Renewed commitment of a global community

Lynne Roiter receives Guy Simonis Lifetime Achievement Award

Singapore and Australia collect WLA Responsible Gaming Awards
Looking forward with renewed optimism

This year, as the world began to ease into the new normal, many of us resumed physical meetings. For the global lottery community, the long-awaited World Lottery Summit 2022, held in Vancouver in October, was a great success and momentous occasion, given our experiences over the past couple of years.

Colleagues from around the world were able to reconnect, some for the first time in four years, make new contacts, and look forward with renewed hope and resolve, to working together to support our members and the many good causes they contribute to worldwide.

I take this opportunity, once again, to thank our co-organizers North American Association of State and Provincial Lotteries (NASPL) and host lottery the British Columbia Lottery Corporation (BCLC), as well as all those involved in the preparations for WLS 2022, for their extraordinary efforts to arrange this event. Over the last four years, we organized, cancelled and reorganized the most sustainable WLS to date, which was held at the landmark Vancouver Convention Centre. Participants left with fond memories of inspiring speakers, insightful sessions, and excellent networking opportunities, set against the picturesque backdrop of the seaport and mountain vistas. It was truly worth the wait.

At the WLA General Assembly held during WLS, Rebecca Paul was re-elected as WLA President for a further term. I would like to congratulate her again, and I look forward to working together to continue achieving our mission of supporting our members and the global lottery community to realize their aims in a landscape that is always evolving.

One of our ongoing goals at WLA is to enhance our communication services and products to keep our global audiences informed of the latest news, including from members, and relevant lottery industry topics, such as marketing and technology trends, cyber security, responsible gaming and combating illegal sports betting and lottery operators. To attain this, we are increasing our news, video and event coverage, as well as our presence on social media platforms.

Close collaboration with our committees is ongoing and together we will continue to develop guides and other useful materials to support and enable our members to deliver responsible, secure products and services.

In the next year, we will also keep you updated on the digitalization of some of our products, including our magazine – published three times a year – and on the progress of our e-Compendium member directory.

The Global Lottery Monitoring System (GLMS) officially became the United Lotteries for Integrity in Sports (ULIS), during the GLMS General Assembly, held during the World Lottery Summit in Vancouver. In my other role as Secretary General of ULIS there will be plenty to accomplish in the coming year.

I look forward to the journey, as we embark on a new strategic vision. ULIS aims to act as a beacon, helping lotteries navigate and proactively manage the complex world of sports. We will achieve this through a wide ecosystem of improved services and a global multi-stakeholder network, as we all work towards the ultimate goal of better protecting the integrity of competition in sports.

I hope you enjoy this issue, which looks back at some of the highlights of the 2022 World Lottery Summit.
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Reconnecting at the World Lottery Summit

WLA President, Rebecca Paul

As we reflect on 2022, resuming face-to-face meetings, which culminated in the highly successful World Lottery Summit (WLS) in Vancouver, was perhaps the most significant milestone.

WLS gave us renewed energy and resolve to continue to help our members achieve their goals of supporting good causes that benefit millions of people around the world. We have emerged from the pandemic knowing that whatever the situation, we can and must adapt and evolve to remain effective.

During the 2022 WLA General Assembly, held during WLS 2022, your tenure as President was extended for a further two years. What will you prioritize and what would you like to achieve during this time?

It’s truly an honor to serve in this role. I remain committed to the WLA and its mission to provide an international forum to establish and share best practices for lotteries throughout the world, and I am grateful for the membership’s ongoing support and participation.

One of the primary initiatives is a formal strategic planning process to help guide us into the next five years and beyond. As our industry—and customers’ gaming habits outside of traditional lottery play—continues to evolve, we must be open to the bigger picture and focus on new and creative ways to attract and retain players. Of course, I’m referring to the impressive technological advancements impacting our daily lives, be it how we communicate, conduct business or find entertainment among the myriad of dynamic options. Static digital formats are becoming outdated as real-time virtual gaming experiences step into the limelight.

Another goal is that we increase the frequency and format of our dialogue about the opportunities and challenges that accompany this New World. The recent World Lottery Summit (WLS) was an excellent example of the incredible exchange of information and presentations about what we are all experiencing.

Corporate Social Responsibility (CSR) is another area that we will continue to focus on. As we saw at WLS 2022, CSR incorporates more than Responsible Gaming. Opportunities to expand the value we bring to our communities continue to grow as we learn from each other’s strategies in sustainability, community engagement, diversity and inclusion, professional staff development and more.

The long-awaited World Lottery Summit 2022 took place in Vancouver and was a great success. The business program addressed many key industry topics. What was your overall impression and what stood out?

First, I’d like to thank BCLC and NASPL, the partner regional association, for graciously hosting this outstanding event. I also want to applaud the WLA staff and the 80-plus volunteers who came from 18 countries to assist. Vancouver and the Vancouver Convention Centre were stunning backdrops for the WLS and added to the immense energy that our group brought. A true esprit de corps was present throughout, reinforcing our commitment to our mission.

We were able to catch up with business associates while making new connections. We learned from distinguished international keynote speakers and gained valuable insights from the vision of our industry leaders about cutting-edge technology. Our parallel sessions focused on lottery cybersecurity, innovation and creativity, sports integrity, illegal gaming, responsible gaming, sports data rights and techniques for reaching additional markets. We experienced many of the latest technical innovations and got a glimpse into future developments that are shaping our industry.

WLS 2022 most definitely lived up to its theme: “Leading the Journey, Inspiring the Future.”

During WLS you paid tribute to Guy Simonis, founding father of the WLA, who sadly passed away in October this year. He dedicated his career to our industry to help grow it into the global community that it is today. Would you say a few words about Guy Simonis, the WLA Guy Simonis Award and this year’s recipient of the same?

The Guy Simonis Lifetime Achievement Award was created in 2000 to recognize outstanding service and commitment to the industry. Guy Simonis himself was the inaugural recipient of this award, which reflects his passion and dedication to expanding opportunities for entertainment and funding of good causes while promoting collaboration between professional industry organizations. Guy’s leadership and innovative skills were instrumental in founding WLA, and we will forever be grateful. I know I speak for us all when I say that he will be missed.

I was honored to present this year’s Guy Simonis Lifetime Achievement Award to Lynn Rolier, former President and CEO of Loto-Québec. Lynn is the embodiment of personal and professional excellence, and her extraordinary career spans four decades of service. She was a true trailblazer in many aspects: When she joined Loto-Québec in the mid-1980s, there were approximately 10 professional women in its workforce of more than 400. Her leadership helped broaden Loto-Québec’s portfolio and make it the dynamic organization that it is today. Lynn also played a vital role founding the WLA and developing its by-laws, structure and direction, from which we all truly benefit.

I consider Lynn a friend and colleague, and I was indeed a privilege to present her with this distinguished award.

Some keynote speakers talked about significant consumer trends at WLS 2022, such as the growing popularity of gamification and the metaverse. They underscored how essential it is for the lotteries to keep innovating their products and services. Do you agree and is this happening fast enough in our industry?

A highlight of WLS was the group of gaming industry leaders who presented details about the technology that is increasingly shaping our future and impacting preferences for customers.

That said, expanding gaming platformswill depend on a variety of factors within each jurisdiction—from legal parameters and necessary resources to its customer base and overall vision.

In Vancouver, leaders from the Women’s Initiative in Lottery Leadership (WILL) reported on achievements and progress in their global regions. Looking ahead, what more can we do to help women achieve successful careers in the lottery industry?

Since its inception, WILL has gained momentum and expanded to regions throughout the world. The initiative is a powerful example of how pooling our efforts can impact both women and the success of our business.

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In addition to participating in WILL, the progress of women in our industry depends on a proactive mindset from both the individual and the business environment. On an individual level, women must trust their skills, be verbal about their goals, support colleagues and cultivate friendships, find a mentor (even if not through WILL), learn how to handle conflict and never stop learning.

At the same time, leadership must make a commitment to fostering a culture that supports advancing women into top positions of lottery management and responsibility. This can be done through a variety of strategies, from offering professional development training to ensuring women are well-represented on Boards and Commissions. Offer regular feedback and an open door to discuss business goals, job performance, future opportunities and career aspirations.

An entire session was dedicated to tackling the issue of illegal betting, which continues to grow and is a global threat to our industry. What are some of the vital measures that lotteries should take and how does WLA assist in this area?

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As government-sanctioned lotteries, we are continuously challenged by unauthorized, for-profit operators. And as we discussed at WLS, potential strategies to combat illegal betting can be complicated by the different mechanisms offered by various jurisdictions and regulations that can vary.

Through the work of its Illegal Lotteries and Betting Committee, WLA offers suggestions about how lotteries can best combat this ongoing threat within the framework of their respective jurisdictions. In 2020, the Committee launched a database on WLA’s website of known illegal lottery and betting operations and created a set of detailed fact sheets for more than 30 countries. WLA also includes interviews with subject experts in the WLA Magazine, and features speakers at forums such as WLS, seminars and virtual events.

As we continue to address practices that are unfair to customers, it’s more important than ever to offer transparent, secure and entertaining products marketed in a responsible manner. Additionally, when possible, lotteries can join with national platforms designed to combat illegal betting.

The main objective of our industry is to raise funds to support good causes. Our Play for Society project was inaugurated at WLS 2022 and displayed many worthy causes funded by our member lotteries worldwide. How can we improve our narrative to ensure the next generation of customers truly understands our business and values?

Not only did Play for Society shine a spotlight on lottery beneficiaries, it reinforced the creativity that can be used to raise awareness about the benefits we bring to our communities. WLA member lotteries operate for public good, and that story must be told to ensure the success of these programs.

"We provide entertainment and opportunities to win prizes—but most importantly, we provide value and success stories throughout the world".

Effective messaging can be done in so many ways, and it doesn’t have to be complex. Beneficiary information can be included on signage at the point-of-purchase, advertising, media communications, digital formats and in combination with other marketing strategies. Depending on where the beneficiary funds go can shape other initiatives such as recognition programs for recipients or other ways to highlight projects made possible through Lottery funds.

Yes, we provide entertainment and opportunities to win prizes—but most importantly, we provide value and success stories throughout the world.
Renewed commitment of a global community

Over one thousand international delegates attended the World Lottery Summit attended the World Lottery Summit 2022 in Vancouver, Canada. The World Lottery Association’s (WLA) flagship event was held from October 16-20 at the iconic Vancouver Convention Center on the spectacular waterfront.

Organized together with North American Association of State and Provincial Lotteries (NASPL) and hosted by the British Columbia Lottery Corporation (BCLC), it was the most sustainable WLS to date. WLA President Rebecca Paul, NASPL President Gretchen Corbin and BCLC President Pat Davis, opened the summit with an informal dialogue welcoming everyone to the long-awaited event. The sad passing of Guy Simonis, aged 91, just prior to the event was mentioned and a tribute was paid to him during the week. President Gretchen Corbin and BCLC Vice President and President Pat Davis, opened the summit with an informal dialogue welcoming everyone to the long-awaited event. The sad passing of Guy Simonis, aged 91, just prior to the event was mentioned and a tribute was paid to him during the week.

A business program of outstanding speakers and insightful sessions

The business program of keynote speakers recognized globally as leaders in their fields, addressed themes of importance to the lotteries. The nine parallel sessions offered lottery industry experts the opportunity to discuss and exchange on how our organizations are addressing the issues raised by our keynotes. They delved into topics including the evolution of sports data, illegal gaming and dealing with non-authorized operators, as well as marketing and reaching new audiences, the links between transformation, innovation and digital strategy and demand marketing innovations. Participants were able to discover latest developments in technology, products and services from over 40 international exhibitors, including WLA Platinum and Gold Contributors as well as suppliers, who demonstrated the latest in technology and marketing innovations at the WLS 2022 trade show.

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WLA General Assembly

The WLA General Meeting took place on 19 October, during which the membership approved the suspension for 2022 of the two-term limit for the President and re-elected the Rebecca Paul as WLA President for a further term. The eight members elected to serve on the Executive Committee were:

- Andreas Kotter, Westdeutsche Lotterie GmbH & Co. OHG, Germany, as Senior Vice President
- Younes El Mekhrafi, La Marocaine des Jeux et des Sports, Morocco as Vice President
- Jannie Hoek, Nationale Loterij, Belgium
- Lawrence Lim, Magnum Corporation, Malaysia
- Stéphane Pâlez, Française des Jeux, France
- Francesco Parola, IGT Lottery S.p.A., Italy
- Nigel Railton, Camelot Group PLC, United Kingdom
- Silvio Vivas, Instituto de Ayuda Financiera a la Acción Social, Argentina

Several modifications to the WLA by laws were unanimously adopted. These were in relation to which organizations may become an Associate Member and the criteria they must fulfill, as well as possible actions the WLA can take if any of the criteria are no longer satisfied.

Two Honorary Member nominations were also approved during the meeting. Honorary Members are not directly responsible for representing a WLA lottery and are recognized for their significant personal contribution to the lottery industry.

Congratulations go to Tan Soo Nan – former CEO of Singapore Pools, Member of APLA Executive Committee, and WLA Executive Committee APLA representative, as well as PGRI Hall of Fame member, and Risto Nieminen, former CEO of Veikkaus, WLA President and Executive Committee member, and member of the EL Executive Committee member.

Award winners

On the last day of the World Lottery Summit 2022 in Vancouver, all award winners were announced.

The WLA Advertising Awards were announced during a ceremony on the final day by WLA President Rebecca Paul.

Category 1 – Best Product Advertising broadcast on TV/cinema (numbers games, sports betting and instant games)
Winner – Austrian Lotteries – Valet Parking

Category 2 – Best New Media Advertising (ads created for distribution via Internet, social media, e-mail, mobile phones etc.)
Winner – Loto-Quebec – Play locally legally securely

Category 3 – Best Corporate Advertising – TV/cinema ads that profile the organization
Winner – The Lottery Corporation – A Lott more to play for

Category 4 – Best Responsible Gaming Advertising – Advertisements that best convey a message of responsible or low-risk gambling or raise awareness of problem gambling or treatment resources.
Winner – Française des Jeux, Darts

The WLS 2022 Best of the best Advertising Awards winner was announced during the closing dinner by WLA and NASPL Presidents. WLA Advertising Awards winner Austrian Lotteries won for its entry Valet Parking. Also in the race was The Texas Lottery Commission which received the NASPL top award, the Best of the Batch Award.

The WLA Responsible Gaming Awards were presented by by Henry Chan, member of WLA Responsible Gaming Independent Assessment Panel, during the WLA General Meeting.

Best Flagship Award for Level 4 – Singapore Pools

Best Overall Responsible Gaming Program – The Lottery Corporation, Australia

WLA Secretary General Lynne Roiter announced the Global Responsible Gaming Awards. WLA/PGRI Hall of Fame member, and WLA Responsible Gaming Awards winner, Stéphane Pâlez, President of Française des Jeux (FDJ) made the announcement during the closing dinner. She congratulated WLS 2022 organizers for a great summit, and said that together with WLA, FDJ would do its best to make Paris 2024 as successful and welcoming as the days shared in Vancouver.

She underscored how important it is to hold the WLS event, giving everyone the possibility to meet, accelerate collaboration, and better understand each other in the long term. Pâlez was handed the WLS torch by WLA President, Rebecca Paul and welcomed all delegates to attend WLS 2024, which will be organized together with the WLA.

Passing the torch to WLS 2024

The next World Lottery Summit (WLS 2024), will be held in Paris, France from Oct 21-25, 2024. It will be a busy time for Paris, which will host the Paris 2024 Olympic Games less than two months before the lottery’s key industry event.

Stephane Pâlez, President of Française des Jeux (FDJ) made the announcement during the closing dinner. She congratulated WLS 2022 organizers for a great summit, and said that together with WLA, FDJ would do its best to make Paris 2024 as successful and welcoming as the days shared in Vancouver.

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Paying tribute to the late Guy Simonis

On the closing evening of the World Lottery Summit (WLS 2022) in Vancouver, the World Lottery Association (WLA) President, Rebecca Paul paid tribute to Guy Simonis, the founding father of the WLA, who passed away on 5 October at the age of 91.

“We all mourn his passing, and regret so much that he could not be with us, when the lottery world returned to Vancouver, but it is very fitting that we have an award that ensures his legacy will live on – The Guy Simonis Lifetime Achievement Award.”

The Award was introduced in 2000 to recognize outstanding service and commitment to the lottery industry by an individual.

A career dedicated to the world of lotteries and sports betting

Simonis emigrated to Canada from the Netherlands in 1954, aged 23. He helped found the Manitoba Amateur Sports Federation and served as its inaugural president in 1969. During that year, Canada legalized provincially-run lotteries. A career that would last a lifetime began for Simonis, who developed the first sports lottery in the country, to help fund that Foundation’s activities. The scope of his initiatives soon expanded to cover lotteries, and he played a key role in organizing the Western Canada Lottery Foundation, uniting three prairie provinces and British Columbia; he also served as its inaugural president.

A decade later when British Columbia created its own provincial lottery, the British Columbia Lottery Corporation (BCLC), Simonis was its first president, staying in the role for some 18 years.

Building a global community

In 1985, Simonis was the first non-European elected to the Executive Committee of the International Association of Toto and Lotto Organizations (Intertoto), an association regrouping State-authorized sports betting organizations. It was one of the two forerunners of the WLA, the other being the International Association of State Lotteries (AILE), on whose Board he also sat.

In the same year, Guy was also elected president of what was then called the North American Association of State Lotteries, enabling him to realize his vision of putting the “P” (Provincial) in NASPL.

Some decades later, talks to merge both international associations, since many lotteries offered both sports betting and lottery products, were only fruitful when Simonis became AILE president in 1995 and Intertoto president the following year.

This unique position enabled him to gather all parties (NASPL, AILE and Intertoto) together in 1996, at the World Meet in Vancouver.

His great ambition to create a single World Lottery Association was realized in 1999, at the Oslo Relations convention, where he was chosen to be the new Association’s first president.

Shortly thereafter, he retired from BCLC and stepped down as WLA President.

Guiding the next generations

Simonis continued with the Erewhon lottery program he had created. Erewhon – the name of his fictitious lottery – spells “no where” backwards. Using different case studies, he trained over 600 lottery managers, on all five continents, on how to handle the different challenges the lotteries can face.

Those who knew Simonis, knew a true showman, who inspired everyone around him and loved to entertain audiences, large and small on the piano. He was also a great family man. Simonis wrote autobiographical books, which look back at our industry and a life well lived.
Singapore and Australia collect WLA Responsible Gaming Awards at WLS 2022

The World Lottery Association congratulates Singapore Pools and The Lottery Corporation of Australia for their excellent achievements in winning the WLA Responsible Gaming Awards during the World Lottery Summit 2022, in Vancouver.

As gambling operators continue to work hard to fulfill the expectations of providing safe, secure environments for their players, they face the challenge of maximizing returns for the good causes they support while minimizing any harm their products might pose to vulnerable groups.

The World Lottery Association Responsible Gaming Principles and Responsible Gaming Framework (RGF) were adopted in 2006 to help them achieve this goal. The seven Principles address areas of player protection, collaboration with other stakeholders, research, promotion, informed player choice, monitoring and reporting.

WLA members who adhere to the RGF commit to making responsible gaming an integral part of their daily operations, including activities involving employees, patrons, retailers and other stakeholders. Members are encouraged to become certified to all levels which include embracing the principles, carrying out self-assessment and gap analysis of RG programs, planning and implementing specific programs and at level 4, ensuring continuous improvement of their programs.

The recent Awards were judged by the Independent Assessment Panel of international corporate social responsibility experts Anne Pattberg (UK), Robert Ladouceur (Canada), and Henry Chan (Hong Kong), all of whom have in-depth knowledge of the lottery and gaming industry.

Using technology to enhance safer play

The Best Flagship Award for Level 4, went to Singapore Pools for its submission “My Gaming Profile – Nudging Players Towards Safer Play”, launched in 2020. Henry Chan, Member of the WLA Responsible Gaming Independent Assessment Panel presented the award to Singapore Pools CEO, Lam Chee Weng. This award showcases best practices and innovation in the delivery of an element of the WLA member’s responsible gaming program or a specific initiative.

In 2016, Singapore Pools developed the Singapore Players Account (SPA), allowing players to register an account to play the lotteries, sports and horse racing games, in an environment with measures established to ensure the well-being of all account holders. By harnessing this rich player data, it was possible to develop the My Gaming Profile monitoring and risk profiling tool, using artificial intelligence technologies. The tool aims to create awareness and encourage safer gambling habits.

It works by tracking the player’s betting behavior and using this data to categorize the player into green, amber or red zones, based on their risk propensity to problem gambling. If deviations from previously tracked patterns occur, it attempts to nudge the player back to safe gaming levels through various messaging, depending on the player’s category:

• Green aims to educate on safer play tools and promote positive habits, such as keeping track of spending.
• Amber encourages players to take action, for instance, participate in a problem gambling severity index (PGSSI) self-assessment to inform the SPA customer on personal risk propensity to problem gambling and promote self-awareness of spending.
• Red encourages players to make changes or adjustments, by calling a help line or using the affordability measures established to ensure the well-being of all account holders.

Results of the one-year pilot showed that it helped to reduce gambling for players in amber and red zones, in particular spending as compared to had they not been nudge to take action.

Additionally, participation in the PGSSI self-assessment tool doubled as a result of the customized messages on display for amber zone players, which encourages them to take the online self-assessment. Of the SPA customers who saw the “My Gaming profile”, 83% agreed that the messages shown encouraged them to game responsibly.

Making responsible gaming a part of the company culture

The Lottery Corporation, Australia, won the WLA 2022 Best Overall Responsible Gaming Program Award, for its Lott Responsible Play program.

Henry Chan, presented the award to Sue van der Merwe, Managing Director & CEO, and Jo McLennan, General Manager, Customer Care & Operational Risk of The Lottery Corporation.

The award recognizes excellence in responsible gaming for the best overall program at level 4 and is the highest level of certification to the WLA Responsible Gaming Framework (RGF). It showcases best practices and innovations across all program elements and requires WLA members to achieve continuous improvement of the programs they implement in their daily operations.

The Lottery Corporation’s Lott Responsible Play program is a national program applicable to business and its lottery licensees, and is governed by an overarching Responsible Play Framework. It underscores the key role The Lottery Corporation plays in educating and helping players to make informed decisions, learn responsible play habits and find help if required. It also highlights the work it does together with external partners both nationally and internationally, sharing knowledge and resources.

Together with its customer care and responsible gaming principles that are embedded in the company’s culture through an extensive training program for employees and lottery agents, The Lottery Corporation successfully fulfilled the 10 program elements required for level 4 certification of the WLA RGF, which cover: research, employee program, retailer program, game design, remote gaming channels, advertising and marketing communications, player education, treatment referral, stakeholder engagement and measurement and reporting.
Lynne Roiter receives Guy Simonis Lifetime Achievement Award

Lynne Roiter, World Lottery Association (WLA) Secretary General and Chair of the Corporate Social Responsibility Committee was honored with the Guy Simonis Lifetime Achievement Award during the World Lottery Summit 2022 in Vancouver. She joined 10 other esteemed colleagues who have helped shape the global lottery community into what it is today.

WLA President Rebecca Paul paid tribute to Roiter’s great contribution: “I must underscore the incredible dedication, enthusiasm and driving force that Lynne has been for 37 years as she has navigated a rapidly-evolving industry and contributed her great knowledge and energy to continually improve it for future generations.”

Holding a Bachelor of Arts from McGill University and law studies at Laval University, Roiter began her first role in the lottery industry as the Director of Legal Affairs at Loto-Quebec, in 1985.

She served over 20 years as Secretary General and Vice-President of the legal department, and in 2016 became the first female President and Chief Executive Officer at Loto-Quebec, until retiring in May 2021.

Some of her many achievements include:
- Broadening Loto-Quebec from a company that offered traditional lottery games to one that has evolved into sports betting, casinos, video lotteries, joint ventures for its hotels and casinos, as well as an online gaming site offering a full range of Loto-Quebec’s land-based offers.
- Playing a central role in the founding of the WLA and the development of its by-laws, structure and direction, which all began in 1999 in Oslo, Norway.
- Focusing on the growing role that Corporate Social Responsibility plays in our industry, fostering diversity, where her leadership has truly made a difference.
- Embracing the international role as WLA Secretary General, and playing a prominent role in the development and maintenance of the WLA Responsible Gaming Framework.

When Roiter joined Loto-Quebec in the mid-80s, there were approximately ten professional women in its workforce of more than 400. She was the only woman on her senior management team. Today, seven out of twelve Loto-Quebec Board Members are women and Roiter had equal parity on her management team.

Following retirement from Loto-Quebec, Roiter continues to serve as WLA Secretary General.

Before presenting the award, three WLA Past Presidents paid their tributes. Concluding with a saying attributed to both Confucius and Mark Twain – “Find a job you love and you will never have to work a day in your life” – Roiter noted that she had been so lucky to find three: Lotto Quebec, WLA and her family.
Luca Esposito, Executive Director, WLA and General Secretary of United Lotteries for Integrity in Sports (ULIS) formerly GLMS, was inducted into the Public Gaming Research Institute (PGRI) Lottery Industry Hall of Fame, during the World Lottery Summit 2022, in Vancouver. Since 2005, the PGRI Lottery Industry Hall of Fame has continued to recognize those who endeavor to promote excellence and integrity in our industry and have contributed significantly to building the success of lotteries around the world.

WLA President and CEO Rebecca Paul highlighted some of Esposito’s achievements and contribution to the lottery industry and PGRI CEO Jason Paul presented the award. In his acceptance speech, Esposito noted that he was highly motivated to work for such a unique industry and that not many could claim to provide such great entertainment while helping so many people at the same time. He also thanked colleagues from whom he had learned so much over the years, in particular his inspirational mentors including the current and past WLA Presidents, Rebecca Paul and Jean Luc Monet-Banet.

With a background in Computer Science, Esposito was a technological consultant to various major global concerns, including Accenture, McKinsey & Company, and Cambridge Technology Partners. He began working in the lottery sector in 2009 at IGT as Technology Director for central Europe covering Switzerland, Germany, Belgium, and Luxembourg and in 2013, became Country Manager for IGT, responsible for all operations, within his jurisdictions.

In January 2022, he became General Secretary of the then Global Lottery Monitoring System (GLMS) – now known as ULIS – and continues to carry out both roles.

Other 2022 inductees
Also honored in Vancouver was Romana Girandon, President and Chief Executive Officer, Loterija Slovenije (Slovenian National Lottery) and 2nd Vice President of European Lotteries.

David Barden, President and Chief Executive Officer, New Mexico Lottery; President, Multi-State Lottery Association (MUSL) and Drew Svitko, Executive Director, Pennsylvania Lottery; Chair of the Powerball Group, were honored in August, in New York.
IGT’s new OMNIA™ solution is an industry breakthrough, delivering seamless omnichannel capabilities that enhance player convenience and give lotteries the power and the tools to capture previously unrecorded retail-player transactions – for the first time forming a 360-degree view of player behavior across all channels. Via its advanced data analytics, OMNIA™ supports lotteries in implementing new ways to build relationships with players and market to them at increasingly personalized levels, enhancing player loyalty and retention, strengthening responsible gaming efforts, and driving responsible business growth.

When the lottery industry converged on Vancouver, British Columbia, Canada, for the World Lottery Summit in October 2022, attendees had their first opportunity to explore all the potential applications and benefits of OMNIA™ – IGT’s comprehensive, modular, and configurable omnichannel solution, built with input from some of the most demanding markets worldwide. Highly interoperable with third-party systems, this uniquely flexible solution empowers lotteries at any stage of maturity with the retail and digital systems, touchpoints, and business applications to advance along their unique trajectories in evolving the player experience to drive growth.

What all lotteries can gain from OMNIA™ is unprecedented player insights via data on player-specific behaviors and interests, allowing lotteries to tailor players’ experience with the high degree of personalization that consumers now expect, for both online and retail.

“People understand that companies like Amazon and Apple successfully utilize artificial intelligence (AI) to improve their business and customer experience,” said Alan Mackey, IGT Senior Director for Advanced Analytics and AI. “At WLS, we showed attendees how the same technologies can be applied to the lottery industry via IGT’s Player Data Platform, a powerful tool that is a component of the OMNIA™ solution and can offer even more insights in this context, because OMNIA™ also provides the data from retail to deliver a 360-degree view of the player.” The Player Data Platform also gives IGT’s Marketing Services team a compelling edge in supporting lottery customers with new insights on growth opportunities via predictive models and algorithms.

In markets where lotteries are still in the process of modernizing the retail environment, OMNIA™ can unlock new opportunities by digitizing the analog components of the retail journey, whether they offer iLottery or not – to ensure that every lottery touchpoint is digitally enabled via a set of capabilities that IGT calls Connected Play (see sidebar). In this respect, OMNIA™ dramatically increases player convenience and delivers previously unrecorded player behavior data that lotteries can use to enhance players’ experience and connection with the lottery brand.

For lotteries already operating with mature digital channels and products, OMNIA™ enables visibility for the first time to players in the retail environment, seamlessly bridging the retail and digital channel to provide 360-degree view for use with its enabling AI and other advanced analytic offerings. All of IGT’s vending, self-service, and other retail point-of-access solutions now enable these use cases by helping to collect that data.

OMNIA™ integrates IGT’s established Aurora central system and its successful, commercially proven iLottery platform, which was built to the requirements of highly competitive jurisdictions such as the Italian gaming market. The iLottery platform is a key component of IGT’s G4 Responsible Gaming certification. Now used by 14 high-performing lotteries worldwide for Player Account Management, Loyalty, Second Chance, and Wagering, the iLottery stack features a proven, flexible Player Account Management (PAM) platform that manages other gaming verticals as required – supporting total synergy for potential lottery expansion into verticals such as sports betting and iGaming.

Using 360° Data to Unlock Player-Centric Opportunities

Connected Play: Enhancing the Player Experience in Any Channel

In markets that have not bridged the retail and digital channels, OMNIA™ can enable Connected Play – allowing players to begin their journey in one channel and complete it in another, if desired, creating a seamless experience that increases convenience and engagement, and now delivers for the lottery industry previously unrecorded player-behavior data.

Connected Play facilitates contactless, paperless, and cashless experiences at retail by enabling users to use their mobile devices in-store for player journeys such as creating and using a digital playlip, paying with an eWallet, and scanning winning tickets to redeem prizes to the eWallet – all connected to an individual player account and a lottery eWallet, and using player preferences.

The light registration feature within OMNIA™ allows previously anonymous retail players to create a player account and profile with the least possible friction, as only minimal information is required, configurable by each lottery. Relevant behavioral and transactional data can be recorded and associated with this digital identity, enabling the lottery to gain a deeper understanding of player behavior and interests, and leverage Customer Relationship Management tools to provide players with more personalized and relevant communications, promotions, and rewards.

Enabling Connected Play via OMNIA™ also provides an unprecedented opportunity to strengthen responsible gaming efforts, as the functionality of the Player Account Management system tracks known players’ deposit limits, spend limits and/or play limits whether players engage through a mobile app, the lottery portal, the retailer, the self-service terminal, or other devices.
Data-Capture & Personalized Content

IGT’s Player Data Platform, an industry-first, is an enterprise-wide, cloud-based, data-analytics platform built by IGT experts specifically for the lottery industry. With its artificial intelligence and machine learning models (AIML), the platform empowers lotteries to utilize a data-driven decision-making process. Decisions can be made based on facts, rather than relying on intuition or guesswork, while automation, delivered through AIML, saves time and costs.

The platform eliminates siloed data by importing and integrating the data from a multitude of data sources, including:

- Player Account Management (PAM) platform
- Retail systems
- Remote Game Server (RGS)
- Customer Relationship Management (CRM) solutions
- Web analytics

Using lottery-specific artificial intelligence models, the Player Data Platform gives lotteries the ability to more effectively target and delight players with unparalleled accuracy and success by enabling them to:

- Churn prevention campaigns using AI to predict drop-off in player activity and provide a remedy
- Player engagement models to capture more value by designing campaigns and promotions based on the data
- Games recommendation engine similar to leading eCommerce and video streaming services
- Game performance trends and forecasting to ensure lotteries have the right portfolio mix for their diverse player segments
- Lifetime value predictions to help shape economic decisions around marketing, profitability, and forecasting
- Bonus offer optimization to personalize offers and maximize the lottery marketing budget

Designed to integrate with a lottery’s PAM and CRM systems, the Player Data platform arms lottery marketers with predictive tools and models to proactively engage players with relevant messages and optimize marketing spend.

“Quality actionable, player-focused insights supplied by the Player Data Platform can drastically improve CRM practices,” said Karri Paavilainen, IGT Senior Director Marketing Services. “For example, instead of sending a particular player-segment the same offer on the same day at the same time, lotteries can message each player within the player-segment with tailored messages, on the day and time when they are most likely to engage. Messages can be personalized according to the known preferences of the player with the right type of imagery or offer, such as favorite games or games identified by the platform recommendation engine as likely to be appealing.”

As Alan Mackey observed, “With the power of our platform, lotteries can answer questions they just couldn’t get answers to before. And we can provide players with superior player experiences because machine learning can get to that level of player personalization. With OMNIA™, the data on every player action can be used to build stronger player relationships and greater engagement. That’s how it can really contribute to a lottery’s growth and evolution in the coming years. Lotteries can now tailor game offerings, marketing promotions, and responsible gaming initiatives, and fully compete in the digital space with established iGaming competitors.”

IGT’s OMNIA™ solution can offer all lotteries new ways to compete by providing a single-player view across your enterprise. Contact your IGT representative to assess your current technology environment and, along with an understanding of your business objectives, determine your path to OMNIA™.
CORPORATE NEWS

### Leading the Journey, Inspiring the Future

22 Take-aways from the 2022 World Lottery Summit with Sam Wakasugi, VP of Global Strategy, Scientific Games

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Sam Wakasugi began his lottery industry career more than 40 years ago, working at government lotteries in the US for 15 years before joining Scientific Games in 1996. His decades of experience and insight have been instrumental in successful lottery start-ups and driving mature lottery growth in North America, South America, Europe and Asia.

1. **Our global industry is generating over USD 100 billion annually in funding for good causes, so it’s up to suppliers and their partner lotteries to continue finding ways to responsibly grow these funds to improve the quality of life in communities around the world.**

2. **Looking forward, more than ever before, supplier-lottery partnerships will drive responsible growth of lottery revenues and returns to beneficiaries.**

3. **Innovating at the intersection of games, technology, analytics, and services to create an integrated lottery ecosystem inspires a profitable future for all of us. Applying decades of experience, knowledge and science-based solutions to lottery partnerships fuels growth and profitability.**

4. **Data-driven science should be integrated into everything lotteries do. This science must be at the center of how products are marketed and supported by technology – and the approach to technology must evolve. Lotteries have come a long way from marketing a USD 1 game four times a year and hand-delivering tickets to retailers, to launching as many as 50 instant games a year, sophisticated instant game management programs, cashless purchases and electronic fund transfer (EFT) reconciliation for retailers.**

5. **With consumers migrating to digital, we should all be focused on the core retail and systems business in parallel with a significant focus on games, technology, digital, and sports to provide lottery ecosystems that drive growth across all channels.**

6. **The industry has evolved tremendously in how products are marketed and supported by technology – and the approach to technology must evolve.**

7. **Communication between suppliers and lottery partners is essential. The evolution of product marketing and the technology supporting the products didn’t happen by accident. It happened through active listening and understanding each lottery’s needs to customize product and service solutions – and help solve their problems.**

8. **Lotteries around the world share synergies across their core missions and values while facing their own set of opportunities and challenges that are unique to their specific market. Regardless of size or location, all lotteries are focused on:**
   - Maximizing sales and profit return to beneficiaries to improve the quality of life through funding for good causes.
   - Maintaining the public’s confidence and trust.
   - Seamless and dependable technology and services that deliver on their needs and support growth and innovation.
   - Offering their players secure and entertaining products.

9. **Understanding and leveraging synergies require strategic best practices, research, insights, creativity, and delivering innovative, scalable solutions. For example, make sure retailers are always rewarded and integrated into the value chain for digital products as well as through features like affiliate sign-up programs and web cash rewards.**

10. **When evaluating traditional lottery retail, the strategy is similar everywhere on the globe. Retailers want an engaging player experience, an easy transaction, reasonable profit, and an easy validation experience. Execution locally is the key. Retail technology must be matched with the infrastructure that is in place.**

11. **No matter where they are on the planet, players want great play value, reasonable investment, fun and entertainment.**

12. **While two markets can be 11,000 kilometers apart geographically, they are the same when it comes to player motivation. Research and testing confirm that a game’s attributes (key number match, large top prize, and ticket aesthetic) resonate the same with players in China as they do in Pennsylvania.**

13. **Insights prove that game attributes, strong callouts, and the variety of prizes are a hit with players in both Milan, Italy and Macon, Georgia. It’s as simple as localising innovative products to meet the market’s needs. The language, culture and geography may be different, but applying global best practices will make a game successful everywhere.**

14. **Leveraging synergies doesn’t mean one-size-fits-all. Flexibility is the key. An ecosystem approach is not one monolithic central system. It’s all...**
about games, technology, analytics, and services.

#15 Lotteries should not be limited to a single solution. Product suites should offer the flexibility to work as part of the lottery’s ecosystem or the entire ecosystem, depending on the market.

#16 To increase sales, a technology product suite should be able to operate stand-alone or be integrated into the lottery’s broader ecosystem. Analytics and inventory management software should be integrated right into the central system.

#17 Successful, innovative solutions can be scaled up or down for both large and small markets.

#18 To remain relevant players, lotteries need strong reliable channels to market their products. Players expect a personal experience with their favorite products. Lotteries can connect with their players and build loyalty through professionally managed CRM and next-generation loyalty programs.

#19 It’s possible to responsibly grow both retail and digital sales with the right products and approach to product portfolio management.

#20 Our industry is becoming very complex, and change is happening at a faster pace than ever before. The challenges created by the pandemic have added to the complexity. While lotteries must continue to invest and modernize for the benefit of all stakeholders, they must also respond to changes in retail, technology, the supply chain, competition, and talent retention.

#21 Lottery supplier partners have a responsibility to present solutions that expand their customers’ product and service offerings. To deliver, they need an inspirational RFP framework.

#22 Lotteries must articulate their business goals and objectives, define where they want to be during the life of a contract, and challenge their partners to get them there. Allow partners to provide innovative solutions to meet those objectives, rather than forcing them inside boundaries or requiring them to deliver solutions based on rigid specifications. Whether the goal is to improve the retail process or make lottery transactions more secure, find ways to modernize with a solution that leads the journey to an inspiring future.

2023 will mark a milestone for Scientific Games, commemorating 50 years in the lottery industry serving global communities. On behalf of our employees and leadership teams around the world, thank you to our more than 130 customers in 50 countries for your valued partnership and continued support.

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With 70% of global instant scratch game retail sales, 30+ iLottery customers, 40+ systems customers, and partner to the largest government sports betting program in the world, Scientific Games brings 50 years of innovation and experience to responsibly drive lottery performance.
An immersive Experience:
Revenue Driving Solutions at the World Lottery Summit

Outstanding Games
Pollard Banknote continues to push the boundaries of traditional instant tickets with innovative new ticket features, designs, and game concepts.

Play FX™ is the latest addition to our sales-driving Scratch FX® family, providing an exciting new way to highlight a winning play symbol, number, or shape under scratch-off with the unmistakable twinkle of Scratch FX®.

Big Ticket Pop-Ups™ make a strong first impression with an extra-large playing surface and a unique, foldable shape that transforms tickets into three-dimensional shapes that stand on their own. British Columbia Lottery Corporation (BCLC) launched the first Big Ticket Pop-Up™ in 2021 with its tree-shaped Treasure Tree, which sold out in less than six weeks! BCLC built on this success with a brand-new edition for the 2022 holiday season, and Western Canada Lottery Corporation (WCLC) will deliver a super-sized gift to its players with the launch of its first Treasure Tree.

EasyPack™ incorporates the fun and value of pouched games in a simple, vendible format. Delivered in fan-folded books, EasyPack™ is fully compatible with standard dispensers and ITVMs. Each EasyPack™ opens like a greeting card, offering players double the game space while laying flat for effortless play.

JAWS – With brand awareness spanning generations, the award-winning JAWS franchise has secured its place in pop-culture, making it perfect for a summer-themed instant scratch ticket with endless promotional possibilities, including merchandise and experiential prizes.

Retail Excellence
With Schafer Retail Solutions +, Pollard Banknote offers an ever-evolving array of distinctive products, business processes, and merchandising solutions to enhance a lottery’s retail presence and optimize retail sales in the hyper-competitive retail environment.

The Digital Menu Board combines the best features of on-counter displays with the latest digital technology to bring a dynamic new dimension to retail menu boards, featuring video capabilities and expandable ticket image capacity.

Placing instant tickets in the multi-lane retail environment is now a reality with easyVEND®. This innovative solution allows players to select and pay for traditional lottery tickets securely alongside other purchases, all in a single transaction.

Make instant games the center of attention at checkout with the alluring glow of HALO dispenser kits. HALO shines the spotlight on instant tickets, providing existing and new on-counter dispensers with color, lights, and branding.

The 2022 World Lottery Summit in Vancouver brought together the international lottery community for the first time since 2019, providing Pollard Banknote with a welcomed opportunity to connect with clients and friends, as well as to celebrate the significant achievements of our lottery partners over the past years.

The interactive Pollard Banknote booth highlighted a selection of our Empowered Partnerships, our unique collaborative approach to client support. We help our lottery clients build a customized portfolio of solutions that reflect the unique regulatory, market, and organizational conditions in which they operate, empowering them to raise more money for the good causes they support.

This year’s booth also showcased our latest innovations across the three key dimensions crucial for lottery success: Outstanding Games, Retail Excellence, and Digital Innovation.
Digital Innovation

As a proven innovator of digital solutions, we provide lotteries with the technology and products they need to deliver a seamless omnichannel play experience, expand into new channels, and manage lottery operations more effectively.

Our full suite of Pollard Digital Solutions includes interactive Space Between™ games, player engagement and second-chance platforms, world-class mobile application development, Lottery systems and services, lottery management software and solutions, and our highly engaging eINSTANTs. Among a suite of new game titles, Corgi Cash Dash was introduced at WLS and found an instant fan base.

Our playON® Player Engagement Solution is the most advanced and holistic player loyalty offering in the lottery industry. Much more than just points for prizes and rewards, playON® offers an insights-driven program that is specifically crafted for lotteries and designed to generate unprecedented omnichannel player engagement.

scanACTIV Instants™ is a brand-new lottery product that is conveniently displayed and available for purchase in-lane at retail. Upon scanning at the register, an outcome is assigned, and the digital experience is activated. Scratching the game card reveals a QR code, which accesses the digital game on a mobile device. The player returns to retail with a redemption barcode to claim any winnings, creating a full circle process that begins and ends at retail.
The pandemic dramatically affected the global economy and pushed it into a severe contraction. The lottery and gaming industry was not immune to this catastrophe. It witnessed a decline in growth prospects combined with closed stores, extended job losses, and system-wide financial strains. But all was not lost. Resilient companies used the crisis to regain their balance and reset their strategy, and some even accomplished many significant milestones. The most notable was the mass-scale adoption of digital technologies. In fact, it was surprising to see how quickly and efficiently operators adapted to changing times.

Before the pandemic, customers spent more time in brick-and-mortar stores than in online stores. The digital conversion was painfully slow because of factors such as the resistance to change, lack of awareness, steep training costs, and perceived high transition time.

However, the pandemic changed the outlook towards digital transformation. This was the turning point.

The global pandemic: a catalyst for digital transformation

As mentioned, there was a time when physical retail outlets ruled the popularity charts. Digital adoption has been slow on a global scale - with a few notable exceptions. However, reluctance to this ended with the worldwide pandemic, during which almost all businesses put ‘digital-first’ very high on their agendas. The learning at that time was that our industry was ready to adopt new-age products in pursuit of sustainable development. This originated a new kind of consumer: one who prefers the online channel. In fact, the ‘digital lottery and gaming’ category was one of those fortunate channels that boomed during the pandemic. Altogether, the conditions ignited a debate about the possibility of a futuristic and digital world. This reform was long overdue.

Innovations in times of crisis

The pandemic was a defining moment for the world in more ways than one. Our industry took a step forward and redefined almost everything. The crisis provided the much-needed stimulus for digital maturation. As consumer behavior was changing, companies looked for new ways to attract them. They finally understood that technology has the potential to galvanize massive demand. As a result, the online lottery category emerged as the favorite pastime with the promises of convenience and safety.

In many jurisdictions, the legalized online lottery encouraged players to spend hours on their smartphones and laptops. Mobile applications became more sophisticated thanks to the increased focus on improving the user experience. Instant games amazed players with cutting-edge graphics and even e-scratch options quickly climbed in popularity. The widespread use of smartphones augmented digital uptake in both developed and emerging markets. Cashless and contactless gaming also deserve an honorable mention. There is no dearth of innovations that fundamentally changed the way we perceive normal business operations.

However, this gave birth to a plethora of issues such as confusing government regulations, cyber attacks, and slow internet speeds in some developing countries. The biggest threat was security challenges uncovered by expedited technological and digital growth.

Physical retail rebound and online growth

The world is slowly getting back to normal. After the lifting of the lockdowns, land-based channels are gradually regaining their foothold. It is important to note that customers are still opting to spend time online. Industry analysts have noticed similar shifts in industry structure, customer expectations, and demand patterns. So there is a need to connect the players, channels, and other aspects, to deliver a comprehensive experience.

It seems that the focus is on digital, but the emphasis should be on players and their changed behavior. They want the best of both worlds and our industry must give them what they desire.

The million dollar question is: where should we start?

Ideally, businesses should begin by re-examining their resources and competencies. Ongoing market trends continue to change consumption, production and business models. Physical retail is also regaining traction after months of slow runs. The time is ripe for adopting a seamless omnichannel experience.

Digitalization and beyond: the balancing act of physical and online lotteries

As mentioned, digital sales have now become indispensable to the point that all operators will need to have an online presence in order to survive in the market. They should be adaptable, quick to understand and respond to player needs. Even when the pandemic is over, players are likely to stick to their old habits.

But, retail is no loser. The global retail segment is expected to follow an upward growth trend from 2022 following a collapse in 2020 as a result of the lockdowns. The demand is robust due to improved purchasing power, restored accessibility, renewed investment and other developments. All in all, physical retail is here for the long haul.

So, there is ample room for both. The key, therefore, is to find the right balance that suits market realities and adapt to them.

Looking forward, players want to choose the formats that are convenient for them. This factor not only provides ease but also ensures customers get their hands on the best products.

Data analysis: be strategic in your approaches

With rapid digitalization, a gargantuan amount of raw and unstructured data is being generated. However, mismanagement of important information is rampant. This affects strategic objectives, like growing revenues and accelerating business. Although it is tempting to just look at data and make decisions, it is not a sensible approach. Operators must invest in cutting-edge data analytics.
It helps business analysts to access possible outcomes and make smart data-driven decisions. Some benefits of such tools include gathering and studying information, developing periodical reports, determining important areas for strategic planning, understanding player habits, calculating ROI, managerial endeavors, identifying popular games, demographics, data-based decisions, tracking ongoing quality enhancement efforts, and assessing progress.

Some businesses may come up against a lot of different challenges, such as high capital investment, breaking age-old habits, and resistance to change. What is the future of omnichannel?

In simple terms, omnichannel is a critical business function. The reasons are clear: convenience, personalization, and efficiency. Understanding the changes in consumer behavior is critical in any business regardless of size or location.

Players are not willing to go back to pre-pandemic levels. They want everything at their disposal - whether they are using their smartphones or walking to an outlet. This includes games, payments and winnings.

Operators can reap the benefits, such as better profits, attracting young players, extending reach to new markets, improved customer loyalty and a future-proof online and offline presence. It should be noted that digital only complements the physical retail channel. It ensures that players are at the center of the whole ecosystem.

The move to a fully integrated omnichannel strategy will be a natural progression for global operators. But technology providers should search for new ways to innovate because it is not possible to solve emerging challenges with aged solutions. We need a solutions-based, human-centric mindset.

Innovation is vital in all industries; however, it is critical in our business. We must try hard to take multi-channel retail to the next level. Let us divide innovation into two broad categories: one is refining the current products and the second is inventing a new offering. Now is a good time to start playing around with them.

Should we expect the unexpected?

The unexpected, by definition, could happen at any time. Is your business ready for any future disruption? For example, the pandemic took the world by surprise. No one expected such a huge blow to the global economy. We must be ready for any such challenge. Businesses must take a long-term view, especially when it comes to formulating a strategy.

Some challenges faced include wars, tensions in international relationships, disease outbreaks, climate change and recessions. It is apparent that we must prioritize unexplored technologies and untried strategies. Some notable examples are data analytics, cloud working, IoT, 5G, automation and artificial intelligence.

This is only a part of the big picture. We should also look out for new business opportunities to make sure that our business stays relevant in the near future. The moral of the story: every company should have a strategy to defend its health and viability in difficult times.