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I N T E R N A T I O N A L



On the Cover:

(R to L – starting at top: Arch Gleason, Clint Harris, Diane Thompson, Frank Catania, Jeanette Michael, Mark Hutchinson, Michelle Carinci, André Nadeau, Ken Bossingham, Kapill Kannah, Marcus Prater, Nancy Palumbo, Marco Fiore, June Roache, Ed Mahlman, Penelope Kyle, Steve Saferin, Reagan Greer and John Musgrave)

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PUBLIC GAMING RESEARCH INSTITUTE, INC.  
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Public Gaming International is now also available on the web.

[www.publicgaming.org](http://www.publicgaming.org)

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# PUBLISHER'S PAGE

Every day is a new challenge but even Everest can be conquered if that's your goal.



Duane V. Burke,  
Publisher & CEO

The special feature in this December issue of *Public Gaming International* magazine is, **Focus On the Future**, in which a group of our readers have taken the time to share their views of the future relating to gaming. We thank them for their insights which we hope will be helpful as you plan for 2005 and beyond.

I want to focus on the future too but in terms of goal setting. If you have not already set your business and personal goals for the coming year, December is a great time to do that. During December things slow down a bit and there is time to decide what is important and where you want to be in the future.

Although we see businesses and individuals serendipitously achieving success, the truth is that most success comes from setting goals and making plans to achieve those goals. Like the formula for choosing good real estate – location, location, location, the formula for business and personal success is – goals, goals, goals. Goals are our road maps to getting to where we want to go. They are our constant reminder to stay on the super highway rather than being tempted by interesting byways.

A quotation from W. H. Murray, of the Scottish Himalayan Expedition, exemplifies the power of goal setting: "Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in ones favor all manner of unforeseen incidents, meetings and material



assistance which no man could have dreamed would have come his way. I have learned a deep respect for one of Goethe's couplets: 'Whatever you can do, or dream you can, begin it! Boldness has genius, magic, and power in it.'" – Johann Wolfgang Von Goethe

Remember, **Goals = Success**. Best wishes in attaining your goals in the coming year!

## Speaking of Goals...

One of my goals when we made the decision to move Public Gaming Research Institute's two conferences for 2005 to Las Vegas was that we find a really great hotel for them. We wanted a hotel that would not only enhance the quality of our meetings but would also be an attraction in itself to prospective attendees. I am happy to say that we have attained that goal by choosing the Bellagio as the site for our meetings for 2005. Anyone who has been to Las Vegas in recent years recognizes Bellagio as one of the city's most beautiful properties but one of the things that you may not know is that it is the only 5-Diamond casino hotel on the Las Vegas strip.

We are looking forward to working with the folks at the Bellagio to create two very successful meetings. The dates are: "SMART-TECH 2005", February 28-March 3; and "The Congress of Latin and Caribbean Gaming & Lotteries" (formerly known as the ILAC Congress), July 11-14. We hope that you will join us. ♣

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# Industry News



## EGC and Scientific Games Enter Into Joint Venture

Scientific Games and Electronic Game Card have entered into a joint venture agreement. Under the terms of the agreement, the two companies will jointly market and promote the Electronic Game Card product to the \$40 billion "instant" sector of the overall \$150 billion global lottery market, sharing costs and profits from the joint enterprise.

The Joint Venture agreement replaces an earlier agreement signed between the two companies in May 2003 in which Scientific Games International acted as a distributor for Electronic Game Card Inc. As part of the Joint Venture agreement, Scientific Games Corporation will purchase 10% of Electronic Game Card Inc.'s common stock.

## JCM Joins With TCSJohnHuxley for Distribution of Trident™ System

A worldwide revolution in table games has begun. At this year's Global Gaming Expo, JCM American revealed its remarkable new product, Trident™. Trident is a table safe system that automates the table game process and for the first time ever provides live, real-time data to the pit. Now, the company is pleased to announce it has entered into a strategic alliance with TCSJOHNHUXLEY for international distribution, installation and support of Trident for regions outside the United States.

Under the agreement, TCSJOHNHUXLEY's international offices work with local JCM offices to negotiate contracts, manage and support the local operators in their geographic territories.

## MDI Grabs Several New Licensed Properties

MDI Entertainment, a wholly-owned subsidiary of Scientific Games, announced several new agreements with licensed properties, including: the World Series of Poker, NASCAR, Abbot & Costello, and a deal with Tribune Media Services that includes several titles, including Dick Tracy.

MDI signed an exclusive agreement with a subsidiary of Harrah's Entertainment, Inc. for the rights to license the legendary WORLD SERIES OF POKER to lotteries worldwide. The agreement, which runs through 2007, will enable lotteries to use the World Series of Poker name and imagery in association with their Hold 'Em Poker®/Texas Hold 'Em™ theme games, along with opportunities for lotteries to award seats at actual World Series of Poker tournaments as player prizes. MDI-licensed Hold 'Em Poker® instant lottery games have been hot sellers since their recent introductions in Ohio and Kentucky, and several other state lotteries plan to launch similar games in the near future.

After four years of licensing some of the sport's most popular drivers to lotteries, MDI has now added the NASCAR® brand itself to its portfolio of lottery licenses. Under the terms of the agreement with NASCAR® Inc., U.S. lotteries will be able to license the official NASCAR® brand name, images and logo for use on tickets and in related advertising. The NASCAR® brand will be a featured graphic and promotional element in MDI-licensed games that highlight the sport's superstars.

Among all major sports, NASCAR® ranks number-one in corporate involvement, fan loyalty and at-event attendance. Women comprise approximately 40 percent of NASCAR®'s fan base of 75 million Americans evenly spread across the country.

MDI's new Abbott & Costello lottery licensing agreement with TCA Television Corporation, Hi Neighbor, and Diana Abbott

Colton runs through September 2007 and also gives MDI rights to distribute Abbott & Costello merchandise tied to the lottery promotions. The duo's "Who's On First" routine allowed Abbot & Costello to become the

first non-baseball playing entities to be inducted into the Baseball Hall of Fame in Cooperstown.

Finally, through an exclusive agreement between MDI and Tribune Media Services (TMS), fans of the classic animated comics Dick Tracy®, Daddy Warbucks™ (from Little Orphan Annie™), Broom Hilda®, Brenda Starr®, and Sydney Omarr's Astrological Forecast® will be able to relive the excitement and entertainment in games produced by participating lotteries.

## Singapore Pools, 27th Asian Firm to Contract with Smartplay

Smartplay International Inc., of Southamton, New Jersey, has recently installed its high end Halogen™ and Magnum™ models at Singapore Pools, and provided maintenance training. Singapore Pools is the 27th Asian firm to contract with Smartplay. The firm has also provided equipment to organizations in China, India, Korea, Malaysia, the Philippines, Taiwan and Vietnam.

## Boss Media Acquires Interest in Leading Innovator of Mobile Games

Boss Media is acquiring an interest in Jadestone Group AB, a Swedish company that is a world-leading developer of games and technology for mobile phones. In addition, Jadestone develops online and multiplayer games for various digital channels, often in combination with one another.

Among other innovations, the company has developed a unique 3D-platform in Java, which provides the possibility to play skill games in a web-based environment. Boss Media is initially acquiring 20 percent of the company's shares and holds an option to purchase an additional 5 percent.

The companies are also entering into a development agreement in which Boss Media is assigning projects to Jadestone for the development of mobile games.

## Louisiana Awards Scientific Games

Scientific Games Corporation has been awarded the instant lottery ticket contract for the Louisiana Lottery. The contract is valued at \$5.7 million over an initial term of three years and contains three one-year options to renew. The contract is subject to final negotiations.

## Cirsa to Set-Up Plant in Russia

Cirsa is reportedly planning the creation of a network of slot machine assembling plants outside Spain. The first plant will be set up in Russia, where Cirsa has received orders for slots to be used in facilities in Moscow and Saint Petersburg.

## Saarland Sporttoto Chooses Wincor Nixdorf

Saarland Sporttoto GmbH (SST) is the eighth of a total of 16 German lottery companies to move their lottery outlets across to terminal solutions from Wincor Nixdorf. SST is to commence the terminal replacement drive at the beginning of 2006 and start using the new-generation terminals as early as March 2006. The order placed by SST comprises not only the supply of 468 Xion / Mtop terminals, but also the Xicore terminal software. Once installed, the Xion / Mtop units will also allow customers to top up their telephone cards. ♦



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### **Australia**

The South Australian Parliament's Lower House has passed legislation for a cut in the number of gaming machines in the state by 3,000. The news wasn't all dismal for gaming proponents, as a provision was included promising no further gaming machine reduction until 2014.

### **Belgium**

This October, the Belgian National Lottery celebrated its 70th anniversary. The celebration took place in one of Belgium's most impressive bastions of culture, the Brussels Palais des Beaux Arts. Speakers included Baron Tayard de Borms, the Viscount Davignon, Mr. Blanchard-Dignac, president of La Française des Jeux, and the Belgian Vice-Prime Minister, Johan Vande Lanotte. The celebration also featured a special anniversary Lotto-draw with a jackpot of 7 million Euros and a preview of the exhibition "The Thrill of the Game - The National Lottery is 70". The National Lottery was proud to celebrate its anniversary in the presence of His Majesty the King of Belgium, Albert II.

### **Germany**

Germany's WestLotto recently began operation of 4,000 new Wincor Nixdorf lottery terminals. The 4,000+ Xion/Mtop terminals had to be pre-loaded with software in a very short space of time at Wincor Nixdorf's home base in Paderborn before being installed by 30 teams in the lottery outlets across the whole of North-Rhine Westphalia.

### **Greece**

The European Union's head office took Greece to court for failing to change a law that bans all mechanical and electronic games, including computer games, from public or private places. In a complaint filed with the European Court of Justice, the commission charges the law violates the free movement of goods and services within the single market.

### **Japan**

Japan's Education, Culture, Sports, Science and Technology Ministry will reportedly try to grow sales of soccer lottery tickets by selling them on the Internet, and increasing the odds, beginning April 2006.

### **Malta**

Maltco Lotteries, Malta's National Lottery operator, launched a new sports betting brand – U\*Bet. U\*Bet includes three games: Football Longlist (which includes hundreds of international football games each day); Football Gold; and Sports Challenge. U\*Bet programs are to be available free of charge on Tuesdays and Fridays from all the lotto booths. U\*Bet will utilize the same technology platform currently used to play Super 5 and the Saturday lotto.

### **New Zealand**

An extremely strong first six months, driven by several Powerball jackpots, and a solid performance in the third and fourth quarters, meant New Zealand Lotteries Commission (NZLC) had sales and profit results well above those of the previous financial year. Sales for the year were 16.4% above the last financial year at \$628.8 million. Strong sales coupled with low operating expenses resulted in NZLC making a profit of \$133.45 million, 24% ahead of last year.

### **Nigeria**

Lotto Nigeria has begun the installation of its terminals in retail outlets throughout the country. Phase one of the roll-out will include 1200

terminals nationwide.

### **Perú**

La Tinka celebrated its ten-year anniversary in October with a cocktail reception in the Miraflores Park Hotel's Green Tower terrace. Dimitri Karagounis, Chief Executive Officer of INTRALOT DE PERU, welcomed the invited guests and expressed his pride and satisfaction with the work done and the profits obtained by La Tinka as brand and product.

### **Portugal**

Portugal's Casino Estoril and IGT came to an agreement at G2E 2004 on the terms of a contract to install the EZ Pay™ ticket-in, ticket-out system in Europe's largest casino. A go-live date will shortly be set for sometime in early 2005 for the system install. Having almost 1200 machines, Casino Estoril currently boasts the largest slot floor available to the European gaming public.

### **Russia**

Immediately preceding the G2E tradeshow, IGT's European office named CATS (Casino and Amusement Technology) its machine distribution partner to the Russian Federation. Under the terms and conditions of the deal, CATS will distribute IGT machines in the rapidly growing Russian market where there are currently an estimated 185,000 gaming devices.

### **Sweden**

On October 20-21, 1934 the Swedish lottery company Tipstjänst (now Svenska Spel) was the first state regulated gaming operator to introduce football betting. Seventy years later the product is still vital. Stryktipset is still a hit in Sweden with sales exceeding 1 billion SEK (approx. US\$150M) in 2003 and is rated the most popular game among young sports-oriented men. Of course Stryktipset can also be played on Svenska Spel's Internet site.

### **South Africa**

South Africa's new National Lottery scratch card game show – iMali Mania – recently debuted. The initial episode featured local celebrities competing for the top prizes (which they then donated to charity). Every Thursday the show will feature six contestants competing for the R250 000 jackpot.

### **Switzerland**

GTECH has been named the preferred bidder by Societe de la Loterie de la Suisse Romande (LoRo) for a new integrated online and instant-ticket lottery system, terminals, and communications network. The Company will upgrade the existing online applications to Enterprise Series, will provide LoRo with approximately 2,000 Altura® LVT terminals, 100 handheld terminals, and project management services. In addition, an advanced IP-based wireless communications system will be installed as the interface between retailers and the central system.

### **Turkey**

QLot Consulting, together with Ernst & Young Turkey, has been selected to advise the Turkish Privatization Agency in the privatization of Milli Piyango, the Turkish National Lottery. The lottery, currently boasting 8,000 retailers, is expected to be privatized during 2005 through an international public tendering process.

### **UK**

National Lottery operator Camelot launched its first scratchcard based on a TV show after signing a licensing deal with ITV for the latest series of 'I'm a Celebrity... Get Me Out of Here!'.



# Oklahoma and Florida to See Gaming Expansion

The November 2004 elections held a lot of promise for jurisdictions seeking expansions of gambling. While not every dream came true, a few jurisdictions, Oklahoma and Florida, were able to push their legislation through the public vote.

## Oklahoma Lottery

After years of trying to implement a Lottery, Oklahoma Governor Brad Henry finally will get his wish as voters overwhelmingly approved Questions 705 and 705 (both of which dealt with the Lottery issue).

The Lottery issue, which is expected to raise \$150 million annually for education, received a lot of grassroots support from educators, and surprisingly received a great deal of its financial support from Native American Tribes. The Chickasaw, Cherokee, Choctaw and the Absentee Shawnee Nations gave a combined \$427,000 in support – 73 percent of the money raised by the Oklahoma Kids Coalition, one of the main supporters of the bills.

Governor Henry must now begin work on implementing the Lottery. The first task at hand is to select a Lottery Commission. The seven-member commission will be subjected to a criminal background check, and once cleared will get to work on selecting an executive director to run the Lottery and negotiate with vendors.

The Lottery Commission will also decide where the games will be sold. It is expected to take a full year before the set-up process is completed and the games can commence.

## Florida Slots

Florida's Amendment number 4 is the first step in getting gaming machines into Florida tracks. The Amendment, which passed by a 93,000 vote margin, allows Miami-Dade and Broward Counties to hold referenda on whether to authorize slot machines in existing, licensed parimutuel facilities that have conducted live racing or games in that county during each of the last two calendar years prior to the amendment. As many as seven racetracks and frontons could benefit from the vote.

The counties will be eligible to vote on the referenda as early as March.

Of course, a lawsuit is pending, scheduled for a January hearing. The suit questions the legitimacy of signatures on the petition that got the Amendment on the November ballot.

Opponents to the Amendment included the Seminole Tribe (or rather the five man Seminole Tribal Council), the Humane Society of the United States and Grey2K USA.

## So Much Hope

*Several states had gambling related legislation on the ballot:*

**California:** Proposition 68 would permit card rooms and racetracks to install up to 30,000 slots and proposed a 25% tax on tribal slots. Proposition 70 would have granted a 99-year franchise on casino gambling to tribes in exchange for the casinos to pay the equivalent of the state's 8.84% corporate income tax. *Result?* Both failed by margins of over 50%.

**Florida:** Constitutional Amendment No. 4 would allow slots at racetracks and jai alai frontons in Miami-Dade and Broward counties. *Result?* Passed 50.8% to 49.2%.

**Michigan:** Proposition 1 would require statewide and local balloting to ratify any future gambling proposals. *Result?* Passed, receiving more than 58% of the vote.

**Nebraska:** Amendment 3 would allow up to two casinos in the state, subject to approval by local voters. *Result?* Failed 65% – 35%. Amendment 4 allows for 10% of Lottery funds to be given to the State Fair. *Result?* Passed 55% – 45%. Initiative 417 would allow the people to enact laws to provide for the authorization, operation, regulation, and taxation of all forms of games of chance. *Result?* Failed 51% – 49%. Initiative 419 would establish an annual gaming license fee on each operator per permitted location. *Result?* Passed 51% – 49%. Initiative 420 would allow communities to authorize gaming, would establish the numbers of such casinos and gaming devices which may be operated, and would create a Nebraska Gaming Commission to regulate gaming. *Result?* Failed 53% – 47%.

**Oklahoma:** Question 705 and 706 establishing a State Lottery. *Result?* Both passed with an approximate 65% approval rating. Question 712, creating tribal compacts for video poker, card rooms and racinos. *Result?* Passed with a 59% approval rating.

**Washington:** Initiative 892 would allow up to 18,000 slots to be placed at multiple locations statewide. *Result?* Failed 61.55% to 38.44%. ♦

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## Focus on the Future

What important developments do you see for the gaming industry for 2005? This was the question Public Gaming International Magazine posed to gaming professionals from around the world. The response we received was overwhelming. We've categorized the responses according to the main thrust of the comments (though there's crossover in many responses) as either Internet related, Lottery related, or Racino/Gaming Machine related.

Of course, Public Gaming International recently changed the scope of its magazine in order to include more content concerning Racinos and gaming machines in general. This move is reflective of our view that in the coming year we will see governments embrace the expansion of gaming as the quickest, and possibly the best way to generate revenue.

As governments grow into new forms of gaming (gaming machines, Internet, wireless, monitor games, etc.) we will likely see some jurisdictions consolidating their agencies that regulate their gaming entities, and may even begin to see cooperation between forms of gaming that in the past have seen each other as competition.

As with any of the ensuing "educated" guesses, only time will tell who is the fortune teller and who is the fool. Read on to find out what other industry experts expect to see in 2005.

*"Industry developments in 2005 will focus on two issues – gaming expansion and the Internet. Legislatures will continue to look at expansion to raise badly-needed revenue. While federal legislative action on Internet gaming remains uncertain or unlikely in 2005, lotteries will continue to look to the Internet for marketing support and sales of innovative products."*

*– Arch Gleason, Kentucky Lottery Corporation*



André Nadeau, Senior VP Marketing and Strategic Development, Oberthur Gaming Technologies

### Internet

**André Nadeau, Senior VP Marketing and Strategic Development, Oberthur Gaming Technologies:** Lotteries will consider more dynamic ways to attract new and younger players, and adapt their marketing strategies to current trends, giving a greater place to integrated communication technologies. Instant tickets tied to interactive games, such as lotteries on cellular phones (with speech recognition devices) and on the Internet will continue emerging in North America and around the world. The sharing of cyber gateways will allow lotteries to better compete against the other forms of gaming and to optimize their offer.

**Anthony Cabot, President, International Masters of gaming Law Association:** On a national level, the new Congress will undoubtedly address the issue of interactive wagering on horse racing, casino gaming and lotteries. Ultimately, Congress needs to decide if they want to make gaming policy on a national level or to reserve the

decision to the states, and whether horse racing, licensed casinos, state lotteries or Native American tribes should be granted exemptions.

**Bill Thorburn, Chief Executive of Golden Casket Lottery Corporation (Australia):** On the lottery side, we will be launching our internet sales capability under a unique model which rewards our retailers for supporting this new convenience channel for players. In the wider gaming market – industry consolidation, product convergence and upcoming license renewal processes are all likely to increase competitive pressures in the Australian lotteries market".

**Carin Langemark, Director Marketing & Information, EssNet AB:** Increased focus on gaming via the Internet and mobile phones, including new games for these channels, especially in Europe where the lottery monopolies are being threatened. Also, integration of POS terminals to include both lottery and non-lottery applications. New generation Video Lottery Systems will have the terminals

connected online in order to increase security and control player addiction.

**Frank Catania, Catania Consulting:** Online games, mobile gaming and Internet gaming cannot continue to operate in a void in the United States. This is new technology being applied to an old form of entertainment, gaming... It will be interesting to see what will happen if the United States and the Department of Justice continues attempting to apply the Wire Act to Internet Casino gaming and Great Britain licenses Internet casinos and allows wagers to be taken from the United States. Will it be Great Britain versus the United States before the World Trade Organization instead of Antigua?

**Göran Wessberg, Director International Affairs, Svenska Spel:** To meet the demands of the Swedish players – and to meet the challenge from foreign private bookmakers – Svenska Spel will concentrate even more on improving and expanding its services and products on svenkaspel.se. The initial launch of 3 probability games on the Internet will be followed up with more ideas, our webbingo will be promoted and of course even more our interactive sports betting – be it on the Net, be it via mobile phones. The repositioning of the VLTs will be completed in 2005. Above all there will be a focus on defending the regulated market and to develop the strategy for Corporate Social Responsibility.

**Judi Kelly, Managing Director, KellyCom Pty. Ltd.:** In terms of internet gaming jurisdictions, it appears that the UK is leading the way in terms of regulating gambling. Despite prohibition in certain countries such as the USA and Australia, it is still flourishing. Growth in 2005 will continue with poker (both land-based and online), although the forthcoming trend is for wireless and mobile games with PDA's and the latest technology.

**Kapil Khanna, Senior Executive Officer, Martin Lottery Agencies LTD (India):** According to my opinion Mobile game would be the major development in 2005. Mobile is available at every place with the person whether he is free or busy. He can use it any where, unlike other options, whether person is in an airplane, toilet, bus stops, hotels etc. almost at every place. Other options like Internet or VLT can be used only when customers have Computer or laptop. If we were looking in Indian perspective, now-a-days mobile is being used by every person whether student, professional, businessman or retired one. The main users are young. So mobile gaming would be more popular in the future.



Bill Thorburn, Chief Executive of Golden Casket Lottery Corporation (Australia)



Frank Catania, Catania Consulting



Kapil Khanna, Senior Executive Officer, Martin Lottery Agencies LTD (India)



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*“PC based games are the future. Generations X and Y are the untapped market, but find existing lottery products boring. To reach these new customers, lotteries must enter the world of cyberspace entertainment by offering exciting, well-devised Internet based games.”*

*– Jeanette A. Michael, D.C. Lottery and Charitable Games Control Board*

**Luis Guillermo Pardo Cardona, Commercial Manager, Lotería de Bogotá:** The "Lotería de Bogotá" will soon develop new products that will combine the traditional preprinted lottery with the instant lottery game systems. Additionally this year we initiated the sale of online lottery, and we are working in the development of a new software that allows us to have our own distribution network for traditional products, and those innovative games that we will place in the market.

**Martin Owens Jr., Law Offices of Martin D. Owens, Jr.:** The most obvious thing is the attempt earlier this year by the State of Georgia to allow account betting on its state lottery. That was lightning out of the clear sky with a state as socially conservative as Georgia, but it just shows that the pressure to use the Internet is growing. Let's not forget the United Kingdom went online with its Lottery about a year ago, the Canadian Atlantic Provinces are wiring it up right now, and I think you're going to see more and more of that, simply because anybody that doesn't is throwing away a very important marketing tool.

Eventually I see the various state authorities coalescing. You might have a Mid-Atlantic Lottery, a Southern Lottery, a Mississippi Valley Lottery, or something like that. The attraction of the multi-state lotteries, like Powerball, just can't be ignored.

**Nina Mu\_oz, president, Vanguard Wireless:** The gaming industry turning to wireless. I see better machine improvements. You'll probably see more open opportunities for minorities. If you're asking me on all the levels that I'm thinking of, that would be not just for the gaming industry and how they reap the benefit of being in the gaming industry, but being able to provide or offer more for individuals that are seeking employment.

**Patrick Smyth, Chairman and CEO, Gaming Transactions Inc.:** The passage of the UK Gambling Bill will force the United States to re-visit their stance on Gaming; especially online casinos. As the UK begins to reap from the benefits of legalized internet gaming for example, the U.S. will want to follow and try to pass a bill that allows for the Federal Government to tax operators.

In Canada, the 2010 Olympics may be a catalyst for the Federal Government in Ottawa to begin a national lottery, in an attempt to wrestle away some of the gaming jurisdiction that they ceded to the Provinces years ago.

**Penelope W. Kyle, Executive Director, Virginia Lottery:** Continued increase in Internet use for: communicating with retailers and allowing them to manage their lottery accounts, player subscriptions for online products, and interactive games. Also, continued

### **Dianne Thompson, Chief Executive, Camelot Group plc**

In the UK, new gaming legislation will be an important competitive development in 2005. The market will welcome a number of major casinos with a large complement of slot machines. Recent legislation has already helped the big British betting industry enabling 90%+ payouts on numbers games on interactive media and in betting shops.

London will be vying to hold the 2012 Olympic games with much of the funding to come from the UK National Lottery.

The European powerball game, EuroMillions, has recently expanded to include a further six countries (nine in total) and should become a major source of growth for all participating lotteries in 2005.

Camelot's major push in the market is through new means of distributing our games. A major epos software project is underway with Tesco, the most important grocery multiple retailer in the UK. Other multiples are expected to follow. We have recently launched our on-line games on mobile phone networks to complete prior launches on the internet and digital TV. ♣



evolution of the instant product to include more states with \$20-plus price points, integration between instant and online games, and non-traditional combination tickets.

**Richard Leigh-Bennett, VP Lottery and Gaming Research, Decima Research/Centre de recherche Décima:** On-line gambling, mobile gaming and the digital/interactive television gambling markets are going to finally take their toll on conventional forms of gambling in NA in 2005. Gambling will reach out into our living rooms with digital/interactive TV targeting the armchair sports fans. The Internet and mobile technologies are also huge untapped opportunities for lotteries to expand their distribution network and player base (especially the 18-29 age group), add efficiencies, access a wealth of player information and increase revenues.

**Sean Smith, Regulatory Enforcement Officer, Government of Antigua:** Internet Gaming will progress to a comprehensive regulatory structure to protect the public's interest as far as fairness is concerned. Gaming for most persons is a part of their entertainment regime, for others it is their livelihood. As a regulatory, the present and future approach is to eliminate fraud, money laundering and any form of financial crime.

**Tim Brunner, Assistant Sales Director, Washington's Lottery:** From all the information the Washington's Lottery has viewed mobile and Instant games i.e. Cyber Slingo, Mah Jong etc.. that drive players to the Web are starting to take off. We are looking to launch Instant/Online games in April.

**Tom Shaheen, CEO, New Mexico Lottery:** Probably the most important development in the coming year that could affect the lottery industry is legal Internet gaming. Currently the U.S. government is embroiled in a battle with the islands of Antigua and Barbuda over the legality of those islands offering Internet gaming in U.S. markets. If the World Trade Organization ruling, currently in favor of Antigua and Barbuda is upheld, the entire makeup of gaming in the United States including lottery may have a new face.

**Tony Caporicci, President, NetBooth Corporation:** I believe that the next generation of gaming will evolve to server based content that will be distributed in many electronic formats. These games will allow for instant content offerings which enable an administrator to push certain games at certain locations or times. The play can change remotely...The content can distributed to many devices or types of platforms (Phones, New Generation Slot Machines, even the Internet ) and controls can be tied in to monitor and audit.

## Lottery

**Antonia Dadoun, Studies & International Relations La Française des Jeux:** 2005 will be a year of consolidation of our games ranges. Games: scratch games will be emphasized on permanent games, re-launches and new launches. We will continue to enlarge our sports betting offer. Distribution network: we will keep investing heavily in the retail network (new counter, game corner and promotional tools, replacement of ITVM, testing our first self service terminal...)

**Clint Harris, Director, Minnesota Lottery:** As states continue to be strapped for revenue, governors and legislators will explore options that would have been out of the question in the past. The line between lotteries and casinos will continue to blur, and many will watch the New Jersey Internet play experiment with great interest.

**Ed Mahlman, Executive Director, Pennsylvania Lottery:** While I can't speak for other jurisdictions, the Pennsylvania Lottery will continue to support older residents through the responsible growth of traditional Lottery products. We will build on our recent success by developing innovative instant and matrix games and by expanding our retailer network using both conventional and Player Activated Terminals."

**Frank Neuperger, GM, SIMREX Corporation:** Wireless connectivity for games that is not public network (cellular/PCS) based. This will provide for a significant cost reduction in the on-line connectivity cost. Unlicensed ISM frequencies or licensed fixed site

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frequencies can be used for this purpose. Unlicensed frequencies are emerging as a preference due to the robustness of the technical solutions and the simplicity of not having to get a license.

**Jack A. Boehm, President, JB Consulting:** Several additional states are very likely to implement VLTs as a method of competition to Native American gaming.

There will be some new games implemented in the larger states to create a variety of on-line games for players.

Also, states will embrace the idea of Subscription services to gain a foothold on communicating directly with players. Service and a "Club Atmosphere" will be the key to making this work effectively. All states are likely to do this in the coming two or three years.

**John M. Ross, Director, Hoosier Lottery:** Transferring extensive stores of information to e-tablets will most certainly improve our sales representatives' capabilities in the field. Through Sales Force Automation, they can maximize retailers' inventories based on readily available factors such as regional and statewide game sales or price-point comparisons. Mobile e-mail access also eases communication while representatives are on the road.

**John Pittman, VP Marketing, Intralot, Inc:** I don't believe that we will see any significant developments occurring in the gaming industry in 2005. What we will see is a concentrated effort to prepare for changes that will transform the way we operate in years to come. Lotteries need to synchronize their legislative mandates to the current pace of technology so that our products can be distributed more effectively to new consumers while still being socially responsible.

**June Roache, Chief Executive, SA Lotteries (Australia):** 'Anywhere anytime' delivery of games, together with innovative game content, particularly to appeal to the younger generation of players, are likely to represent the key areas of development for SA Lotteries, and indeed the lotteries industry worldwide in 2005 and beyond.

SA Lotteries will strive to capitalize on new opportunities for growth, balanced against our commitment to social responsibility within our community.



June Roache, Chief Executive,  
SA Lotteries (Australia)

**Ken Brickman, Executive VP & COO, Iowa Lottery Authority:** U.S. lotteries continue move to buy off-line, play on-line Internet gaming. Instant sales will be down until players adjust to higher gas prices. There will be little '05 change in on-line; little VLT growth, but look-alike class II monitor vending gets lottery legs. Indian gaming expansion, yes, but non-Vegas '05 private casino/racino growth comes with more slots not lots of new venues. U.S. mobile gaming? Not in our wildest '05 dreams.

**Mark Gederman, Marketing**

**Manager, GTECH Corporation:** Lotteries will take a closer look at leveraging their existing lottery infrastructure for additional non-lottery revenue opportunities. By taking advantage of their expansive retail footprint and applying it across multiple product offerings - such as prepaid mobile top-up and bill payment services - lotteries can recognize immediate economies of scale and lower overall costs.

**Michael Cousins, Director of Marketing, Washington's Lottery:** In order to grow, lotteries (as well as other gaming industry members) will need to clearly communicate the benefits they offer their respective state and local communities. In FY '05, Washington's Lottery is focused on clearly communicating the benefits it provides the citizens of Washington State - through prizes to our players, commissions to our retail network - and most importantly, funds directed by voters to the education construction fund.

**Michelle Carinci, President and CEO, Atlantic Lottery Corporation:** Lotteries will need to make important decisions about how they will have an effective presence at retail as players continue to change their consumer habits.

We know that Canadians are spending more time and money at big box stores and other similar locations. While they're there, they're spending large sums of money, buying different types of products under one roof. We're finding that these types of consumer habits are not necessarily conducive to making impulse purchases at the checkout counter.

Our challenge becomes deciding if we need to put more resources into developing products and distribution channels that are relevant to the emerging retail market.

Also, the appropriate balance between consumer protection and revenue opportunities will be integral to public and political approval. The industry will continue to examine and create a global approach to social responsibility.

**Nancy Palumbo, Director, New York Lottery:** There is great growth potential in Video gaming. Certainly there is future potential for Internet Gaming pending further technical development. New York's priority for 2005 is to continue to grow its core lottery business. We plan to optimize the current retail environment by significantly reducing labor and inventory management issues associated with Instant games thus encouraging our retailers to offer more facings and a wider display of higher priced games. We also plan to focus on solving innate challenges to corporate business retail expansion. These challenges include loss prevention and integration into their front-end POS systems in order to change preconceived long held anti lottery corporate mindsets.



Nancy Palumbo, Director,  
New York Lottery

**Patrice Boché, Sales and Marketing Director, SAGEM:** Among

*“I believe you will see the increased deployment of higher price point online games, many of which will be proprietary to existing or new lottery vendors.”*

*– Steve Saferin, President, Scientific Games Ventures*

the various directions of development for the gaming industry in 2005, we think that the main target of Lotteries is to increase their sales in their existing points of sales, and in parallel to develop new selling channels and retailer networks. Therefore, the lottery industry has to develop and supply: multimedia solutions to increase the information/advertising at the retailer point of sale; modular, compact and cost effective products to be easily adapted to new retail channels; and take advantage of the large availability of broadband IP access, which allows to connect... new possibilities and features to existing.

**Patrick Rogers, CEO, Win Win Gaming:** We believe that Mainland China, our company's primary area of focus, represents an unparalleled opportunity for the future of gaming in 2005 and beyond. We are the first Western company to have the opportunity to work with the government-owned China Welfare Lottery (CWL) on the design, marketing and management of lottery games. In 2004, we launched our “Slam Dunk” instant ticket lottery games in Shanghai, PRC along with a lottery TV game show produced by Sande Stewart Television.

**Petur Bjarnason SIBS Lottery, Iceland:** In Iceland, I do not see any major changes in the gaming industry in 2005. The most likely changes are in the field of technology, which is improving every year and ways of payment are getting more flexible through the bank service and Internet use.

**Reagan E. Greer, Executive Director, Texas Lottery Commission:** On the instant game side, we'll continue to provide customers with a wide range of choices, including shorter runs, a variety of price points, and new brand-name games. We'll also monitor our on-line games for possible technological enhancements. VLTs and Indian gaming are legislative topics likely to pop up in the next year, and we stand prepared to act as a resource for these issues if called upon.

“I believe you will see the increased deployment of higher price point online games, many of which will be proprietary to existing or new lottery vendors.” – Steve Saferin, President, Scientific Games Ventures

**Steve Saferin, President, Scientific Games Ventures:** I believe you will see the increased deployment of higher price point online



*Steve Saferin, President,  
Scientific Games Ventures*

games, many of which will be proprietary to existing or new lottery vendors. At Scientific Games, we are investing substantial dollars and resources into the development of these types of lottery products and already have two very successful products: our group participation patent implementations and our Multi-Hand Easy-Win patented game (Match 6 Easy Win) producing substantial incremental revenue for our lottery customers.

**Walter Fioravanti, VP, Human Resources, Ontario Lottery and Gaming Corporation:** Over the centuries, lotteries have periodically fallen out of favor, usually because of some scandal or other that has attacked the very core of the public's confidence in the fair and honest administration of the lottery. Clearly, the gaming industry's need for transparency and integrity is critical to its very survival. As gaming options, in general, proliferate and as gaming itself becomes viewed by society at

large more and more as just another commodity, as opposed to a "vice" from which the public required some protection, the risk increases that the perception of overly aggressive marketing by the industry may result in a 21st century "scandal" revolving around the lack of safeguards and attention paid to problem gamblers. I see the growing concern by the media and the public about the industry's apparent failure to adequately address this problem as likely to be one of the more important developments for gaming in 2005, as this goes to the very heart of the industry's need for transparency and integrity.

### **Racino/Gaming Machines**

**Cory Aronovitz, Esq. Casino Law Group:** Growth opportunities in new jurisdictions is unlikely or at best uncertain. As a result, mergers and acquisitions will continue in the traditional gaming sector. Public vs. private ownership will dominate discussion. Ownership in licensees by elected officials in Pennsylvania and legislation providing for a landbased casino in Chicago owned by Chicago raises new issues related to the public's perception of the integrity of the gaming environment. Internet will draw attention as poker continues to explode in popularity and possibly lead to regulation. The WTO decision and the UK's new gambling bill which does not prohibit remote licensee from offering and accepting wagers from the U.S. will drive the issue.



**Don Robison, Video Product Manager, Oregon Lottery:** The Oregon Lottery is continuing its replacement activities by removing some of its oldest or lowest performing VLTs, replacing them with new devices. We are currently in the third wave of this activity and will have replaced 5500 of our approximately 10,500 terminals. We will still have about half of our machines that are obsolete on some technical level. Oregon is still in a budget crisis situation entering the next Legislative Session slated to begin in January, 2005 with deficits in the \$800 Million range for the next biennium. It

is anticipated that Video Lottery may be looked upon for greater contributions either by looking at types of games offered (currently versions of Poker only) or by looking at distribution models. Last Legislative Session the maximum number of VLTs was raised from five per account to allow up to 10 at each of two race tracks in Oregon, and up to six per Video Lottery establishment, up from 5 per account. Video Lottery represents approximately 80% of the money transferred by the Lottery.

**Greg Duggan, Business Development Manager, Jupiters Technology Pty Ltd (part of the Tabcorp Group):** I see a trend towards "lean-back" monitor games, where the players are leaning back, enjoying a cup of coffee with their friends and having fun playing over a period of time. New monitor games of this type are currently being evaluated by several states & provinces, so the trend is underway and should develop further during 2005.

**Fred Havenick, CEO of Flagler Dog Track & Sports Entertainment Center in Miami, FL:** We think that there are some very big opportunities for the expansion of gambling in 2005. One of the places would be Florida. I think Texas would also be a very good shot for something to happen. I don't think there's anything on the horizon that's going to help the budget crisis in these states to mitigate the need for the gaming. Gaming is really the quickest, easiest way to raise an enormous amount of money for tax-starved states. We're very optimistic about the future.

**Gary Gregg, Galaxy Gaming:** Consolidation of the industry and the impact that has on customers – how that will change the competitive dynamic. Will things get more vanilla?

Also, there's the impact the new Steve Wynn resort will have on Las Vegas. Mr. Wynn has probably been the most influential person in the last 20 years and it will be interesting to see if his new resort again raises the bar.

**John Berkley, TransAct Technologies Inc:** Technology. Technology from other industries has finally caught up with the gam-

ing industry. We're seeing more networking. More cashless gaming systems are being integrated into the casino floor which is creating opportunities to do technically advanced things which allows operators to have more control over information about their customers. Gaming operators were one of the first groups to get into building data silos to try to understand the customer... They always knew where the whales were but now they can find the heart of the bell curve.

**Keith Whyte, Executive Director, National Council on Problem Gambling:** Advances in technology will continue to break down barriers between different forms of gaming, although legal and policy responses will continue to lag far behind. Problem gambling will become an issue that is increasingly hard to ignore, and responsible gaming programs will be under more scrutiny than ever.

**Ken Bossingham, VP of Sales and Marketing, Atronic:** Operators will continue to take all steps to offer their customers the best possible entertainment experience while maximizing their capital investments. Video low denomination product will continue to make up the majority of new purchases. The increasing competitiveness of the operator environment will see operators closely analyzing their revenue sharing participation product and demanding superior floor performance to allow these product to remain on the floor. Financial model flexibility will be key to remain competitive in this arena.

**Marco Fiore, Marketing Manager, Casino de la Vallée, Italy:** I think that the market in Italy is changed, according to a different behavior of the customers, they are looking more and more for rapid games with low minimums. At the same time I believe that the offerings of the Italian Casinos need to be updated, in order to merge gaming with entertainment. This means that the operators, and the owners must schedule big investments in the very near future to defend the position in the market against the national competitors and foreign Casinos that attract the customers... Something like the U.S. model, with a little difference, because we are Europeans, generating more atmosphere, more excitement to create fun, but not building



*Ken Bossingham, VP of Sales and Marketing, Atronic*



*Marco Fiore, Marketing Manager, Casino de la Vallée, Italy*



*"I see the State lottery future surrounding VLT machines networked via wireless monitoring systems...."*

*– Mark Hutchinson,  
Director, International  
and Public Gaming,  
JCM American*



amusement parks.

**Marcus Prater, Senior Vice President of Marketing, Bally Gaming and Systems/SDG/ Alliance Gaming Corp.:** Gaming suppliers that can offer a comprehensive line of products and technology for slots, systems, progressives, lotteries, racinos and Class II games will do very well in the evolution of this exciting industry.

*"I see the State lottery future surrounding VLT machines networked via wireless monitoring systems...."* – Mark Hutchinson, Director, International and Public Gaming, JCM American

**Mark Hutchinson, Director, International and Public Gaming, JCM-American:** "I see the State lottery future surrounding VLT machines networked via wireless monitoring systems. These machines provide extremely popular entertainment value for the consumer and now the tools are in place that allow the games to be placed virtually anywhere in the jurisdictions while remaining secure as well as monitored by great systems and communications abilities. At JCM, we actually have a product that allows the State and Retailers to monitor exactly how much cash is sitting inside the machine's cash box at any given moment from anywhere! In addition to simply monitoring the machines, the systems also allow for some amazing marketing programs especially with CRM and customer loyalty programs."

**Marty Peck, L.C., IALD, IESNA; Principal, Creative Lighting Design & Engrg:** A sophistication of the gaming environment - a trend away from the artificial gilded, mirrored excess toward designing spaces that are contemporary, yet intriguing and anticipatory in nature. As lighting designers we have helped develop spaces visually rich with drama and glowing forms, which we model using advanced photo-accurate 3D renderings."

**Mickey Roemer, Senior VP Game Development, Bally:** Technologically it would probably be downloading. You'll probably see some kind of downloading game within New York in 2005 – once the bugs are worked out and the protocols and how that operationally works. That won't be accomplished in 2005, but maybe the first experiment will be introduced and they'll work it through.

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Marty Peck sees the gaming environment changing to be more contemporary, yet intriguing and anticipatory in nature.

**Rene C. Merritt, Corporate VP Sales, Young Electric Sign Company:** Growth; as a result of gaming being looked at as a valuable (somewhat, socially acceptable) state tax resource. Fueled by growth in Native American gaming and international gaming (Las Vegas in Macau, London, and South America), casinos are becoming accepted as mainstream entertainment while producing valuable tax receipts.

**Vincenzo Rosselli, Executive VP, Olivetti Tecnost:** For 2005 I foresee the growth of VLTs with the installation of a new models designed to implement new rules of socially responsible gambling. In on-line terminals, traditionally an area of great strength for our company, we see the development of an increasing number of non-gaming services, in line with the evolution of the retail outlet to a "Point of Meeting".

**West Virginia Lottery Director John C. Musgrave, Cabinet Secretary, West Virginia Department of Revenue:** State-regulated video lottery is where we will see this industry's growth. As chairman of MUSL's Video Lottery Product Group, I believe that it is impera-

tive that states involved in regulating video lottery combine their expertise, buying power and other resources to obtain optimum vendor response. The sheer volume of state-regulated VLTs commands attention. In the near future, we, as a group, could emerge as the industry's dominant marketplace.

**William J. Palermo, President, Gaming & Resort Development, Inc.:** Based on the historical trends and the outcome of the '04 gaming-related ballot initiatives, it appears that '05 casino/racino revenue growth will likely be stemming predominantly from incremental per unit performance rather than by the widening of gaming jurisdictions that had fueled most of increases in previous years. With the exception of a few states within the commercial casino sector that may possibly issue new gaming licenses, including Iowa, revenue growth is apt to reflect the increases in national consumer spending rates and disposable income; two indices that have paralleled this segment's growth rate in recent years. ♦

*“State-regulated video lottery is where we will see this industry's growth. As chairman of MUSL's Video Lottery Product Group, I believe that it is imperative that states involved in regulating video lottery combine their expertise, buying power and other resources to obtain optimum vendor response. The sheer volume of state-regulated VLTs commands attention. In the near future, we, as a group, could emerge as the industry's dominant marketplace.” – John C. Musgrave, Director, West Virginia Lottery, and Cabinet Secretary, West Virginia Department of Revenue*



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# Easy Money through Lottery Subscription Programs

Many Lottery jurisdictions around the world have been able to make subscription programs work. The successful program is great for players because they don't have to worry about missing a draw and potentially missing out on a the day that their "magic number" pays out, and its great for the Lottery because it maintains a consistent revenue stream.

What follows is a snapshot of some of the successful subscription programs that lotteries are offering around the world. PGI will be examining more Lottery subscription programs in the near future.

## Dansk Tipstjeneste

Dansk Tipstjeneste launched its subscription program in August 2003 and has seen steady increase since inception. The Lottery offers its Wednesday and Saturday lotto games with or without joker.

Dansk Tipstjeneste currently has 56,600 subscribers. In the last 52 weeks the lottery has had a total subscription revenue of 101,109,180 Danish Kroner (approximately 13,600,000 euros), representing approximately three-percent of the revenue generated by the games offered through subscription. Dansk Tipstjeneste doesn't have specific time frames that players can sign up for – all subscribers play, and pay, by the month. The Lottery offers no discounts for playing via subscription, and charges no fees for using the subscription system. There are currently no limitations associated with the subscription program. When players subscribe to a Dansk Tipstjeneste game, the Lottery issues a special subscription certificate showing the game, the players name and address, the direct debit number, and where the prizes will be transferred to. The subscription is entered into the subscription system, which runs on the same platform as the Lottery's Internet gaming solution.

Dansk Tipstjeneste subscriptions are marketed primarily through Internet and TV communication. The Lottery's campaign slogan is "All Lotto Millionaires have one thing in common – They remembered to play... Now

it is easier for you to remember to play. Sign up for a subscription."

Players can't pay for subscriptions with a credit card, but the Internet is the primary sales channel for Dansk Tipstjeneste subscriptions. There is currently no webpage devoted to the program, but in 2005 the subscription players will get their own log in area where they can add new games, see prizes and more.

Dansk Tipstjeneste players have the benefit of security with the subscription programs. They do not forget to play, and their prizes are transferred directly to their bank account. It is important to show the customers that they sometimes win!

Dansk Tipstjeneste also benefits from the subscription program. They are attracting new players that didn't play before, and they now have the ability to communicate directly with players instead of through retailers. Ultimately, it is allowing them to give their players better service.

## Maine

The Maine State Lottery initiated its Megabucks subscription program in 1985. The program currently has approximately 7,500 subscribers participating annually, generating approximately \$750,000 in annual revenue. There are no limits as to the number of draws a person can sign up for, and no limits as to the number of plays a person can subscribe to per draw.

Benefits of the subscription program include the fact that subscribers don't miss any draws and people like to give subscriptions as gifts. On the downside, players are not sure when the subscription is up due to the fact that \$1 and \$2 wins go towards extending the draws (\$5 winnings and above are sent to players by check through the mail).

When the Lottery receives a subscription it is entered through the Games Management System and players receive a confirmation card. No fee is charged to the player for the service. Subscriptions cannot be ordered via the Internet, but players can download a subscription form which must then be

## SCS Puts Customer Service and Profits into Subscription Lottery Play *Submitted by SCS*

For many years state lotteries have turned their backs on the lucrative benefits of offering their player base a subscription or series ticket player program because of what they felt might be the overwhelming customer service requirements inherent in such programs. After all, who would want the perpetual headaches of recruiting, servicing, and maintaining the play of hundreds of thousands of – people?

Subscription Club Services (SCS) loves those kinds of headaches, and after ten years and hundreds of millions of customer service interactions with lottery players, they are reinventing the way state lotteries offer and make profits from subscription play.

"Customer Service and Total Customer Satisfaction is our core business," proudly remarks Andy Amada, President of SCS. "We have spent years, thousands of hours of work developing our LottoSOFT™ software and the business systems which give us the power to treat customers like family. We have invented a unique program which gives players the flexibility they want in order to play their own way, without sacrificing any of the strict controls, integrity, and security the state lottery requires."

Don't get the impression that SCS sells a software box and that the state lottery then has to figure out how to install it and make it work – SCS provides EVERYTHING, including all the management and staff. And, it can be very profitable. "We estimate that when you compare us to traditional subscription programs, we can quadruple a state's revenues with almost no new costs", Amada says.

The SCS team is specialists in pleasing lottery players, just like GTECH, Scientific Games, and Intralot are the on-line gaming specialists. SCS players feel more like club members, with special promotions and benefits just for them. "It's almost like having their own Personal Lottery Assistant™ who takes great pride in caring for them and catering to their individual needs," Amada adds.

If you would like additional information about setting up a presentation of the SCS program in your state, you can call (888) 777-5131 or visit them on the web at [scs123.com](http://scs123.com). ♣

mailed to the Lottery office. Subscriptions can be paid for with a credit card.

The Lottery markets its subscription program with direct mail, and offers some incentives to get people to sign up for the program, including a free instant ticket during the holiday season.

### Mifal Hapais

The membership club of Mifal Hapais, Israel National Lottery, is upgrading its subscription program. Barcoded magnetic membership cards will entitle 460,000 subscribers holding 550,000 membership cards to immediate discounts in over 60 entertainment, cultural, leisure and food establishments, etc. Furthermore, every month, subscribers will be entitled to a discount at Mifal Hapais' points of sale on a different lottery product.

As part of the process, the club members were divided into subscriber types according to seniority and number of membership cards, with the aim of rewarding long-standing subscribers and those holding several cards and granting them more bonuses – as befits long-standing and faithful customers.

Accordingly, 4 types of cards will be issued:

- **Club Card:** for new members and for those with a membership of up to 3 years.
- **Silver Card:** for 3- to 7-year subscribers.
- **Gold Card:** for subscribers of 7 years and up or for holders of two subscriptions regardless of seniority.
- **Platinum Card:** for holders of 3 or more cards.

To date, subscribers held a passive membership card. Discounts and bonuses for program members were sent in the form of coupons through direct mailing. From now on, subscribers will have an active card at their disposal.

According to VP Marketing and Advertising Doron Engel, "this move – which makes the card valuable – will give customers an edge when they make their purchases and will enhance their sense of identification with and connection to Mifal Hapais and the subscribers' program while improving and upgrading the club. Subscribers will keep the card handy in their wallets since it will help them with almost any purchase they make. Ultimately, each customer will get full (equivalent) compensation for the cost of their monthly subscription. In other words, the prize winning, bonuses and discounts will be equivalent in value to 60 NIS, i.e. the monthly cost of a subscription.

The new card's uniqueness lies in the fact that it encompasses discounts in a wide variety of fields and stores.

The club consists of 550,000 membership cards and it is Israel's largest paying customers club.

Research conducted in the month of July 2004 reveals the following subscription club members profile:

- **Gender:** 54% are men and 46% are women.
- **Age:** 11% are aged 18-29, 40% are aged 30-49 and 49% are aged 50 and over.
- **Education:** 42% of the subscribers have a high school education and 58% have a post-elementary and academic education.
- **Income:** 55% of the club members earn an above-average salary, 25% earn an average salary and only 20% earn a below-average salary.
- **Religious inclination:** 54% of the club members are secular and 46% are traditional or religious.

### New York

The New York Lottery began its Lotto subscription program in 1981. The Lottery does not charge a fee for its subscription program, and there

**COLORADO** – The Colorado Lottery is currently in the process of switching from one On-line vendor to another. During this process, the Lottery will be discontinuing its subscription service. No specific details are given as to when it will relaunch.

**DC** – The D.C. Lottery does not have a subscription program but does offer advance sales for on-line games.

**PENNSYLVANIA** – The Pennsylvania Lottery allows tickets for Powerball, Lucky for Life and Match 6 to be purchased up to 26 draws (13 weeks) in advance, and tickets for Cash 5, BIG 4 and The Daily Number can be purchased up to 7 draws (one week) in advance.

**NORSK TIPPING** – Norsk Tipping players can mark for and pay for their Lotto-game to participate for up to 10 weeks, but they don't subscribe. ♣

is no statute allowing the Lottery to charge a fee for its services, but the subscription program carries the major benefit of increasing revenue at little or no cost.

When the subscription program first began, the Lottery accepted out of state subscriptions, and at one point had approximately 195,000 subscribers. Eventually, U.S. Postal regulations required that they no longer accept applications without a New York address so the numbers have fallen. Approximately 90,000 players currently subscribe to Lotto. Subscription sales for FY 03/04 reached approximately \$16 million generating roughly \$7.2 million in revenue.

The New York Lotto subscription form allows for six games to be signed up for per application, but there are no limits on the number of forms that a person can send in for each drawing. Once a form has been submitted, the Lottery sends a confirmation letter to the player with the numbers the player chose and the drawings they will be entered in. The numbers are then stored in the Lottery's computer.

Players who wish to sign up for a subscription to Lotto must choose between a 26-week and a 52-week subscription, but the Lottery does offer players incentives for entering into long subscription programs. When buying a single ticket, players get two games for \$1. Players can sign up for a 26-week subscription (two games) for only \$50 (getting one week for free), or a 52 week campaign (two games) for \$98 (getting three weeks for free). Once a subscription is started, the only thing a player can change is his or her address.

In addition to promoting subscriptions by offering financial incentives, the New York Lottery runs promotional applications in state-wide newspapers at different times of the year, and subscriptions are auctioned off on Public TV. Subscriptions are also given as prizes in second chance drawings.

Subscribers can't sign up for a program using a credit card, and they can't sign up over the Internet, but the Lottery does have an application that can be downloaded from the Lottery's website. The application can be printed, completed and mailed into the Lottery for processing.

Players enjoy the subscription program because they are able to have their numbers entered into each drawing without having to go to a retailer to buy tickets for each drawing. They can play from home, and when they win, their prize checks are automatically mailed to them.

Another benefit to the program is that players don't have to worry about collecting on \$1 winnings when they match 3 of 6 numbers. These prizes are credited to their subscription at the time they renew, thereby reducing the cost of their renewal.

Groups of 10 can play by mail and any prize that the group wins over \$600 is split into individual checks for the members. Prizes under \$600 are mailed to the Group Representative for distribution. ♣

# SmartPlay Provides Perfect Solution™ for Irish 12 Days of Christmas

From experience, Smartplay has come to expect a ton of fun and fancy when working with National Lottery, Ireland. Project names read like they're straight out of Harry Potter... Wizard, Balldron, and Spiral Wheel. But behind the people pleasing, sometimes-whimsical facade, An Post, operator of the lottery, applies rigorous standards and is always looking toward new technology.



*SmartPlay's conceptual rendering of set pieces.*

engineer and program coordinated set pieces, with a "cartoon" feeling. On the more serious side, An Post required automatic digit confirmation and prize identification including seamless graphic/animation presentation.

Smartplay incorporated the Solution™ system. Originally designed to complement Smartplay's high-end solid rubber ball drawing machines, the Solution is an automatic recognition and graphic display system. In Ireland's game show application, the system's RFID technology confirms matching digits in the first game segment, and identifies/awards a prize at the conclusion of the game.

The Solution enhances security by reading the digits and prizes with 100% accuracy.

The system is also compatible with professional broadcast, and supports instantaneous presentation of graphics/animation and sound effects, with the scanning of identification bearing chips. Signal export is delivered to the TV studio in PAL and SDI.

Player names, scores and prize values will be displayed on a giant plasma screen. The computer operator will, on command, cause the screen to shuffle the names and prize scores into rank order from highest to lowest.

The object of the game is to first crack a five-digit code by placing in correct order, five frosty looking, 15" acrylic ice cubes into a glossy white snow bank. Each cube bears an RFID chip, programmed with a single digit from a field of 0-9. The Solution system allows the operator to assign how many total digits/cubes (up to ten) will be in play, and randomizes the order of the digits in the snow bank.

Player 1 selects a cube and places it in the first receptacle of the snow

bank. Between September and December, a pool of 16 players will be drawn on the lottery's Winning Streak show, to participate in a special Christmas mini-series event. The total prize fund for the game show is 1,000,000, and includes the opportunity to win a car valued at 20,000.

For the upcoming two-stage 12 Days of Christmas game show, Smartplay was commissioned to design,

bank. Via the Solution system, the cube electronically "matches", with an automatic green glow, positive sound effects and a graphic display. If not a match, the cube automatically glares red, appropriate reject sounds play, and the player returns to his/her seat. The sound component, housed within the control console, automatically interfaces with the television studio via a cat-5 Ethernet connection.

If the player gets a match, he/she then picks a remaining cube in hopes of matching position 2. With each failed attempt, the incorrect digit is set aside and control of the game passes to the next qualified player; the game continues in 1,2,3,1,2,3... (or in a two player game 1,2,1,2...) order until the correct digit is inserted in the last position.

Having cracked the code, the player then proceeds to the twelve-foot tall, foam Christmas tree, from which gaily-wrapped packages hang. The gifts, decorated in 12 Days of Christmas motif, are tagged with RFID chips programmed with individual prize codes. As with the digit ice cubes, the system facilitates the randomization of the assigned prize values.

With round two, the player selects a gift, to be placed on a 96" long, variable speed conveyer belt, for prize identification by scanning. When scanned, a micro server inside the unit reads the code and identifies it with the assigned "gift" value. The related animation or image plays accompanied by sound effects. One of the gifts may contain an audience prize, in which case the player having chosen that gift will be asked to choose another.

Over the past ten years, Smartplay has provided numerous game show pieces to An Post, including equipment for their eight-year-old, top rated Fame and Fortune show. There has been a shiny bank vault, a burl and brass roulette table, brilliant Pachinko machines, several singular prize wheels, and most recently, a mechanized dice game.

The Christmas mini-series project breaks new ground, however, with the introduction of the Solution system and its RFID technology. The Solution is the second offering in Smartplay's high tech product line. Its introduction to the market followed that of the Origin™ digital draw system, recently chosen by New Mexico Lottery.

Of National Lottery, Ireland and its operator An Post, Smartplay declares with admiration, "Hat's off to another colorful, creative game show." It's no wonder that (per the Irish anyway,) there are two kinds of people in the world. Those who are Irish and those who wish they were. ♣

Source: Smartplay International, Inc., Southampton, New Jersey, USA  
[www.smartplay.com](http://www.smartplay.com)

Contact: Linda Turner, Vice President, Sales 1 609 859-1133

# 'Tis the Season (Part II)

In November, Public Gaming International revealed holiday tickets from several lotteries around the world. The response to our request for information on holiday tickets was enormous this year – here is *part II* of our feature on holiday instants. Let's see what kind of holiday-themed products lotteries around the world are offering for 2004...

## Connecticut

The Connecticut Lottery is offering five holiday-themed tickets in 2004. Four will follow a traditional individual ticket format; the fifth, "Gift Pack Limited Edition" will be a "pouch" game that includes five individual tickets, whose price points add up to \$10. This marks the first time the CT Lottery has sold a pouch game, and the Lottery is anxious to learn what the consumer reaction to this style will be.

This year's complete holiday ticket lineup includes: Gift Pack Limited Edition (\$10); Season's Greetings (\$10 – Top Prize: \$100,000); Bearing Gifts (\$5 – Top Prize: \$25,000); Holiday Tripler (\$2 – Top Prize: \$10,000); and Moosletoe (\$1 – Top Prize: \$2,500). All games are new offerings.

Gift Pack Limited Edition is a foil-pouch package holding five individual games. The pouch front contains a "To/From" area for gift givers to use. Gift Pack Limited Edition will be promoted via television ads and POS, the theme of which is "Wrap up your holiday shopping in no time! Give the \$10 Holiday Gift Pack!"

Moosletoe and Bearing gifts are licensed products featuring illustrations by artist Will Bullas. Bullas' whimsical design style should prove to be popular with Connecticut's Lottery player base.

## Montana

The Montana Lottery is celebrating the holiday season with a \$1 ticket titled Celebrate the Season. The scene game,

which offers a \$100 top prize, has six different images and looks like a gift card.

## New Mexico

This season, the New Mexico Lottery is launching three holiday-themed games and one winter-themed game: \$1 Bah Hum Bucks (top prize \$1,000), \$2 Silver and Gold (top prize \$20,000); the \$5 ticket \$50,000 Jolly Holiday Jackpot; and the \$10 ticket \$100,000 Winter Green. None of the tickets have been offered in previous years.



## Norsk Tipping AS:

Norsk Tipping is offering three kinds of Holiday Instants: Flax Julekalender (Christmas Calendar), Flax Til & fra-lapp (gift tags) and Reise-Flax (travel-instant: for the summer holiday). Flax ("Flaks" means luck) is the family name of all Norsk Tipping scratch-tickets. All three have been offered on previous occasions.

Flax Christmas Calendar sells for NOK 500000 and offers a top prize of NOK 25 million. Flax Gift Tags is offered at the NOK 1000 price point and features a NOK 7 million top prize. Flax Travel-Ticket also offers a chance at NOK 7 million for an investment of NOK 50000.



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Flax Christmas Calendar consists of 24 fields for scratching, just like children's Christmas Calendars with toys or candy. Norsk Tipping's calendar of course offers chances to win money.

**Ohio Lottery Commission**

The Ohio Lottery Commission has five Holiday Instants on the market this year: \$1 Holiday Cash (\$500 top prize); \$1 New Year's Cash (\$22,005 top prize); \$2 Holiday Surprise Doubler (\$20,000 top prize); \$5 Holiday Lucky Times Ten (\$250,000 top prize); and \$20 Season's Greetings (\$100,000 top prize). All of these tickets (except New Year's Cash) have a

"to" and "from" demarcation for gift giving.

Holiday Cash, New Year's Cash, and Holiday Lucky Times Ten have all been offered in previous years.



**Ontario**

The OLG is launching eight holiday-themed products in 2004. One theme, the \$2 Stocking Stuffer has been offered in the past. The Lottery printed 2,000,000 of this ticket that features a \$35,000 top prize.

Wish List and Gift Box, each with a print run of 1.2 million, are offered at the \$1 price point, feature a \$10,000 top prize.

Two \$3 tickets made it into the mix. One, Merry Money, with a 3,000,000 print run, features a top prize of \$75,000 and a \$10,000 Panasonic Home

Theatre system. Holiday Bonus Bingo features a top prize of \$50,000. There were 6,000,000 of this ticket printed.

At the \$4 price point, with a 2,000,000 print run, sits Cash For Life – featuring \$1,000 a week for life.

Two \$10 gift packs are the market this year. There are 2,000,000 Instant Holiday Gift Packs featuring a top prize of \$50,000, and 800,000 Lotto 6/49 Holiday Gift Packs, featuring a variable 6/49 jackpot as a top prize.

**Pennsylvania**

The Pennsylvania Lottery is offering five holiday-themed tickets this season.

- Jolly Jackpot Is a \$20 ticket featuring \$8 million in prizes ranging between \$100 and \$10,000, as well as four top prizes of \$500,000
- Winner Wonderland sells for \$10 and features \$6 million in prizes between \$50 and \$100, and five top prizes of \$250,000.
- For \$5, Doughman Dollars has \$8.5 million in prizes between \$50 and \$1,000, and ten top prizes of \$50,000.
- Santa's List sells for \$3 and features six top prizes of \$30,000, as well as 50,000 prizes from \$30 to \$300.
- Sleigh Ride Riches is a \$2 ticket with 120,000 prizes from \$20 to \$5000, over 630,000 doubled prizes, and seven top prizes of \$10,000.

- The \$1 Jingle Bucks features \$2 million in prizes between \$10 and \$100, and 60 top prizes of \$1,000.

**Quebec**

Loto-Québec is offering five holiday tickets 2004: Noël d'Argent (\$1), with a top prize of \$1,000; Loto-Bingo Noël (\$2), with a top prize of \$10,000; Loto-Bingo 2005 (\$2), with a top prize of \$10,000; Cadeau Surprise (\$2), with a merchandise top prize of a TV ACL with sound equipment and a top dollar prize of \$5,000; and Mots Cachés (\$2), with a top prize of \$10,000. Loto-Bingo 2005 and Noël d'Argent are new to the product mix this year.

Cadeau Surprise offers not only a holiday visual, but also a special prize structure with many merchandise prizes.



**Rhode Island**

For the 2004/2005 Holiday Season, the Rhode Island Lottery plans to release four holiday themed Instant Tickets to celebrate the season.

The games, released in October, are available at Lottery Retailers, as well as included in the Lottery's 2004 Holiday Mug gift package.

On October 4, the Lottery launched Holiday Doubler, a \$2 ticket with a \$10,000 top prize, and Winter Action, a \$10 ticket with a \$100,000 top prize. On October 18, Holiday Celebration, a \$1 ticket with a \$4,000 top prize, was launched alongside Stocking Stuffer/Cool Cash, a \$5 ticket giving away up to \$5,000.

Of these, only the \$10 Winter Action is a re-release, originally being offered October 2003.

The holiday themed Instant Tickets are designed with traditional symbols of the season for a festive appearance.

**South Dakota**

Three Holiday-themed tickets are being offered by the South Dakota Lottery this year: Winter Green, selling for \$5 and featuring a \$25,000 top prize; Dakota Holidays, a \$2 ticket with a \$10,000 top prize; and Happy Holidays, with a \$1 price and a \$4,000 top prize. All three tickets are new this year.

Dakota Holidays is a beautiful ticket with five different (rotating) art scenes of South Dakota wildlife in winter settings. The other two games feature To and From labels.



**SwissLos**

SwissLos is taking advantage of the Holiday season by selling Benissimo Christmas for SFr. 10, and Millionenlos for SFr. 100. Both tickets have been offered in previous years.

- Benissimo, which comes in four different art scenes, offers two different top prizes – SFr. 1,000,000 on a TV gameshow, and SFr. 250,000 instantly.
- Millionenlos is giving away 13 prizes of SFr. 1,000,000, 27 cars, and 40 vacations around the world. 27 cars, 40 word trips



## Texas

The Texas Lottery is gradually rolling out five different holiday instants this year. The first ticket launched came out October 27, two more will be launched on November 10, and the final two games will come out on November 24. None of the tickets have been offered in previous years.

The \$30 ticket Holiday Wishes Millions features a top prize of \$2,000,000; 12 Days of Winning sells for \$10 and offers a \$120,000 jackpot; the \$5 Deck The Halls has a \$60,000 top prize; Holiday Gold comes in at a \$2 price point and a \$25,000 top prize; and Holiday Cash offers a top prize of \$500 for a \$1 investment.



Holiday Wishes Millions is the lottery's first-ever \$30 price point ticket, and the 12-inch ticket folds into a 4-inch by 6-inch size to fit inside the lottery's holiday envelope.

"With five brand new holiday scratch off games, including our first \$30 game, Texas Lottery players have plenty of options for stocking stuffers this holiday season," says Reagan E. Greer, Executive Director of the Texas Lottery Commission.

## Virginia

The Virginia Lottery is offering four holiday tickets in 2004: Winter Double Doubler (\$1, \$4,000 top prize), Gingerbread Dough (\$2,

\$15,000 top prize), Stocking Stuffer (\$5, \$25,000 top prize), and Candy Cane Cash (\$10, \$50,000 top prize). None of the tickets have been offered by the Virginia Lottery in past years.

Candy Cane Cash has the stripes of a candy cane across the ticket and the scent of peppermint in the latex.

## West Virginia

In the spirit of the holiday season, the West Virginia Lottery is offering a \$1 ticket, Cookie Dough, with a top prize of \$120, and a \$2 ticket, Silver & Gold, with a top prize of \$10,000. Neither ticket has been offered in previous years.

## Wisconsin

The Wisconsin Lottery is celebrating the holidays by launching three new holiday-themed tickets: Holly Jolly Countdown, Holiday Double Doubler, and Frosty The Doughman.

The \$5 Holly Jolly Countdown ticket, featuring a top prize of \$24,000, is scored, with four-color processed artwork on the ticket back, so that it can be folded and used as a gift tag, or as a gift card. The \$2 Holiday Double Doubler (top prize – \$4,000) is unmistakably holiday-themed with a border of greenery and holiday lights. Frosty The Doughman, also a \$2 ticket offers up to \$9,000. ♣



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# Video

# News

## UK Legislation Would Deregulate Casinos

A bill has been introduced in the U.K. that would deregulate Britain's gambling laws. The Department for Culture Media and Sport said that unless the legislation met significant opposition, the law could be passed by the middle of next year. The draft legislation, among other things, lets casinos larger than 54,000 square feet install up to 1,250 category-A machines which pay out unlimited jackpots. A Department of Culture, Media and Sport spokesman said he believed the law would lead to between 20-40 larger casinos across the country.

## Caesars to Partner in London Casino

In its first move into Europe, Caesars Entertainment announced plans to develop and operate a luxury casino resort in London, adjacent to the redeveloped Wembley National Stadium and the legendary Wembley Arena. The project is part of a major redevelopment effort intended to transform the historic sporting area into an international leisure and tourist destination. Caesars' partner in the casino project is Quintain Estates and Development PLC. The \$600-million Caesars Wembley, to be built on 13 acres in the 58-acre redevelopment area, will comprise a world-class casino, a 400-room luxury hotel, and other facilities. The casino will include 75,000 square feet of gaming space accommodating 135 gaming tables and 1,250 slot machines, in line with the Draft Gambling Bill legislation.

## Chilean Casino Increase

The Chilean Congress has approved a new casinos law, allowing an increase in the number of casinos from seven to 15. The new law will also create a regulatory authority for casinos and will allow Chilean-registered cruise ships to operate casinos during trips lasting at least three days and covering no less than 500 nautical miles.

## Batavia Construction to Begin

\$2.2 million in financing has given Western Regional Off-Track Betting the capital needed to move forward with plans to implement VLTs at New York's Batavia Downs. Construction could start in December. Approximately 600 VLTs are currently scheduled to launch on March 15, 2005.

## Additional Machines for BC Casino

Great Canadian Gaming Corporation has announced that Coquitlam City Council has approved the installation of up to an additional 550 slots at the Coquitlam Station Casino in Coquitlam British Columbia, subject to BCLC approval. This will bring the total number of units at the venue to 1,000.

## Penn Receives Unconditional License in Maine

The Maine Harness Racing Commission has granted Penn National Gaming an unconditional racing license for Bangor Historic Track for the 2004 racing season. The annual license represents the completion of

the first regulatory approval necessary for Penn National to proceed with its proposed \$74 million development project at the track including the construction of the State's first and only gaming facility where Penn National intends to place approximately 1,500 slot machines.

## Rhode Island VLT Sales Figures Rise

VLTs at Rhode Island's Lincoln Park and Newport Grand sent the state \$65.5 million for the first quarter of FY05 – a 17.4% increase over the same period last year. Net terminal income generated for the state at Lincoln and Newport was \$18,406.91. Lincoln and Newport return 60% of VLT revenue to the state. Lincoln Park expects to install an additional 459 machines by May, 2005.

## OLGC Casino Hosts Receive Second Quarter Payment

Ontario Lottery and Gaming Corporation has issued \$18,110,513 in second-quarter non-tax gaming revenue payments to 22 host communities of charity casinos and slots-at-racetrack facilities. The second-quarter payment for fiscal 2004/2005 brings to more than \$297 million in total distributions these host communities have received since these programs were launched.

Each charity casino host municipality receives five percent of the gaming facility's gross slot machine revenue. In addition, host municipalities of slots at racetracks receive five per cent of the gross slot machine revenue for the first 450 machines, and two percent for any machines above that number. Funds are used at the discretion of the municipality.

In a related story, the OLGC has provided municipal officials in London, Ontario with details of an economic impact report card for the Slots-at-Western Fair. The report card shows more than \$120.6 million in direct economic benefits has been generated in the London area by the slot facility since the site opened in September of 1999. The facility employs more than 400 OLGC staff.

## West Virginia Track Announces Third Quarter Profit

MTR Gaming Group Inc., the parent company of Mountaineer Race Track & Gaming Resort in Chester, West Virginia reported a third-quarter profit of \$5.9 million, translating to 20 cents per share on revenues of \$85.2 million for the period ending September 30.

## BCLC Wants Machines in Bingo Hall

The BCLC reportedly will ask Kamloops City Council to approve 50 new slots at a North Kamloops bingo hall that opened this year. The machines will be owned and operated by the BCLC.

## Pennsylvania Committee Votes to Change Bill

The Pennsylvania House State Government Committee voted 22-3 in favor of a bill to ban lawmakers from owning a stake in gambling-related businesses. The Bill also would expand the attorney general's enforcement powers over a new gambling commission and strip the commission of its authority to override local zoning ordinances, except in Philadelphia. ♣

# on the internet

## **Svenska Spel to Launch Pick'n'Click – a New Internet Gaming Form**

Svenska Spel, the Swedish National Lottery, has added a completely new type of game to its existing portfolio on its website – probability games.

"To our knowledge," says new CEO Jesper Kärrbrink, "we will be the first gaming operator in the regulated gaming industry to launch this type of product. We believe this is exactly what the player of today wants to pick. Therefore, we have named the three games that we now are about to offer Pick'n'Click.

"The game's design corresponds to the behavior that today's players exhibit. Pick'n'Click is fast, entertaining and has impressive graphics with many choices and game variants. I am convinced that it will be very popular among our customers," continues Kärrbrink.

The unique aspect of the Pick'n'Click gaming form – or probability games, as the category is also called – is that there is an opportunity to win on every play. It is the player's choice that determines if the prize will be won.

Initially, there will be three Pick'n'Click games on the svenkaspel.se website: Three-card poker, Dice and the soccer game Penalty Kick.

The stake per game can vary from 5 SEK (US\$0.70 cents) to 50 SEK (US\$7) but there is a cap of 1,000 SEK a day for wagering. The maximum win is 100,000 SEK for a stake of 50 SEK on the Dice game.

"We believe that this type of game will be popular in the state-operated lottery market," says Peter Bertilsson, President of Boss Media AB, the company that developed the games with Svenska Spel. "These games are perceived more as entertainment than a chance to win large amounts of money. We see an increasing trend towards games with a flexible gaming engine. By taking advantage of advanced graphics, new games can be launched on a regular basis, thus satisfying the players' need for variation. This type of game is also very suitable for other digital channels, such as mobile phones and gaming terminals. We are proud to have had the opportunity to develop this gaming form together with Svenska Spel and look forward to more exciting projects in the future."

Kärrbrink added, "Just as in all of our product development, we have carefully considered the issue of responsible gambling. As with all of our other instant games, Pick'n'Click will therefore have limits on wagers. In addition, there are a number of functions on our website that will help players to exercise control over their play. For example, players will be able to establish their own personal gambling budgets."

These games can only be played on Svenska Spel's website for security reasons. In the future some of them will also be offered as mobile betting. Players that are domiciled in Sweden and are 18 years old or more are allowed to bet from 7 am until midnight every day.

Svenska Spel at the moment also offers pools betting, Oddset, Lotto, Keno, Spiel, scratch tickets and bingo on its website.

In 2003 Internet sales for Svenska Spel amounted to 495 million SEK (US\$70 million).

## **Boss Media to Deliver Mobile Gaming System to William Hill**

Boss Media AB and William Hill have signed an agreement to set up a pilot installation for a mobile gaming system. The added module will allow William Hill's customers to enjoy Black Jack, Video Poker and Slots via mobile phones. The added channel installation is set to go live in the next few weeks.

The games are developed in Java and will communicate with the gaming server. The added mobile channel will enable players to play their favorite games on various Nokia and Sony/Ericsson phone models. William Hill is already experienced in mobile gaming, as they operate a successful WAP-betting and WAP-games proposition. With this expansion William Hill will now be able to offer its customers the same real-time casino style games that are available via PC over the Internet. Players will be able to log in and play using their existing account and funds.

"The possibility to play when, where and what you want really comes true on a mobile handset. The new technique with GPRS and color screens offers a very attractive user interface. These two factors will allow mobile gambling to become an important part of the total online gambling business," says Peter Bertilsson, CEO of Boss Media.

"We have already enjoyed success through WAP-betting and with increased penetration of Java-enabled devices there exists great opportunities to take proven Internet-based games and migrate to mobile," says Peter Nolan, Group Director at William Hill.

## **Wireless Betting Launched by Camelot**

On Wednesday, October 13, the U.K. National Lottery launched its mobile lottery option. Players can now use text messaging to choose their numbers for Lotto, EuroMillions or Daily Play games. Winning players will receive a text message letting them know about their good fortune. Before players can take part in the text service they have to register online or by telephone. Each message costs 20p to send.

## **Bolivian Online Option**

On November 1, Goldenpot launched a lottery system in Bolivia involving four games that can be played online or via mobile telephones. Users must buy off-line game coupons at retailers and then enter the website to play. Each game costs 0.50 bolivianos. Users can win up to 1million bolivianos (US\$125,000). The product is approved by the Bolivian National Lottery. Goldenpot hopes to expand this idea to 12 other countries in the region. ♦

# People



## NASPL Elects New President

**Tom Shaheen**, CEO of the New Mexico Lottery, was elected President of the North American Association of State and Provincial Lotteries (NASPL) at this year's annual conference. Shaheen, formerly NASPL's First Vice President, succeeds Alan Yandow, the Executive Director of the Vermont Lottery Commission, as President. Following is the 2004-2005 NASPL Executive Committee listing: President: **Thomas Shaheen** (CEO, New Mexico Lottery); First Vice President: **John M. Ross** (Executive Director, The Hoosier (Indiana) Lottery); Second Vice President: **Gerald Aubin** (Executive Director, Rhode Island Lottery); Secretary: **Clint Harris** (Executive Director, Minnesota State Lottery); Treasurer: **Ernie Passailaigue** (Executive Director, South Carolina Education Lottery); Immediate Past President: **Alan R. Yandow** (Executive Director, Vermont Lottery); President – Interprovincial Lotteries: **Robert Ayotte** (President of Operations, Lotteries, Loto Quebec); Region I Director: **Wayne Lemons** (Director, Delaware Lottery); Region II Director: **Randy Davis** (President, Louisiana Lottery Corporation); Region III Director: **James Scroggins** (Executive Director, Missouri Lottery); Region IV Director: **David Loeb** (President, Western Canada Lottery Corporation).

Oregon Governor **Ted Kulongoski** has chosen Marion County District Attorney **Dale Penn** as the new director of the Oregon Lottery. Penn was appointed October 7, and will start the job Oct. 25 if the appointment is confirmed by the state Senate. Penn, who has been Marion County's district attorney for nearly 20 years, replaces **Brenda Rocklin**, who was appointed as interim president of SAIF Corp.

Pennsylvania Governor **Edward G. Rendell** announced the appointment of **Thomas "Tad" Decker** as Chairman of the Pennsylvania Gaming Control Board for a three-year term. Decker, the last of three gubernatorial appointments to the Board, has served in top-level executive positions throughout his career as a nationally respected corporate lawyer and currently sits on the DRPA Board and PATCO. As Managing Partner at the law firm of Cozen O'Connor, Decker serves as Chairman of the firm's Management Committee and concentrates his practice on mergers and corporate law, corporate governance and alternative dispute resolution. successful State Police background check.

A retired deputy police chief in Bangor has been tapped to serve as executive director of the new Maine Gambling Control Board. **Robert P. Welch** is expected to be confirmed by the five-member board at its next meeting following a background check. He is set to begin his new job on Nov. 29. Welch, who was one of 34 applicants for the position, retired from the Bangor police in 2002 after 25 years with the department.

The Gaming Board for Great Britain has announced the appointment of **Jenny Williams** to the new post of Chief Executive, with effect from November 15. In addition to taking responsibility for cur-

rent operations, Jenny Williams will lead the Board's transformation into the Gambling Commission, the new regulator which is to be established under the Government's legislation to reform Britain's gambling laws. Until recently, Jenny Williams was the Director General and board member at the Lord Chancellor's Department for Judicial Group.

**Eric "Rick" Pullman** has been named president of Autotote Enterprises, Inc., a subsidiary of Scientific Games Corporation. For the last two-and-a-half years, Pullman served as Director of Business Development at Autotote Enterprises Inc., and is credited with launching Autotote's Connecticut cable-based "Racing Live" daily racing show currently broadcast to over 400,000 Connecticut cable households on Cox and Cablevision networks. He has also expanded AEI's venue management operations to markets outside of Connecticut. Pullman has more than 25 years of experience in operations management, business development, and finance/audit, in pari-mutuel and technology services, consumer products, investment banking, Internet commerce, and customer relationship management.

Aristocrat Technologies, Inc., has named **Simon Ashley** Vice President, Finance with responsibilities for all financial operations of its North and South American business. In his role as Vice President, Finance, Ashley will oversee financial planning, revenue and profit management, long-range planning, cash and asset management, information technology and risk management. Ashley has 18 years of financial and business management experience. He most recently served for three years as CFO of The Macquarie Leisure Trust Group, a small-cap Australian leisure business listed on the Australian Stock Exchange where, during his tenure, the company's market value increased more than 250 percent.

Shuffle Master, Inc. announced that **Mike Skvorzov** has been promoted to Vice President of Service. Skvorzov joined Shuffle Master in 1995 as a Service Technician and has held numerous positions of increasing responsibility including Service Supervisor, Service Manager and most recently Service Director.

Oberthur Gaming Technologies ("OGT") is pleased to announce that **Todd Bauman** has accepted the position of Marketing Research Director. Todd will report to **André Nadeau**, Sr. Vice President, Marketing and Strategic Development, and will be located at OGT's San Antonio facility. Todd has worked in the lottery industry since 1995 initially with the Missouri Lottery. Prior to joining OGT, he directed marketing research and product development activities for both the Washington Lottery and the Missouri Lottery. Todd also directed several business process reengineering projects while at the Missouri Lottery. In addition, he has managed customer satisfaction and new product research activities for the Principal Financial Group, a Fortune 500 financial services company. His background also includes program research and evaluation within the mental health field. ♣

## Atlantic

GTECH has been selected to replace the Atlantic Lottery Corporation's existing video lottery central system and provide management services.

## Connecticut

For the sixth time in as many years, the Connecticut Lottery Corporation has earned the prestigious Certificate of Achievement for Excellence in Financial Reporting for its Comprehensive Annual Financial Report for fiscal year 2003.

## Delaware

The Delaware Lottery is moving into the New Year offering players new and exciting Instant Game tickets. In October, the Lottery offered players a great gift idea, "Money, Money, Money." It's the state's first \$20 Instant Game ticket with a top prize of \$50,000. The Lottery has positioned the ticket as a great gift and stocking stuffer because of the high number of payouts the ticket offers. Instant Games generally draw a younger audience, and Delaware Lottery's newest Instant Game PAC-MAN' Cash may bring back a flood of memories for Baby Boomers and Generation X, alike. PAC-MAN Cash, an exclusive MDI licensed property game, had its world premier launch in Delaware on December 6th. The ticket offers a \$3,000 top cash prize and a second-chance feature to Delaware Lottery players. The built-in second-chance feature offers non-winning players a chance to win one of 64 PAC-MAN merchandise prize packages valued at \$510 each. One grand prize winner will receive his/her own arcade machine featuring the PAC-MAN, classic game, along with 80s favorites Ms. PAC-MAN, and GALAGA.

## Georgia

The Georgia Lottery announced that its fiscal year 2005 first quarter transfer to the Lottery for Education Account will reach \$188,393,622. This is the largest first quarter transfer in the history of the GLC, bringing the total raised for educational programs in the state of Georgia to more than \$7 Billion since inception.

## Maryland

The Maryland Lottery received the "best instant ticket" award by NASPL. Maryland Lottery's The Golden Ticket (\$10) was launched to coincide with the Baltimore Orioles opening day. With every Golden Ticket Scratch off purchase, the player received a free foil pack of collectable baseball cards commemorating the 50th anniversary of the Baltimore Orioles.

## Massachusetts

Massachusetts Lottery Executive Director Joseph C. Sullivan and State Representative David P. Linsky cut the ceremonial ribbon marking the official grand opening of the Lottery's new retail kiosk in the Natick Mall. The new kiosk is a full-service Lottery retail outlet selling Lottery instant and jackpot tickets. In addition to Lottery games, the kiosk will also offer Lottery apparel and other Lottery themed items. As an added convenience the kiosk serves as a regional ticket-cashing location. Customers will be able to receive cash for their winning tickets up to \$25 and checks for tickets with winnings up to \$50,000.

The Massachusetts Lottery is offering its players the chance to win a Chevrolet Corvette and 100 \$100 Season Tickets to one of the Lottery's jackpot games. Every fifth ticket purchased statewide for CASH WinFall will generate an entry for the upcoming drawing. The contest runs until the close of business on December 31, 2004. The drawing takes place the week of January 17, 2005.

## Michigan

The Michigan Lottery can sell advertising on game tickets and use the names and pictures of NASCAR drivers under a bill signed on by Governor Jennifer Granholm. However, the law prohibits alcohol and tobacco ads on tickets and Club Keno monitors. The new advertising is expected to boost the lottery's net profits by nearly \$8 million. The lottery also expects to generate new revenue from other types of advertising such as discount coupons. Lottery officials hope NASCAR fans will buy the tickets as souvenirs.

Thanks to a strong player base and a network of dedicated retailers, the Michigan Lottery closed fiscal year 2004 by making a record contribution of \$644.5 million to public education in Michigan, surpassing 2003 by more than \$58 million. The substantial increase over last year's amount is credited in large part to the highly successful launch of Club Keno in October, 2003. But the Lottery's biggest sellers were the Daily 3 and 4 Games, at 38 percent of total sales.

## Missouri

Missouri Lottery players can have triple the fun playing its first \$2 Pull-Tab game, "Triple Win!" This new game offers Three top prizes of \$100 in every sleeve of tickets –the greatest number of top prizes and highest payout ever for a Missouri Pull-Tab game!

From now through July 29, 2005, the Missouri Lottery will be collecting cat photos for its 2006 "Luckytown Cattitudes" Calendar Photo Contest. Thirteen photos will be selected for the calendar, which will be distributed to Lottery retailers, winners and also made available for purchase to players at Molottery.com.

## Nebraska

Based on the success of the same promotion conducted in 2003, during November 2004, a special promotion doubled the size of the Nebraska Pick 5 jackpot each time it was won. The Nebraska Pick 5 jackpot starts at \$50,000 and grows by \$4,000 each drawing that it is not won. Drawings are held Monday through Saturday.

The Nebraska Lottery's latest game, \$2 Crazy Kringle Cash shows three stylized scenes of Santa on a motorcycle, riding a surfboard, or driving a van. Crazy Kringle Cash features The Fun Zone, which gives players the chance to win extra prizes through the Nebraska Lottery website.

## New Jersey

As part of its continuing efforts to increase public awareness and understanding of playing responsibly, the New Jersey Lottery has designed a brochure for distribution to the public that provides guidelines to use when playing the lottery and other gaming activities. The brochure, entitled "It's Only a Game," has been distributed to the lottery's 6,000 retailers in the state.

## New Mexico

Word of mouth has helped the New Mexico Lottery's newest drawing game quickly attract statewide interest in less than two weeks of existence for an unprecedented reason: there has been at least one top prize won every night but one, with three top winners in one night. The '4 This Way' game allows players to win up to \$4,000 by matching four numbers from zero to nine in the order drawn. In just the first nine drawings, there have already been 12 top prize winners from around the state.

## North Dakota

The North Dakota Lottery Commission will now allow close family members of the lottery advisory board to buy tickets. The

# RoundUP

Board's five members, and lottery employees, are still prohibited from buying tickets.

## Ontario

Ontario players can now win \$1 million by playing ENCORE – that's four times more than before! In addition to the big jackpot increase, the game also changes from a 6-digit game to a 7-digit game. Other prizes range from \$100,000 for matching the last six digits to \$5 for matching the last two digits. The overall odds of winning a prize are unchanged at 1 in 5.26.

## South Carolina

South Carolina players have been asking the Lottery to return the Clean \$weep promotion. Since Clean \$weep is all about being environmentally responsible, Lennox Industries is partnering with this promotion and has donated some of their top environmentally friendly products. To participate in the Clean \$weep promotion, players must collect 10 non-winning instant game "scratch" tickets. Twelve entrants (three selected from each drawing) will win their choice of one of the sponsor's prizes.

## Texas

Pollard Banknote has signed a new contract to supply instant tickets and related services to the Texas Lottery Commission. The contract runs from September 1, 2004 to August 31, 2007. The Lottery can extend the contract for as many as five additional one-year periods. Pollard Banknote will serve as the Lottery's secondary

vendor for instant ticket manufacturing and services.

## Virginia

Last fiscal year, Virginia Lottery Sales Consultants (LSCs) participated in the Dispenser Challenge. Each of the Lottery's 53 LSCs was encouraged to submit entries showing how they transformed instant ticket displays to become more attractive, attention-getting, and above all, to increase sales. Six winners were selected. The contest has definitely paid off - Virginia Lottery scratcher sales set a new record in FY04 (\$631 million, a 16% increase), and so far in FY05 instant sales are up 11%.

In a related story, Oberthur presented the "Winning Partnership Award" to the Virginia Lottery for the second consecutive year. An outstanding 16% increase recognizes the Virginia Lottery as the OGT client attaining the highest fiscal year 2004 instant ticket sales growth in the USA.

## Wisconsin

The Wisconsin Lottery is now one of more than a dozen U.S. lotteries to use random number generating computers to select the winning numbers for its nightly on-line games. The Lottery began to research random number generators as it faced the prospect of having to replace its aging inventory of mechanical ball machines which would have cost as much as \$200,000 to replace. The total cost for three computers with three certified random number generator (RNG) programs and the cabinets to house them was \$11,000. Still, it was the security features on the machines that sealed the deal. ♦

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