

STRENGTH TO STRENGTH

GTech G2 are investing heavily in poker networks and look nicely positioned for success in regulated markets. *Gambling Insider* posed a few questions to vice president William Scott

GI: Tell us about the last year or so for GTech G2's poker business. What have been the major developments?

At GTech G2 we take great pride in ensuring we continuously strive to improve our offering, our poker product is designed for optimal performance and usability. This year we have taken the product and, working with the British Columbia Lottery Corporation and Loto Quebec, have launched the first legal North American poker network.

You're investing €2m in the International Poker Network. How is this money being spent?

Delighting the player is our key aim. We are investing €2 million to deliver the poker players on the IPN with bigger and better promotions and tournaments. Creating the ultimate poker experience for any player is something we are 100% committed too. We will continue to invest in the IPN to ensure that our players are provided with the ultimate poker experience. This investment is an important part of continually rewarding existing new players and attracting new players to the network.

Following this investment, what are your main strengths in the poker market?

The IPN is regarded as one of the world's best poker networks and our unrivalled attention to detail means that we deliver the ultimate poker experience to our players. For me, it's fantastic



↑ William Scott

that we have multiple networks in multiple jurisdictions and player protection is at the forefront of these networks. Player protection and fraud prevention are taken very seriously and we are very proud of our reputation.

What new innovations have you implemented into your poker products? How do you go about researching what the market wants in terms of poker innovation?

All our game development is driven by the needs of the player. For us listening to the players and customers on our networks helps us to deliver the ultimate poker experience. We are investing significantly in the poker software, doubling the size of the poker development team and are in the process of enhancing the product module



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by module. We continually strive to offer players the best products and experience.

What impact has 'Black Friday' had on GTech G2's poker business, if any? Do you see the events of 15/4 as a positive or a negative for the poker industry?

GTech G2 does not operate in the US, however we have seen an increase on all of our networks since Black Friday. GTech G2 always welcomes regulation. We are the leading supplier to regulated markets.

With PokerStars and Full Tilt having to scale back their popular online series, will you be looking to enter the market with an online festival of your own?

GTech G2 already runs a monthly festival series for the recreational players with additional prizes. We have always aimed to delight and reward our players.

On the subject of Black Friday, given that a lot of players in the US are relocating to Canada, please tell us about your Canada Poker Network – are you seeing a lot of high-stakes players coming on to the network? Is there increased traffic and demand for games generally?

To address your first point, the CPN is only accessible to residents of British Columbia and Quebec. Secondly, the network is still in its infancy, the lotteries themselves are working hard to grow the sites and we are supporting them to provide them with all the knowledge and expertise that we have at GTech G2.

Do you see Canada as a major growth area for online poker?

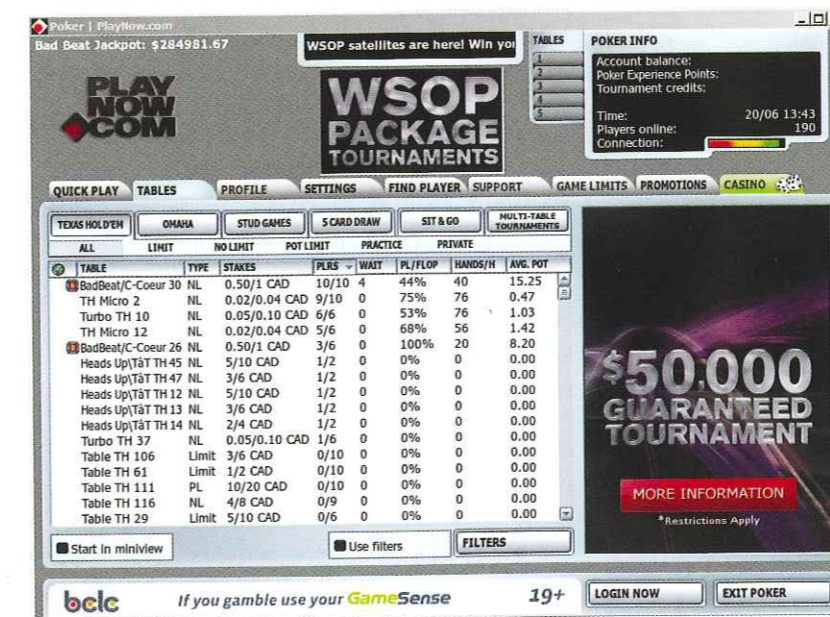
Absolutely. The Canadian online gaming market is one of the largest in the world. Research has revealed that a lack of trust in the legitimacy and fear over operators' credibility are the biggest



barriers for new players, the growth of regulated online gambling from trusted and well respected brands will undoubtedly cause the market to grow. On the CPN we have seen that 35% of registrations are from first-time internet gamblers. It has been a tremendous achievement to have worked with the lotteries to launch the Canadian Poker Network.

What do you think will happen to online poker in the next few years? Will we see a regulated market in the US? What other markets interest you particularly?

We believe that as regulation develops so will the online poker market. It is our view that there is a move towards regulation in the US, which we welcome. ■



“We are investing significantly in the poker software, doubling the size of the poker development team and are in the process of enhancing the product module by module” – William Scott