



SOFTSWISS
WINNING COMBINATION

iGaming Trends 2024

The Outlook
for the Online
Gambling Industry

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CMO Foreword

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In the iGaming industry, innovation is more than just embracing new technologies. At SOFTSWISS, we recognise that the key to progress lies in aligning these advancements with the real needs of the players. Our focus is on a player-centric, data-driven approach, ensuring that every technological step we take is firmly rooted in enhancing the user experience our clients provide to players. This report embodies that philosophy, highlighting how understanding and prioritising player preferences drives sustainable industry growth.

Valentina Bagniya

Chief Marketing Officer at SOFTSWISS

Introduction

As 2023 winds down, we cast our eyes forward, eager to see what the future holds for the iGaming industry in 2024.

Each year brings its own set of lessons and challenges. 2023 was no exception, marked by regulatory shifts, a heightened focus on responsible gambling, and unexpected disruptions from cyber threats to major brands.

This report, however, isn't just a reflection. It's a forward-looking compass. Drawing from deep-dive conversations with the industry's thought leaders, both within and outside SOFTSWISS' corridors, we've distilled the trends set to define the next chapter.

Rooted in the thorough analysis of our '2023 iGaming Trends', this edition hones in on actionable, ROI-focused insights for 2024. These are designed to empower iGaming professionals and their teams to navigate the year with informed confidence.

Key highlights include:

- ◆ **Mastery of the evolving regulatory environment**
- ◆ **Capitalising on technological advancements**
- ◆ **Strengthening defences against emerging cyber threats**
- ◆ **And more!**

Step into 2024 equipped with the expertise to lead and innovate in the iGaming space.

Reflecting on 2023

Understanding where we are headed begins with a clear view of where we have been. In retrospect, the trends the SOFTSWISS team identified in the [2023 report](#) have not only emerged but have also shaped the market. Let's now take a closer look at the table below to see how these predictions have held up against the actual state of the industry.

TREND	REALISED	EVIDENCE AND IMPACT
Data-Driven Decision-Making	✓	Industry-wide adoption of analytics to enhance user experience.
Mobile Gambling Dominance	✓	Surge in mobile platform revenues, exceeding projections. Data from SOFTSWISS' Casino Platform indicates that, in the period from January to October 2023, mobile devices accounted for 70% of all gaming sessions.
Enhanced Payment Processing	✓	Diversified payment methods have solidified player retention. Optimove reports a 58% preference for reliable payment methods for loyalty.
Localised Regulatory Compliance	✓	German regulator GGL notes 95% of bets made on legal sites. Brazil and UAE's new regulations reflect the global pivot towards localised oversight.
Push for Responsible Gambling practices	✓	Increasing adoption of tools to promote safer gambling practices. For example, Maltese rules now require gambling companies to track warning signs of harmful gambling to enhance player safety.
Reinforced Data Security	✓	Gartner predicts 75% of the global population will be under modern privacy regulations by 2024, with the industry moving towards a cookieless future to bolster data security.
Anti-Fraud Advancements	✓	Integration of machine learning tools to combat fraud effectively.

Reflecting on 2023

MAIN iGAMING MILESTONES IN 2023:

1

Brazil's Regulatory Leap: In September 2023, Brazil brought itself closer to establishing regulations encompassing sports betting and online casinos, marking a milestone in the evolution of one of the world's largest potential gaming markets.

2

Curaçao's Regulatory Reformation: The creation of the Curaçao Gaming Authority (CGA) introduced a new era of enhanced oversight, prioritising security and transparency.

3

The UAE's Debut: Defying expectations, the United Arab Emirates established the General Commercial Gaming Regulatory Authority (GCGRA), signalling a groundbreaking move towards regulated gaming within the region.

These developments serve as a stark reminder: mastery of agile governance and strategic adaptability isn't just beneficial – it's the cornerstone of thriving in the face of the industry's swift regulatory evolution, safeguarding market share, and driving robust financial performance.

[EXPLORE iGAMING TRENDS 2023](#)

MACRO LANDSCAPE



01

Global Regulatory Dynamics



The landscape of iGaming regulation in 2023 was marked by significant shifts. Historically, international licences have played a pivotal role in the industry, with jurisdictions like Malta and Curaçao offering broad, multi-country coverage. These licences have been highly valued for their extensive territorial reach, streamlined market access, and favourable tax regimes.

However, the tide began to turn several years ago as several countries, including Germany, Sweden, and the Netherlands, began to assert their regulatory independence. This shift towards national regulatory frameworks continued into 2023, reducing the prevalence of Malta and Curaçao as default regulatory hubs.

In particular, Curaçao underwent a significant transformation. Once known for its mild regulatory environment, it has moved towards a more stringent and controlled system.

Key Points:

- ◆ Global shift from international to national iGaming regulations
- ◆ Malta and Curaçao's licensing dominance faces a challenge

Malta's Regulatory Evolution:

- ◆ FATF grey list exit signifies strengthened regulatory framework
- ◆ The VFA Act regulates digital currencies, enhancing Malta's financial services industry
- ◆ MGA's ESG Code of Good Practice reflects a commitment to sustainable practices
- ◆ The Player Protection Directive introduces stricter consumer protection measures

Legal Developments:

- ◆ Bill 55 empowers Maltese courts, fostering a protective legal environment for iGaming entities
- ◆ MGA's stance on Bill 55 asserts its compatibility with EU regulations
- ◆ The legislation addresses cross-border legal issues, particularly concerning player losses

Curaçao's Regulatory Reform:

- ◆ The Curaçao Gaming Authority (CGA) launch marks a strategic regulatory overhaul
- ◆ New ordinances streamline licensing and reinforce compliance standards

Recent Developments:

- ◆ Restructuring of licensing categories to centralise control
- ◆ Emphasis on anti-money laundering (AML) protocols to maintain integrity and prevent financial crimes
- ◆ The National Ordinance for Games of Chance (LOK) enhances regulatory measures, promoting a safer gaming environment



02

Local Regulatory Dynamics

The iGaming landscape is becoming a mosaic of local regulations, with countries stepping up to fine-tune frameworks that resonate with their social and economic aspirations. These homegrown regulations are not merely legal must-dos – they're badges of a nation's initiative to harness and nurture the iGaming sector for its own benefit.

A well-crafted regulatory scene is a beacon for those operators looking for a market that promises both growth and stability. It also ensures a safe playing field for users and serves as a reliable stream of revenue for governments. This swing towards tailored local rules is a marked departure from the well-established broad-brush regulatory approach.

And it's not just theory; major iGaming entities like Entain are rethinking their strategies, choosing to align with national certifications.

LOCALISED REGULATORY DYNAMICS: A REGION-SPECIFIC PERSPECTIVE

Latin America



Brazil

Potential	EMERGING
Status	<p>MARKET GROWTH: The Online Gambling market is projected to grow by 19.57% (2023-2027), reaching a market volume of USD 3.23bn in 2027. The overall gambling market is expected to grow at a CAGR of 5.45% during 2020-2026.</p> <p>TECHNOLOGY ADOPTION: There is a notable shift towards online gambling driven by a growing internet penetration.</p> <p>GOVERNMENT INITIATIVES: Stricter regulations and increased transparency in Brazil's betting industry aim to rebuild trust and drive growth, addressing past sports betting issues.</p>
Key Changes in 2024	<p>TAXATION: Increased tax rate from 16% to 18% of gross gaming revenue alongside additional corporate and social security taxes.</p> <p>SPORTS BETTING REGULATION: A significant legislation passed in July 2023, paves the way for a regulated sports betting market by 2024, aiming to boost the 2024 budget by over BRL 1.65bn (USD 335.65mn).</p>
Opportunities and Threats	<p>OPPORTUNITIES: Market expansion, especially in the online segment, and foreign investments.</p> <p>THREATS: Adjusting to new regulatory measures and potential competition from well-established operators.</p>



Peru

Status	EMERGING
Potential	<p>MARKET GROWTH: The gambling market is expected to grow at a CAGR of 11.5% from 2020 to 2026, reaching USD 3.03bn by 2026. Online gambling market is expected to grow at 14% CAGR to USD 439mn in 2023.</p> <p>TECHNOLOGY ADOPTION: Growth is driven by increasing internet penetration, smartphone adoption, and rising disposable income.</p>
Key Changes in 2024	<p>NEW REGULATORY FRAMEWORK: Regulations effective from 9 February 2024 requiring operators to secure licences within a month, with steep fines for non-compliance, tripling of licence fees, and a point of consumption regime for online games.</p> <p>OPPORTUNITIES: Market expansion with the new regulatory framework and attracting international gaming companies.</p>
Opportunities and Threats	<p>THREATS: Adjusting to new stringent regulatory measures and potential competition.</p>

North America



USA

Status	ESTABLISHED AND EXPANDING
Potential	<p>GROWING GAMBLING SECTOR: Projected to grow from USD 4.39bn in 2023 to USD 9.42bn by 2028 with a CAGR of 16.52%. The sportsbetting sector alone is expected to reach USD 5.7bn in annual revenue by 2024, spreading across 34 states.</p> <p>TECHNOLOGY ADOPTION: The adoption of modern technologies and the high penetration of smartphones are contributing factors to the market's expansion.</p>
Key Changes in 2024	<p>LEGISLATIVE AMENDMENTS: Various legislative changes are impacting online gambling, although the specifics for 2024 might need more precise information.</p> <p>MARKET DYNAMICS: The year 2024 is part of a dynamic period for the gambling sector, with an explosion of online casinos contributing to record-breaking revenue figures estimated at around USD 205.60bn by 2030.</p>
Opportunities and Threats	<p>OPPORTUNITIES: Growing interest from Generation Z and millennials; Increasing popularity of knowledge-based, low-risk sports betting.</p> <p>THREATS: Varying legal landscapes restricting operations to states like Nevada, Pennsylvania, and New Jersey. Gambling motivation linked to quick profit and capital enhancement, raising addiction concerns.</p>



Ontario

Status	GROWING
Potential	<p>STRONG MARKET GROWTH: The market showed significant growth with total wagers in Q4 2023 reaching USD 13.9bn, leading to a cumulative total of USD 35.5bn for the year.</p> <p>DIVERSE GAMING OPTIONS: The market offers a variety of gaming options, with slots being the most popular, capturing 48% of all casino wagers, followed by table games with live dealers and computer-based table games.</p> <p>INCREASING PLAYER ENGAGEMENT: Over 1.65 million active player accounts recorded over 2023 indicate a high level of engagement.</p>
Key Changes in 2024	<p>LEGISLATIVE MILESTONES: Bill C-218 was introduced, regulating single-event sports betting, online casino games, and poker, marking a significant milestone in Ontario's gambling landscape.</p> <p>MARKET DIVERSIFICATION: Operators are diversifying their offerings to cater to different player preferences, which is likely to continue into 2024.</p>
Opportunities and Threats	<p>OPPORTUNITIES: Continuous market expansion, technological advancements, and potential for further regulatory developments present opportunities for growth.</p> <p>THREATS: The evolving regulatory framework could pose challenges, and the competitive landscape with multiple operators could intensify competition.</p>



Middle East



UAE

Status	EMERGING
Potential	GAMING SECTOR GROWTH: The UAE gambling market is expected to grow at a CAGR of 4.2% for 2020-2026, reaching USD 1.3bn by 2026 due to the rising number of online gaming platforms and increasing demand for mobile gaming applications. The growth is also attributed to an increase in affluent tourists visiting the country.
Key Changes in 2024	<p>COMMERCIAL GAMING REGULATION: New state body set with the task of drafting up commercial gaming regulations before the end of 2024.</p> <p>REGULATORY ESTABLISHMENTS: Progress towards commercial gaming regulation was noted with the establishment of a 'commercial gaming' regulator in the country.</p>
Opportunities and Threats	<p>OPPORTUNITIES: The establishment of integrated resorts and the potential regularisation of commercial gaming presents significant market expansion opportunities.</p> <p>THREATS: The conservative cultural and legal framework could pose challenges to the growth and acceptance of the gambling industry.</p>

Europe



UK

Status	ESTABLISHED
Potential	SETTLED ENVIRONMENT: The UK has a mature iGaming market with a well-established regulatory framework, fostering a stable environment for operators while ensuring player protection.
Key Changes in 2024	<p>IMPLEMENTATION OF RECOMMENDATIONS FROM THE GAMBLING ACT REVIEW WHITE PAPER, WITH A FOCUS ON:</p> <ul style="list-style-type: none"> ● Changes in the License Conditions and Codes of Practice (LCCP). ● On-site age verification. ● Eliminating features that encourage continuous play in non-slot online casino games. ● Improved options for direct marketing and cross-selling. ● Advanced checks for financial vulnerability. ● Comprehensive financial risk assessments.
Opportunities and Threats	<p>OPPORTUNITIES: High consumer demand, well-regulated market, and potential for technological innovation.</p> <p>THREATS: Increasing regulatory scrutiny and competition from established operators.</p>



Finland

Status	EVOLVING
Potential	HIGH GAMBLING PARTICIPATION: Finland has one of the highest numbers of gamblers per capita globally, with nearly 80% of people involved in gambling.
Key Changes in 2024	<p>LEGISLATIVE CHANGES: A new Finnish Gambling Law has been approved, with most changes taking effect from January 1, 2022, including a payment blocking scheme introduced in early 2023. Recent advancements on breaking up the Finnish monopoly have accelerated Finland's timeline for introducing a licensing system. Initially set for 2026, it's now on track for implementation in 2025.</p> <p>END OF GAMBLING MONOPOLY: The state-owned operator Veikkaus is preparing for the end of the country's gambling monopoly, which includes closing gaming arcades and potential staff layoffs.</p>
Opportunities and Threats	<p>OPPORTUNITIES: The legal reforms could open up the market for more operators, leading to a competitive and diverse gambling industry.</p> <p>THREATS: The transition from a state monopoly to a more open market could bring challenges like increased competition and regulatory compliance.</p>

Europe



Sweden

Status	ESTABLISHED
Potential	STEADY MARKET: The government believes the gambling market is steady following legalisation in 2019 and is planning to increase the gambling tax from 18% to 22% starting from 1 July 2024.
Key Changes in 2024	TAX INCREASE: The proposed tax increase aims to raise additional SEK 540mn (approx. USD 49,371,250) per year.
Opportunities and Threats	<p>OPPORTUNITIES: The government’s proposal reflects the stability and growth potential of the gambling market.</p> <p>THREATS: The Swedish Trade Association for Online Gambling argues that the proposed tax increase could reduce channelisation in the market, moving further away from the state’s goal of 90% channelisation.</p>

Sources: SBC News, PGRI.



Africa



Nigeria

Status	HOT
Potential	<p>MARKET GROWTH: The Casino Games market in Nigeria is expected to grow by 9.08% from 2023 to 2027, reaching a market volume of USD 791.30m by 2027.</p> <p>INCREASING DISPOSABLE INCOME: Growth in the gambling sector is driven by rising disposable income among consumers and the popularity of online and mobile gaming platforms.</p> <p>ONLINE GAMBLING: Nigeria is on the verge of regularising online gambling, with the understanding of the industry being crucial for successful regulation.</p>
Key Changes in 2024	N/A
Opportunities and Threats	<p>OPPORTUNITIES: The gradual regularisation of online gambling and the presence of significant sports betting brands despite irregular regulations provide a positive outlook.</p> <p>THREATS: The lack of uniform regulations across the nation could pose challenges for operators.</p>



South Africa (SAR)

Status	GROWING
Potential	<p>MARKET VALUE: The online gambling market revenue in South Africa is projected to reach USD 736.30mn in 2023, with a CAGR of 8.20% from 2023 to 2027.</p> <p>ONLINE CASINOS: Revenue in the Online Casinos market is expected to reach USD 286.30mn in 2023, growing at a CAGR of 8.08% from 2023 to 2027.</p>
Key Changes in 2024	N/A
Opportunities and Threats	<p>OPPORTUNITIES: The growth in online gambling and casinos presents significant opportunities for market expansion.</p> <p>THREATS: Competition from other African countries with less stringent regulations could pose a threat.</p>

Asia



India

Status	ESTABLISHED
Potential	MARKET EXPANSION: The gaming market size is expected to grow from USD 3.02 billion in 2023 to USD 6.26 billion by 2028, at a CAGR of 15.68%.
Key Changes in 2024	IMPLEMENTATION of a 28% GST on online gaming, casinos, and horse racing in Bihar that cause concerns from online gaming companies about the high tax rate driving players to unregulated platforms.
Opportunities and Threats	<p>OPPORTUNITIES: The rising middle class, coupled with the growing number of smartphone users, presents a significant opportunity for market expansion.</p> <p>THREATS: Cybersecurity threats such as hijacking of user accounts could pose challenges for the market.</p>

Sources: Mordor Intelligence, Focus Gaming News, Infinium Global Research.



32,2%

Latin America

30,8%

North America and Europe

24,8%

Asia-Pacific

12,2%

Africa and the Middle East

SOFTSWISS' research unveils the following insights regarding the potential market activity across various regions. The combined forecast percentages are deduced from two distinct surveys, harmonised to provide a unified perspective on the anticipated market opportunities in 2024.

Drawing from the data, it's discernible that Latin America holds a slight edge as the region with the most lucrative prospects for iGaming in 2024, closely followed by North America and Europe. Asia-Pacific also presents a substantial opportunity, while Africa and the Middle East trail with a lesser, yet not insignificant, market share.



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Brazil's entry into regulated iGaming in 2023 is a milestone for the entire industry. Surpassing the population of any European country or US state, Brazil's move exemplifies a global trend towards self-regulation in iGaming. This decisive step is reshaping the industry, signaling a shift towards more organised and dependable markets worldwide.

Max Trafimovich

Chief Commercial Officer at SOFTSWISS

ECONOMIC AND SOCIAL FOOTPRINT OF iGAMING



Economic and Social Footprint of iGaming

The iGaming industry is an economic powerhouse, not just generating impressive revenues but also fostering social benefits. It's a sector that's proving to be resilient and innovative, with tangible contributions to job creation, taxation, and community support.

REVENUE GROWTH AND INDUSTRY STABILITY

Europe's iGaming market saw a notable 23% boost in revenue, hitting EUR 108.5bn (USD 115.7bn) in Gross Gaming Revenue (GGR) in 2022. This growth, driven by both online and brick-and-mortar establishments, showcases the industry's stability and upward potential. Specifically, the online segment alone jumped 8% from the previous year to a GGR of EUR 38.2bn (USD 40.7bn).

TAX CONTRIBUTIONS: SUPPORTING SOCIETAL NEEDS

Tax revenue from iGaming is a vital lifeline for societal projects. Let's turn to Ghana, where new taxes are expected to bolster national development, or Sweden's planned tax increase, which is projected to contribute an extra SEK 540m (approx. USD 51.1m) to the country's budget annually from July 2024.

LEGALISATION AS A CATALYST FOR GROWTH

The Netherlands serves as a prime example, where online gambling legislation doubled revenues to nearly EUR 1bn (USD 1.07bn). Proper regulation not only increases revenue but also ensures consumer protection and fair play.

EMERGING MARKETS

Brazil is on the cusp of transforming into a major force within the iGaming industry, potentially mirroring the success witnessed in Colombia. Following Colombia's lead, where thoughtful regulation has catalysed economic advancement, Brazil has already initiated the groundwork, marked by the creation of over 200 new jobs within its sports betting regulatory body. Moreover, Colombia's example shows how iGaming taxes can directly benefit public services like healthcare.

Corporate Social Responsibility: Beyond Profits

The iGaming industry is actively engaging in CSR efforts. In 2022, **SOFTSWISS** donated over EUR 1.7mn (USD 1.8mn) to charity, with a notable portion directed to support Ukrainian humanitarian needs.

The company's social responsibility strategy included a collaboration with the Truth Foundation, alongside contributions to several charities from its marketing funds. Recently, SOFTSWISS has also donated USD 25,000 to assist with the disaster relief efforts in Turkey, aiming to provide the affected individuals with essentials for recovery.

What's more, **Flutter Entertainment** has set a clear environmental objective: achieving carbon neutrality by 2050. This goal aligns with wider efforts to address climate change, indicating a focus on environmental sustainability.

Swintt, a game provider in partnership with SOFTSWISS, engages in CSR through community and health initiatives. Their involvement in the Pink October campaign, which includes making donations to cancer research for each employee who wears pink, demonstrates their commitment to community welfare and health.

Additionally, **Glintor Group**, Swintt's parent company, participates in various initiatives, including fundraising efforts for important causes such as mental health. These activities reflect a broader dedication to making a positive impact on society and also help to take the stigma associated with the industry.

The iGaming industry's contribution goes well beyond filing state coffers. It's a field that's reshaping how the global community views the intersection of technology, entertainment, and societal benefit.

Source: SOFTSWISS, DutchNews, European Gaming and Betting Association, iGB.





Message From the Founder



'We see people' is more than a value at SOFTSWISS; it's our guiding principle for making a positive change. This commitment shapes the SOFTSWISS approach to social responsibility, extending beyond our team and clients. It's encouraging to see this trend of positive impact growing, proving that iGaming businesses can contribute to the greater good.

Ivan Montik

Founder of SOFTSWISS

TECHNOLOGICAL INNOVATIONS



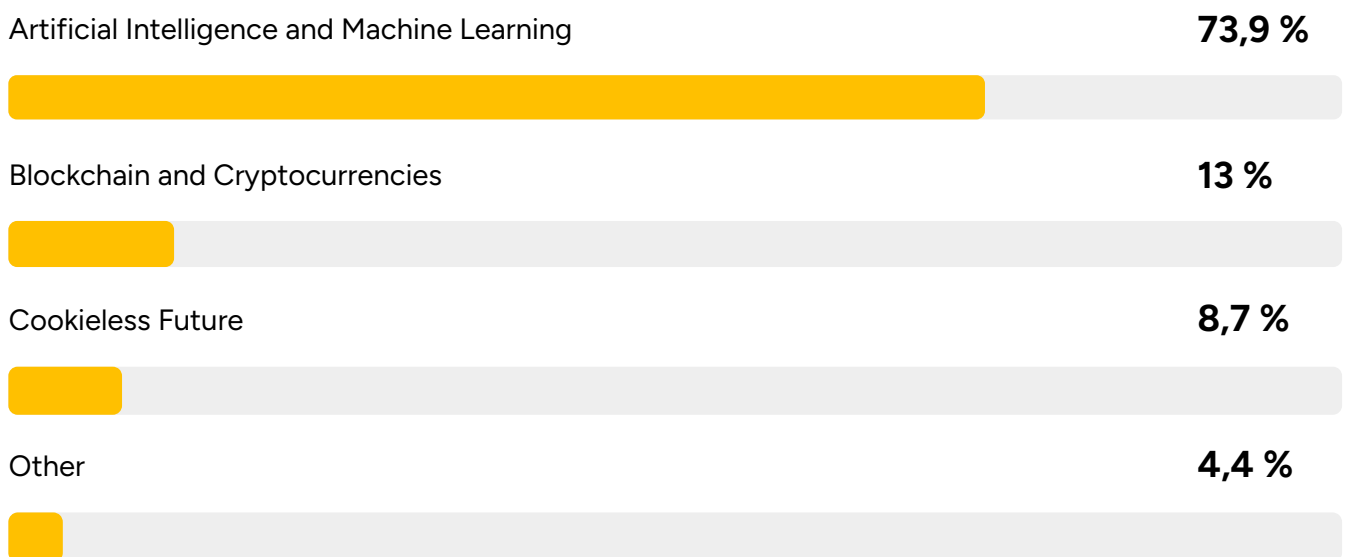
01

Artificial Intelligence and Machine Learning

In 2023, delving into the intricacies of Artificial Intelligence (AI) and Machine Learning (ML) may seem redundant, so let's cut to the chase. The iGaming industry is now closely entwined with AI advancements, with major brands incorporating this technology.

Recognised for its tech-savvy approach, the iGaming sector has been quick to realise AI's potential. This has led to its rapid integration in diverse areas such as marketing, design, and tailoring player experiences. This rapid adoption encapsulates how AI is not only a game-changer in enhancing operational efficiencies but also in driving a more personalised and secure user experience.

The data from our survey paints a stark picture: whether it's experts from SOFTSWISS or industry stakeholders, all agree – AI is on the verge of becoming a cornerstone technology.



Let's delve into each aspect to understand the influence and application of AI and ML in iGaming. Though ML is a subset of AI, offering algorithms that empower AI systems to learn and evolve, we will discuss them in tandem for simplicity, recognising that each application involves a unique blend of tools and technologies.

Marketing

What does this mean? AI and ML can optimise marketing strategies by analysing player behaviour and engagement patterns to tailor promotions, advertisements, and outreach efforts for better ROMI.

Examples and cases:

- ◆ **PREDICTIVE ANALYTICS:** Casinos utilising predictive analytics to forecast high-value player behaviours and tailoring promotions to enhance retention.
- ◆ **PLAYER SEGMENTATION:** AI aiding in segmenting users based on their preferences and behaviours, enabling granularly targeted marketing campaigns.
- ◆ **SOFTSWISS REAL-TIME DATA ANALYSIS:** Employs a sophisticated data analysis tool to better evaluate affiliate traffic and track key business indicators, aiding in quick problem detection and risk mitigation.

Personalised Gaming Experience

What does this mean? AI can tailor gaming experiences to individual preferences, making games more engaging and retaining players for longer.

Examples and cases:

- ◆ **RECOMMENDATION SYSTEMS:** Platforms recommending games and bets based on players' past behaviours.
- ◆ **SOFTSWISS'S DOSSIER SERVICE:** Tailors offer by analysing player behaviour, identifying high LTV players for special bonuses or individual managers.

Player Behaviour Analysis

What does this mean? Through ML, iGaming platforms can analyse player behaviour to identify patterns for enhancing user experience or identifying problematic gambling behaviours.

Examples and cases:

- ◆ **ANOMALY DETECTION:** Identifying unusual player behaviours which could indicate cheating or fraud.
- ◆ **CHURN PREDICTION:** Predicting when players might leave the platform, allowing for timely interventions.
- ◆ **SOFTSWISS'S DOSSIER SERVICE:** Predicts player actions, enabling timely, personalised offers enhancing the gaming experience.

Game Development and Testing

What does it mean? AI and ML can expedite the game development process by automating testing, and provide insights for better game design based on player feedback and behaviour.

Examples and cases:

- ◆ **PLAYER FEEDBACK ANALYSIS:** Analysing player feedback through ML to make data-driven improvements in game design.
- ◆ **ENDORPHINA'S "JOKER'S RA":** First AI-designed slot game.
- ◆ **EVOLUTION'S MIDJOURNEY TOOL:** Created 80% of artwork for a new slot game, speeding up the design process.

iGaming Brand Design

What does it mean? The integration of AI capabilities in design and layout creation has revolutionised the process of building brand identity, making it faster and more streamlined than ever before.

Examples and Cases:

- ◆ **SOFTSWISS' WEBSTUDIO GENERATIVE AI:** Streamlines initial layout creation, generating diverse image layouts for further refinement, expediting the design process.



Chatbots and Virtual Assistants

What does it mean? These technologies enhance customer service by providing instant responses to queries, assisting in troubleshooting, and guiding users through the gaming platform.

Examples and Cases:

- ◆ **24/7 CUSTOMER SUPPORT:** Chatbots providing round-the-clock support, handling common queries, and escalating complex issues to human agents.
- ◆ **GAME ASSISTANCE:** Virtual assistants helping players understand game rules, provide tips, and ensure a smooth gambling experience.

Fraud Detection and Security

What does this mean? AI-powered systems can monitor and analyse massive amounts of data in real time to detect and prevent fraudulent activities.

Examples and Cases:

- ◆ **REAL-TIME FRAUD DETECTION:** Identifying suspicious transactions or account activities, and taking immediate action to prevent losses.
- ◆ **ACCOUNT VERIFICATION:** Utilising AI for biometric verification to ensure the security of player accounts.
- ◆ **SOFTSWISS REAL-TIME DATA TOOL:** Detected suspicious activities saving operators EUR 16m+ in 2022 by processing 61,810 requests, ensuring a secure iGaming environment.

Responsible Gambling Measures

What does it mean? AI can assist in promoting responsible gambling by identifying and alerting potentially problematic gambling behaviour, and enforcing self-exclusion policies.

Examples and Cases:

- ◆ **BEHAVIOUR MONITORING:** Monitoring player behaviour to identify signs of problem gambling and suggesting self-exclusion or other help.
- ◆ **SELF-EXCLUSION ENFORCEMENT:** Ensuring players adhere to self-exclusion agreements by monitoring and blocking access when necessary.
- ◆ **TABCORP AND MINDWAY AI:** New AI-powered technology to identify and assist potential problem gamblers early.
- ◆ **SOFTSWISS RESPONSIBLE GAMBLING SCORING TOOL:** Created to monitor risks associated with problem gambling more effectively.

Source: SOFTSWISS, The Economic Times, iGaming NEXT, Endorphina, Focus Gaming News.



02

Cookieless Future

The digital world is shifting towards a cookieless era, with Google phasing out third-party cookies on Chrome in H2 2024. This move, aimed at enhancing user privacy, is a call for iGaming operators to adjust their digital strategies.

When Google's Update Will Finally Take Effect

Google's initial plan was to phase out third-party cookies by early 2022. However, this has been postponed to the second half of 2024. This delay gave iGaming operators more time to prepare for this significant change.

iGaming in a Post-Cookie World

The eradication of third-party cookies will alter how iGaming operators track user interactions and tailor their advertising efforts. Cookies have been instrumental in tracking user behaviour and preferences – data critical for many personalised marketing campaigns.

What Steps to Take to Mitigate the Effects

The transition demands proactive adaptation and decisive steps:

- 1 ENHANCE FIRST-PARTY DATA CAPABILITIES**
 Prioritise building robust user registration systems to gather first-party data, ensuring that these measures are in strict adherence to GDPR and other privacy legislations.
- 2 INNOVATE WITH PRIVACY-FIRST ADVERTISING SOLUTIONS**
 Investigate and adopt privacy-preserving advertising frameworks, such as Google's Privacy Sandbox.
- 3 EDUCATE AND EMPOWER TEAMS**
 Initiate educational programs to bring your personnel up to speed with the upcoming changes and their ramifications.
- 4 IMPLEMENT CONSENT MANAGEMENT TOOLS**
 Integrate Consent Management Platforms to manage user consent for data usage transparently and efficiently.
- 5 EXPLORE ALTERNATIVE ADVERTISING AVENUES**
 Experiment with alternative marketing methodologies, such as behaviour-based and geographical targeting, to compensate for the loss of cookie-based advertising capabilities.

The transition away from third-party cookies is not just a challenge but an opportunity for iGaming operators to champion privacy, innovate with new forms of data-driven marketing, and build trust with a privacy-conscious audience.



GAME EVOLUTION AND DIVERSIFICATION



01 Gamification

The SOFTSWISS experts have identified gamification as a critical focus for the future. This shift is in response to the rapidly changing iGaming environment, where the distinctions between gaming and gambling are becoming progressively blurred. What we're witnessing is not just a trend, but a step towards a gamified experience that aligns with what players now expect: engagement beyond basic gameplay.

The catalyst for this shift is clear: players demand more, and a platform with a solid selection of games is no longer exceptional – it's expected. In a climate where player attention is scarce and acquisition costs soar, the strategic pivot is towards retention and maximising the value of each player. Traditional approaches, particularly the reliance on bonuses with complex wagering conditions, are losing traction as they often lead to player dissatisfaction and mistrust.

Here's the toolkit that's setting the new standard for player engagement in iGaming:

- 1 LEADERBOARDS**
They foster a healthy competition, nudging players to climb up the ranks.
- 2 NARRATIVE STORYTELLING & MISSION-BASED ACCOMPLISHMENTS**
These elements craft immersive experiences that transport players into a world where every mission accomplished is a step closer to glory.
- 3 INNOVATIVE LOYALTY SYSTEMS**
Rewarding the allegiance of players not only boosts the player Lifetime Value (LTV) but also cultivates a loyal customer base.
- 4 GAMIFICATION ELEMENTS**
Incorporation of badges, awards, unlockable content, and tournaments keeps the excitement alive and kicking.
- 5 TOURNAMENTS**
They provide a competitive platform for players to challenge each other, adding a zest of competition to the mix.

Gamification in iGaming serves a dual purpose: it's a potent tool for player retention and a catalyst for revenue growth. By tailoring the gaming experience to individual player profiles, it not only deepens engagement but also ensures a player's longevity on the platform. This strategy benefits casinos by fostering player loyalty and increasing profits, while players gain a richer, more rewarding gaming journey. As we look to the future, the integration of gamification with social media stands out as a particularly promising avenue, despite current gambling-related limitations. Encouraging players to share their wins and gaming milestones can effectively turn each player into a brand ambassador, leveraging their social networks to attract new players. In essence, gamification is set to support the iGaming industry, enhancing player interaction and building a future of engaging, loyalty-driven gaming experiences. For those in the industry, it's an opportunity to lead the market towards a more dynamic and player-focused future.



02

Esports

The esports arena is transforming and presenting the iGaming industry with new possibilities. This change caters to a young, tech-savvy users and syncs well with iGaming's digital-first mindset.

The 2023 landscape of esports betting and iGaming has seen fundamental changes. Entain, post its acquisition of Unikrn, and Real Luck Group, the creators of Luckbox, are moving from direct consumer engagement to a business-to-business model. This shift, underscored by the winding down of major consumer-focused projects, signals a strategic reorientation in the industry towards B2B operations.

Here's a breakdown of the current state of eSports in the iGaming industry:

1

- ◆ **AUDIENCE GROWTH:** Esports' global audience expanded to 474 million in 2021 and is forecasted to swell to 577 million by 2024.
- ◆ **MARKET VALUE:** The esports betting market is poised to reach an impressive USD 3.2bn by the year 2027.
- ◆ **DEMOGRAPHIC FOCUS:** The 18 to 34 age group, pivotal in both esports viewership and online gambling, heralds a burgeoning market for esports betting.
- ◆ **KEY REGIONS:** Asia-Pacific, North America, and Europe are the hotspots for both esports and online gambling, suggesting significant growth potential for esports betting.

2

Esports Betting Landscape:

- ◆ **TOP GAMES:** Mobile Legends: Bang Bang, League of Legends, CS:GO, Valorant, and Dota 2 lead the charge, most of them presenting diverse betting scenarios from match outcomes to in-game occurrences.
- ◆ **LEADING LEAGUES:** Notable events like the LoL World Championship, ESL Pro League, and The International for Dota 2 drive considerable betting volumes.

3

Recent Developments:

The CS:GO scene anticipates a boost from the recent Counter-Strike 2 update, expected to refresh the competitive landscape.

SOFTSWISS' Foray into eSports

SOFTSWISS' entry into the esports betting sector in 2022 was a strategic move that aligns with the iGaming industry's evolving trends. Leveraging Kostya Sivko's expertise, the team aims to deliver an authentic esports betting experience, reflecting a deep understanding of the market's direction.



03

Social Interaction

The iGaming industry is poised for a transformative shift, with the integration of social elements earmarked as the next big trend in player engagement. Tournaments, challenges, and team competitions are at the forefront, creating a collective gaming experience that resonates with players seeking the camaraderie of offline environments in the online realm. This surge is partly fueled by the increased popularity of live dealer games, which emulate the social atmosphere of physical casinos.

The crux of this trend lies in the human need for social connection. Beyond the games themselves, players are drawn to the sense of purpose and community that comes from competing, socialising, and collaborating. It's a dynamic that particularly appeals to younger audiences who value shared experiences.

SOFTSWISS is tapping into this paradigm with its Game Aggregator Tournament Tool. This feature is designed to boost player engagement and loyalty by allowing operators to easily host a variety of tournaments. Key benefits include a user-friendly in-game interface, multilingual support, and seamless integration without the need for additional development resources. The tool also supports all currencies, including cryptocurrencies, and offers compatibility across desktop and mobile platforms.

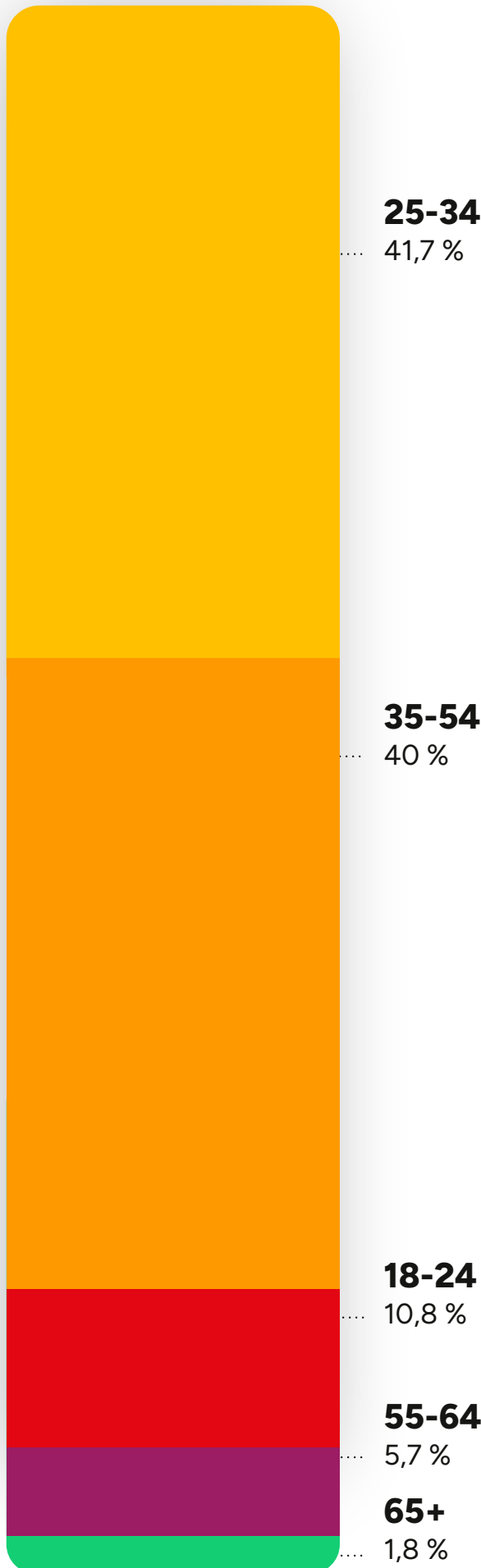
The SOFTSWISS Casino Platform has also capitalised on this trend with its team competition tool launched in 2022, yielding positive results. Internal research indicates that tournaments lead to a significant uptick in casino metrics, with deposits increasing by 10-20% and the amount deposited doubling on average.

To stay ahead of the curve, operators must not only embrace these social features but also continuously innovate to meet the ever-changing preferences of their audience. In an industry where player experience is king, those who build and nurture a strong community around their brand will likely see long-term success and loyalty.



PLAYER WELFARE





Responsible Gambling

The Responsible Gambling (RG) narrative continues to take centre stage within the iGaming sector as we head into 2024.

Its expanding influence now permeates all operational niches, from player engagement to marketing strategies, underscoring the industry's shift towards ensuring player safety and overall well-being. This commitment to responsible gaming is reinforcing the industry's reputation as one that values ethical conduct.

A split opinion emerges from SOFTSWISS community survey: 44% of respondents believe Responsible Gambling will positively reshape the industry, whereas an identical percentage view it as a non-influential factor. This polarised perception underscores the ongoing debate over its role in the industry. An average importance rating of 7.2 out of 10, however, indicates a serious acknowledgment of the upcoming transformations associated with responsible gambling.

Responsible Gambling Demographics: SOFTSWISS Insights

SOFTSWISS figures provide a glimpse into the age and gender traits of individuals who might be at a heightened risk for gambling problems.

Reviewing the period between January and October 2023, a clear pattern surfaces: middle-aged adults are the most frequent participants in self-exclusion programs. This is likely reflective of their higher engagement in betting activities coupled with a better understanding of self-exclusion as a tool for responsible behaviour. Younger and older age groups show less involvement in such measures.

Gender Distribution

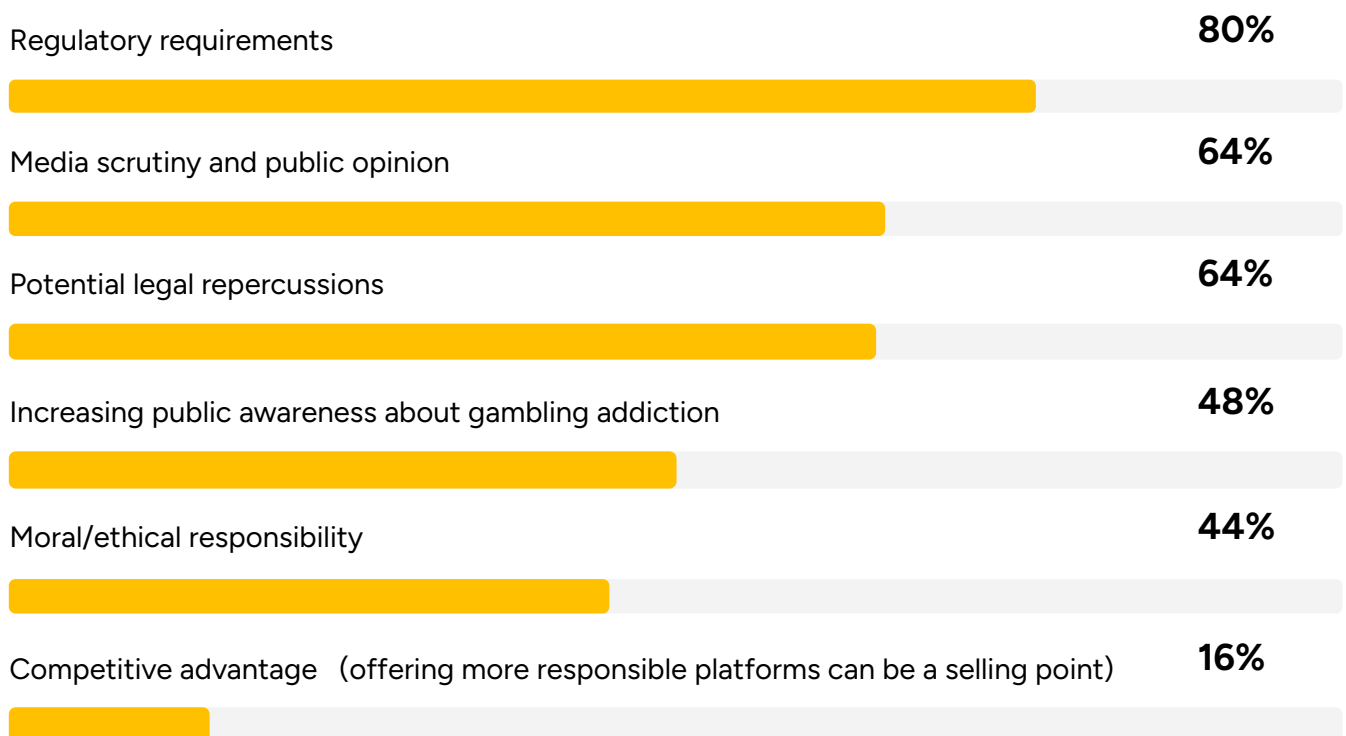
Regarding gender distribution, it aligns with broader gambling trends, with men constituting the majority of those engaged in exclusions and self-exclusions.



External Factors Driving the Responsible Gambling Agenda

Respondents of the SOFTSWISS survey also answered the question about the external factors that might be influencing the surge in responsible gambling practices. Understanding these factors is crucial for stakeholders to navigate the evolving landscape and to align with both user expectations and regulatory demands.

Note: Respondents could select multiple options.



Our survey reveals a strong consensus that regulatory demands are the leading force in the push for responsible gambling, with 80% of industry professionals acknowledging this. However, the influence of public opinion and the looming shadow of legal action are also significant, sharing second place as motivators.

ADVANCEMENTS IN ETHICAL MARKETING AND REGULATION

A prime example of the industry's commitment to responsible gambling is the ethical marketing push. The UK's Betting and Gaming Council (BGC) is partnering with social media platforms to protect vulnerable groups from gambling ads. This is in tandem with regulatory developments in France and Colombia, where new laws and proposals are setting stringent standards for gambling advertising and marketing practices.



Not far behind is the growing public awareness of gambling addiction and the ethical obligations of the industry.

Interestingly, 16% of respondents view responsible gambling as a competitive advantage. There's a growing recognition that platforms demonstrating a strong commitment to responsible gambling are likely to distinguish themselves in a crowded market. Operators are beginning to see responsible gambling not just as a regulatory necessity but as a value proposition that can enhance player loyalty and brand strength.

THE IMPERATIVE FOR BRAND INVESTMENT IN RESPONSIBLE GAMBLING

Why should brands prioritise responsible gaming? The rationale extends beyond compliance; there is an intrinsic value in fostering a responsible gambling space that protects consumers, which in turn solidifies brand trust and reputation.

MGA'S ENHANCED PLAYER PROTECTION FRAMEWORK

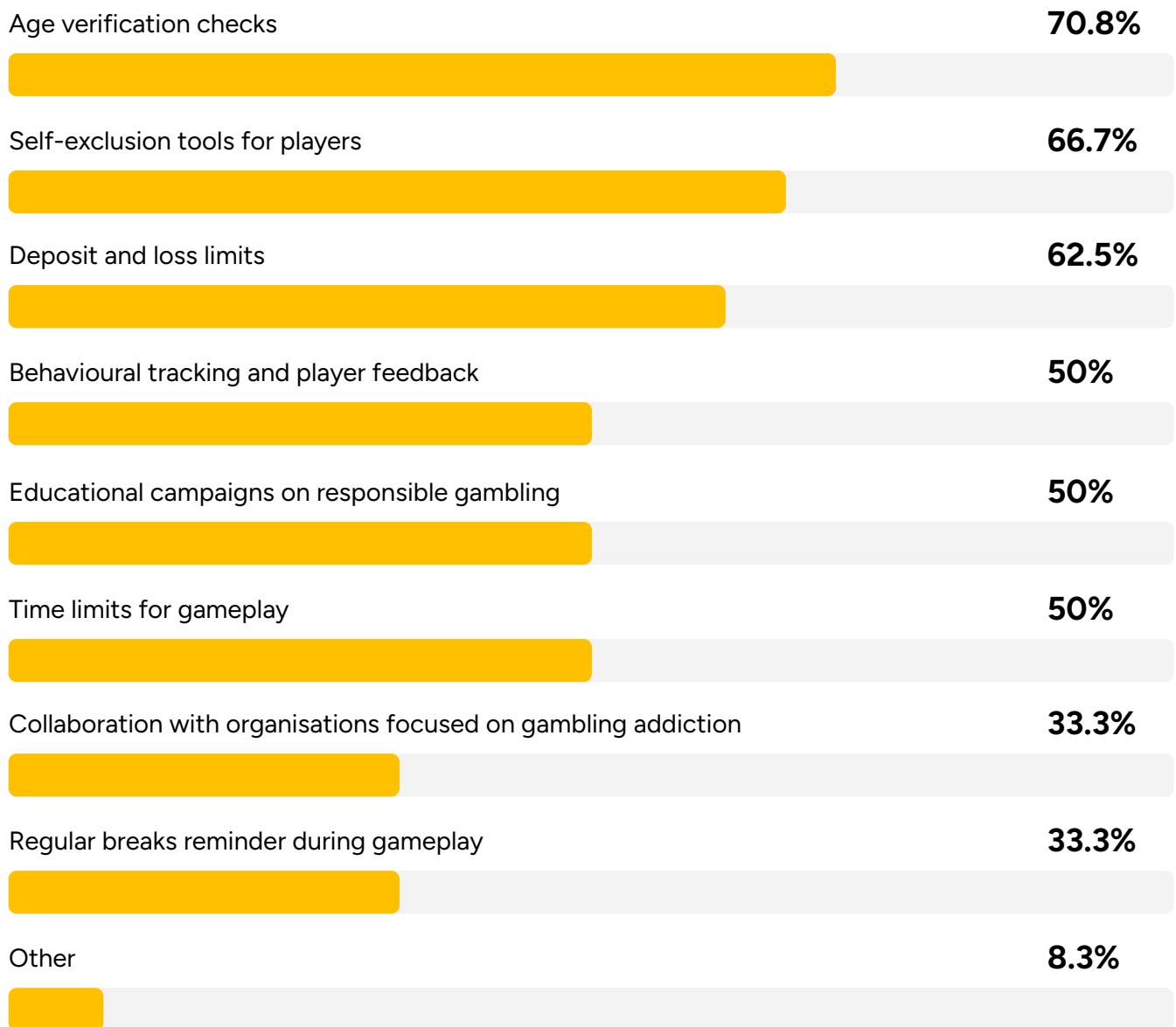
Significant within the sphere of responsible gaming is the Maltese regulator's amendments to its Player Protection Directive, introduced on January 12, 2023. One pivotal change is the requirement for licensees to monitor 'markers of harm' by analysing player activity for signs of problem gambling. In line with these changes, the SOFTSWISS team has refined its player monitoring tools, integrating machine learning to develop the Responsible Gambling Rescoring tool, which assesses the risk profiles of individual players.

TOOLS FOR IMPLEMENTING RESPONSIBLE GAMBLING

Operators have a plethora of tools to embed responsible gambling practices into their businesses. Our survey identifies the most embraced strategies, including time limits and self-exclusion frameworks, among others.

Which of the following responsible gambling measures is your organisation considering implementing or has already implemented?

Note: Respondents could select multiple options.



For an in-depth exploration of these tools and their operational impact, access the SOFTSWISS Knowledge Base.

[LEARN MORE](#)

MARKETING 



01

Influencer Collaborations

The adage 'people buy from people' holds particular resonance in the B2C marketing sphere, emphasising the human element.

This principle has found its way into the iGaming sector as a growing trend towards influencer marketing, notwithstanding the unique challenges presented by the industry's regulatory environment and the sensitivities surrounding online gambling.

Leveraging influencers presents a golden opportunity to tap into established audiences, fostering immediate trust through association. When an influencer with a solid reputation endorses a product, their followers are more likely to respond, potentially yielding a high return on investment.

How can iGaming brands collaborate with influencers? The possibilities are as broad as one's creativity and as permissible as the law allows. Traditional collaborative efforts include:

- ◆ Live streams where influencers play on the brand's gaming platforms.
- ◆ Exclusive bonuses and promotional codes offered to the influencer's audience.
- ◆ Giveaways featuring prizes and branded merchandise.
- ◆ And many more.

Beyond the realm of gaming-specific streamers, the iGaming industry can also harness the reach of:

- ◆ Bloggers with niche audiences.
- ◆ Influencers with substantial social media followings.
- ◆ Professional athletes who can appeal to sports betting enthusiasts.
- ◆ Celebrities whose endorsement can confer instant mainstream appeal.



The success of influencer partnerships in the iGaming world unfolds across several layers. It's not just about the popularity of the brand or the influencer; it's about their values resonating, their opportunities syncing up, choosing the right platform, and engaging in activities that make sense for their audience. When all these pieces come together seamlessly, an influencer campaign can become a key highlight in a brand's marketing playbook.

In terms of channels, there is some news on the horizon. TikTok, a platform known for its viral content and youthful audience, has cautiously entered the gambling advertising space. A trial with Sportsbet marked a shift, hinting at potential access to a younger demographic, including women, who are traditionally less represented in gambling. These ads are age-restricted and closely monitored, with users having the option to opt out, indicating a targeted and responsible approach.

Snapchat's collaboration with Sportradar unveils a different facet of opportunity. With Sportradar's advanced AI technology, gambling businesses can place tailored ads, tapping into Snapchat's vast user base which leans heavily towards a younger male demographic. The technology ensures ads reach only legal betting audiences, leveraging specific age and location data for precision targeting.

These evolving trends shed light on a pivotal truth: the iGaming industry is steadily carving its path into the mainstream consciousness, navigating through the intricate web of legal constraints and platform limitations. This progressive integration signifies not just resilience but a strategic evolution, ensuring that iGaming brands remain visible in a competitive digital landscape.

02

Affiliate Marketing

Affiliate marketing is often hailed as the cornerstone of lead generation within the iGaming industry, a tried and true strategy that has proven its worth time and again. It serves as a multipurpose tool for businesses to simultaneously achieve several objectives:

1**ACCELERATE PLAYER ACQUISITION****2****MARKET NEW OFFERINGS AND INCENTIVES****3****PENETRATE EMERGING MARKETS****4****ENHANCE BRAND VISIBILITY**

Despite its merits, there are hurdles that can diminish the efficacy of affiliate marketing, which both operators and affiliates must navigate:

- ◆ **REGULATORY COMPLIANCE:** The iGaming sector is subject to stringent regulations, necessitating strict adherence to all relevant laws and standards by brands and affiliates.
- ◆ **TIMELY PAYMENTS:** Delays in compensating affiliates can sour relationships, jeopardising the brand's reputation in a limited affiliate market.
- ◆ **FRAUD PREVENTION:** The risk of fraudulent activities is an ongoing concern in iGaming, calling for vigilant measures to prevent such occurrences.

SOFTSWISS Experience

SOFTSWISS recognises the importance of effective affiliate promotion for its clients. To this end, SOFTSWISS partners benefit from Affilka, an affiliate marketing management platform that is highly automated, ensuring affiliates are compensated on a regular and scheduled basis. Enhanced security measures like two-factor authentication provide additional safeguards for business and affiliate data.

Innovation hasn't taken a backseat either. This year, SOFTSWISS Managed Services introduced a new tracking mechanism powered by machine learning, designed to scrutinise the quality of traffic generated by affiliates, ensuring compensation aligns with tangible results.

The overarching trend in affiliate marketing shifts the focus squarely onto the player, where each individual becomes a potential affiliate, creating a virtuous cycle of referrals and rewards. This player-centric approach aligns perfectly with the recent unpredictable shifts in search engine algorithms, securing a stable and self-perpetuating growth trajectory for iGaming businesses.

Dive Deeper Into Affiliate Marketing:

[Best iGaming Affiliate Marketing Networks](#)

[Best Affiliate Software Checklist](#)

[Affilka Client Migration Case Study](#)

BUSINESS SIDE OF iGAMING





01 Sustainability

As the iGaming arena evolves in 2024, the spotlight is on sustainability, encapsulated by Environmental, Social, and Governance (ESG) principles. This transformation is crucial for online casino and bookmaking operators striving to resonate with contemporary players and comply with emerging regulatory frameworks. What makes up the sustainability domain in iGaming:

1

Social Responsibility

The social fabric of iGaming is being rewoven with responsible gambling and community engagement at its core.

RESPONSIBLE GAMING:

Operators are heightening efforts to promote responsible gambling, addressing gambling-related harms, and engaging in community development.

2

Eco-Friendly Operations

In the quest for reduced carbon footprints, the industry is pivoting towards energy-efficient infrastructures and cloud-based solutions, marking the dawn of eco-conscious operations.

TRANSITION TO EFFICIENCY:

iGaming providers are adopting energy-efficient technologies, a move pivotal for environmental conservation and regulatory alignment.

CLOUD COMPUTING:

The embrace of cloud solutions is playing a role in evolving data storage trends, potentially leading to improved energy consumption.

3

Governance Integrity

Ethical governance, which involves managing a business in a fair, open, responsible, and accountable manner, is crucial for maintaining integrity and compliance in iGaming operations.

REGULATORY ADHERENCE:

Staying abreast of evolving legal frameworks is fundamental to maintaining operational integrity and trustworthiness.

ETHICAL PRACTICES:

Upholding ethical operations from data protection to fair play is now a hallmark of reputable iGaming operators.

The MGA's ESG Blueprint

The

Malta Gaming Authority (MGA) is pioneering a more sustainable and responsible gaming environment with its ESG Code of Good Practice, introduced in November 2023. This voluntary code, a significant move in the right direction for the iGaming industry, encourages operators to surpass mere compliance. It fosters a culture of continuous improvement and innovation in sustainability. The MGA's framework aids operators in embracing best practices in environmental care, social responsibility, and governance integrity, marking a crucial step for iGaming providers and operators.



02

Cybersecurity

For iGaming, cybersecurity keeps the wheels turning. It's about more than just safeguarding data; it's about ensuring that every bet, spin, and transaction is secure. Good cybersecurity equals player confidence and uninterrupted play, which is why it's at the heart of a thriving iGaming business.

Players are facing clever phishing scams that can strip them of their credentials and money. DDoS attacks are another headache for iGaming operators, overwhelming sites with traffic to knock them offline. These threats can lead to stolen data and, as a result, lost money and lost trust – both hard to recover.

Best Practices: Tools and Tactics

- ◆ **IMPLEMENT MULTI-FACTOR AUTHENTICATION:**
Ensure users and employees have to provide two forms of ID before accessing sensitive data.
- ◆ **ENCRYPT SENSITIVE DATA:** Use tools like SSL certificates to create secure connections for all data in transit.
- ◆ **REGULAR SECURITY AUDITS:**
Employ third-party services to conduct penetration testing and vulnerability assessments.
- ◆ **EMPLOYEE TRAINING:**
Run regular cybersecurity training to keep everyone aware of the latest threats.
- ◆ **INTRUSION DETECTION SYSTEMS:**
Use advanced software that monitors for suspicious activity and alerts you instantly.
- ◆ **BACKUP AND RECOVERY PLANS:**
Keep backups and have a clear plan for quick recovery in case of a breach.

In the critical area of client and player security, SOFTSWISS collaborates with **Cloudflare**, a worldwide leader in online security and performance optimisation. The team consistently utilises Cloudflare's essential services to safeguard against DDOS attacks and enhance content delivery speed. This partnership is always evolving to encompass project-specific collaborations, ensuring tailored security solutions.

Security stands as a cornerstone value for SOFTSWISS. The team is committed to delivering secure and fast access to services for clients and their customers, maintaining a high standard of protection and efficiency across all time zones.



KYC: Know Your Customer

KYC isn't just a mere regulatory requirement; it's a cybersecurity essential. Verifying a player's identity protects against fraud and money laundering. It involves collecting and verifying documents like IDs and cross-checking with a variety of databases. This process, among other things, also helps to prevent underage gambling, ensuring a safer iGaming environment for all.

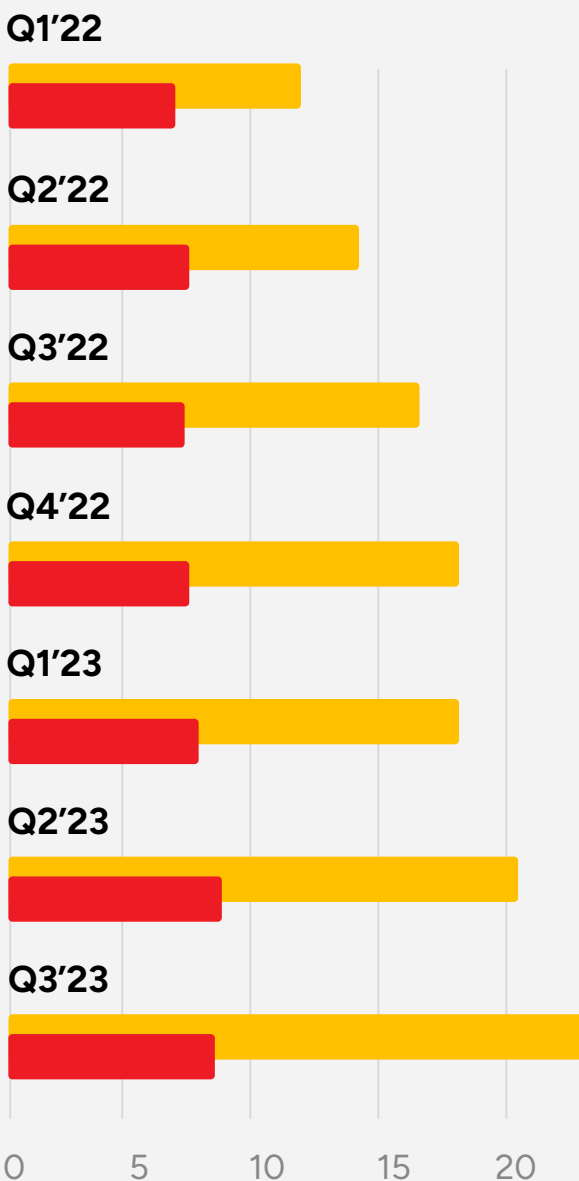
The SOFTSWISS Team focuses on responsible gambling and it starts with KYC. Within the SOFTSWISS products, this process is streamlined with the help of ML-powered tools, ensuring it's quick and effective. At times, this includes additional checks to confirm the source of a player's funds or to rule out any potential risk factors, such as connections to political figures or inclusion on sanction lists.

These precautions are in place to maintain a secure and enjoyable environment, strictly for leisure, and to ensure that all players meet the necessary standards for safe and fair play.

01 Crypto

TOTAL BETS SUM, bn EUR

■ Fiat ■ Crypto



The alliance between cryptocurrency and iGaming continues to mature, establishing a decade-long trend that has significantly impacted online gambling ecosystems.

SOFTSWISS pioneered this integration back in 2013, opening up new avenues for digital coin enthusiasts within the gambling sector. Over the years, cryptocurrencies have experienced highs and lows in usage trends, but their essence in the iGaming realm remains robust, attracting a distinct segment of players.

In its quest to enhance gameplay for cryptocurrency aficionados, last year SOFTSWISS unveiled the In-Game Currency Conversion feature. This innovation allows players to enjoy any game available in the casino, regardless of its native fiat currency, through a simplified, seamless conversion process. This feature has significantly amplified the gaming experiences for the crypto-centric community.

The post-launch statistics are telling: within a year, 85% of all bets in crypto casinos powered by the SOFTSWISS Casino Platform were facilitated through this tool. About 65-70% of players who utilised the In-Game Currency Conversion feature have continued to make over 90% of their bets via this mechanism, evidently becoming regular users. This positive adoption rate indicates a well-received product-market fit. Moreover, the frequency of game plays has doubled for users employing this tool.

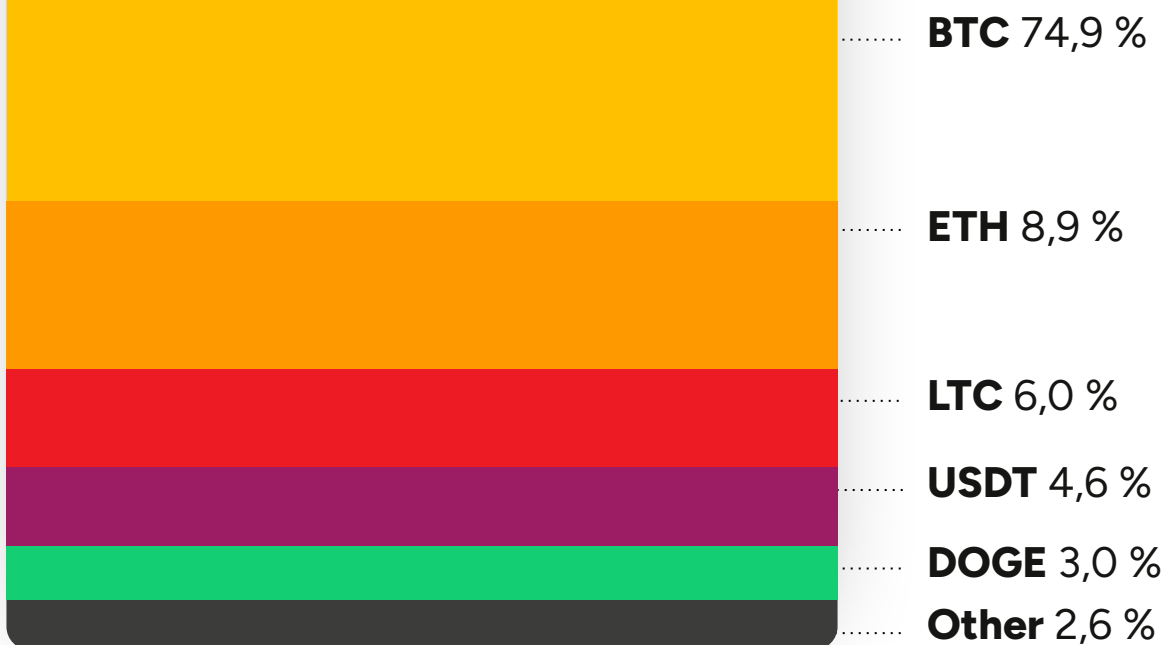
Zooming out to a broader industry analysis, data from 530+ brands managed by SOFTSWISS shows a notable uptick of 18.7% in cryptocurrency betting value over the first nine months of 2023, compared to the same period in the previous year.

Although the volume of crypto bets skyrocketed by 66.4%, its share in the total betting sum saw a modest decline of 4.3 percentage points, settling at 28.5%. This dip is attributed to an impressive quarter-over-quarter growth in fiat bets since early 2022.

TOP CRYPTOS

A glance at the most favoured cryptocurrencies within the iGaming sphere reveals a steady hierarchy.











Bitcoin leads the pack with 74.9%, followed by Ethereum at 8.9%, Litecoin at 6.0%, Tether at 4.6%, and Dogecoin at 3.0%. Notably, Bitcoin has bolstered its dominance with a 3.9 percentage points increase compared to the first three quarters of the previous year, while Ethereum saw a 6.3 percentage points dip.



We provide a snapshot of SOFTSWISS' data revealing the top game providers and games among crypto players from January to October 2023. The results highlight a trend towards industry heavyweights, with well-known game providers and their flagship titles capturing the majority of the audience's attention and playtime.

Top Game Providers

Per crypto bets

1		BGaming
2		Platipus
3		Booming Games
4		Belatra
5		Betsoft Gaming
6		Endorphina
7		Evolution
8		1spin4win
9		Pragmatic Play
10		Mascot Gaming

Top Games

Per crypto bets

1	Wild Spin	Platipus
2	Elvis Frog in Vegas	BGaming
3	Blackjack VIP	Platipus
4	Aztec Magic Deluxe	BGaming
5	Buffalo Trail	Gamebeat
6	Hell Hot 100	Endorphina
7	Aloha King Elvis	BGaming
8	Dragon's Element	Platipus
9	Aztec Magic Bonanza	BGaming
10	Elvis Frog TRUEWAYS	BGaming

The data shows a firm trajectory for cryptocurrencies in the iGaming sector, promising future sustained growth and broader adoption. As 2024 advances, the industry is poised for enhanced crypto integrations, responding to market demand and fortifying the ongoing era of digital coin gaming experiences.

02

Payment Landscape

In the realm of iGaming, payments stand shoulder-to-shoulder with licensing in terms of importance. They are pivotal to establishing and maintaining trust among bettors, a critical factor given the sensitive nature of financial transactions and their associated risks.

Payment Trends

So, what payment trends are poised to shape the iGaming industry in 2024? Insights from Paysafe's research and SOFTSWISS experts' opinions highlight several key developments:

1

SWIFT TRANSACTIONS: Speed in processing payments is a prime factor that shapes player preferences. The emergence of open banking solutions has accelerated transaction times, which is a continuing trend from the previous year, especially significant in Europe due to PSD2 regulation.

2

GEOGRAPHICAL VARIATIONS: Preferences for payment processing methods vary significantly across different global regions. Latin American markets, for example, are seeing the rise of local payment methods like Brazil's Pix, which is part of the industry's ongoing adaptation to regional specificities and player habits.

3

PAYMENT SYSTEMS AND CUSTOMER LOYALTY: An effective and efficient payment process is vital for nurturing player loyalty and retention. The BNPL (Buy Now, Pay Later) trend is one such burgeoning aspect. This trend towards flexible payment reflects a modern consumer's desire for on-the-spot engagement without the upfront financial burden. Despite the complexity of regulations, the allure of BNPL is expected to grow, offering players a bank-free 'microcredit' and operators a way to broaden their appeal. The challenge and opportunity for iGaming lie in harmonising these payment options with regulatory compliance to maintain trust.



Payment Gateways

Another trend gaining momentum is the evolution of payment gateways. These channels not only cement user trust but also fortify the industry's reputation for integrity. The advantages of sophisticated payment gateways for iGaming enterprises include:

STREAMLINED OPERATIONS: Centralised payment processing simplifies technical operations.

VERSATILE PAYMENT OPTIONS: They offer the flexibility to cater to both global and local payment preferences.

ENHANCED SECURITY MEASURES: Payment gateways bolster security measures, safeguarding transactions for both players and operators.

UNIFIED ANALYTICS: Centralised payment channels allow for the aggregation of data, thereby streamlining analytics and bolstering strategic decision-making.

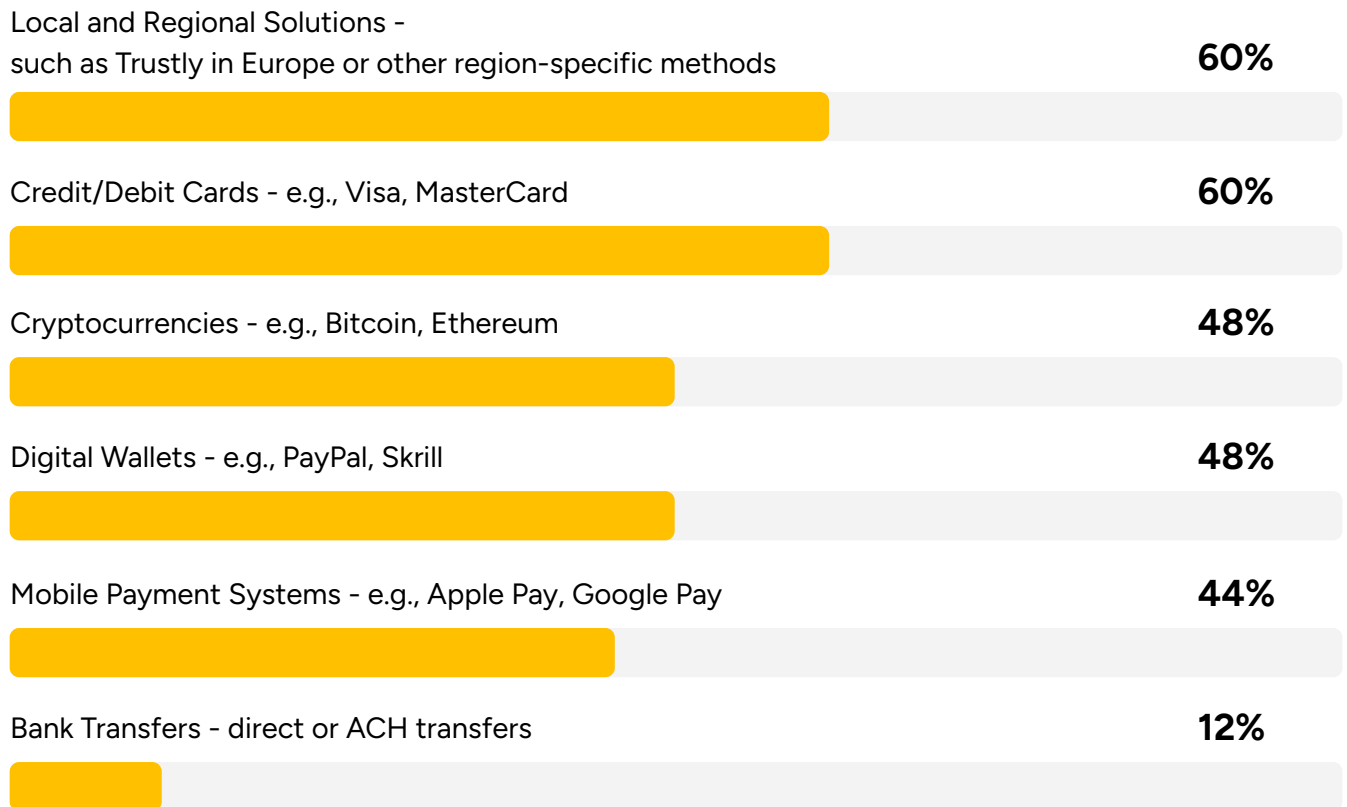
REGULATORY ADHERENCE: Payment platforms are evolving to remain compliant with ever-changing regulations, easing the burden for operators.

FinteqHub, developed by SOFTSWISS, is a PCI DSS certified payment gateway offering operators robust tools for managing financial transactions, configuring processing protocols, and analysing cash flow.

As a partner of SOFTSWISS, FinteqHub enhances the brand's offerings with its adaptable payment solutions infrastructure across all popular markets including Brazil, Canada, and European countries.

Which payment methods do you anticipate will dominate online gambling in 2024?

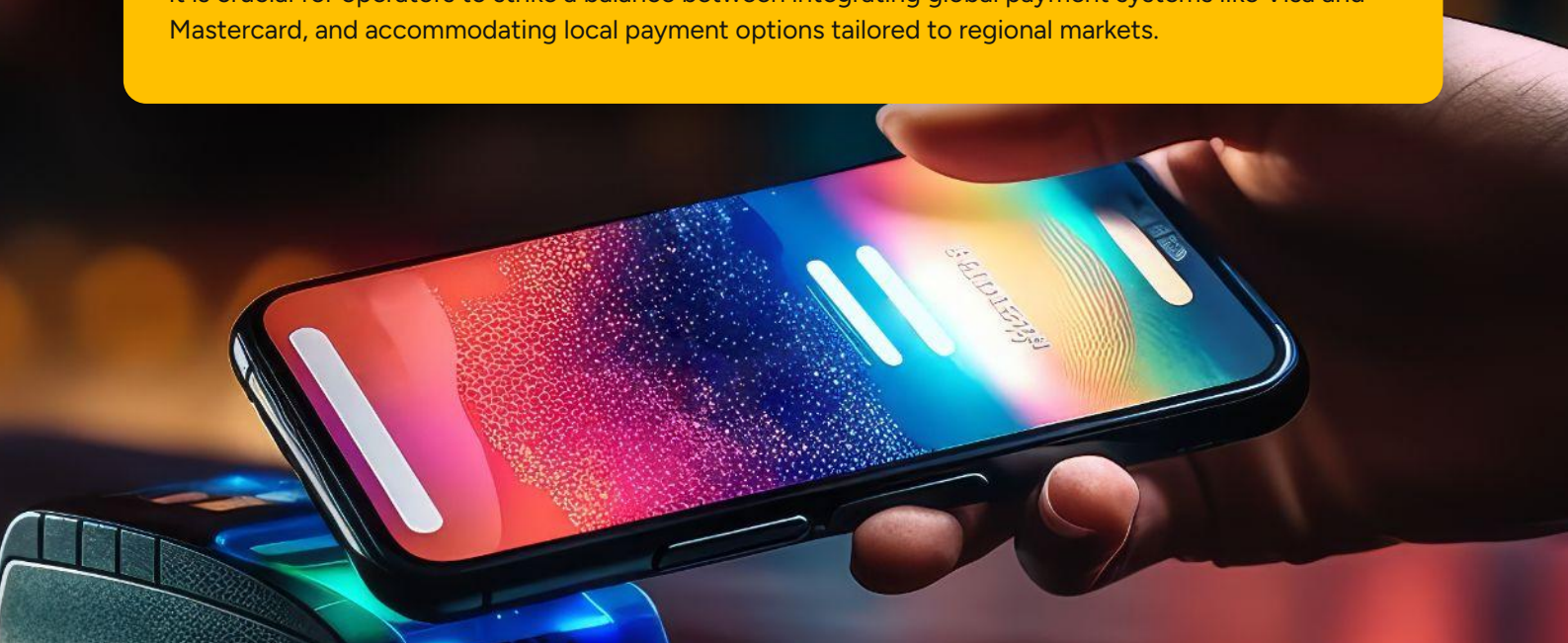
Note: Respondents could select multiple options.



Source: SOFTSWISS.

In 2024,

it is crucial for operators to strike a balance between integrating global payment systems like Visa and Mastercard, and accommodating local payment options tailored to regional markets.





Thank You!

Welcome to the league of visionaries!

This unique perspective on the industry is born from our extensive almost 15-year journey, working alongside 850+ partner brands who have strengthened their businesses with SOFTSWISS products and solutions. In the fast-paced world of iGaming, it's not enough to keep up; you must sprint twice as hard to thrive. SOFTSWISS is committed to ensuring our clients' lasting success and staying at the cutting edge, always at the forefront of industry trends.

Your opinion on this report is pure gold to us. Whether you find yourself nodding in agreement or challenging our insights, we want to hear it all. Please share your thoughts, and we'll not only appreciate your input but also use it to enrich our vision. Your unique experiences might inspire new content, whether it's a groundbreaking article, a thought-provoking post, or a captivating conversation.

[CONTACT US](#)

The SOFTSWISS team looks forward to the next chapter. We're not just thinking about the innovations on the horizon, but actively seeking ways to elevate iGaming brands, delight players with our esteemed partners, and forge transformative collaborations.

However, at the heart of our enthusiasm is you. In a vast ocean of possibilities, your choice to place your trust in SOFTSWISS and embark on this journey with us means everything. Cheers to the promise of an exceptional year ahead. We can't wait to welcome you into the new year!



SOFTSWISS PRODUCT PORTFOLIO

Explore the SOFTSWISS product portfolio and strengthen your iGaming brand with a winning technology partner.



SOFTSWISS CASINO PLATFORM

Full-service modular iGaming software platform to manage online casino operations

[Discover Casino Platform](#)



SOFTSWISS CRYPTO SOLUTION

Based on the Online Casino Platform and CoinsPaid wallet management and payment processing

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SOFTSWISS MANAGED SERVICES

6 in-house support teams for operational support – player care, anti-fraud, content, and more

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SPORTSBOOK SOFTSWISS

Next-gen sports betting software platform with focus on gamification

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iGaming content hub with 13,000+ games available via an API integration

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Affiliate management software for results-driven partner program launch

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SOFTSWISS LOTTERY TERMINAL

Multi-jurisdictional land-based hardware for the offline gambling industry

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SOFTSWISS
WINNING COMBINATION

About SOFTSWISS

LAUNCHED

2009

LOCATION

Development centres in Belarus, Bulgaria, Georgia, Malta, and Poland.

BRAND VALUES

- ✓ Innovation
- ✓ Security
- ✓ Expertise

BRAND MISSION

Changing the iGaming industry through tech innovation.

CLIENT CARE

SOFTSWISS clients get the best software tools for running an online gambling business. The success of our clients is our success.

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