

EDITORIAL

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GROWING INFLUENCE



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INTERGAMINGi talks to Maja Cvetkovic, Head of Content Management at Greentube, about the company's place within the NOVOMATIC Group.

NOVOMATIC is known worldwide for its land-based gaming business but in recent years we have seen the interactive divisions grow and grow. How important to the Group is the online business and are you still seeing growth at Greentube?

The online business is truly getting more important with each year as we are seeing significant growth in this area. With Greentube, the NOVOMATIC Interactive division, we want to emphasize that we are taking this part of our business very seriously. Greentube is one of the largest content and gaming solution providers for online casinos. We deliver state-of-the-art gaming solutions to our business partners around the globe and we do it with the experience and know-how of a worldwide renowned gaming company backing us up – NOVOMATIC.

At Greentube we were able to deliver several innovations to the market that were a success right from the beginning. We introduced white-label social solutions for large scale casino operators in North America. Furthermore, we developed our own social gaming solutions for Europe like Slotpark or GAMINATOR using a mobile first approach, including social features ahead of other operators bringing casino games to a social community.

Our well-diversified portfolio of games covers the whole range of iGaming products necessary to develop and operate a sustainable online experience for customers who love great games and operators who love great results. We know the challenges of the industry and we also know how to tackle them.

AbZorba Games, StakeLogic - there a number of companies underneath the Greentube umbrella - can you please outline the basic structure and what each of the interactive divisions offers?

The majority of these companies are specialized in certain products as well as product areas. In order to have as much concept variety as possible, we are working with more than 25 partners implementing their games on our platforms. Together with our own companies as well as our external partners, we launch more than 120 games per year. Such a huge library gives us the freedom to decide individually (case by case) which games best fit specific platform(s). Needless to say, this approach has proved very effective and led to the constant increment of the number of titles developed each year.

With subsidiaries like StakeLogic, Greentube is able to supplement its offering with a different style of modern slot game. Thrilling gameplay and extraordinary animation are built on top of innovative mathematic designs in slots like Spartus™ 360° and many more. The recent launch of a brand new 3D slot game Darts Heroes proved to be major attraction at this year's ICE Totally Gaming. Four world-class darts players featured in the game were special guests at the NOVOMATIC stand – Gary Anderson aka "The Flying Scotsman", Michael van Gerwen aka "Mighty Mike", Raymond van Barneveld aka "Barney", Phil Taylor aka "The Power".

AbZorba Games is our specialist for single- and multiplayer table games including Roulette, Black Jack and Baccarat. For multiplayer, the company has introduced very innovative areas where players can interact with each other while playing at their favorite tables together. The authentic social casino multiplayer titles for mobile have amassed almost 10 million installs on Google Play and iTunes worldwide. At the recent ICE, AbZorba Games rounded off Greentube's key highlights with the launch of a B2B suite of HTML5 tabletop multiplayer casino titles.

Traditionally, land-based businesses used their sure-fire hits as leaders into the online sector and still we see popular land-based titles crossing over. More and more, however, we are seeing multi- or 'omni' channel launches, often driven by desktop and mobile releases - what is the trend at Greentube and are we seeing a change with those i-gaming-led ICE launches?

With industry worldwide classics like Book of Ra™, Lucky Lady's Charm™ and Sizzling Hot™, Greentube offers the classic slots to its online players who love and value the land-based NOVOMATIC machines. Greentube is offering the renowned NOVOMATIC blue chip games to its B2B partners worldwide. Moreover, games on offer include regionally favored slots such as the legendary Random Runner™ – the timeless iconic game especially popular in the Netherlands and many other European AWP markets.

However, we don't stop there – we know that especially the online gaming industry requires something more important than just excellent land-based content. That leads us to a very important emphasis on our "innovative approach".

Our current aim is that a growing number of our game concepts are built from the ground up with this innovative approach. Greentube wants to attract those players onto our platforms who are looking for something new and exciting. We pride ourselves in developing content specially developed for online players who want the ultimate gaming experience whenever and wherever they want – whether it is on desktop or mobile devices.

A lot of innovative NOVOMATIC land-based concepts we will see launch in the online world too, such as the Tales of Darkness™ series with four hypnotic themes – Full Moon™, Lunar Eclipse™, Break of Dawn™ and Midnight Heat™ as well as very successful new titles such as Amazon's Diamonds™, Big Five™ and Asian Fortunes™, just to name a few. On the other hand, we are launching some NOVOMATIC games as an online version first, as we think they fit better into this area of business compared to the land-based world.

Last but not least, I would like to mention our Omni-channel approach, where we are combining the online and land-based channels to establish a stable connection between them. Players can play their favourite games in a casino and continue playing on their mobile devices.

What does 2017 and beyond hold for Greentube (new games, new strategies, new markets, etc)?

A major focus for us this year is to combine the popularity and mechanics of some well-known app game mechanics with the look and feel of casino games. Greentube will introduce a whole new section with such games on our social platforms during 2017. The other key part of our roadmap are developments that keep loyal players on our platforms. We are offering new games with familiar content, mostly with small tweaks within the game.

Even though we ensure that we are on top of the latest technological trends, Greentube believes that exciting content with a good story and smooth user experience is the key to maintaining a consistent player base. Customer behavior in the gaming industry has changed dramatically over the last couple of years and will continue to change in the near future. We are focusing more closely on the millennials generation and how to create attractive and entertaining solutions for them with our broad portfolio of interactive mobile games and solutions.

All of this innovation is made possible because of the continuous and substantial commitment to R&D by Greentube and NOVOMATIC. The collaboration between Greentube and the currently 20 NOVOMATIC technology centers around the globe makes way for the perfect breeding ground for innovation that impacts the entire industry. We ensure the quality of our innovations by extensive Quality Assurance tests before they are officially released to the market. This assures our B2B partners the necessary security compliance of our products.