Marketing News

Game Market: June 19, 2013

GTECH's Game Market™ Launched!

GTECH Corporation has launched the GTECH Game Market™ (Game Market) - the Lottery Industry's first centralized iLottery content library that houses eInstant games developed through GTECH's Lottery Developer Network (LDN). The LDN is a developer-friendly ecosystem that allows 3rd party content developers to create compelling games for the iLottery space.

"The Game Market is the next major building block in revolutionizing the way in which interactive games are developed and brought to market for lotteries. The Game Market puts the control of game content firmly in the hands of the operator, and allows a lottery to rapidly update its product mix," said **GTECH Lottery Interactive Product Marketing Vice President Paul Riley.**

Game Market's revolutionary approach to game portfolio growth opens up a new and expanding universe of game content for lotteries.

Just as iTunes and Netflix serve as the distribution mechanism to bring applications and entertainment to the fingertips of consumers around the world, Game Market functions as the distribution mechanism for lotteries, bringing them the best in iLottery games and virtually eliminating the need for long development cycles.

The Game Market is a centralized repository of certified game content that lotteries can access via a secure private portal. Lotteries use the portal in a manner similar to popular APP stores, where games that are available can be viewed, tried, and assessed based upon past performance and lottery submitted reviews.

One of the challenges constantly facing the lottery industry is 'time to market' and this is especially important in the interactive space. One of the unique features of the Game Market is that it allows a lottery to select and configure its game using the portal and then automatically generates the appropriate work order to install the game on the player facing website.

Game configuration options are extensive and include selecting a prize structure, setting the grid size, configuring each of the prize tiers, customizing the payout percentage, adjusting the progressive jackpot, scheduling the go-live date/time, and many other configurable options. Game Market will include a wide selection of games including popular themes, seasonal games, holiday games, and even licensed property games.

Each of these games available via Game Market will be developed by approved partners that represent a broad spectrum of lottery and non-lottery, social and commercial content providers – game designers from *all* gaming sectors – who use the LDN to create the games.

The initial partners represent some of the lottery and casual game markets most creative and experienced studios, which include:

- **Inchinn:** Located in London, England, Inchinn is a major content contributor in the lottery space.
- **Ingenio:** As the development arm for Loto-Quebec, Ingenio builds interactive games across a variety of gaming formats.
- **J&S Gaming, Inc.:** Located in New York, J&S Gaming develops content for both the casino and the lottery markets.
- **Karma Gaming:** Based in Halifax, Nova Scotia, Karma creates gamified digital lottery products.
- **Telos Entertainment:** Telos is a game studio located in Charlottetown, PEI, Canada which has developed casual game content for partners such as GSN Digital, National Geographic, and A&E Networks, as well as gaming content for the casino and lottery channels.
- **Tournament 1:** Located in Stamford, CT, Tournament 1 is a supplier of betting games to the lottery and casino markets.

GTECH is also in discussions with additional developers who will augment the Game Market catalog with high quality, engaging content.

GTECH has built Game Market with the future of the lottery industry in mind. The Game Market will give lotteries greater access to a portfolio of games and the ability to bring those games to market quicker than ever before. For more information on Game Market and Lottery Developer Network, please visit www.gtechgamemarket.com and www.lotterydevelopernetwork.com.

GTECH S.p.A. is a leading commercial operator and provider of technology in the regulated worldwide gaming markets, delivering best-in-class products and services, with a commitment to the highest levels of integrity, responsibility, and shareholder value creation. The Company is listed on the Milan Stock Exchange under the trading symbol "GTK" and is majority owned by De Agostini S.p.A. In 2012, GTECH had €3.1 billion in revenues and 8,600 employees in approximately 60 countries. For more information, please visit www.gtech.com.

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