratching, and the social interactions at retail. But the digital space offers its own unique advantages. Once we embraced those differences, we focused on leveraging the strengths of each channel to deliver the most enjoyable experience—wherever and however people choose to play.

We followed a similar learning curve in marketing and promotion. Our goal is to use every available tool to optimize the full player journey. Digital platforms offer new opportunities to understand players through data science and behavioral insights. This allows us to design more

engaging games, improve the user experience, and enhance player acquisition and retention. Digital also gives us better tools to support responsible play, helping users set limits and stay in control.

The most successful lotteries are those that focus on building omni-channel relationships. We want players to enjoy interacting with the lottery across all platforms. In fact, retail sales in iLottery states are growing faster than the national average, mainly because digital is being used to drive traffic back to retail, and vice versa.

Players don't think in terms of "channels" or "touchpoints"—they're just playing the lottery. So, the more we integrate those channels into a seamless, friction-free experience, the more we meet players on their terms and make it easy for them to enjoy the game however they want to play.

Does the online player expect a different playing experience than retail players?

F. Suarez: I've found that early adopters—the players who jump into iLottery as soon as it becomes available—tend to be younger, digitally fluent, and expect a seamless, engaging experience. They're already playing online and social video games, and they bring those higher expectations with them. They expect fast, intuitive registration, smooth navigation, sophisticated graphics, and the same overall quality they get from other digital platforms. So, yes ... their expectations differ significantly from the traditional retail lottery experience.

More importantly, the early-adopters of iLottery often represent an entirely new audience—one that maybe hasn't engaged with retail lottery much at all. Think of the Steve Jobs-era Apple UX mindset: it's not just about functionality—it's about delighting the user. If you want to succeed as an e-commerce operator, you have to adopt that mentality from day one. It's critical to meet those elevated expectations right out of the gate.

Of course, the landscape is shifting across all demographics. The expectations of older consumers and traditional lottery players have been shaped by their digital experiences—shopping on Amazon, streaming content, and managing their banking

Continued on page 34



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Engaging our political stakeholders in the mission to support lottery and serve society

Samuel Awuku

*Member of the Ghanaian Parliament
Formerly Director General of the National Lottery Authority (NLA) of Ghana*



PGRI INTRODUCTION: Samuel Awuku was appointed Director General of Ghana's National Lottery Authority (NLA) in August 2021. He resigned from the NLA in January 2025 after being recently elected to the Ghanaian Parliament. Samuel met with Paul Jason at the EL/WLA Marketing Seminar in Barcelona to discuss the importance of political advocacy in defending the interests of lottery, society, and consumer protection.

During his tenure, Mr. Awuku's visionary leadership garnered the NLA significant regional and international recognition. He became the first-ever Anglophone Vice President of the African Lotteries Association (ALA) on 8th March 2024, positioning the NLA as a key partner for other African lottery bodies, such as those in Ivory Coast and Nigeria, where the NLA's games were exported, generating substantial revenue. Samuel is credited with transformational leadership in regulating consumer promotion through the NLA's Caritas Lottery Platform, contributing to communities and institutions via the NLA Good Causes Foundation, and significantly improving staff welfare.

Under his direction, and with support from the NLA Governing Board and Management, the Authority enhanced its business operations by remodelling its Draw Studio, acquiring state-of-the-art draw machines, attaining WLA Level 2 Certification in Responsible Gaming, and spearheading innovation and



digitalization across various operations. Samuel was awarded the prestigious Public Sector CEO of the Year Award at the 8th Ghana CEO Summit and Excellence Awards, marking his second consecutive win.

Samuel holds a Bachelor of Laws (LLB), an LPC/LLM in Professional Legal Practice, and a Graduate Diploma in Law from the University of Laws, United Kingdom. He was called to the Ghana Bar in October 2023 and is a Barrister at law.

Samuel also holds an Executive Education Certificate in Public Leadership from the Kennedy School of Government of Harvard University, USA, Postgraduate Certificates in Public Administration and Advertising, Marketing and Public Relations from the Ghana Institute of Management and Public Administration (GIMPA) and the Ghana Institute of Journalism respectively, and a Master of Arts in International Relations from the Freie University, Berlin, Germany.

Samuel's journey is a masterclass in dedication and relentless drive. If you want to be inspired by an account of what one person can accomplish at the age of 41 years, visit the Sammi Awuku Foundation website at SammiAwuku.org: "Our mission is not just to alleviate immediate challenges but to create lasting generational change. Your support will empower over 20,000 underprivileged students, struggling farmers, and underserved communities, ensuring they can access better opportunities and brighter futures."

Paul Jason: You recently relinquished your role as Director General of the National Lottery Authority (NLA) when you were elected to the Ghanaian Parliament. But are you still involved in shaping public and regulatory policy that relates to the lottery?

Samuel Awuku: Yes. After serving three and a half years as Director General of the NLA, I have become quite passionate about issues concerning the lottery. The lottery channels tremendous economic benefits to our country, funding programs that might not otherwise receive funding. The NLA

contributes to the consolidated fund that supports housing, health, and education. My current position puts me in an even stronger position to strategically advocate for reforms and influence the shape of public policy in ways that benefit the people of Ghana. For instance, one of the reforms

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Hosted by Loterie Romande and Swisslos with the support of EL Partners, this year's edition will bring together industry leaders and experts in the field. Under the theme **"Building a Better World"**, the Congress will explore the future of lotteries in an evolving world.

Through navigating new challenges and opportunities, EL and its members remain committed to their core values of forward thinking, sustainability and integrity which will be reflected in the official business programme alongside

key topics such as responsible innovation and addressing regulatory affairs. The 2025 EL Advertising Awards will celebrate excellence in lottery advertising, while the Trade Show will showcase cutting-edge products and services.

Set in the heart of Switzerland, Bern provides the perfect backdrop for the Congress. As a UNESCO World Heritage Site with a strong commitment to sustainability, the city reflects EL's dedication to shaping a responsible and forward-looking future.

Join us as we unite to build a better world – for society and for future generations. Register today to secure your place!

Visit the EL website for all information about the Congress, updates and how to register:
<https://www.european-lotteries.org/events/12th-el-congress-2025>

The Congress and Trade Show takes place at the Kursaal Bern. Participants are encouraged to go green and use Switzerland's excellent public transport network to get around. On the occasion of the Congress, the EL General Assembly will take place on 17 September 2025 with elections for the new EL Executive Committee.

Digital Lottery and the Player Journey: **CONTENT**



How are iLottery games evolving to appeal to the next generation of online players, drive growth, and retain player loyalty in the face of intense competition from other online gaming options?

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SMART-TECH
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MODERATOR:

Randy Spielman, Chief Product Officer, North Carolina Education Lottery

PANELISTS:

Brad Cummings, Chief Executive Officer, EQL Games

Alex Green, Vice President Games, ZEAL Network

Mike Lightman, Chief Commercial Officer, Instant Win Gaming (IWG)

Frank Suarez, President & Chief Executive Officer, Connecticut Lottery Corp.

Peter Sullivan, Senior Vice President Lottery, DraftKings

Randy Spielman: When we launched Digital Instant Games at the North Carolina Education Lottery about 15 months ago, it flipped our world—in the

best way possible. We instantly went from being in the lottery business to also being in the content business overnight. A digital game portfolio isn't just about more games introduced at a faster pace, it's about the right games or mix of games that attract and retain specific segments. So thank you all for joining us today to talk about the art and science of developing and Marketing great digital game content. First up, let's get to know our panelists. Pete?

Peter Sullivan: Thanks, Randy. Jackpocket is the largest lottery courier operator in the U.S. There's been some noise lately—not so much about the courier model itself, but about bulk ticket purchases by syndicates. I just want to emphasize that Jackpocket has never been involved in any bulk buying. Some fringe operators exploited automated ticket-processing tech, and that's what allowed the bulk-buying to occur. We've always enforced strict purchase caps for

individual users which completely disables bulk-purchasing from being possible with our product.

Our goal now is to rally the industry around clear, enforceable standards for lottery couriers that reward good actors and kick the bad ones to the curb. Jackpocket was built on a foundation of integrity, transparency, and collaboration with state lotteries. We're here to serve the mission of state lotteries — promoting responsible play, supporting good causes, and earning player trust.

We provide a convenient way for players to order official lottery tickets and we offer an extra digital touchpoint that deepens engagement. Like everyone here, we're constantly learning more about player behavior and how to enhance the player experience.

Brad Cummings: At EQL Games, we're a game development studio first and foremost — with a strong catalog of in-house content

“We live in an age of endless content that has shaped what people expect from everything, including lottery.”

Continued on page 36

ZEAL

INSTANT GAMES

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ARE WOMEN AND OLDER AMERICANS FINDING OTHER THINGS TO DO IN PLACE OF LOTTERY?

Simon Jaworski,

Founder & CEO, Lotto Research

Probably the most important factor when companies consider their future sales strategy is 'are we attracting the next generation of consumers?'. And 99% of the time they would be correct. It's logical. You want to grab the 18-34 year-olds before they enter their 'prime' earning and spending years.

However, for the Lottery industry there appears to be other issues that may require a little TLC (Tender Lottery Care) to potentially alleviate declines in both activity and sales among some key, but often ignored, demographics in the landscape of these United States.

To understand what has been happening over the past eighteen months or so, I present to you, dear reader, a battery of statistical evidence that sheds light on what the Dorothy, Blanche, Sophia, Rose and Frank Costanzas of this world are currently doing, instead of purchasing a \$5 Crossword scratch-off.

1. Older Americans are enjoying travel again.

Yes, we're five years removed from COVID, and Americans have been slowly gathering the moxy to head out on vacations again, and they're doing that en masse. Younger Americans were quicker on the uptake to start flying and vacationing again. But based on key national data comparing Q4 2023 and Q4 2024, we saw the percentage of Americans aged 55+ increasing travel as a preferred activity up from 43% to 49%. Travel as the 'most preferred' activity of Older Generation Xers and Boomers has also risen significantly, from 12% to 19%.

These trends may affect lotteries in at least a couple ways. First, if a larger portion of disposable income is spent on travel, that leaves less to spend on that \$5 Mega Millions ticket on their latest grocery store trip.

Second, going on vacation can potentially break a habit. Lottery is often referred to as an habitual purchase, and it doesn't take too long to break a habit if something else comes to replace that habit. That leads us to ...

2. American women are turning more to playing social games on their phones.

A recent survey in a Midwest state shows that women are choosing to utilize their iPhones and Androids more often for relaxation, at significantly higher levels than men. Social non-money games can deliver the feeling of "winning" and they are easy to play from anytime, anywhere. These games can include, but are not exclusive to, the likes of Candy Crush, Words with Friends, Solitaire, Digital Jigsaw Puzzles, Mahjong, Trivia and Crosswords. The playing experience of some of these games can be construed as direct competition for Instant Scratch games with similar themes.

We have seen similar trends with younger males and sports betting.

3. The Economy and Winning.

In another recent survey conducted by Lotto Research, Americans whose spend or play has declined over the past twelve months focused on two reasons for reducing their Lottery spend. 60% claimed 'financial/cost of living issues' was a key factor, while 38% stated that 'not winning enough' was an influential component. However, among those 65+ year-olds, the number unhappy with the lack of a winning proposition jumped significantly to 55%.

How can state lotteries use this information in the short term?

How might lotteries, either independently or via their vendors, tap into providing a greater winning experience, even if it is outside of the games they supply? How about cross-promoting with other brands, garnering additional prizes for players, which could strengthen the two big national brands, Powerball and Mega Millions? Or, maybe there are ways to expand (or create) VIP player programs and offer online experiences via mobile devices to engage with consumers already besotted by their hand held devices? Is a national lottery game, which focuses on non-monetary prizes, akin to a social game, a possibility?

LOTTO
RESEARCH



With Americans traveling across the country in greater numbers than at any time since 2020, could we find a way to cross-promote between state lotteries, or perhaps loop more directly in with the travel and hospitality sector?

The focus of my research has always been squarely on the lottery player — understanding who they are, what motivates them, and how they engage with the product. But as I look ahead, I find myself increasingly drawn to broader consumer trends that, while not directly tied to lottery play, offer insight into the cultural and emotional landscape our players inhabit.

These trends tell us more than just how people spend their money — they reveal what they value, what captures their imagination, what they aspire to experience, and even who they hope to become. Some might say that kind of philosophical speculation won't help sell more lottery tickets. But I believe it's essential. To connect our product with the lives of modern players, we must understand the underlying hopes and dreams that shape their worldview.

The beauty of lottery is that it already lives in this deeply personal space. It's a product of imagination and possibility — and it has always adapted itself to reflect the desires of its players. I think we need to dig deeper to understand how the world and our consumers are changing over time. Let's do what lottery has always done — meet our players not just where they shop, but where they live: in their hearts, their minds, their habits, and their lifestyles.

Trust me, I'm a researcher

Simon Jaworski, Founder & CEO, Lotto Research;

simon@lottoresearch.com
C: 609-558-1019



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I will champion as a member of parliament is for the government to prioritize and direct the NLA to support specific projects in critical sectors like health, education, and youth development. Funds can also be directed toward social interventions for people with disabilities, elderly citizens, and marginalized communities to improve livelihoods or, perhaps, added to the District Assemblies Common Fund to assist Members of Parliament in developing their constituencies with measurable financial targets.

If properly streamlined, we can do more with lottery proceeds in Ghana. So, although I am no longer the Director General of NLA, I am in a better position to help influence public policy.

It is interesting to think about how the insights gained while directing the operations of the lottery combine with the position to now influence the public and regulatory policies that have such a profound impact on the success of the lottery.

S. Awuku: It's true. I have lived it. I have seen the tremendous good that comes from the lottery; I understand the way the lottery operates, the effects of inadequate regulation of unlicensed operators, and the importance of preserving integrity and stability in the lottery sector. I appreciate what it takes for the lottery to produce the economic benefits essential to good causes and public service needs. Now, I can leverage the knowledge gained by service to the lottery and enter more informed policy positions. As I get to know and become friends with others in parliament and positions of political influence, I share these perspectives and insights gained from my lottery service with the hope that the lottery may gain an even broader base of understanding, appreciation, and political support. I am learning how lottery fits into the broad context of government services and how to empathize with the incredible diversity of government functions and political interest groups.

Of course, lottery generates funds that contribute to the budget. However, the mission of working for the benefit of society is too general. Everyone may know that, but they are not necessarily inspired to action because the notion of 'benefits to society' is too abstract. We want to make it

"If commercial operators are allowed use overly aggressive player acquisition, addictive bonusing, and manipulative engagement tactics to increase revenues, lotteries will be at a competitive disadvantage."

come alive with more meaning and tangible impact and illuminate what the lottery does for real people with pressing needs.

During my tenure as Director-General of NLA, we launched the Good Causes Foundation, which assisted several brilliant but needy students with scholarships, provided educational and health institutions with equipment, and supported communities with skills and vocational training, recreational centres, sanitary facilities, and invested in the arts and culture of the Ghanaian people. Internally, the Foundation supported about 100 Staff across various departments with educational and medical funding.

I look forward to a day when people from even the smallest towns throughout our country will experience and appreciate the role of the lottery in providing potable water, educational facilities, and housing for the homeless. If people do not genuinely connect with the material things that the lottery does, then political leaders are less likely to take an interest in it. We need everyone to appreciate the tangible product of the lottery.

Are you finding your colleagues in parliament responsive to your expressions of support for the lottery?

S. Awuku: There is a wide diversity of issues and interest groups that vie for the attention of legislators. At this point, my goal is to create awareness among my colleagues and help them understand the role of the lottery in our economic development. It is essential to achieve that first, as pushing for political action will not be productive when there is a knowledge gap. This understanding will likely lead people to buy into our mission. Insofar as we want to harness support for the lottery, we need people to appreciate that the lottery provides a safe and secure outlet for playing games-of-chance, protects players from unscrupulous operators, protects society from money laundering, helps to minimize problem

gambling, and ultimately exists to serve society. All that and more will further the outcome of channeling economic benefit to good causes. The key to getting support is to raise understanding and awareness.

We also need to enforce responsible gaming practices by particularly giving more attention to protecting players from addiction. The mobile phone, for instance, represents a significant challenge because everyone is already addicted to checking theirs every other minute. When we don't have messages to respond to, we look for diversions like playing games. This addiction to personal technology devices is combined with AI and data science to provide new pathways for operators to deliver the right messages, games and promotional offers at just the right time and in the right way to get one to play and get to play often.

We need to protect players by pushing for higher standards from operators in the gaming and lottery industry. The community of lottery operators and trade associations needs to forge relationships with the players and build systems that protect them against problem gambling. Political stakeholders should also be involved in the importance of player protection. For me, this is an even higher priority than maximizing revenues from the lottery.

It seems very hard to get legislators to defend the interests of lotteries.

S. Awuku: We need to find a way because holding lotteries to a higher standard than other gaming sectors like casinos, sports betting, and online gambling creates an imbalance in the marketplace. If commercial operators are allowed use overly aggressive player acquisition, addictive bonusing, and manipulative engagement tactics to increase revenues, lotteries will be at a competitive disadvantage. Players will migrate to the commercial sector, where player protection is a lower priority, and problem gambling will just get worse. We cannot tackle addiction and protect

Continued on page 49



POWERING

OUR PARTNERS' DIGITAL GROWTH
Proven omnichannel engagement & iLottery solutions



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How CRM Is Making a Difference for 11 U.S. Lotteries

The Power of Building Data-Driven Personal Relationships with Players

With the world around us shifting continually, staying in touch with your players is crucial. In the U.S., 91% of companies (with 10+ employees) use customer relationship management software, according to DigitalSilk, with 60% of survey respondents indicating that CRM is more important to achieving sales and marketing goals than five years ago. The high adoption rate shows that CRM is now a 'must-have' rather than a 'nice to have'.

Forward-thinking lotteries are no exception. They're using CRM to view player engagement, communicate with their players, optimize the player journey with their brand and nurture player acquisition and retention.

Globally, CRM is growing at a rapid pace, fueled by increasing demand for customer relationship management solutions. Scientific Games is leading the charge in the U.S. lottery sector, guiding 11 state lotteries on how to provide seamless retail and digital experiences to drive revenue, enhance operational efficiencies and enhance player relationships and loyalty.

"CRM is no longer just a system, it's the heartbeat of personalized connection where data, AI and insight come together to turn every interaction into an opportunity to build loyalty and inspire engagement," shares **Lori Szymanski, Director, Digital Growth Marketing for Scientific Games.**



Szymanski, who has worked in CRM for nearly a decade, brought her skills to the global lottery company in 2016. Today, she works with a team of experts dedicated to helping lotteries thrive in increasingly competitive markets by leveraging CRM strategies refined through years of industry-specific experience. This tailored approach, honed across numerous lotteries, enables Scientific Games to optimize CRM programs for the lottery industry at scale.

Personalized Player Relationships

A standout quality of modern CRM is its ability to harness AI and predictive analytics to transform customer interactions into highly personalized and impactful experiences. By centralizing customer data and using intelligent insights, CRM systems can often anticipate player behaviors, preferences and needs before the player expresses them. This enables CRM experts to deliver the right message at the perfect moment, driving deeper engagement and loyalty.

"With AI-driven recommendations and real-time personalization, CRM becomes more than just a management tool—it becomes a dynamic engine for creating memorable, data-informed experiences that keep players coming back," explains Szymanski.

The Results of Data-Driven Personalized Player Interactions

In calendar year 2024, Scientific Games CRM strategies helped 11 participating lotteries realize an uplift of \$42.7 million in retail value of game tickets entered into their loyalty and second-chance programs and an increase of nearly 6.5 million in number of tickets entered in their loyalty and second-chance programs.

Participating iLottery customers experienced a 29% year-over-year increase in total wager amount, a 15% uplift in the total number of deposits and a 23% increase in total deposit amounts.

The company's targeted acquisition strategies yielded a 20% increase in reach, leading to a 31% boost in player registrations. The strategy drove significant acquisition and cost improvements, including a 42% higher conversion rate from player registration to first-time deposit, a 60% reduction in cost per new depositing player, and a 67% lower cost for driving repeat deposits.

"These results of data-driven personalized player interactions highlight our ability to drive substantial player growth and engagement while optimizing our lottery partners' return on marketing investments," says Szymanski.



SCIENTIFIC GAMES 2024 LOTTERY CRM *By the Numbers*

11
Lotteries

\$241.8 Million
Uplift in Online Wagers

\$42.7 Million
Increase in Retail Value of
Tickets Entered

583,189
Additional Deposits

6.5 Million
Additional Tickets Entered

The Positive **IMPACT OF CRM**

**B
E
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Relationships =
More Loyal Players

Understanding of
Players & Preferences

Player Segmentation

Player Acquisition
& Retention

Faster Communication
with Player

Player Experiences

CRM Bonus Integration

The company also successfully implemented a complete CRM bonus integration, enhancing player retention and activity. "The CRM bonus integration is unique as it connects marketing efforts with player incentives, creating a more engaging and rewarding experience," she explains.

Integrated bonuses allow for data-driven, behavior-based rewards tailored to individual player actions. This approach enables personalization at scale, ensuring bonuses align with player behaviors, while supporting seamless multi-channel execution.

Segmentation Strategy

A standout example of Scientific Games' CRM success comes from one participating lottery that sought to improve acquisition and retention. The company's Digital Growth Marketing team implemented a behavioral segmentation strategy focused on past player activity, identifying a key segment of players who had engaged with a specific draw and instant games in the previous 90 days.

For acquisition, a targeted marketing campaign using this segment led to an 8% increase in new player registrations, with a 4% rise in registration to ticket purchase. On the retention side, personalized engagement efforts drove a 21% increase in draw game ticket purchases, contributing to an 11% lift in average future value.

Investing in Growth

The results that Scientific Games is achieving for these 11 U.S. lotteries demonstrate the power of a well-executed, data-driven CRM approach in driving revenue, player acquisition, and long-term loyalty and retention.

Looking to the future of lotteries and CRM, Szymanski says, "A modern CRM approach isn't just built to manage today, it's built to grow with you. As programs expand and data streams converge, lottery CRM strategies and solutions should adapt to emerging trends like predictive modeling and personalization, turning evolving complexity into strategic opportunities."



**Contact your Scientific Games
rep for more information**

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**ENHANCE
VISIBILITY**

DIGITAL MENU BOARD

**CUSTOM
BRANDING**



MULTIPLE SIZES
24", 27", 32"



**UP TO
40 GAMES**



**CLOUD-BASED
UPDATES & REPORTING**



DRIVE RESULTS

DMBs boost impulse sales by up to 17% in just 13 weeks and deliver ROI in under 25, making them powerful tools for driving revenue and enhancing in-store engagement.

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ADAPTING TO THE MODERN RETAIL LANDSCAPE

Poor visual merchandising is costing U.S. retailers billions. In 2024, an estimated \$125 billion in sales were lost due to ineffective product displays, according to a report by One Door and GlobalData. When displays are cluttered or fail to attract attention, shoppers can become frustrated, leading to missed sales. Effective visual merchandising is crucial for capturing consumer interest and driving purchases, especially as modern shoppers increasingly expect an easy, engaging, and convenient shopping experience.

At the same time, retailers face another major challenge—limited space. Square footage is at a premium, making smart space utilization more important than ever. This highlights a key challenge for retailers: the need to create maximum impact within a limited space. To stay competitive in today's fast-paced retail environment, lottery retailers must move beyond outdated and cluttered merchandising practices. While “evolve or be left behind” may sound cliché, it reflects today's retail reality.

Compact Digital Menu Boards (DMBs) are an increasingly effective solution across a variety of retail settings, especially in space-constrained environments. Their clean, modern appearance enhances customer engagement while offering a practical, scalable option for independent and mid-size retailers. According to Grand View Research, the digital signage market is expected to nearly double by 2030, driven in part by rising demand for smaller, space-saving displays. These compact units are affordable and flexible, making them ideal for retailers looking to modernize without significant infrastructure investment.

DMBs have demonstrated strong performance in both traditional and non-traditional retail spaces. In high-traffic convenience stores, Nielsen reports that digital signage can drive sales increases of up to 30%, aided by stronger brand recall and impulse buying. McKinsey & Company similarly found that basket sizes can grow by 20–30% through improved customer engagement and targeted promotions. In grocery stores, smaller DMBs are being used effectively at service or lottery counters, promoting items without requiring significant infrastructure changes. Independent retailers benefit from the scalability and customization of compact units, offering high visual impact at a lower cost. In non-traditional retail settings such as liquor stores, Grand View Research reports that compact displays positioned behind the counter can increase sales by 20% by boosting visibility and highlighting targeted offers.

Schafer Retail Solutions+ (SRS+) has developed a compelling DMB solution customized specifically for lottery retailers. Their suite of DMB products transforms outdated signage into dynamic displays

that engage customers and improve their in-store experience. SRS+ first launched its first 32-inch DMB solution in January 2022 and has continued to refine the product's design in response to customer feedback. Customers, particularly in Europe, Canada, and dense U.S. urban areas wanted more compact DMBs, so SRS+ introduced 24 and 27-inch models in November 2024 to offer retailers more flexibility. The DMB suite is now deployed across 10 U.S. states, with expansion into Europe and Canada planned for Q2 2025.

“The Digital Menu Boards have been a smart addition to our in-store strategy. They immediately capture customer attention at the counter, leading to a noticeable lift in instant ticket sales all without requiring any changes to the store layout. It's been an easy win for both us and our retail partners. With the success we've experienced, we're planning to invest in additional units, including the new 27" model, which is ideal for locations with limited counter space.”

Tonya Beenders, Chief Sales Officer, Arizona Lottery

Since its launch just three years ago, the DMB product suite from SRS+ has seen strong adoption across both corporate chains and independent retailers in the U.S., driving a 17% average sales increase in as little as 13 weeks.

Originally designed to showcase lottery tickets, DMBs have evolved into modular communication platforms that seamlessly connect marketing and merchandising for both retailers and lotteries. These dynamic displays deliver high-impact visuals for seasonal campaigns, new game launches, in-store promotions, and custom-branded retailer messaging—all within a clean, compact format.

With built-in content management tools, lotteries can deploy region-specific campaigns, respond to real-time events like jackpot rollovers, and push updates instantly. Full-screen customization ensures content stays timely, engaging, and aligned with retailer needs.

Backed by a return on investment in under 25 weeks, DMBs are more than just digital signage—they're flexible, revenue-driving tools that enhance customer engagement and in-store performance.

As the retail landscape evolves, integrating technology like DMBs is becoming critical to the success of retailers. DMBs provide the tools necessary to stay competitive and relevant, particularly as consumer behavior shifts toward digital engagement. Compact, agile, and cost-effective, they help retailers maximize limited space while offering dynamic, tech-forward merchandising solutions. By adopting DMBs, retailers not only meet the demand for modernization but also enhance customer experiences through personalized, interactive content. This technology ensures they remain flexible and competitive in an ever-evolving market, optimizing both space and operations, which is essential for thriving in a future driven by innovation and efficiency.

NOW AVAILABLE IN
24", 27", AND 32"



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Schafer
RETAIL SOLUTIONS+

COMING TOGETHER TO BRING **MEGA** VALUE TO PLAYERS

**HOW AN INDUSTRY-WIDE EFFORT
CULMINATED IN THE LAUNCH OF THE
NEW MEGA MILLIONS® GAME.**

The headlines reflect well-earned excitement over the enhanced Mega Millions® game launch on April 5. This national game, with tickets sold in 45 states, Washington, D.C., and the U.S. Virgin Islands, has been freshly reimagined in response to player research and feedback.

"The changes differentiate Mega Millions from other jackpot games in lotteries' portfolios while maintaining the same simple mechanics that players really like," said Joshua Johnston, Director of Washington's Lottery and Lead Director of the Mega Millions Consortium, discussing the changes at PGRI's recent SMART-Tech conference.

"We've got a new \$5 game with the starting jackpot increasing to



Revamp Of Mega Millions Game Debuts In April With Bigger Prizes, Better Odds.

Mega Millions is Getting a Mega Upgrade!

Players Won 5X More in First Drawing of New Mega Millions Game Than They Would Have Under Old Prize Matrix.

Mega Millions changes will lead to "more billionaire jackpots," expert says.

Mega Millions is Getting Even Better!

New Mega Millions Game Coming: Offering Bigger Prizes and \$50 Million Starting Jackpots.

Mega Millions will have better odds starting April 4. See new chance of winning.

New ticket price, increased odds, bigger jackpots: The overhaul coming to Mega Millions.

Mega Millions introduces new \$5 game with bigger prizes, better odds.

\$50 million out of the gate. Beyond big jackpots, players told us they want bigger non-jackpot prizes, and that's exactly what this new game delivers," he noted.

"Now every ticket includes a built-in multiplier feature of 2, 3, 4, 5, or 10X, so there are no more breakeven prizes, and there are better odds and

bigger wins: Players who had won \$2 in the old game will now take home \$10, \$15, \$20, \$25 or \$50 under this game. Those who won \$500 under the old rules will now take home \$1,000; \$1,500; \$2,000; \$2,500 or \$5,000.

"That's the kind of value the new Mega Millions will deliver to players

at every single drawing,” said Johnston. The changes are expected to lead to increased sales for lotteries and more revenue for good causes in local communities around the U.S.

COLLABORATING TO REALIZE A SHARED VISION

Behind the scenes, scores of lottery employees and supplier staff can now take a moment to step back and appreciate the industry-wide effort that went into bringing the changes to life:

From the initial research more than four years ago on a new game construct to the first drawing for the enhanced game on April 8, more than **100 members representing 17 U.S. lotteries** successfully carried out workstreams related to the new game’s Governance, Finance, Technology Product & Retail Execution, Sales & Marketing Execution, In-Lane, iLottery, and Public Relations.

The launch ultimately encompassed 47 lotteries and many vendor partners, all working collaboratively toward the shared goal.

The initial game-change efforts were led by Gretchen Corbin, President and CEO of the Georgia Lottery, during her term as Mega Millions Lead Director. She spearheaded market research to assess player interest in a price-point change and

determine which game features would hold the most value for players with minimal impact on other games. She also championed the efforts to develop an inclusive and collaborative project plan and communication process, resulting in the development of subcommittees made up of members from both the Powerball and Mega Millions game groups.

In July of 2024, when Gretchen’s term ended, Joshua Johnston succeeded her as Lead Director for the Game Group and the project. “The process of evolving Mega Millions demonstrates how a shared vision can deliver remarkable results that benefit players, lotteries, and retailers,” said Johnston, reflecting on the launch. “Whether designing engaging player materials or creating comprehensive educational kits for retailers and representatives, every detail was carefully planned and executed, ensuring the game’s nationwide rollout was not only smooth but impactful.”

Michelle Carney, IGT Vice President of Lottery Marketing, who was chosen to lead project management and game implementation on behalf of the Mega Millions consortium, described the initiative as “an incredible collaboration of stakeholders across the industry. It reflects the passion, creativity, and shared goal of delivering a new Mega Millions experience that excites players and drives growth for lotteries.”

THIS ACHIEVEMENT BELONGS TO THE COUNTLESS DEDICATED PROFESSIONALS ACROSS THE INDUSTRY – TOO NUMEROUS TO LIST – WHO CONTRIBUTED THEIR INDIVIDUAL TALENTS AND PASSION TO MAKE THE NEW GAME A REALITY.

RESPONDING TO PLAYER PREFERENCES

The new Mega Millions enters the market seven and a half years after its last major game change. The consortium conducted three exploratory studies to test the basis for a \$5 game and found that the concept was highly appealing to players.

Among the findings, players ranked “the ability to multiply prizes” as the most favorable across all game characteristics tested. They also liked that it was easy to play and simple to understand.

“All lotteries think about the diversity of their portfolios,” said Johnston. “The new \$5 Mega Millions price point offers players a variety of choices on jackpot games.”

Among the many lottery organizations, suppliers, and individuals who contributed to the new game launch, the team at the Illinois Lottery played a pivotal role, leading the effort to update the trademark usage and style guidelines to ensure consistency and protect the mark.

The new game also would not be possible without the sustained effort and substantial contributions of the seven subcommittees, whose members worked tirelessly to orchestrate and execute the necessary changes. In particular, Daniel Johnson and Deborah Courtney, respectively the leads of the Technology and Finance subcommittees, were charged with directing large, cross-functional teams to ensure the software and finance operations and procedures were ready to support the launch. The expertise of communications

and public relations professional Dan Miller and the team from Curator PR, which counts Washington's Lottery among its clients, went into the creation of effective strategic communications, such as key national news releases informing the public about the game changes.

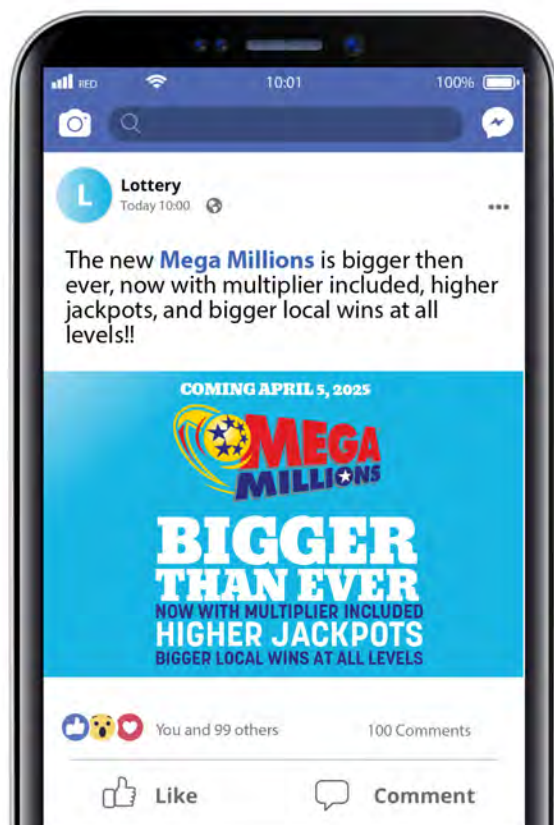
Individual lotteries across the U.S. built on and amplified the news via their own websites and social media communications.

And IGT played a key role in shaping and supporting the initiative by delivering an extensive suite of go-to-market resources and tools. Noted Johnston, "The company's experience as a lottery operator and business partner enabled it to develop retailer- and player-facing educational and promotional materials and templates, which any lottery could use and tailor to their jurisdictional requirements." Key IGT contributions include:

Player-Focused Materials: All-new Mega Millions play slips and engaging resources such as how-to-play brochures, in-store point-of-sale (POS) displays, outdoor promotional materials, and educational social media and website examples to amplify awareness and engagement.

Marketing Assets & Retailer and Sales Support: IGT developed customizable templates that could be used by all lotteries to complement the creative materials that each lottery developed to support the launch. These include fact sheets and talking points, training materials for retailers and lottery representatives, quizzes and group training tools to help retailers fully prepare to convey the value of the new game to players, and FAQs for both lottery teams and players.

To ensure lotteries have easy access to these resources, IGT created and hosts a centralized national portal.



A few examples among the dozens of attention-getting materials available to lotteries to promote the new game to help educate players and retailers.

Player Winnings in the First Mega Millions Drawing

Match	Winners	New Game Prize Total	Old Game Prize Total
5 white balls	0	\$0	\$0
4 white + Mega Ball	5	\$100,000	\$50,000
4 white balls	125	\$195,000	\$62,500
3 white + Mega Ball	295	\$187,600	\$59,000
3 white balls	7,631	\$227,530	\$76,310
2 white + Mega Ball	7,135	\$214,840	\$71,350
1 white + Mega Ball	58,021	\$1,221,059	\$232,084
Mega Ball	144,692	\$2,176,570	\$289,384
Total	217,904	\$4,322,599	\$840,628

The portal houses key go-to-market materials, which have already been downloaded more than 700 times, enabling seamless sharing among lottery teams across the country.

This forward-looking approach meets a wide range of needs for the current launch and lays a foundation for stronger coordination and an exciting future for national-game portfolio planning.

5X MORE WON AT LAUNCH

In the first drawing on April 8th, players won \$3.4 million more in prizes than they would have taken home under the old game matrix, displaying the value of the new built-in 2X to 10X multiplier to more than 200,000 winners (see chart above).

“We couldn’t be more thrilled for our players and for how the new game is being received,” said Joshua Johnston. “As players are coming into grocery stores, convenience stores, and lottery offices to collect prizes that are two, three, four, five, and 10 times what they’ve

seen in the past, it’s putting a smile on their faces, because that’s real, everyday money to most people. This is why the game change matters. It’s providing value to our players at every prize level and at every drawing.”

LOOKING AHEAD - UNITED EFFORTS

“The enhanced Mega Millions game is a proud achievement shared by everyone involved,” observed

PGRI publisher Paul Jason. “The effort to execute a multi-state game change is unlike anything else in our industry. Its success demonstrates the industry’s ability to innovate and adapt, and proves that collaborative efforts, fueled by industry-leading expertise, can lead to exceptional outcomes for players and lotteries.

“These changes are part of the bigger picture of

how the national jackpot games are evolving in a forward-leaning spirit of collaboration,” he noted. “The industry has always known that the two big games should be managed as a portfolio and strategically positioned to optimize the aggregate results. The launch of this new Mega Millions game represents an inflexion point that should have important long-term implications for the future of the national lottery games.” ■



Mega Millions® New Game Prize Matrix Mega Value at Every Prize Level

(Starting with April 8, 2025 drawing)

New Prize Matrix				Old Game
Match	Base Prize	Multiplier	Player Winnings With Embedded Multiplier	Prize
0 + 1	\$5	2X, 3X, 4X, 5X or 10X Random + Embedded in every play	\$10, \$15, \$20, \$25 or \$50	\$2
1 + 1	\$7		\$14, \$21, \$28, \$35 or \$70	\$4
2 + 1	\$10		\$20, \$30, \$40, \$50 or \$100	\$10
3 + 0	\$10		\$20, \$30, \$40, \$50 or \$100	\$10
3 + 1	\$200		\$400, \$600, \$800, \$1,000 or \$2,000	\$200
4 + 0	\$500		\$1,000, \$1,500, \$2,000, \$2,500 or \$5,000	\$500
4 + 1	\$10,000		\$20,000, \$30,000, \$40,000, \$50,000 or \$100,000	\$10,000
5 + 0	\$1 Million	n/a	\$2 Million, \$3 Million, \$4 Million, \$5 Million or \$10 Million	\$1 Million
5 + 1	Jackpot		Jackpot	Jackpot

Mega Millions® has always been about providing great value to players, and with the new price point the game is able to do that at every prize level. Shown: The new prize matrix versus the old game.

Meaning of *think outside the box* in English

think outside the box

idiom

to think imaginatively using new ideas instead of traditional or expected ideas



Thinking Outside the Box at Retail

Simon Butler, Chief Executive Officer, Abacus Lottery Everywhere



The retail industry is at a pivotal crossroads. Labor shortages, rising operational costs, and heightened consumer expectations are putting intense pressure on retailers to evolve—and fast. To meet these challenges, progressive retailers are embracing innovative technologies to enhance efficiency, streamline operations, and elevate the shopping experience. That includes rethinking how products like lottery are offered in-store.

Fortunately, lottery remains a bright spot in the retail mix. With sales projected to grow nearly 5% annually over the next five years, the category continues to deliver steady revenue and attract customers to stores. Forward-thinking retailers are tapping into this potential by optimizing the lottery experience for shoppers—and in turn, increasing revenue.

In grocery stores, integrating lottery into the Point-of-Sale (POS) system is helping to grow basket size and overall transaction value. For convenience stores, it boosts impulse purchases and encourages repeat visits. Regardless of format, smart integration of lottery is proving to be a catalyst for improved efficiency, better customer engagement, and stronger bottom lines.

Modernizing the Consumer Experience

Today's consumers expect shopping to be fast, intuitive, and personalized. Convenience isn't a perk anymore—it's the baseline for how customers decide where to shop. Retailers who integrate lottery into a seamless, modernized customer journey are seeing measurable improvements in both satisfaction and sales.

That means more than just offering lottery—it means offering it the right way. Self-checkout integration is a key innovation that is connecting lottery with the modern shopper. Abacus is collaborating with major retail vendors to bring lottery to self-checkout, eliminating long waits at customer service desks and enabling impulse purchases right at the register. Customers appreciate the speed

and autonomy; retailers benefit from increased ticket sales and an enhanced experience.

Linking lottery purchases to loyalty programs further boosts engagement. Shoppers who earn points or rewards for buying lottery tickets are more likely to return, building brand loyalty while driving revenue.

Staffing Smarter with Streamlined Operations

With staffing shortages affecting nearly every sector of retail, operational efficiency has become more critical than ever. Simplifying lottery transactions can ease pressure on staff while improving the customer experience.

Self-service kiosks and integrated POS solutions reduce the need for employee





involvement in ticket sales. That frees up staff for higher-value tasks—like customer service or restocking—while reducing wait times and improving morale. Automation also cuts down on errors, ensuring accuracy in sales and inventory tracking.

A Success Story from Iowa: Easy Play

While lotteries have often taken a conservative approach to innovation, the Iowa Lottery has broken new ground by bringing lottery directly into the checkout lane. Partnering with Abacus, they envisioned a frictionless experience that would boost incremental revenue and reduce queues at the service desk.

The idea was sparked in 2021, when Iowa Lottery CEO Matt Strawn sat next to Abacus' Simon Butler at a lottery industry event. That conversation led to a collaboration with Scientific Games to develop and launch an in-lane solution, officially rolled out in March 2025.

"I cannot say enough about Abacus and Scientific Games as technology partners—both have been fantastic in bringing this solution to market."

— Matt Strawn, CEO, Iowa Lottery

Recognizing the need for customer-friendly language, Iowa branded its in-lane program as **Easy Play**—a name that highlights the convenience of buying lottery while checking out. Launching first with

Powerball and Mega Millions, the future version of Easy Play includes expansion to additional games and retailers, with plans to scale into self-checkout and non-traditional venues like hospitality locations.

Technology as a Growth Engine

Deploying in-lane or integrated lottery systems involves more than dropping in a new terminal. It requires close coordination across multiple partners and a willingness to rethink established workflows. Abacus specializes in helping lotteries and retailers navigate this process with customized, scalable solutions.

Technology is the backbone of modern retail—and lottery should be no exception. Retailers already rely on AI-driven analytics, automated inventory tools, and mobile apps to run smarter businesses. Integrating lottery into this ecosystem unlocks even more potential.

Abacus' platform connects directly to POS systems, eliminating the need for separate terminals. This not only speeds up transactions but also generates actionable sales data. Their solutions support both physical and digital lottery sales, bridging the gap between brick-and-mortar and mobile consumers.

The results speak for themselves: grocery retailers report higher transaction values as customers add lottery to their carts; convenience stores are seeing more return visits thanks to a quicker, easier experience.

The Path Forward

Increasing lottery revenue and profitability requires more than just new tools—it requires a new mindset. By embracing innovation, integrating seamlessly into the shopper journey, and leveraging technology to streamline operations, retailers can future-proof their lottery strategy.

The future of lottery sales lies in embracing change and leveraging technology to create seamless, engaging, and efficient customer experiences. Our mission at Abacus is to be your best technology partner and help you transform your lottery operations to achieve sustainable success. Let's work together to align your business with retailers and the next generation players alike. ■

THE IMPORTANCE OF A STRONG E-INSTANTS GAME PORTFOLIO IN DRIVING E-INSTANTS SUCCESS

Alex Green | Vice President Games, ZEAL

Introduction: ZEAL introduced online lottery to the German market more than 25 years ago and has since become the market leader for online lotteries in Germany. The ZEAL Group's business model is distinct, incorporating various approaches beyond traditional lottery distribution. For instance, ZEAL Instant Games develops and markets eInstants and Slots games, distributing its portfolio through a network of partnerships.

Alex Green is a proven performer in the lottery industry and has been responsible for the ZEAL games unit since 2024. Prior to joining ZEAL, Green has spent the last 20 years in various roles for the UK National Lottery, working for the previously official operator Camelot, and more recently for the new official operator, Allwyn UK.

WHY A STRONG E-INSTANTS GAME PORTFOLIO IS IMPORTANT

Digital instant games of chance, often referred to as eInstants, Instant Win Games, or similar, will invariably become a core component of the modern lottery portfolio.

As current and future lottery consumers live and engage in an increasingly digital world, it's becoming less a question of if, and more a question of when eInstants will match (or surpass) retail scratch card sales. The digital channel offers multiple benefits for operators when it comes to selling instant games including an enhanced responsible gaming infrastructure, player data and personalization. There are also many benefits for players to play digitally, such as enhanced responsible gaming tools and convenience, not to mention that many digital instant games typically have higher payouts.

Many lottery operators around the world now offer eInstants within their game portfolio, and each of them would have faced many considerations before going live. For example, how to effectively drive awareness of the new game category amongst target audiences, determining the best approach for cross-sell and overseeing how to best set-up the end-

to-end eInstants category experience on the website and potentially within an App.

But a key enabler to eInstants success is undoubtedly the strategy for launching and managing the range of games. The aim is quite simple, to construct a portfolio of games that collectively maximizes appeal by individually meeting the needs of different player segments.

eInstants, like other consumer products, should be managed with the same strategic intent. For example, grocery retailers put an incredible amount of thought and planning into how they build ranges of chocolate bars. While many people enjoy chocolate, individual preferences vary widely. That's why retailers stock a diverse range of chocolate products including different brands, shapes, sizes, flavors, and price-points.

The same principle of 'product differentiation' applies to building an effective eInstants portfolio, which must offer variety and include a range of propositions that meet the different needs of current and potential players. In other words, a portfolio of games that contains a mix of top prizes, prize structures, play styles, bonus features, themes, names and colors.

HOW TO SET UP A STRONG STARTER PORTFOLIO

A starting portfolio of at least 12 games is recommended. With fewer games in the early days, it's even more important to ensure that each game offers players something different. Lotteries should consider including some digital scratch cards, that replicate the bestsellers at retail, as the familiarity will likely give some players the confidence to purchase. Lottery vendors will likely be able to help with launching omnichannel instant games too, such as a retail scratch card that offers additional play value through a digital feature to drive players online. It is important to request case studies of past successes to help assess whether any investment is justified.

Lotteries are also encouraged to make sure the starter portfolio includes some

games that really showcase the interactive nature of eInstants in the digital channel. For example, games that are more immersive than simple tap and reveal games.

It's essential to include games that appeal to different player segments. People who have never played eInstants are likely to be more responsive to games that offer familiarity and simplicity such as seasonal games, licensed games and versions of scratch cards they might have seen at retail. The prize structure strategy will be crucial for these types of games, particularly given that winning a prize will be a big factor in determining repeat-play from players purchasing an eInstant for the first time.

Players who become loyal will likely desire games that are slightly more complex, with longer odds of winning a meaningful prize. Loyal players will likely try many different games, especially newly released eInstants, before establishing which ones become their 'go-to' games.

EXPANDING THE RANGE OVER TIME

Once the initial eInstants range is established the focus needs to be on expanding the portfolio. Just like with scratch cards, loyal players in particular love to see new games introduced and will likely try to see what they think. The importance of category management for the games becomes increasingly important when the range surpasses 50 titles, at which point a lottery might want to consider moving to a '1 game in 1 game out approach' as fresh games are launched. The selection of new games should be guided through a process of continuous learning, by understanding player behavior and the performance of previous games, individually and collectively. ■



ZEAL

TALENT IS MEANT TO SHINE

#MAKESPORTSWIN



online. They all expect a fast, frictionless, intuitive experience too. They want us to anticipate their preferences, curate their experience, recommend games they're likely to enjoy based on past behavior, and deliver personalized promotions. Whether they realize it or not, the modern consumer expects us to know what they like, and make every interaction feel personal, efficient, and worth their attention.

Online services collect customer data and turn it into insights to personalize the experience. Some may see that as a bit creepy, an invasion of privacy—like when ads start popping up after an online search.

F. Suarez: Remember when we were kids and going outside was our way of escaping the house—and our parents' supervision? My kids have cell phones now, and I, as a parent, have the ability to know where they are when I need to. I don't think I would have liked that kind of oversight when I was their age. But for today's kids, it's normal. They've grown up with it and don't question it. Furthermore, these generations are growing up in a digital society where sharing on social media platforms is expected and common. They expect brands to know who they are, what they like, and to deliver messaging and promotions that feel relevant. When that doesn't happen, today's consumer is quick to tune out.

mimicking the lottery experience. That means competition from casino-style games is poised to become a much more significant factor than sports betting ever was. With DraftKings' acquisition of Jackpocket, they can now offer lottery tickets, iCasino, and sports betting—all under one roof. Players are likely to explore across categories, especially when competitors offer higher payout percentages.

To stay competitive, we need smart strategies for player acquisition and retention. Putting lottery games online is just the beginning. The real challenge is crafting a compelling player journey and a seamless, rewarding experience that keeps them coming back.

Some recently launched iLotteries achieved explosive growth right away. Is there such a thing as growth that is too fast?

F. Suarez: I don't think so. The goal is to make the iLottery launch as successful as possible and to support its continued growth. That means delivering an experience that exceeds expectations for those first-time iLottery players so they're motivated to return.

There's no real concern about growing too quickly. What matters is ensuring that retail grows in parallel with iLottery. We know how to design games and promotions that drive players between channels—encouraging online players to visit retail

F. Suarez: Not necessarily. Every jurisdiction is working to determine the optimal pricing and prize payouts. But one thing most agree on: the player's first impression and experience on your iLottery platform needs to feel positive. If it doesn't, there's a good chance they won't return. You only get one shot at a first impression—so it has to count.

If you're in a market that does not have a lot of competitive options, then launching with a lower payout and increasing it over time might be a sound strategy. Start too high, and you leave profit on the table and you can't roll it back. Players do notice if you take value away. Start too low, you risk losing players. And it's hard to get them to come back. That's the conundrum we're all wrestling with.

Of course, prize payout is just one aspect of the overall lottery experience—and it will never match the levels seen in other game categories. Fortunately, the digital platform is rich with potential to innovate and create a compelling, entertaining lottery experience that keeps players engaged. It's much more about the player journey than the prize payout percentage.

What are some of the ways to unlock a wider range of opportunity to innovate and add value in the player journey?

F. Suarez: Let's start with the notion of curating or personalizing the player experience. Thanks to evolving technology, we're getting closer to delivering the right message, at the right time, to the right person. Eventually, we're headed toward a "target market of one"—a player journey tailored just for you, like your own personal Netflix queue... but with lottery games. Every part of that journey will be shaped by real insight into what each player actually enjoys—their preferences, habits, and playstyle. Take Loyalty Programs, for example. They've been around for a while and are effective. You might think, "If it ain't broke, don't fix it," but there is huge headroom for fine-tuning these various component parts so that they speak even more powerfully to each individual player. Loyalty programs can be turned into a driver of fun, anticipation, engagement, and healthy play rhythms.

And let's not forget second-chance promotions. These bring new life to the game without changing the prize payout—adding layers of excitement that make the overall

“Early Adopters expect fast, intuitive registration, smooth navigation, sophisticated graphics, and the same overall quality they get from other digital platforms.”

To what extent are lottery players crossing over to play other game categories like sports betting or casinos?

F. Suarez: Crossover play is on the rise, and that trend is likely to accelerate. We're also working to attract players from other gaming categories by designing games that resemble popular social and casual games—think Candy Crush and similar online experiences.

The overlap between lottery and sports betting is still unclear. Online casino games are much more capable of

stores, and vice versa. Creating a strong omni-channel experience while supporting our retail partners is a key part of the strategy.

Retailers benefit from this approach. When online players visit their stores, they typically purchase additional products. When done strategically, iLottery strengthens the overall lottery ecosystem—and retailers recognize the value in that.

Do you start with a lower prize payout percentage to give yourself room to increase it over time as expectations increase?

experience richer. We're just...scratching the surface...of the potential for layering additional elements to the traditional lottery game. As we get better at applying these tools, we'll unlock the real secret to long-term sustainability: increasing the lifetime value of a player by making the experience more rewarding. When we introduce new mechanics or features and take the time to educate players on how they work, something clicks. They start to enjoy the nuances, feel like they're "getting good" at the games, and that sense of mastery deepens their connection to the experience. What better way to build engagement than to make players feel like insiders?

The beauty of the player journey paradigm is that it does not depend on changing the games. What changes is everything around the games from when the player first connects with lottery to when they are thinking about the next time they'll play. We just get creative at adding value to the player experience by enhancing all the elements that inhabit the player journey.

Now, let's talk about Responsible Gaming. It doesn't exactly scream fun; but it's actually a key ingredient in creating a positive, sustainable experience. Helping players see lottery as a form of recreational entertainment—and not a pathway to solving financial problems—is what makes the journey enjoyable. If players are focused solely on winning money, and the reality doesn't deliver, they end up disappointed. But if we shift the focus to enjoyment, discovery, and engagement, the experience holds up, even without a win. Reframing RG as a part of the fun—not the killjoy—is a massive opportunity.

Curating the experience so that messaging speaks directly to each player's mindset and sensibilities? That's how we create not just loyal players, but happy ones.

Omni-channel: Does it matter where or how they play as long as they play?

F. Suarez: Yes, it absolutely matters. We need to align with the behavior of today's consumer—someone who expects to engage with brands across multiple touchpoints, both physical and digital.

Amazon built its brand on e-commerce, but is now expanding into physical retail and partnering with brick-and-mortar stores globally. Even Target pushes customers into omni-channel engagement. When I walk

into a Target store, I pull out the app to scan products—not just to check prices, but because certain discounts are only unlocked that way. Target is training customers to expect and embrace a cross-channel experience because they know it results in deeper engagement and greater satisfaction. Likewise, we create online coupons that can be redeemed at retail.

The same logic applies to lottery. We need to encourage omni-channel relationships, even if it requires a bit of a learning curve for the player. That means designing incentives that make it worth their effort—and it is worth it, for both the player and the lottery operator. I hope to one day integrate retail lottery with your digital wallet, allowing you to play lottery at retail with digital funds.

The player journey today is fundamentally omni-channel. Our job is to think intentionally about how to guide players across digital and retail touchpoints—and to optimize every step along the way. Ultimately, we want the entire experience to feel seamless, intuitive, and rewarding—no matter where or how they choose to play.

Do you have a position on bulk purchase syndicate buying?

F. Suarez: Syndicate buying is a topic that's come up throughout my career, including during my time in D.C., and I certainly understand the appeal from a sales standpoint. Some lotteries are comfortable working directly with syndicates, and that's a choice every jurisdiction has to make based on its own priorities and policies.

At the Connecticut Lottery, our approach has been guided by a commitment to fairness and consistency. We want to ensure that no group—whether it's an individual or a syndicate—receives preferential treatment when it comes to access. If someone wants to purchase in bulk, they're absolutely welcome to do so, but it needs to happen through our retail network, just like it would for any other player.

We manage our inventory carefully to reflect what retailers typically sell on a daily basis, and we don't stock beyond that to accommodate large-scale purchases. That's partly about managing operational risk, since tickets are consigned, but also about maintaining public trust in the integrity of our system.

In the end, it's about striking the right balance—supporting sales while upholding

fairness, and making sure every player has the same opportunity to participate.

Are there any inflection points we should be paying closer attention to?

F. Suarez: Yes—several. One critical area is our strategy around sports betting. Right now, we lack a cohesive approach to either mitigate the risks or capitalize on the opportunities that come with the rise of sports wagering. While we're all aware of its growing influence and regularly discuss its pros and cons—like whether it draws players away from lottery or not—we haven't yet defined a clear, actionable path forward.

The reality is that sports betting operators are exceptionally well-funded, and the political environment is largely in their favor. That means we need to shift our thinking—not toward resisting, but toward finding smart, strategic ways to work with them.

Another key issue is retail modernization. As presenters from Kroger and Sheetz emphasized at your conference, modernization presents a major opportunity for brands to elevate their presence in the retail ecosystem. We need to clarify our strategy here as well and continue evolving our approach to better align with the needs of today's retailers.

Perhaps most urgently, we need to fully align with the realities of a cashless economy. If we don't adapt, we risk losing players to iGaming platforms that offer the seamless, friction-free transactions modern consumers expect.

Like roughly half of U.S. lotteries, Connecticut still does not allow credit card purchases for retail lottery tickets. That puts us at a disadvantage in a marketplace where convenience often drives choice, ultimately resulting in lost revenue for the state.

Integrating lottery into digital wallets is the next step, and it will be essential for us to make that happen. A digital wallet solution doesn't just meet player expectations—it strengthens the entire ecosystem. It offers a streamlined experience for players, reduces credit card fees for retailers, and positions the lottery for sustainable growth in a fast-evolving digital landscape. It's a clear win for players, retailers, and the future of the lottery. Lottery purchases should be easy and intuitive. Security protocols and age restrictions are absolutely necessary, but they're also entirely manageable with today's technology. ■

we're proud of. But we didn't stop there. We took a page from the iGaming playbook and applied the aggregation model to iLottery—making it easy for lotteries to access a whole universe of digital game content, all in one place – the EQL Games iLottery Marketplace.

That approach worked better than we could've hoped. It led us to expand internationally and build partnerships with some stellar game studios like Fennica Gaming and Random State looking for U.S. market access. These collaborations are a win-win-win: they bring fresh innovation to our clients, introduce new audiences to our partners, and allow EQL to keep evolving as a creative hub. At the heart of it, our mission is simple—connect the most innovative game developers around the world to the ever-expanding universe of iLottery operators. We're excited to be a part of the evolution of the Lottery gaming space in the U.S. as technology continues to change and new opportunities arise.

“Yesterday's performance is today's conversation. What worked? What didn't? What did the content do to drive that outcome?”

Alex Green: ZEAL is Germany's largest online lottery operator. In Andreas' keynote, you saw some game highlights from our LOTTO24 site—and that was just the tip of the iceberg. We operate a portfolio of over 300 Instant Games, and the range is growing.

We have set up our own game development studio not just to bulk up our portfolio, but to raise the entertainment and production value of what we offer. There are a lot of factors that shape the overall digital player experience but ultimately, it's the games themselves that make the most difference and inspire players to want to come back again and again.

My role is to grow our player base—and I come at this from a game development background. I cut my teeth at Camelot UK where I oversaw the game portfolio of the UK National Lottery—peaking at £8.4 billion in annual sales. I've seen firsthand just how critical great content is to digital

success. The platform matters. The UX matters. But content is king!

Frank Suarez: I'm proud to say my iLottery journey kicked off about ten years ago when I was at the North Carolina Lottery along with Randy. We were working side by side trying to get digital e-Instants approved—which can feel a bit like pushing a boulder uphill with a toothpick. Before the finish line was crossed, I got the call to head up the DC Lottery and made the leap. D.C. was already live with e-Instants, so I went from lobbying for digital to living in it.

Fast forward to now—I'm CEO of the Connecticut Lottery. We sell draw games online, but e-Instants are still off-limits in Connecticut.

Mike Lightman: At Instant Win Gaming, we've had a laser focus on one thing: e-Instant games. That's our singular mission. We've been at it for twenty years now, starting with the UK National Lottery, who asked us to digitize one of

their instant games. That project set us on a path of nonstop iteration—refining, improving, and pushing the boundaries of what great Digital Instants content can be.

And I really appreciate that we're treating iLottery as two distinct conversations: IT platforms and game content. They're symbiotic, sure—but they're also fundamentally different disciplines. The tech needs to work flawlessly, of course, but if the content doesn't sing, the whole thing falls flat. So I'm all for giving content its own spotlight.

Randy Spielman: That really resonates, Mike. Leading up to our Digital Instants launch in North Carolina, I was completely consumed by the nuts and bolts—tech, operations, logistics. In retail, we didn't think of scratch-offs as “content”. They were tickets. We may have referred to them as “entertainment” but we treated them more like products. The digital world is a whole new mindset. So let's go there—Frank, what exactly is content, and why

do we use that word when we talk about digital games?

F. Suarez: When we talk about “content” in the digital space, we're not just talking about the games themselves. Playing the game may be the main event, but the full player journey is made up of many more steps.

Long before a player even clicks “Play,” they've seen an ad, maybe read a social post, landed on the website, created an account, scrolled through options, figured out how to play—and that's all before the game even starts. And after the game? There's the payout, the exit, maybe a return visit—or maybe not. Every single one of those touchpoints matters. Every second of that experience is “content.”

So when we say “content,” we're reminding ourselves that the game is just one piece of a much larger puzzle. The whole ecosystem—the tutorials, the responsible gaming messages, even the way a page loads or a button lights up—it's all part of what either makes a player come back... or click away. And when you're dealing with digital, every tiny detail, every second of the player's time, has an outsized impact.

Brad Cummings: I've got a game producer with a sense of humor who told me, “You know, ‘content’ comes from the same Latin root as ‘contain’—as in, is everything contained within the game?” And hey, if we really nail it, maybe our content will actually make players feel... content. Wordplay aside, there's a truth there—content isn't just what's in the game, it's how it feels.

Mike Lightman: Exactly. When I hear the word “content,” I don't just think “game.” I think entertainment. And at its core, lottery is entertainment. Calling it content pushes us to think bigger, broader, and more creatively. It encourages us to consider the whole experience, not just the game mechanics.

Like Frank said, content isn't just about play—it's about purpose. It's about brand storytelling, winner promotion, responsible play messaging, beneficiary awareness, tutorials, UX—all of it. Great game content is vital. But it's just one actor on a much bigger stage.

And the beauty of digital is that we can test, tweak, and tailor every aspect of

that stage. We're no longer designing for a general audience — we're customizing for specific player preferences. And we can do it over and over again with speed and precision. That's the magic of content in the digital age.

“We're aiming for a well-balanced portfolio that speaks to the widest possible cross-section of consumers.”

Randy Spielman: Let's shift gears. Pete — how are iLottery games evolving to drive growth and connect with the next generation of players?

Peter Sullivan: We live in an age of endless content that has shaped what people expect from everything, including lottery. The bar is higher now. Players want more than just access to the traditional lottery games that were available at retail. They want fresh and new, and they want a full-blown experience.

So we've been asking ourselves: what would a digital-first draw game look like? Not just a digital version of a retail draw game, but something that feels native to the medium. We're currently testing a sweepstakes product that was loosely inspired by a mobile trivia app. You might remember it, the live-hosted national trivia game that went viral a few years ago. We've taken that concept and used draw-based mechanics to select the winner of the sweepstakes drawing.

The winner is predetermined, but we added a bingo-like live and interactive element solely for entertainment purposes where the host actually shouts out players by name when they're close to winning — which is pretty electric. We're running tests in some markets, and we're looking for avenues to potentially bring a variation of this product to the lottery space soon. With something like this, we could blend streaming, entertainment, and lottery into one dynamic experience, and that's something we think could really resonate, especially with younger, digitally-native audiences who grew up expecting this type of immersive entertainment.

Brad Cummings: I agree. This is the basis of the aggregation model that we built. Today's players, especially the younger crowd, are used to video games that reward skill. So we've dabbled with ways to create that feeling of interactivity and engagement,

while staying true to the core of what makes a lottery game a lottery game: pure chance.

But here's the catch — players are smart enough to tell when something looks like it involves skill ... but doesn't. And when that

happens, it backfires. It feels like a bait-and-switch. So yes, let's innovate. Let's push boundaries. But let's also be honest about what's under the hood. There's no need to fake strategy when pure entertainment can carry the game just fine.

Randy Spielman: Frank, you mentioned earlier that in Connecticut you're limited to selling draw games online. Do you think there's room to build something born digital, a true digital-first draw game, rather than just treating online like another distribution channel for the traditional retail draw games?

Frank Suarez: Absolutely. Not only is there room, I think we need to create digital-first draw games. The digital space isn't just a new way to deliver tickets; it's a creative playground with unlimited potential and a whole toolkit we're not fully using yet.

I'm always pushing our development team to break new ground — to think beyond just adapting what's worked in retail. A digital-first draw game could be interactive, dynamic, maybe even feel like a hybrid between a traditional draw and a mini live show. We already use monitor games in retail to add some flair — so why not use digital's built-in strengths to do the same, only better?

What Pete described earlier — a live-streamed, hosted experience — that's the kind of thinking I'm excited about. Let's leverage the digital space to bring draw games into the 21st century with some personality and maybe a little more drama and thrills.

Mike Lightman: Frank's spot-on. And we don't have to reinvent the entire wheel to get started. In Michigan, for example, we launched an instant-style draw game with a progressive jackpot layered on top. This week it cracked the top four most-played games in the market.

It didn't happen overnight. Players had to discover it, try it, get excited — but once they did, it clicked. The key is persistence and smart design. Done right, digital-first draw games won't just have a place—they'll be a staple.

Alex Green: In Germany, as pretty much everywhere, the big challenge is figuring out how to attract new players to the lottery space. At ZEAL, we set out to understand what actually motivates new audiences — their desires, their dreams, their aspirations. We wanted to connect on an emotional level with something different than cash prizes.

We talked to people who didn't play the lottery to understand what would inspire them to play. And what we heard loud and clear from many people was that experiences matter more than money. That insight led us to create Dream House Lottery, a lottery game built around the idea of winning not just a prize, but a life upgrade. It wasn't just, “Here's a dream house”—it was, “Here's your dream life.” We wrapped it in a full narrative, gave it emotional weight, and let the storytelling do the heavy lifting. Designing the many ways to showcase the house was fun, but nothing beats watching a winner step across that threshold into their new life for the first time. That's a moment you feel. That's content that connects on an emotional level.

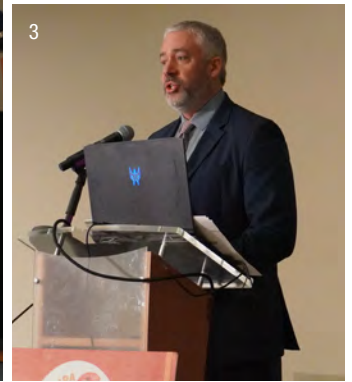
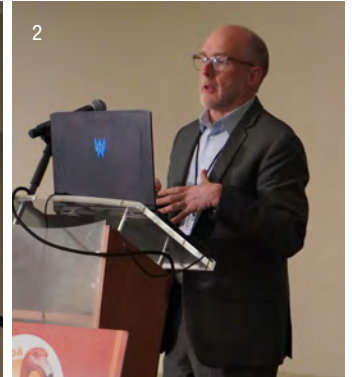
And here's the best part: it worked. It appealed to a broad cross-section of player profiles. But the main thing is that we brought in an entirely new kind of player, people who weren't previously engaged with lottery at all. We tracked their journey and saw that many of them started playing more traditional lottery products. The key is to understand the audience, design a value proposition that speaks to them, and weave it through every touch-point along the player journey. That's been a winning formula for us.

Randy Spielman: Love that. And it really underscores how digital has enabled lotteries to leverage data in a way that was previously not possible. KPIs aren't just performance metrics anymore; they're lenses into player behavior. So, what KPIs do you find most useful for shaping content strategy and tailoring the player experience?

Continued and concluded in the online digital version of the magazine which can be viewed at PGRI main news website PublicGaming.com.

Scenes from the PGRI Smart-Tech Conference held in Ft Lauderdale March 3-5.

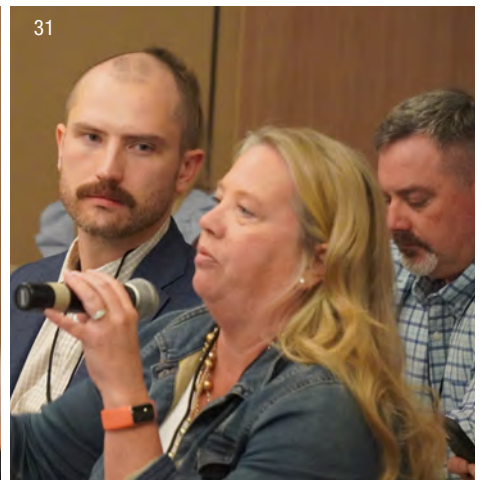
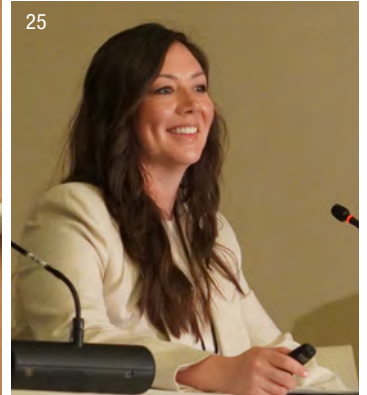
Mark your calendars for the next PGRI event: Lottery Expo in Nashville on Nov. 4-6.



1. iLottery Content Panel Discussion 2. Jim Acton 3. Joshua Johnston 4. Crowd 5. Jarrod Cummins 6. May Scheve
7. Dr. Helmut Becker 8. Crowd 9. Rob Wesley



10. Simon Jaworski 11. Rheanna Olson 12. Paul Jason 13. Jon Roth 14. Susan Jason 15. Adam Barry 16. Lorne Weil
17. Mike Purcell 18. Andreas Kotter 19. Shannon DeHaven 20. Harold Mays



21. Mike Cardell 22. Derek Gwaltney 23. Mike Pollard 24. Paul Jason 25. Julin Shaw 26. Derek Levesque 27. Danny Bogus
28. Gus Fritschie 29. John Davis 30. David Barden 31. Helene Keeley

Scenes from the fabulous Marketing Seminar produced by the European Lotteries Association (EL) and the World Lotteries Association (WLA).

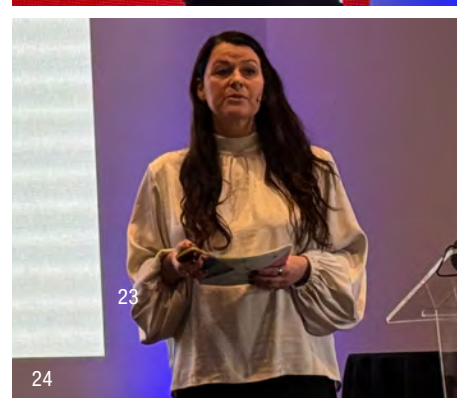
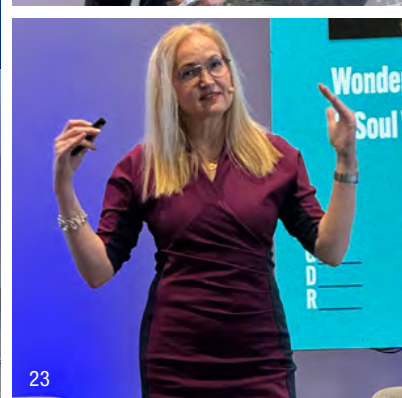
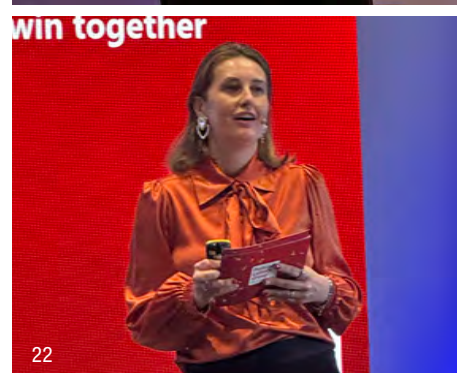
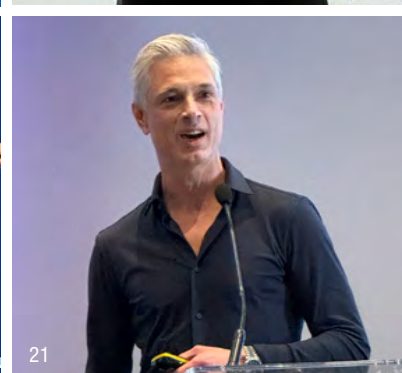
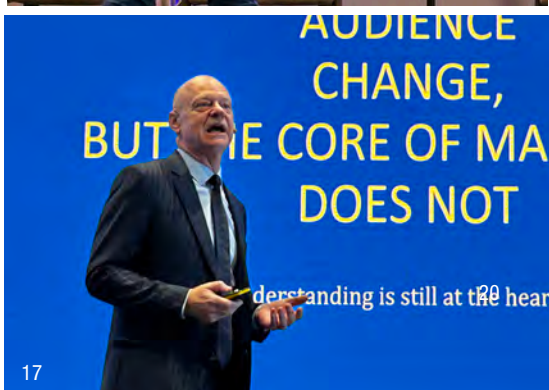
Along with ICE Totally Gaming Show, this annual event is now held the third week of January in Barcelona. No better way to start the new year! Mark your calendars for Jan. 21-23, 2026.



1. Romana Girandon 2. María Núñez, Zsófia Bánhegyi, Federica Valentini, Bénédicte Lobelle and Maciej Kasprzak 3. Andreas Kotter 4. Julia Cloutier and Laura Kroeker 5. Vaclav Stepan 6. Luca Esposito and Lucy Leneas Mathieson



7. Federica Valentini 8. Dr. Robin Teigland 9. David Barden, Alec Thomson, Mark Michalko, Rebecca Paul
10. Aida Bachner and Rebecca Avrahami 11. Maciej Kasprzak 12. Oguzhan Aslan 13. EL WLA Marketing Seminar
14. Philippe Vlaemminck, Samuel Awuku, Romana Girandon, Jean-Luc Moner-Banet and Rebecca Paul



15. Fabian Garcia 16. Liga Magdalenoka-Keen 17. Peter Corijn 18. Ionut Andrei 19. Eva Novakova
20. Sanna Pietiäinen and Johanna Kozul 21. Dries Poels 22. Kim Geurtz 23. Kate Ancketill 24. Silge Lamark Tysse



PULSE of the Industry

These news stories comprise a very small fraction of the gaming and lottery news stories posted every day to PublicGaming.com. Too, these stories are the highly edited short versions. You can visit our news website PublicGaming.com and access all of its departments for free, including search to read the full version of the articles. Sign up for our free e-newsletter by sending your e-mail address to sjason@publicgaming.com.

NORTH AMERICAN NEWS

The Texas Senate has approved a bill that would save the Texas Lottery but place it under new leadership and add several new restrictions.

State Senator Bob Hall's, R-Tyler, original legislation would have abolished the lottery altogether. But the Republican pivoted after learning how important the lottery is to the state's budget and after he couldn't find the support necessary to completely eliminate the game. "It brings in about \$3 billion, roughly, for the budget. And I was told that we've got to have that money to balance the budget. We cannot afford to not continue the lottery. And so, I'm doing the next best thing," Sen. Hall said.

Florida Lottery Extends Scientific Games Enhanced Partnership Program

The Scientific Games Enhanced Partnership program will continue to provide the Florida Lottery with a robust assortment of products and services, including real-time analytics and insights, portfolio management and game planning, licensed brand services, advanced logistics, retail optimization and second chance programs. John F. Davis, Florida Lottery Secretary, said, "Our mission is to maximize revenues for the enhancement of public education in Florida, which have totaled more than \$48 billion thus far. Since 1997, we've helped send more than one million Florida students to college on a Bright Futures Scholarship. By extending our Scratch-Off games partnership with Scientific Games, we will continue to put our students' dreams of higher education within reach."



Scientific Games Wins Three 2025 American Business Awards for Lottery Retail Technology Innovation and Instant Scratch Game Achievement

INTRALOT extends contract with New Hampshire Lottery through 2033



This extension marks the continuation of a win-win partnership between Intralot and New Hampshire Lottery that began in 2010 and the first deployment of Intralot's cutting-edge LotosX Omni gaming platform in the US. The platform will be deployed on Cloud infrastructure, ensuring New Hampshire's lottery benefits from enhanced resilience, scalability, and top-tier security. As part of the agreement, New Hampshire's lottery technology infrastructure will be upgraded with new Intralot terminals, the award-winning PhotonX (1,700 units), as well as Gamestation self-service terminals and Dream Touch Flex vending machines (900 total).

"For more than 15 years, Intralot has been a critical partner of the New Hampshire Lottery, providing innovative solutions supporting our record growth," said Charlie McIntyre, Executive Director, New Hampshire Lottery. "As part of this renewed partnership with Intralot, we are looking forward to offering our retail network new lottery terminals, and we are pleased to be offering our players two new self-service machines, including the touch screen Dream Touch Flex vending machines. Our mission in New Hampshire is to maximize net profit, all of which is earmarked for public education. Since 1964, we have raised nearly \$3bn for the students, teachers and schools in our state. We look forward to continuing our relationship with Intralot, whose advanced technology will assist in responsibly increasing both sales and our contributions to education."

"We are delighted to be rolling out our LotosX

technology with our second NASPL lottery", said Richard Bateson, CEO of Intralot. "In New Hampshire we have a great partner, and we are a vendor to one of the most successful lotteries in the US. We look forward to working with Executive Director McIntyre and his team to support the next chapter of the New Hampshire Lottery Commission's success".

Intralot's LotosX Omni platform integrates the most advanced technologies and operational features in the gaming industry and is already installed and operating at the British Columbia Lottery Corporation (BCLC) in Canada and in other countries such as Greece, the Netherlands, Germany, and Taiwan.

Pollard Banknote revenues increased 16.3% from the first quarter of last year to \$146.2 million



Combined sales in the quarter, including our share of our NeoPollard Interactive LLC ("NPi") joint venture sales, reached \$177.9 million, up 17.7% from \$151.2 million in 2024. Adjusted EBITDA attained \$30.6 million, 29.1% higher than the \$23.7 million earned in the first quarter of 2024. Gross profit during the first quarter was \$25.4 million compared to \$21.7 in the same quarter last year.

Income from operations increased to \$18.3 million, up 36.6% from \$13.4 million in the first quarter of 2024.

During the quarter our proprietary Catalyst TM iLottery gaming platform went live in Kansas on February 13, 2025, including deployment of eInstant games from our game studio.

"We are very pleased with both the strong financial results and the key operational milestones achieved during the first quarter of 2025," commented John Pollard, Co-Chief Executive Officer. "This success story is the culmination of a number of years of significant investment in our Catalyst TM iLottery

gaming platform to provide the lottery market with a truly unique, state-of-the-art cloud-native, modular, omni-channel and API-first iLottery solution. Catalyst TM is also a fully capable central gaming system, able to process draw-based lottery sales including physical sales of tickets at retail in addition to sales over the internet."

West Virginia Lottery Launches Its First eInstant Game From The Pollard Digital Games Studio

Royal Court Riches, its first eInstant game from the Pollard Digital Games Studio. Royal Court Riches has already demonstrated strong performance in multiple markets—in its first international launch, it achieved that jurisdiction's highest tickets sold, total sales, and gross gaming revenue within its first 30 days of release.

Pollard Banknote Partners with the Maryland Lottery to Launch First Back to the Future-Inspired Scratch-Off Game

Pro-Lite Wins Contract to Supply Hoosier Lottery's New Digital Jackpot Signs



Pro-Lite, Inc., a digital signage company, has announced its continued collaboration with the Indiana State's Hoosier Lottery, having been awarded the contract to provide state-of-the-art Digital Jackpot Signs. "With almost two decades of successful partnership, this new project marks a significant milestone in Pro-Lite's long-standing relationship with the Hoosier Lottery, further solidifying its position as a trusted partner delivering innovative digital jackpot signage solutions," said Jonathan Kaoh, Vice President of Sales.

For more information about Pro-Lite and its comprehensive range of solutions, visit www.pro-lite.com.

Inspired Reports Fourth Quarter and Year End 2024 Results



Total Sales \$110.6 million; Net Income \$14.2 million

One of the Texas Lottery's leading critics in the Legislature filed an 11th-hour bill Monday to keep the embattled agency alive, though the proposal would transfer its oversight from the Lottery Commission to another state agency.

JOB: Texas LOTTERY - Investigator VI (00049965)

JOB: West Virginia Lottery Director

Mary Neubauer, Iowa Lottery, to retire in June after 26 years of service

JOBS: North Carolina Education Lottery: Digital Systems Investigator; Audit & Investigations Manager; Director of Licensing & Compliance; Retailer Administration Analyst

RFP: Wisconsin Lottery 'Lottery Gaming System and Supporting Products and Services'

New Mega Millions® game delivers 300% increase in non-jackpot prizes in first month since launch

Players won 5X more in first drawing of new Mega Millions game than they would have under old matrix

New York Senate committee advances bill to ban sweepstakes gaming

New York joins a growing number of states taking action against sweepstakes gaming. Maryland's Senate recently passed a bill banning sweepstakes casinos, which is now under review in the House. In New Jersey, assemblyman Clinton Calabrese introduced a bill to ban sweepstakes platforms, just months after advocating for their legalization. Similar bills have also been proposed in Connecticut and Mississippi.

Sweepstakes operators likely to double within 12-24 months, say experts

Sweepstakes gaming has been around for years but is now entering a period of rapid expansion.

Montana Online Sweepstakes Gaming Ban Waiting for Governor's Signature

Louisiana Senate approves anti-sweepstakes bill, sends it to House

Nevada One Step Closer to Criminalizing Sweepstakes Casinos

Bill to Ban Sweeps Casinos Advances Out of New Jersey Assembly Committee

Illinois lawmakers consider expanding internet gambling

The debate, however, is drawing sharp opposition from casinos, video gambling terminal (VGT) operators, and labor groups.

Lottery.com acquires Concerts.com, DotCom Ventures and TicketStub.com in US\$10 million deal

Wyoming forms new committee to explore gaming expansion

Indiana Senate Bill To Ban Lottery Couriers Sits on Desk Of Gov. Mike Braun

Pennsylvania AG's office says it seized hundreds of illegal gambling machines disguised as skill games

Maryland Fifth State To Send Cease-And-Desist Letters to Robinhood, Kalshi, And Crypto.com

"We view this as a legal matter and a consumer protection matter and there is also a fiscal interest for the state," said Maryland Lottery and Gaming director John Martin. Maryland joins Nevada, New Jersey, Ohio, and Illinois in seeking to ban sports prediction markets by sending cease-and-desist letters to Kalshi, Robinhood and Crypto.com.

The Alcohol and Gaming Commission of Ontario (AGCO) calls on media platforms to end promotion of unregulated online gambling sites, including offshore operator Bodog, as the province ramps up efforts to protect consumers and reinforce its regulated iGaming market.

WORLD NEWS

Lottomatica: After a blockbuster first quarter, the group appears firmly on course to meet its financial ambitions for the year

Lottomatica has reaffirmed its full-year 2025 guidance, forecasting revenues between €2.32bn and €2.37bn and adjusted EBITDA between €840m and €870m. After a blockbuster first quarter, the group appears firmly on course to meet its financial ambitions for the year. Guglielmo Angelozzi, Chief Executive Officer of Lottomatica Group, commented: “We are off to a great start of the year, registering our best Q1 results ever and paving the way for a successful

2025. The integration of PWO proceeds at speed and additional synergies have been identified. Market trends support our organic growth path and we feel confident in the strength of our business, even against the current macroeconomic environment.

The Borsa Milan-listed gambling group announced a “record-breaking start” to the year, delivering all-time high results across all core financial metrics in the first quarter. Group revenues rose 33% to €585.7m (Q12024: €445m), as total wagers across all channels climbed 28% to €11.2bn, reflecting broad-based growth and consistent player engagement in both digital and retail operations. Meanwhile, the Gaming Franchise, Lottomatica’s mature retail network, remained steady, generating €195m in revenue with solid margins and a contribution of €46.4m in EBITDA.

IGT has secured approval as a gaming supplier in the United Arab Emirates, as the UAE regulator partners with its counterpart in New Jersey.

The approval comes as the regulator continues to strengthen the commercial gaming sector in the Emirates, with the GCGRA this week signing a Memorandum of Understanding (MOU) with New Jersey’s Division of Gaming Enforcement (DGE). The MOU focuses on innovating land and internet-based gaming, with an emphasis on cybersecurity, consumer protection and regulatory collaboration.

“Commercial gaming is a cornerstone of our vision for diversified economic growth, significantly contributing to tourism and foreign investment,” said GCGRA chief executive Kevin Mullally. “This partnership

with New Jersey’s DGE aligns cutting-edge technology with modern regulatory frameworks, unlocking economic potential while prioritising consumer protection and responsible gaming. The DGE’s leadership in gaming makes it an ideal partner for the GCGRA as we advance our gaming industry. This MOU will drive technological innovation and regulatory excellence, reinforcing the GCGRA’s position as a premier gaming destination.”

Norwegian counties launch campaign to defend Norsk Tipping gambling monopoly

At least four counties have launched a coordinated campaign against proposals to liberalise gambling in Norway. The move comes as several members of the conservative Høyre party push their proposal for the introduction of a competitive regulated gambling market at the party’s annual conference.

UK Gambling Commission flags rising money laundering and terrorist financing risks

The UK Gambling Commission has warned operators of rising money laundering and terrorist financing risks, including AI deepfakes and crypto crash games, in its updated guidance for licensees. The warning follows penalties imposed on two companies last month for failures related to anti-money laundering (AML) and customer protection. In March, The Football Pools was fined £375,000 (\$484,624), while Corbett Bookmakers was hit with a £686,070 (US\$886,629) financial penalty.

In updated guidance published on April 8, the commission highlighted that some casinos—both online and land-based—are illegally offering money service business (MSB) functions such as foreign currency exchange and third-party money transfers.

The watchdog also highlighted attempts by customers to deposit large-denomination foreign currency, including €500 (US\$557) notes, noting these carry a significant money laundering risk and should be treated accordingly.

Another growing concern involves individuals being paid for their personal details, enabling criminals to create multiple gambling accounts. These mule accounts may be used to act as unlicensed betting intermediaries.

The regulator warned that AI tools are being used to create fake documents, deepfake videos, and face-swapped images to bypass identity checks, and stressed that operators must train staff to recognize AI-generated materials.

Cryptocurrency transactions continue to be seen as high risk, especially given the rise in crypto thefts that may be laundered through gambling platforms.

Additionally, the commission raised concerns about the popularity of crash games, particularly those on illegal crypto casinos,

noting that these games allow quick cash-outs with minimal playtime—making it difficult to detect suspicious behavior—and urged operators to strengthen their monitoring systems.

The commission has also reiterated its warning about licensed games appearing on unregulated UK-facing websites. Licensed operators are expected to ensure that their software partners are not involved with black market sites and must immediately cut ties if such links are discovered. Operators are required to report these incidents and outline the steps taken to prevent recurrence.

CEO Andrew Rhodes reinforced this message in a January webinar, questioning why any licensed business would engage with suppliers serving illegal markets.

The Gambling Commission stressed that all operators must conduct robust risk assessments around money laundering and terrorist financing and regularly update their controls.

Customers using MSB-related services should be treated as high risk and subject to enhanced due diligence procedures.

For land-based casinos, the regulator advised moving to closed-loop payment systems, noting that open-loop systems—those allowing movement between multiple payment methods—present a known money laundering vulnerability.

Managing Director and CEO of The Lottery Corporation Limited (TLC), Ms Sue van der Merwe, to retire at the end of the 2025

The TLC Board congratulates Ms van der Merwe on her long and successful career in lotteries which has spanned almost 35 years, including the past three years as the Managing Director and CEO of TLC. The Board will immediately commence a comprehensive process to select a new Managing Director and CEO, which will include a global search and an evaluation of internal and external candidates. Ms van der Merwe will work with the Board to ensure a smooth transition. Ms van der Merwe said: “Leading TLC over the past three years has been a privilege and I am exceptionally proud of the results we, as a team, have delivered. I was fortunate to find my passion at an early stage in my working career. The close to 35 years I’ve spent in the lottery industry, culminating in leading TLC, has been an incredible career journey. TLC is in excellent shape with strong fundamentals, unique characteristics and a bright future. I’m proud of the strong culture we’ve built, and I want to thank my team at TLC for their support over the years. I would also like to thank our Chairman, Dr Doug McTaggart, and all our Non-executive Directors for their support. I know I will be leaving the business in good hands, and I look forward to watching its continued success.”

Commenting on Ms van der Merwe’s intention to retire, TLC Chairman, Dr Doug McTaggart, said: “Sue has played an instrumental role in the success of the lottery industry in Australia

over more than three decades. Her deep experience and expertise have helped TLC to become the leading operator of lottery and Keno games in Australia and one of the best performing lottery businesses in the world. The Board congratulates Sue on her successful career and thanks her for her contribution to TLC and, in particular, for her strong leadership of TLC from 2022 when it became a standalone ASX-listed company. Sue will leave behind an enduring legacy of a company with a bright future, supported by a highly capable team and an exceptional culture.”

German court curtails gambling regulator's IP blocking powers

The news represents a blow for the country's gambling regulator GGL, which has seen its attempts at IP blocking offshore gambling sites frustrated by the court's almost since its establishment four years ago. The judgement confirmed one made by a lower court in February 2023 that said the GGL's attempt to IP block Lottoland lacked legal basis. It follows GGL CEO Ronald Benter earlier in the month calling for the new powers to be given to the regulator to help solve the legal logjam.

Parks Tau, the minister responsible for South Africa's lottery, has entered into negotiations with a company with close links to Ithuba Holdings, the current licence holder, for a 12-month temporary licence to run the lottery until 1 June 2026.

UK Gambling Commission: Online gambling up 7% to \$1.93 billion in Q1 2025

The number of online slots sessions lasting over an hour rose 5% to 10.1 million, although the proportion of such extended play remained steady at 6% of total sessions. The average session length was unchanged at 17 minutes.

Real event betting GGY rose 5% to £596 million (\$792 million) despite a 1% drop in bets and a 2% decline in active accounts. Meanwhile, in-person gambling at Licensed Betting Offices (LBOs) declined. GGY for retail betting fell 3% to £554 million (\$736 million), with total bets and spins dropping 5% to 3.1 billion.

France's gambling market hit €14 billion in 2024 as online bets climbed

France's gambling sector recorded a gross gaming revenue (GGR) of €14 billion (\$15.9 billion) in 2024, reinforcing its status as the fourth-largest market in Europe, according to the annual report from the national regulator, l'Autorité Nationale des Jeux (ANJ). The figure marks a 4.7% increase year-on-year, driven primarily by growth in online sports

betting and an exceptional sports calendar that included the UEFA Euro and the Paris 2024 Olympic Games.

Online sports betting accounted for €1.8 billion (\$2 billion) in GGR, a 19% rise from the previous year, and contributed 43% of the industry's overall growth. The online segment as a whole represented 18.6% of the total market, with GGR from this channel reaching €2.6 billion (\$2.95 billion), up 12% year-on-year.

The total number of Active Player Accounts (APAs) rose to 5.7 million in 2024, marking an 11% increase. Growth was seen across verticals, with poker and horse racing accounts rising by 11% and 4% respectively. The number of unique players also climbed 8% to 3.9 million, reversing two consecutive years of decline.

The ANJ reported notable demographic shifts, with players aged 18 to 24 making up 30% of all sports bettors. Female participation in sports betting increased by 14.5% to 500,000 players, with the 25-34 age group comprising the largest share. The regulator attributed this rise in part to increased visibility of women's sports competitions.

Four sports dominated the online betting that are football, tennis, basketball, and rugby, collectively accounting for nearly 88% of all stakes. However, other sports such as volleyball, ice hockey, and cycling posted a combined 31% increase in betting activity.

FDJ United, which holds exclusive rights to France's lottery, crossed the €7 billion (\$7.95 billion) GGR threshold for the first time, led by a 5% rise in lottery sales. Meanwhile, PMU, the monopoly operator in horse betting, reported a 2% drop in GGR but saw its player base grow to 3.5 million, the highest since before the pandemic.

Despite the market's expansion, the ANJ issued a cautious outlook for 2025, citing increased marketing spending, projected to hit €695 million (\$789 million), and the absence of major international sporting events. Promotional budgets have reportedly risen 11%, intensifying concerns around cross-selling practices and potential problem gambling.

As part of the 2025 Social Security Financing Bill, a 15% tax on commercial advertising by online sports betting operators is set to take effect from 1 July. The ANJ warned that the financial pressure may impact operator investment in the second half of the year.

FDJ United and Betclac parent Banijay Group have already flagged the increased tax burden as a major concern. Banijay expects a €20 million (\$22.71 million) hit to its 2025 bottom line and has indicated plans to challenge the policy on grounds of competitiveness.

France also plans to launch its regulated trial for monetizable digital objects (JONUM) in September 2025.

Swedish regulator hits FDJ subsidiary with AML penalty

Spooniker, a subsidiary operator of the French gambling giant FDJ United's Kindred Group,

has been hit with a SEK 10m (£778k) penalty in Sweden.

In a statement posted on its website, the Swedish regulator, Spelinspektionen, explained that Spooniker – a former Kindred brand but now part of FDJ after the French company acquired Kindred – has been found lacking sufficient customer due diligence procedures. As per the statement, Spooniker had failed to identify the exact source of funds being processed through its systems, leading to potential exploits from bad actors.

“They have not been able to determine whether the customers' activities were legitimate or whether they posed a risk of money laundering or terrorist financing,” Spelinspektionen's statement added.

Repeat offences

From a glance, the penalty fee might look extraordinarily high. However, this is because the Swedish regulator sees Spooniker – the operator of domains such as unibet.se and bingo.se – as a repeat offender.

Deficiencies were first identified by Spelinspektionen in 2022, after which a follow-up supervision review took place in 2024 to see how Spooniker has addressed the shortcomings.

Spooniker provided a detailed view into its risk classification system for customers, each one needing to register with an electronic identity verification (Bank-ID) under Sweden's gambling framework.

And while the firm has asserted that its origin of funds verification is on par with standards during the regulator's preliminary review, the penalty remains a fact. A leading factor was the review of a number of customers using Spooniker's services.

The regulator wrote: “Spelinspektionen notes that all customers reviewed have made deposits totaling between approximately SEK 620,000 and SEK 830,000 during the review period.

“Apart from information on taxable income being collected on one occasion, no further measures are taken for these customers, despite the fact that they deposit between the entire taxable annual income and SEK 340,000 more than the taxable annual income.”

Signed off by Spelinspektionen's Director General, Camilla Rosenberg, the report concluded: “The deficiencies are serious and repeated. The Swedish Gambling Authority considers that the penalty fee is proportionate to the seriousness of the violations.”

Novomatic and EQL Games approved in United Arab Emirates

Novomatic and EQL Games have become the latest suppliers to secure license approval in the United Arab Emirates (UAE).

The approval from the General Commercial Gaming Regulatory Authority (GCGRA) will enable Novomatic to provide its land-based gaming solutions to commercial gaming operators in the jurisdiction.

OPAP FY24 accounts reveal Greek lottery dominance

Allwyn-majority-owned Greek market player OPAP saw an uptick of 6.1% YoY in revenues generated by its lottery segment for the full 2024.

Company data revealed that FY24 accounts were boosted by a total of €774.8m from lottery operations in comparison to the €730m at the end of December 2023. The increase was mainly attributed to the OPAP-run Tzoker lottery game and favourable Jackpot rollovers.

Combined lottery online and retail GGR was up 2.1% YoY in Q4, reaching a total of €201.7m compared to €198m in Q4 2023. FY24 lottery revenues made up 33.7% of the total OPAP revenue (FY23: 35%).

Jan Karas, OPAP CEO, commented: "Our outstanding performance in 2024 was mainly driven by robust growth in sports betting and our igaming offering, as well as the remarkable year for Tzoker accompanied by the contribution of the newly launched Eurojackpot.

"In addition, our online activities reached new highs, accounting for 32% of the group's GGR, while our iLottery proposition continued gaining momentum."

Total GGR for the full-year was at €2.3bn against the €2.1bn from 2023 – an increase of 10% YoY. Total quarterly GGR stood at €647.8m, which indicated an 11.5% YoY growth over the previous corresponding period.

Full-year net profits were capped at €486m (FY23: €408m), up 19% YoY. FY24 Gross Profit also increased by 13.8% YoY, amounting to €970m (FY23: €852m).

Q4 net profit came significantly higher at €133.7m, a 32.9% YoY increase (Q423: €100.6m). Quarterly gross profit increased by 17.3% YoY to €277m (Q423: €236m).

Betting was the second-largest contributor to company revenue in 2024, following the lottery. FY24 betting GGR was at €746m (32.5% of total), compared to the €646m in FY23.

ZEAL sets new records for new customers, revenue and EBITDA in its anniversary year 2024

ZEAL

ZEAL Network SE, the online market leader for lotteries in Germany reported record figures for several key performance indicators. Group revenue increased by 62% to € 188.2 million (2023: € 116.1 million). At € 61.9 million, EBITDA was almost twice as high as in the previous year (2023: € 32.9 million).

"In our anniversary year 2024, we achieved a record triple in our business development in terms of new customers, revenue and EBITDA. In addition to the biggest growth in our core business since the company was founded, we have established ourselves as a pioneer in the German market with the launch of our Traumhausverlosung (English: Dream House

Raffle)," comments Helmut Becker, CEO of ZEAL. "For the third year in a row, our subsidiary LOTTO24 AG has produced more record winners than any other provider in Germany. Our success is also good news for the good cause – with € 382 million in 2024, ZEAL has generated the highest sum in the company's history for social and community projects."

Spain's gambling regulator has fined 14 online operators a total of €77m for offering services without a licence, in the latest crackdown on the unregulated market.

Welcome to the 12th EL Congress in Bern, Switzerland, from 14 to 17 September 2025!

Lotteries have always been a force for good - bringing people together, supporting communities, funding public projects, and evolving alongside society. As the world changes, we embrace progress while staying true to our purpose.

With the theme "Building a Better World," the Congress will bring together lottery leaders, innovators, and policymakers to shape the future of lotteries. From responsible innovation to regulatory challenges, we will focus on ensuring lotteries remain relevant and trusted for generations to come.

Flutter Entertainment has completed its €2.3bn acquisition of Snaitech from Playtech.

CASINO AND SPORT BETTING NEWS

U.S. commercial gaming revenue surged to an all-time high of \$72 billion in 2024, marking a 7.5% increase from the previous year and the sector's fourth consecutive annual record

NBA Tells CFTC (Commodity Futures Trading Commission) Prediction Market Expansion Threatens Integrity

In a recent letter to CFTC Acting Director Caroline Pham, NBA Vice President and Assistant General Counsel Alexandra Roth expressed concern that prediction market operators have evolved their menu of sports offerings from futures wagers pertaining to an entire season to single-game bets. In highlighting the point that prediction markets firms made

those moves without approval from regulators, Roth also speculated that it won't be long before sports derivatives markets start featuring player propositions, among other highly specific wagers.

This rapid expansion of sports prediction markets has occurred in the absence of the kind of robust, sports-specific regulatory framework that would aim to protect the integrity of the games being played," wrote Roth to Pham.

The NBA attorney said prediction markets' rapid expansion of game-specific offerings could eventually grow to include not only player props, but "officiating decisions, league rules, or player injuries" as well. Kalshi, one of the dominant names in the yes/no derivatives space, currently features markets on four NBA playoff series, the conference and league champions as well as four upcoming playoff games, but there are no player-specific wagers on the site.

Last year, former Toronto Raptors player Jontay Porter was banned for life from the NBA after an investigation revealed he altered his performance in some games and accepted cash from bettors that wagered on him. Though not explicitly mentioned by Roth in her letter to the CFTC, that scandal may be an impetus for the league applying scrutiny to the basketball menus of prediction markets.

California sues feds over approval of Koi Nation casino project in Sonoma County wine country

California Governor Gavin Newsom and the State of California sued the federal government Friday over its decision to greenlight a massive tribal casino project in Sonoma County wine country, claiming federal officials flouted the law and undermined state sovereignty. In the suit filed in the Northern District of California, the state challenges the federal Department of Interior's approval for the Koi Nation of Northern California to build a sprawling gambling complex on the "Shiloh Site," 68.6 acres of land adjacent to the town of Windsor.

The planned development would include 2,750 slot machines, 105 table games, a 400-room hotel and facilities capable of hosting more than 10,000 people.

OLG announces 20-year agreement with Caesars to operate Windsor casino

Swiss Casinos has officially received ISO 14001 certification, a key milestone in its environmental, social, and governance (ESG) strategy.

How MGM Resorts is working to prevent money laundering at its Las Vegas casinos

In the wake of an investigation into illegal bookmakers laundering money at two of its Las

Vegas casinos, MGM Resorts International says it has stepped up its efforts to prevent further violations.

Bally's Chicago Casino Halted Over Vendor Once Linked to Mob by FBI

Hard Rock has Applied for Ontario iGaming License, Fuelling PointsBet Canada Sale Rumours

Sales of the Taiwan Sports Lottery grew by 22 per cent to NT\$18.05 billion (€495.6 million) in the first quarter of 2025.

Executives from Nevada-based Caesars, MGM, and Boyd Gaming dismissed concerns that a feared economic downturn might them financially.

National Court determines that city of Prague can enforce its own local gambling regulations

New York Posts \$2.14 Billion in Revenue from \$23.94 Billion Handle over 24/25 Fiscal Year

For the full fiscal year, New York's sports betting handle rose 21.9% from the previous year's \$19.64 billion, setting a new record for the largest annual handle by any U.S. state. Total state GGR also increased, reaching \$2.14 billion—up 15.4% year-over-year. DraftKings led the monthly GGR charts, generating \$62.6 million from \$912.1 million in wagers. FanDuel followed closely with \$59.45 million in GGR from an \$862.2 million handle. Compared to March last year, FanDuel's GGR dipped from \$82.9 million, while DraftKings' grew by 18.9%, signaling a shift in momentum between the two top operators.

NOVOMATIC to acquire Ainsworth in \$216M deal

Sweden to end land-based casino gambling by 2026

Sweden's parliament has voted to abolish land-based casino gambling, a decision that will lead to the closure of the country's last remaining casino and mark a significant shift toward digital gambling. Svenska Spel, which holds Sweden's monopoly on land-based casinos, expressed support for the government's decision and will begin preparations to shut down Casino Cosmopol's Stockholm location, the last operational casino in the country.

Brazil's Central Bank says it lacks power to block illegal betting transactions

The President of Brazil's Central Bank, Gabriel Galípolo, told lawmakers this week that the institution does not have the legal authority to block illegal betting operations or penalize those involved in facilitating such transactions. Galípolo added that enforcement is only possible when financial crimes are

Engaging our political stakeholders in the mission to support lottery and serve society — continued from page 20

minors without having the standards apply equally to all gaming sectors. I am working hard to promote an understanding of these issues in Parliament and among all political stakeholders. This is because when people play the lottery, society is enriched instead of private shareholders. Lottery proceeds build another school or maternity ward instead of paying for another private jet for the executives of commercial operators.

The activity of illegal lottery operators is a high-priority concern to all legally authorized gaming operators. The illegals erode the perception of the integrity of the entire lottery sector. They do not pay taxes or support good causes, so they are, in effect, stealing from our people. And they do not respect the laws that protect the consumer. We need the support of our governments to fight illegal operators. We also need international cooperation to succeed in stopping illegal operators. For instance, a company should not operate illegally in some countries and be licensed to operate legally in others. If a company operates illegally in any country, it should be denied the license to operate in every country. To enforce the laws, we need to share data on the rogue companies in Europe and North America with our African counterparts. Sharing these ideas, data, and information enables the African Lotteries Association

(ALA) and its member bodies to know and separate the good guys from the bad guys. Secondly, the punishment needs to be more stringent than a fine. These illegals make a lot of money, so the penalties are usually considered just another cost of doing business.

One aspect of the fight against illegals and the mission to smooth the path towards progress in Africa is to promote that esprit de corps between the African Lotteries Association (ALA), the European Lotteries (EL) and the World Lotteries Association (WLA). We need to share ideas and learn from our neighbours in more mature markets. This is especially true in regulatory policy, as it can be challenging to enlist political support for the regulatory framework that protects the interests of society. I transitioned to the political space to be better positioned to fight for the policies that serve the people's interests.

You pointed out that the EL is becoming a more effective agent for political advocacy, engaging political stakeholders to protect the interests of lotteries and consumers alike. Is the ALA developing a voice to advocate for enlightened regulatory policy that protects the consumers and the interests of good causes supported by government lotteries?

S. Awuku: I am impressed with the strides made by the EL. We live in a global village, so European commercial gambling environment trends will eventually reach Africa. Thus, we must adopt progressive trends and actions in the regulatory environment in Africa. We have the benefit of seeing how things have unfolded in Europe and can take the more innovative and faster route to the most effective regulatory and gaming policies. We can see how important it is to keep up with a dynamic marketplace and evolve regulatory policy to align with new technologies, distribution channels, and business processes. We need to enforce laws against illegal operators and prevent them from building a customer base that makes it more difficult to combat.

We need advanced technology partners that support lotteries in Europe and the U.S. to be a part of Africa's journey towards a thriving industry in Africa. Security, integrity, and sustainability are as important as prosperity. The protection of the consumer is the highest priority. We appreciate the leadership of the EL President, Romana Girandon and the willingness of the EL team and the President of WLA, Andreas Kötter, to support and share best practices and insights that are so helpful to the development of the African lottery sector. ■

The European Court of Justice (ECJ – Fifth Chamber) hosted a hearing concerning the losses of German Lottoland players and requesting to clarify the rule of law in German-Maltese dispute.

The Court has been adjourned to permit the judges to further evaluate the written and oral observations by the applicant and the defendant, as well as by the Federal state of Germany, the Kingdom of Belgium, the Republic of Malta and the European Commission in case C-440, which task will most likely prove challenging as the circumstances around it include the question whether a Maltese judge is entitled to review Germany's gambling policy both prior to the adoption of its fourth gambling law iteration (GlüStV 2021) and afterwards.

MGA-licensed Lottoland was sued by the player back in 2021 for offering, according to the Defendant, supported by Germany, Belgium and the European Commission, illegal gambling services on the German market, by German lawyer **Volker Ramge**, who purchased the claim so that he could file it within the Maltese judiciary system.

The filing was expanded in its scope to represent more German consumers who were at one point customers not only of Lottoland, but also of other Maltese operators lacking a national licence in Germany.

The Maltese judge in the case then turned preliminary questions to European Court of justice for more clarity.

The ECJ's final verdict on the EU law questions will amongst others be based on the Advocate General's legal opinion, which will be announced on 10 July. However, the Court is not bound by the opinion of the AG.

International scrutiny keeps pressure on Malta

Malta's government has previously been accused of undermining other countries'

legal systems. The Maltese Parliament approved Bill 55 – legislation that aims to protect online gambling operators registered on the island against foreign legal judgements.

The texts, which allow Maltese courts to “refuse the recognition and enforcement of foreign, EU based judgements related to the online gambling sector”, were then officially added to Malta's Gambling Act.

Germany is well aware of this development, with the German regulator **Gluecksspiel (GGL)** openly criticising the bill as “incompatible with EU laws”.

The **Malta Gaming Authority (MGA)**, however, has remained firm in its defense of the legislation, stating that it protects MGA-licensed businesses from being targeted by actions that ‘do not correlate to its national public order and its economic value based upon its own, diverting interpretation of EU law.’ This bill is also subject to another case referred to the European Court of Justice (case SIGMA, C 530/24).

Bill 55 has led Malta into another recent legal entanglement, this time with Austria, in a case involving two Austrian players that strongly resembles the German one. ■

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Pleading in front of the **Court of Justice of the European Union**, during the Court's hearing of 09 April 2025 by the 5th Chamber, on the reference for a preliminary ruling from Prim'Awla tal-Qorti Ċivili (Malta) v European Lotto and Betting Ltd regarding the interpretation of article 56 TFUE in regards to national gambling regulations. In that case C-440/23, **Philippe P. Vlaemminck**, Managing Partner of our law firm and **Cécile Jacob**, Agent of the Belgian Foreign Affairs department EU legal service, have delivered on 9 April a supporting **#pleading** for Germany on behalf of the Kingdom of Belgium by emphasizing the need to strongly protect consumers against illegal cross-border gambling. Philippe also recalled the social dimension of the public lotteries as recognized by the Council and the European Court.. Philippe was assisted by **Beata Guzik** and **Valentin Ramognino**. At the end of the hearing, we learned that **the opinion of the Advocate General in this case shall be published on 10th July 2025**.

Link to the case:
<https://lnkd.in/eFrpVe7b> #Luxemburg
#ECJ #VLAEMMINCKLAW



Beata Guzik, Philippe Vlaemminck, Valentin Ramognino

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