



**EVENBET
GAMING**



iGaming Future 2026: Core Trends and Challenges

Exclusive industry report forecasting the year ahead, based on 2025 in-person surveys of over 700 iGaming professionals.

Contents

| | | | |
|---|-----------|---|-----------|
| Methodology: Who, Where, When | 3 | Key Marketing Channels in iGaming | 48 |
| Most Pressing Issues for the Respondents | 6 | Top Marketing Channels: Europe vs. Asia | 50 |
| Main Regulation and Compliance Changes in 2025 | 8 | Top Marketing Channels According to CEOs | 51 |
| Most Pressing Issues for the Respondents | 14 | Top Marketing Channels for CEOs: Europe vs.Asia | 52 |
| Different Challenges in Europe and Asia | 20 | What do Marketers Think? | 53 |
| CEOs' Challenges in 2025 | 21 | Social Media: Leading Channels | 56 |
| Companies' Main Focus in 2025 | 23 | Europe and Asia — Different Approach | 58 |
| Operators vs. Providers: Is There a Difference? | 27 | CEOs' Vision | 59 |
| Innovations Implemented | 29 | Operators vs. Providers | 60 |
| CEOs' View on Innovations | 31 | What Attracts Talent in 2025? The New Priorities | 62 |
| Different Industry Players' Perspectives on Innovation | 32 | What do Professionals in Different Departments | |
| Main Marketing Channels for Getting Information | 34 | Look for in a Company? | 65 |
| CEOs and Marketing Channels | 37 | Short Takeaways | 67 |
| Operators vs. Providers: What's the Difference? | 38 | iGaming Future in 2026: Experts' Vision | 68 |
| Regional Breakdown: Europe vs. Asia | 40 | | |
| Who Still Reads Emails? | 42 | | |
| Online Media: Who Loves Long Reads? | 43 | | |
| Which Channels are not Used at All? | 43 | | |
| Which Channels do CEOs Avoid Completely? | 44 | | |
| Channels Serving the Primary Source of Information for CEOs | 45 | | |

Methodology: Who, Where, When

1. Exhibitions and Events

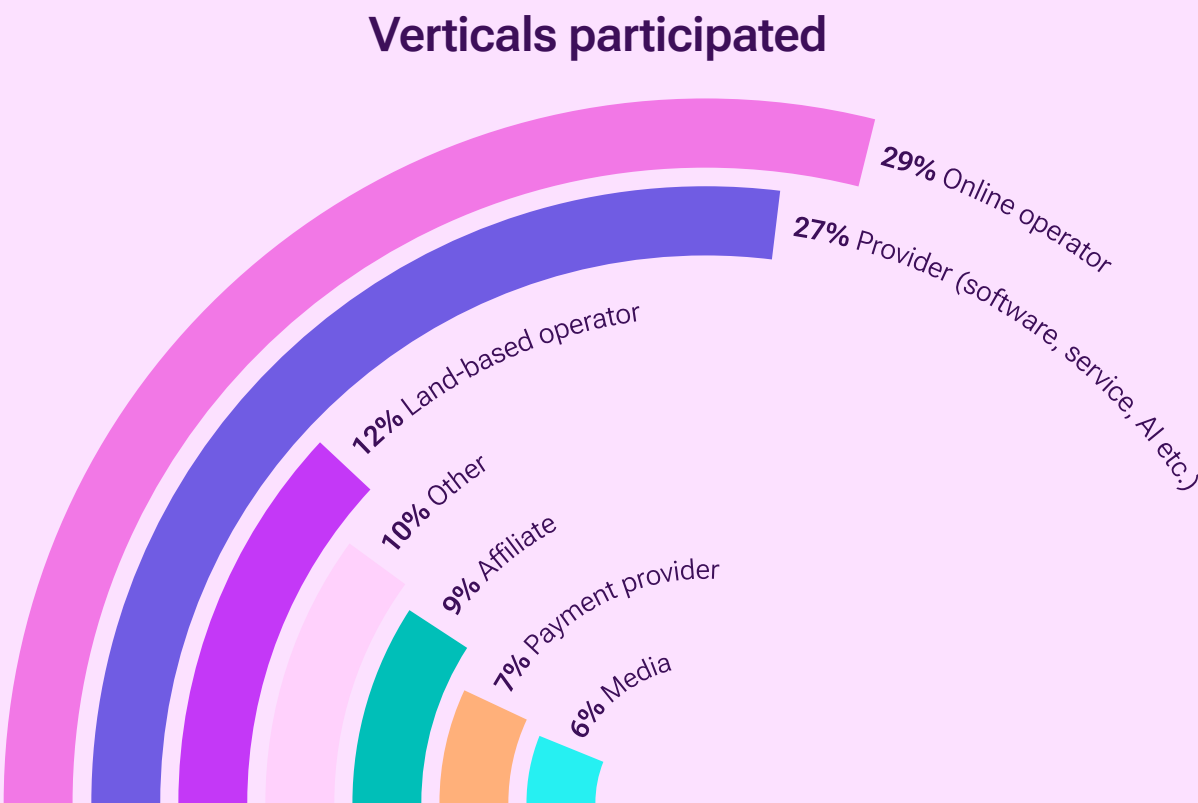
ICE
SiGMA Brazil
SiGMA Asia
iGB Live

2. Research period

1st January — 5th July 2025


3. Verticals participated

The study included a variety of representatives from the iGaming industry. We were fortunate to receive responses from a significant number of **Operators**, making up **41%** of our total participants. Among these operators, **29%** were **Online operators**, while **12%** were **Land-based operators**. Providers of software, AI, and services comprised **27%** of the participants. **Affiliates** accounted for **9%**, **Payment system providers** made up **7%**, and **Media** representatives accounted for **6%**. Additionally, a considerable group — **10%** — fell into the “**Other**” category, which included aggregators, regulators, event organizers, and consultants.



4. Instruments

We conducted this research using a multiple-choice questionnaire with an option for free-form answers. All the **704 respondents** completed EvenBet’s survey in person, allowing us to target a highly relevant audience — primarily decision-makers with extensive iGaming expertise. Detailed profiling captured differences across company verticals, markets, and professional roles (C-level, marketing, etc.).



EVENBET
GAMING
Poker & Card Games
Provider

38%

iGaming Industry Research 2025
by EvenBet Gaming

Please choose the three most important marketing channels for your company:

☒ SEO

☐ Social media

☒ Exhibitions & conferences

☐ Networking events & parties

☐ PPC

☐ Influencers

☐ PR

☒ Emails

☐ Affiliates

☐ Other (please specify)

Next

Powered by QuestionPro

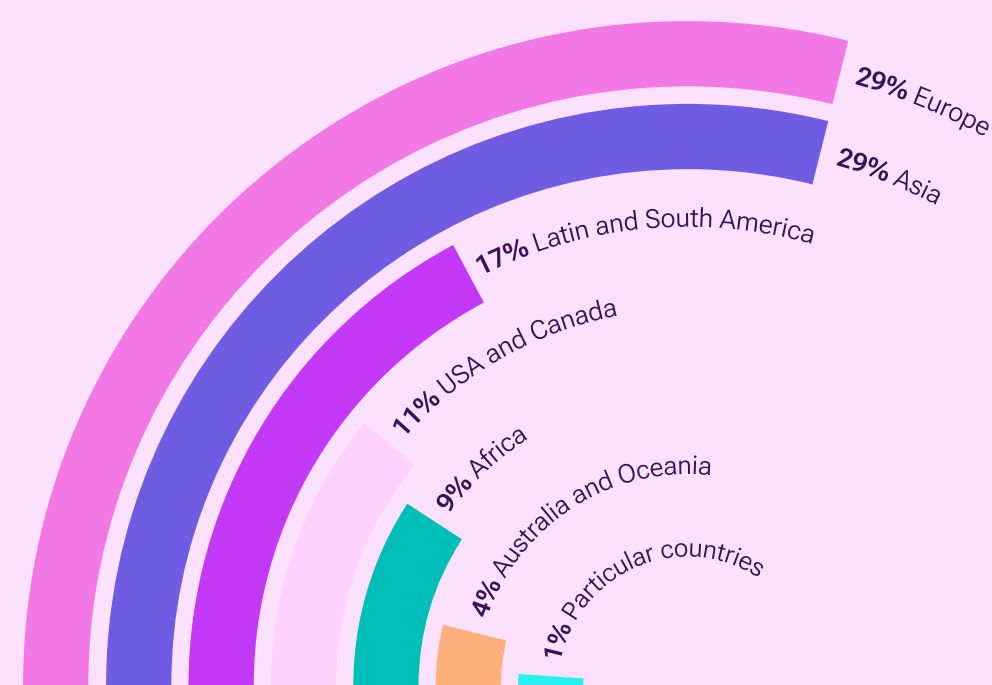
Privacy & Data Security

Methodology: Who, Where, When

5. Companies' market focus

Interestingly, this time the participants' focus was equally split between **Europe and Asia**, each receiving **29%**. **Latin America** was identified as a priority market by **17%** of respondents, **11%** mentioned the **USA and Canada**, **9%** — **Africa**, **4%** — **Australia and Oceania**. A tiny percentage (less than 1%) specified individual countries, which included the Philippines, Brazil, the UK, EEA, and Arab countries.

Market Focus of the Respondents' Companies

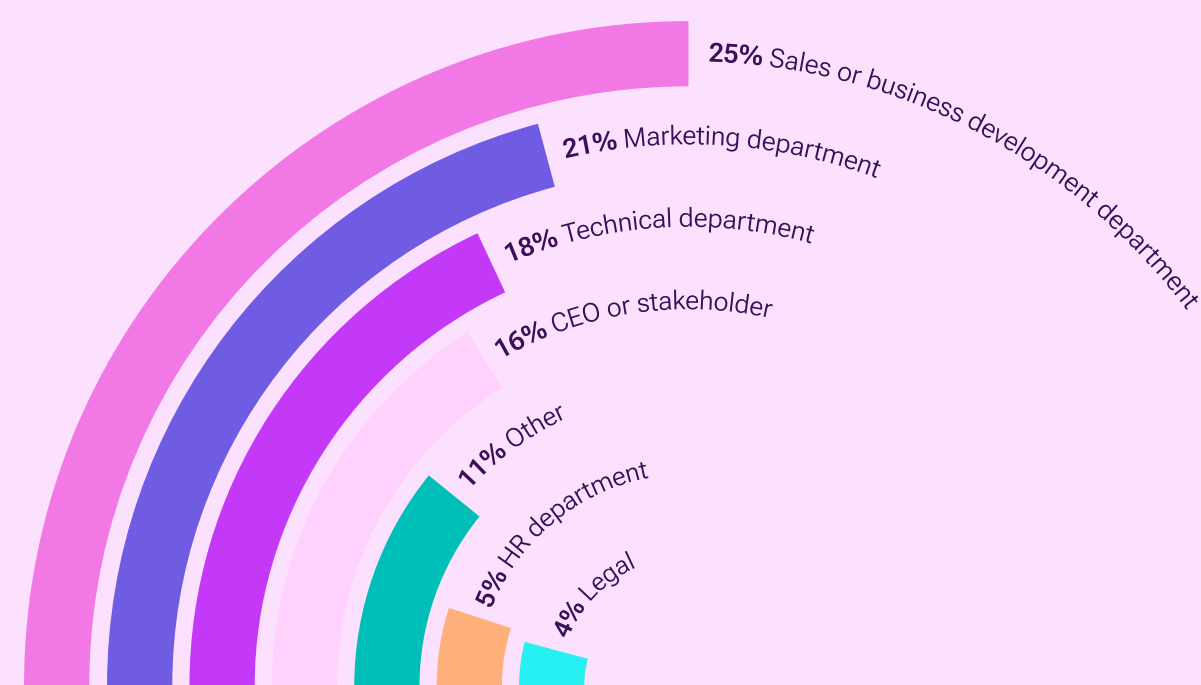


6. Respondents' professional sector

Among the respondents, **CEOs and company owners** comprised **16%**, totaling 113 individuals, which is slightly higher than in 2024, when there were 109. **Marketing representatives** made up **21%**, accounting for 150 people, while **Technical department** staff represented **18%** with 130 individuals. **HR specialists** constituted **5%**, and **legal professionals** accounted for **4%**. As expected, **Sales managers** formed the largest group at **25%**, totaling 173 individuals.

Additionally, the “**Other**” category, which included partners, compliance specialists, product managers, finance professionals, and heads of design departments, represented **11%** of the respondents.

Respondent Roles



Imprint

Published by

EvenBet Gaming
EvenBet Gaming Ltd.
IGA Hub, 112 Salvu Psalia street,
Birkirkara, BKR 9076,
Malta



Copyrights

This text, including its content, structure, graphics, code, and design, is the intellectual property of EvenBet Gaming Ltd. All rights to this text, including but not limited to reproduction, distribution, display, and creation of derivative works, are reserved by EvenBet Gaming Ltd. This declaration does not waive any rights that may be afforded to EvenBet Gaming Ltd. under applicable intellectual property laws. Limited quoting of this text may be permissible under the principles of fair use, provided that it is intended for purposes such as criticism, commentary, or news reporting, and the authorship is clearly attributed to EvenBet Gaming Ltd. and/or its employee(s).

Disclaimer

While the information presented is deemed accurate at the time of publication, it cannot be assured. The data and findings are derived from in-depth interviews with industry professionals conducted at the time of publication and are susceptible to change over time. The content is compiled using information obtained at specified events and is considered reliable. However, the publisher does not warrant the truth, accuracy, or permanence of the information herein. The publisher is not liable for any incompleteness or inaccuracy in the information provided.

Most Pressing Issues for the Respondents



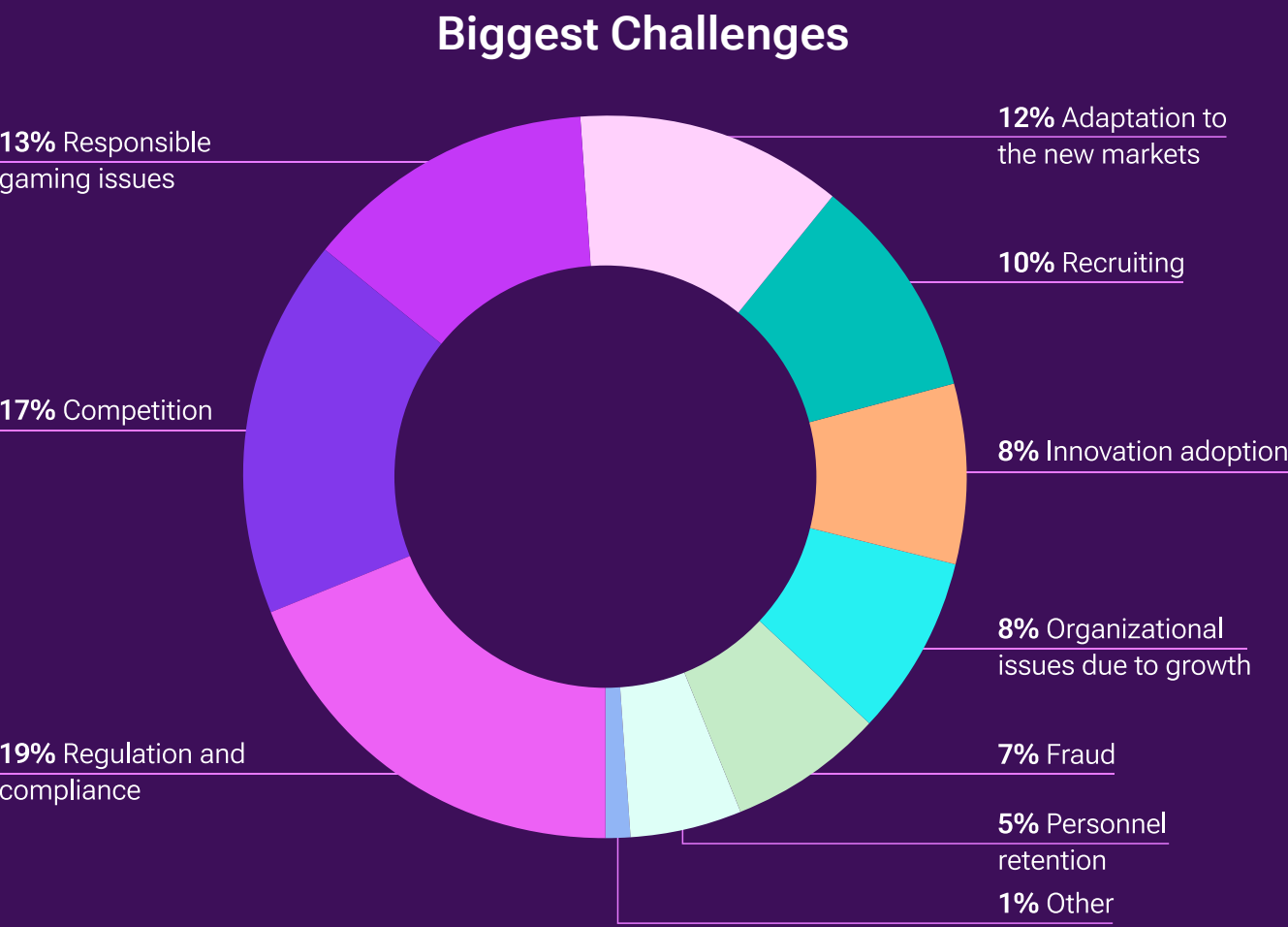
Most Pressing Issues for the Respondents

What concerns do iGaming industry professionals have in 2025?

Has the situation changed compared to 2024?

Respondents were asked to select three key areas of concern. The distribution of their selected responses is illustrated in the accompanying diagram, with the total responses summing to 100%.

1 Similar to 2024, the issue of **Regulation and compliance** remains the **most pressing concern**, with a combined total of **19%** of all responses. Additionally, the percentage of individuals who selected this option is even higher — **37%** of respondents, or **262** people, expressed concern about this issue.



Main Regulation and Compliance Changes in 2025



Google

In 2025, Google significantly tightened its policies regarding iGaming businesses, with a focus on compliance with local regulations, user protection, and market-specific controls. Here's a summary of the changes:

- In April, Google implemented stricter global rules for gambling advertisements:
 - Mandatory Google Ads Gambling Certification: Required for each country and domain.
 - Licensing Requirement: Only licensed operators are permitted to advertise.
 - Affiliate Content Restrictions: Affiliate sites can only publish informational content.
 - Ban on Personalized Ads: Personalized gambling ads and misleading content are explicitly prohibited.
 - Penalties for Violations: Violations may result in demonetization, de-indexing, or full account bans.
- Country-Specific Actions:
 - Nigeria: Starting in January, Google banned all gambling-related ads due to a shift in gambling regulation from federal to state levels.
 - Netherlands: Google restricted visibility and advertisements for unlicensed offshore casinos to align with enforcement actions taken by the Dutch regulator KVA.
 - Brazil: Initially, Google continued to block betting apps despite market legalization. However, later in the year, the policy was updated to allow licensed apps in four categories: fixed-odds betting, fantasy sports, lotteries, and horse racing, provided the operator held an SPA license and met Google's conditions.
 - Ukraine: Licensed gambling operators were informed that they could start advertising across Google's platforms from July 14, pending dual certification (local license + Google Ads approval).
 - Romania: Google (along with Meta) faced pressure to promptly remove ads from blacklisted operators as part of a regulatory audit.



Telegram

Telegram's actions in 2025 mark a significant shift in its policies, transforming from a platform that was once welcoming to crypto and iGaming operators into one of the most restrictive. Key points include:

- A mass deplatforming of gambling bots and channels.
- A zero-tolerance policy for new gambling-related projects on Telegram.
- An alignment across the platform with app store policies and internal priorities for the TON blockchain.



Meta

Meta has updated its global advertising policy for real-money gambling, placing full legal responsibility for compliance on advertisers. The previous "whitelist" of approved countries has been replaced with a blacklist that prohibits gambling ads in specific regions, including Thailand, Indonesia, the Philippines, Pakistan, Vietnam, Taiwan, Egypt, and South Korea, and some others.

Key Changes:

- Advertisers can now apply for authorization more easily through the Meta Business Suite.
- A single approval can cover multiple markets where gambling is legal.
- Social casino games (which use virtual assets) can be advertised to users aged 18 and older. However, if these assets can be bought or sold for real money, full authorization is required.
- Targeting minors is strictly prohibited.
- Influencers promoting gambling must represent an authorized advertiser.

Meta has made it clear that it will not be liable for the local legal compliance of advertisers.

Main Regulation and Compliance Changes in 2025



UK

In 2025, the UK and the Isle of Man introduced significant regulatory and enforcement changes aimed at tightening control over the gambling industry:

- The UK Gambling Commission (UKGC) will ban bonuses with wagering requirements exceeding 10 times the initial stake and will restrict cross-promotions starting December 19, 2025.
- The UKGC, alongside Apple, responded to a deepfake scandal by removing illegal gambling apps that were promoted using AI-generated videos of British celebrities. This scam involved deceptive games that redirected users to unlicensed platforms.
- The UK government plans to simplify gambling taxation by merging three existing levies into a single Remote Gambling Duty (RBGD). This new tax is expected to be implemented in October 2027.
- In May 2025, 15 white-label brands operated by TGP Europe exited the UK market. This decision followed regulatory pressure and previous penalties for compliance failures.
- From September 1, 2025, large UK companies can be prosecuted if they fail to prevent fraud by their staff or partners, unless they prove strong safeguards were in place.

On the Isle of Man, regulators announced stricter licensing requirements, particularly for operators from South and Southeast Asia, along with the introduction of new anti-money laundering measures.



USA

In 2025, the progress toward legal sports betting in the U.S. remained inconsistent:

- Minnesota planned to revisit sports betting legislation in January 2025. Senators aimed to reintroduce a bill promoting what they call the “safest model in the country,” which includes strong safeguards against gambling addiction. However, the bill faced opposition and pushback from religious and social groups.
- In Hawaii, a bill to legalize online sports betting was rejected in April, ending hopes for progress this year. Lawmakers cited unresolved concerns regarding taxation, operator limits, and social risks such as addiction and crime.
- Legal sportsbooks in Missouri are expected to launch on December 1, 2025.



Curaçao

In July 2025, Curaçao’s Gambling Authority (CGA) announced that operators without a local CGA-issued license — regardless of any licenses obtained elsewhere — are now classified as illegal under the country’s National Gambling Ordinance (LOK). The CGA has begun issuing formal cease-and-desist notices, indicating a shift towards stricter enforcement. As a result, several companies have voluntarily surrendered their Curaçao licenses in favor of jurisdictions like Anjouan.

Simultaneously, Curaçao initiated a comprehensive overhaul of its responsible gambling policies, requiring operators to implement the following measures:

- Strict ID checks, deposit/stake limits, and self-exclusion options.
- Real-time player alerts and intervention protocols for identifying risky behavior.
- Marketing restrictions, including the prohibition of targeting minors or vulnerable groups and banning messaging that promotes gambling as a source of income.



Australia

Australia moves toward tighter gambling regulation and transparency. A bill introduced in Parliament would require gambling operators to display real-time loss information to users through banners on websites and apps. The country is also debating a phased three-year ban on gambling advertising, aiming to reduce harm, especially among young people.



New Zealand

New Zealand is moving toward a major overhaul of its online gambling regulations. Starting in 2026, a new licensing framework will allow 15 online casino operators, including offshore companies, to legally enter the market and advertise their services.

Europe



Italy

The Italian regulatory body, ADM, has launched the PIAO 2025–2027 program aimed at strengthening market oversight through several key actions:

- Doubling the number of audits for online operators starting in 2025, along with regular audits for online and VLT (video lottery terminal) platforms.
- Introducing stricter deadlines for reporting and fee payments.
- Enhancing compliance checks and improving cooperation on anti-money laundering (AML) efforts.
- Implementing real-time transaction monitoring via the SIC system.
- Utilizing AI-driven automation for controls and sanctions.
- Ensuring transparency by publicly disclosing key metrics.

As of July, 46 operators applied for new iGaming licenses, each priced at €7 million. Notably, only one domain per license is now permitted. The licenses are scheduled to be issued between October and November 2025.



Germany

The parliament of Baden-Württemberg has approved amendments that permit residents to legally play online roulette and blackjack. This new law introduces a progressive tax structure on online gambling revenue: a rate of 15% for monthly earnings up to €300,000, 20% for earnings between €300,000 and €750,000, and 25% for amounts exceeding €750,000. Additionally, a monopoly has been established, making the state-owned Toto-Lotto GmbH the sole operator of online casinos.



France

The French government is currently debating the legalization of online casinos, which are banned in France and Cyprus — the only two EU countries that impose such restrictions. The government has postponed a final decision and established working groups for further consultations.



The Netherlands

As of July 1, the Netherlands has implemented a complete ban on sports sponsorship by iGaming operators. The Dutch gambling authority, KSA, has issued formal warnings to these operators, highlighting an increase in enforcement efforts.

In June, the Dutch Association of Responsible Affiliates (KVA) urged Google to put an end to the proliferation of fraudulent copyright complaints (DMCA notices) being filed against licensed gambling sites. These deceptive claims, submitted daily by unidentified individuals, aim to diminish the visibility of legal operators in search results and favor offshore competitors.



Sweden

Sweden is taking significant measures to enhance its control over the iGaming market. Additionally, the country has announced plans to close all land-based casinos. The last state-run casino, Casino Cosmopol in Stockholm, will shut its doors on January 1, 2026, due to a 65% decline in revenues in 2024. Authorities are now directing their attention toward the expanding online gambling sector.



Austria

Austria's new coalition government has agreed to extend the national monopoly on online casinos until 2027, with an option to extend it for an additional 15 years. The monopoly will remain with Austrian Lotteries. Key changes include:

- The establishment of an independent gambling regulator to avoid conflicts of interest, as previously, licenses were issued by the Ministry of Finance, which is a stakeholder in Casinos Austria.
- Increased enforcement against illegal operators.
- An increase in the betting tax from 2% to 5%, aligning Austria's system more closely with that of Germany.

Asia



Philippines

The Philippines is undergoing significant reforms in its iGaming sector. The country's regulatory body, PAGCOR, has reduced the tax on gross gaming revenue (GGR) from 35% to 30%. This change aims to support local land-based operators and encourage unlicensed online gambling businesses to legalize their operations.

In a positive development on the international stage, the Philippines has been removed from the FATF “grey list” of countries identified as having strategic deficiencies in anti-money laundering efforts.

Simultaneously, the Philippine Congress has unanimously passed a law banning all Philippine Offshore Gaming Operator (POGO) activities.

To enhance transparency, PAGCOR has launched a new platform called PAGCOR Guarantee, which allows users to verify the legality of online casinos operating in the Philippines. Additionally, PAGCOR has suspended the issuance of new licenses and initiated a full audit of current operators in response to a rise in player complaints. Furthermore, PAGCOR ordered all licensed operators to remove outdoor gambling advertisements before August 15, which included billboards and transport ads.



India

Since late 2024, India has intensified its efforts to combat illegal gambling. The Goa police alone blocked 157 websites, 61 of which were associated with online betting. The Digital India Foundation has urged for stricter measures beyond simple site bans, advocating for enhanced control over social media, restrictions on financial transactions, and the implementation of global best practices.

In August 2025, India enacted the Promotion and Regulation of Online Gaming Bill, which comes into force on October 1. The legislation prohibits all money-based online games and services, eliminates the distinction between games of skill and chance, and introduces penalties of up to three years in jail and fines of up to 10 million rupees. At the same time, it supports social gaming and e-sports to promote a safer digital ecosystem.



Thailand

- In 2025, Thailand was preparing to legalize both online gambling and integrated casino resorts to boost tax revenues and attract investment. The plan included five resort casinos in major tourist areas like Bangkok, Pattaya, and Phuket, with the first expected by 2029. At the moment the bill is officially on hold.
- The Cabinet has approved a proposal to legalize online gambling, with final legislation expected soon. Financial checks and anti-money laundering measures are being strengthened, including strict requirements for licensing and customer eligibility.
- Recent law enforcement efforts uncovered two major illegal iGaming platforms, and over 135,000 fake bank accounts were blocked in early 2025. Meanwhile, the government is backing away from overly restrictive access rules for locals, opting instead for more inclusive policies combined with entry fees and financial monitoring.



Japan

In 2024, Japan recorded a surge in online casino activity, despite online gambling being officially banned in the country. In response, the Japanese government has approved a national strategy to combat gambling addiction. The plan targets payment agents and affiliates — individuals and companies that drive traffic to gambling sites for commissions. Social media platforms display messages reminding users that online gambling is illegal.

This summer, Parliament passed a bill that fully bans the operation and promotion of online casinos in Japan. Additionally, the Ministry of Internal Affairs proposed a four-stage system to block illegal iGaming websites.

Despite the ban, the offshore iGaming market in Japan is thriving, with an estimated annual traffic value of \$8.6 billion.



Sri Lanka

In 2025, the country's Government approved a draft bill to establish the Gaming Regulatory Authority, which will supervise online gambling, offshore casinos, and cruise ship casinos, particularly within the Colombo Port City zone. The proposed legislation, titled the Sports Gambling Regulation Act, still awaits the Speaker's approval. The new authority will be responsible for monitoring all forms of gambling activity — both local and offshore, including digital platforms.

Latin America



Brazil

In 2025, Brazil made sweeping changes to regulate its fast-growing iGaming industry:

- Over 80 operators have received official betting licenses, with some top brands remain on temporary licenses.
- The government blocked over 13,000 illegal betting domains and began forcing banks to block transactions to unlicensed operators under SPA Order No. 566.
- A new 18% tax on GGR replaced the previous 12%, with possible further reforms under discussion.
- Advertising rules tightened: symbols of money are now banned in marketing.
- Parliament formed special groups debating future iGaming rules, while the CPI das Bets commission investigates money laundering risks and the industry's social impact.
- A phased roadmap was introduced for 2025–2026, including the creation of a National Betting System, player protection tools, and stricter compliance standards.

Despite these efforts, Brazil's illegal betting market hit \$60 billion in just two months — highlighting the scale of the challenge ahead.



Colombia

In 2025, Colombian President Gustavo Petro launched a comprehensive campaign to increase taxation in the iGaming sector. The aim was to support healthcare initiatives and address regional humanitarian crises. Key measures included:

- 19% VAT on Player Deposits: This tax is now levied directly on player deposits, raising costs for players and generating criticism regarding its transparency and legality.
- Removal of iGaming Tax Exemptions.
- Temporary VAT Increase: For a period of 90 days, a 19% VAT was also applied to general online gambling activities, with expectations to raise \$237.8 million.

In contrast to this tightening tax regime, the government also passed progressive legislation legalizing esports betting:

- Esports was officially recognized as a sport, facilitating regulated betting, the creation of leagues and clubs, and state funding for esports development.



Argentina

Argentina's online gambling regulation is currently decentralized, with oversight managed at the provincial level. However, the country is taking steps to establish stronger regulations for the industry. The Chamber of Deputies passed a bill aimed at prohibiting all forms of advertising and sponsorship related to online gambling. This includes restrictions on promotions through social media, in public spaces, and across digital media platforms.

In August, lawmakers in Buenos Aires province reintroduced a bill in the provincial Chamber of Deputies, which seeks to regulate online gambling and address the issue of underage gambling addiction. The proposed measures include biometric age verification and limitations on payment methods accessible to young people.

The Mendoza province has approved two new licenses for online operators, adding them to an existing pool of platforms. These licenses come with an initial fee of USD 15,000 and require a 10% contribution to the regulatory body, along with a 10-year operational permit.



Paraguay

In a landmark decision, President Santiago Peña signed Law No. 7348/2025, effectively ending the long-standing state monopoly on gambling and beginning a new era of regulation for both online and offline operators.

Key changes include:

- The abolition of the Aposta.la monopoly, allowing private companies to enter the market.
- Licensed operators are permitted to run up to three brands, one for each gambling vertical.
- The regulatory body Conajzar, operating under the tax authority DNIT, now has the authority to block unlicensed sites and confiscate illegal equipment.
- Criminal penalties have been introduced, with sentences of up to five years in prison for illegal gambling operations.
- There is a mandatory requirement for the protection of minors and transparent financial reporting from all licensees.

Latin America



Ecuador

On July 1, 2025, Ecuador officially started to regulate online betting through the introduction of a five-year licensing system.

Key details include:

- Annual License Cost: \$307,850 (equivalent to 655 basic salaries).
- Tax for Operators: Both local and offshore operators are subject to a 15% tax on Gross Gaming Revenue (GGR).
- Tax on Player Winnings: Players also face a 15% tax on their winnings, but this only applies if they finish the month with net gains.
- Compliance: Operators who do not comply with these regulations risk having their websites blocked by authorities.

Africa



South Africa

This year, South African lawmakers are advocating for significant reforms in the country's gambling sector. Proposed changes include the introduction of a gambling tax similar to those imposed on alcohol and tobacco, as well as strict limits on advertising, particularly on television and social media. Lawmakers argue that these measures are crucial in mitigating the growing impact of gambling on vulnerable populations.

South Africa is the largest gambling market in Africa, but illegal online gambling is expanding rapidly. New legislative proposals aim to criminalize unlicensed gambling, imposing prison sentences of up to 20 years for repeat offenders. Key legislative proposals include:

- Banning underage gambling
- Prohibiting gambling on credit
- Creating a voluntary self-exclusion system
- Enforcing strict advertising limits



Nigeria

- On January 8, 2025, Google updated its advertising policy to prohibit all online gaming, gambling, and related advertisements targeting audiences in Nigeria.
- The proposed "Central Gaming Bill 2025", which sought to create a national regulatory framework for all online and remote gaming activities, was rejected by the Federal State Gaming Regulators Network (FSGRN).
- Starting in 2025, a withholding tax of 5% on winnings for residents and 15% for non-residents was implemented. There is also a 5% excise tax on telecommunications and gaming services.



Kenya

On April 29, 2025, Kenya's Betting Control and Licensing Board (BCLB) implemented a complete ban on gambling advertising for 30 days while new regulations were being developed. Operators were required to submit revised advertising concepts that would "clearly protect minors and reduce addiction."

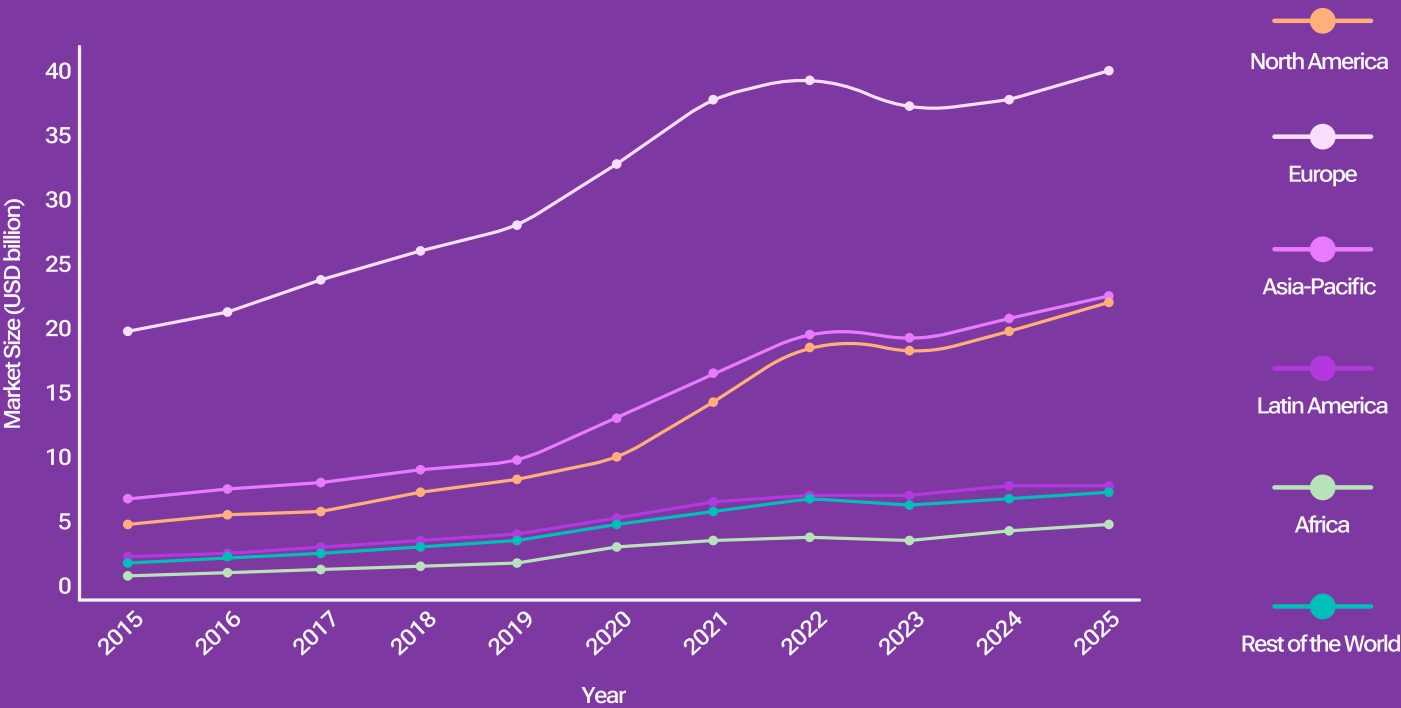
Later, Kenya initially increased the excise duty on gambling from 12.5% to 15% but then later reduced it to 5% under the new Finance Act.

Most Pressing Issues for the Respondents

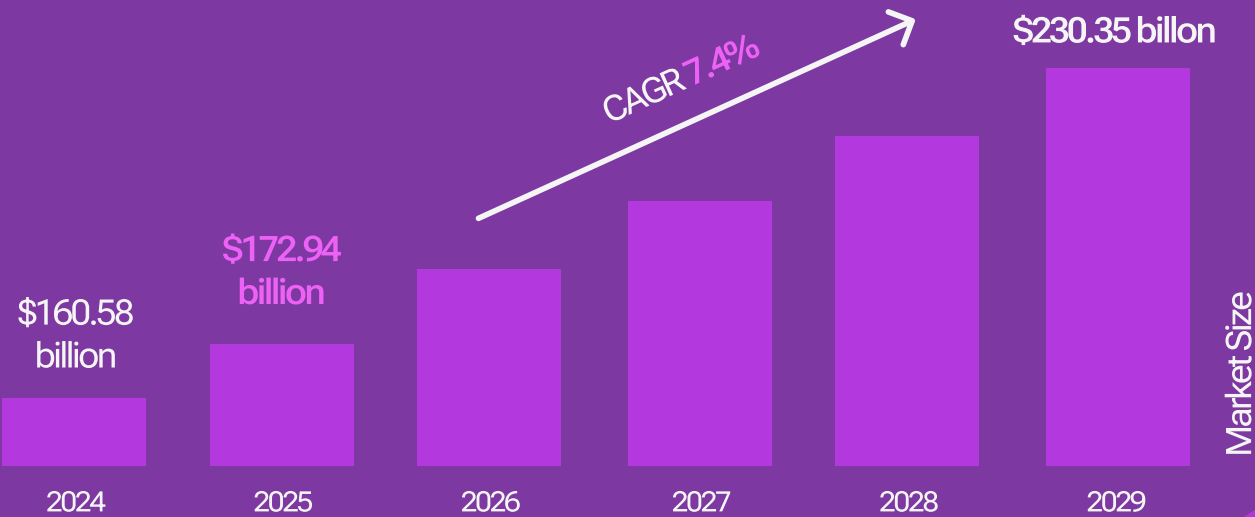
2 In second place, unchanged from 2024, is **Competition**, which accounts for a total of **17%** of responses. This issue was identified as the most important by 238 people, representing 33% of respondents.

Important notes: iGaming Market Growth

Regional Online Gambling Market Growth (2015-2025)



Projected Size of the Online Gambling Market



Sources: The Business Research Company, H2 Gambling Capital, VIXIO GamblingCompliance.

Most Pressing Issues for the Respondents

3

In third place, issues related to **Responsible gaming** accounted for **13%** of the total responses, with 184 respondents, or 26%, selecting this option.

To provide some context, in 2024, the topic of Innovation adoption ranked third with a total share of 12%. However, in 2025, it dropped to sixth place, falling behind both Adaptation to new markets and Recruiting.

4

In fourth place, with a slight margin, is **Adaptation to the new markets**, which represents **12%** of the total responses. This translates to 176 respondents, or 25% of the surveyed audience.

Important notes: Attractive Markets in iGaming

Top 2 most attractive iGaming expansion markets for 2026:

Brazil (Latin America)

While Brazil was initially viewed as a breakout market, its appeal has diminished slightly due to a restrictive regulatory framework and limited access to licenses.

Despite experiencing explosive growth of 734% since 2021, Brazil has implemented a tightly controlled licensing model that significantly narrows opportunities for international operators.

Nonetheless, Latin America, as a region, continues to demonstrate strong long-term potential, with Brazil remaining a crucial part of the puzzle due to its market size, digital infrastructure, and sports culture.

Why It Matters for 2026: Even in a closed market, laying the groundwork through early partnerships could yield long-term benefits, especially if regulatory

conditions evolve. Operators seeking regional dominance in Latin America cannot overlook Brazil but should approach it with realistic expectations and a long-term strategy.

Nigeria & South Africa (Africa)

- Africa's iGaming market is rapidly expanding, with sports betting alone at \$0.86 billion, and continuing CAGR of approximately 6–7 % through 2028.
- Key markets such as Nigeria, Kenya, and South Africa benefit from young, tech-savvy demographics and broad mobile connectivity.
- Localization via mobile-first platforms, lightweight apps, and bonus-led acquisition strategies are especially effective in Africa.

Why It Matters for 2026: Africa's gaming markets are evolving fast, with Nigeria leading the surge. Competition is accelerating. For startups, success will depend on offering truly exceptional products and customer service tailored to local needs.

Most Pressing Issues for the Respondents

5

In fifth place, with a **10% share**, is **Recruiting**. Companies are continuing to compete for talented professionals in a highly competitive and fast-paced environment. A total of 138 respondents, which is 20%, identified this as a key issue.

Important notes: Lack of Experienced Leaders in iGaming

The demand for experienced leaders in the iGaming sector far exceeds the available supply. As a result, companies can no longer rely solely on external recruitment. They must instead focus on developing leadership talent from within their organizations. Key steps include tracking internal promotions, adjusting development priorities to align with business needs, and responding to employee feedback. **The goal is to foster a culture** where potential leaders are not only identified but also actively nurtured, ensuring sustainable growth and long-term success.

6

Sixth place is shared by two significant challenges: **Innovation adoption** and **Organizational issues due to growth**, with each accounting for **8%**. Notably, compared to last year, the importance of Innovation adoption has decreased from third place (19%) to sixth place, while Organizational issues have also dropped from fourth place (11%) to sixth.

Important notes: Organizational Challenges During Rapid Growth

Rapid growth is a common feature of the iGaming industry. For example, EvenBet Gaming has tripled its team size in just three years.

Key Challenges:

- **Lack of Experienced Leaders:**

Rapid expansion increases the need for middle managers and C-level executives. Without this kind of restructuring, a company cannot continue to grow effectively. Often, existing employees are promoted into leadership roles, while external hires are less common. This requires leadership training and the development of new management processes.

- **Absence of a Unified Culture:**

In a small team, everything happens intuitively: there's little need for defined values, mission, or traditions. But in larger companies, these elements become critical at every stage from recruitment to offboarding.

- **Communication Channels:**

Without centralized communication channels, regular team updates, and unifying traditions, cultural and informational gaps appear. These should be avoided as the team scales.

- **Lack of Clear Structure:**

As a company grows, it must transition from informal workflows, where anyone can contact anyone, to formal regulations, hierarchies, guidelines, and documentation. This can meet resistance from long-time team members, but transparent communication and clear reasoning help overcome it.

- **Short-Term Planning Experience Only:**

Companies must shift teams toward long-term business goals, including structured plans for hiring, team development, and product growth.

- **Unclear Roles and Responsibilities:**

Every team member should have clearly defined responsibilities and KPIs to avoid confusion around hierarchy and task ownership. Job descriptions must

Most Pressing Issues for the Respondents

Important notes: Organizational Challenges During Rapid Growth

be regularly updated, and KPIs used to keep teams aligned.

- **Lack of an Onboarding System:**

Scaling requires a structured onboarding process. Information about workflows, products, company history, and mentorship programs for new hires is a must-have.

- **Irregular Feedback Culture:**

Regular surveys and verbal feedback within teams help identify issues early and maintain engagement. For example, 360-degree evaluations and engagement surveys can be used effectively.

Important notes: Increased Fraud Levels

The fraud landscape in iGaming is evolving rapidly. In peer-to-peer (P2P) gaming, companies are noticing a significant rise in the use of **bot farms, as well as players relying on Real-Time Assistants (RTAs)**, also known as solvers. These tools provide players with optimal game strategies in real-time and are becoming increasingly efficient, making it harder to detect players who pause for extended periods while waiting for solver recommendations — the delays are becoming shorter, and the tools are more subtle.

Bots are also advancing, making it more challenging to distinguish them from real players. Meanwhile, users are continually discovering new ways to exploit system vulnerabilities, bonus mechanisms, and game settings. The **issue of multi-accounting remains persistent, often concealed behind layers of proxy servers and VPNs**. Additionally, **modern browsers prioritize user anonymity**, further complicating the detection of fraudulent behavior.

Core schemes, such as **bonus abuse, affiliate fraud, chargebacks, and money laundering, continue to be prevalent**, with first-party chargebacks particularly common in the UK.

7

Fraud ranks seventh, accounting for a total share of **7%**.

Important notes: Increased Fraud Levels

By mid-2025, 83% of iGaming operators reported increased levels of fraud, particularly in **deposit-stage attacks**, with 78% encountering AI-generated document fraud, such as **deepfakes or synthetic IDs**. Fraudsters are increasingly focusing on the deposit stage early in the player journey rather than targeting post-account creation. Notably, attacks tend to peak between 4 a.m. and 8 a.m. when compliance teams are offline, while legitimate sign-ups generally occur around 6 p.m.

Identity fraud involving **AI-fabricated documents and deepfake voice/face clones rose by approximately 230-244% year-over-year** from early 2024 to early 2025. In early 2024, selfie mismatch fraud accounted for about 73% of identity fraud cases.

Expert's opinion

To address these growing threats, we're implementing advanced anti-fraud measures.

These include:

- New checks specifically designed to block known exploit techniques.
- Enhancements to our own tools and the integration of third-party solutions for collecting user identifiers.
- Sophisticated bot detection based on gameplay patterns and behavioral metrics, such as decision-making speed and in-game actions .

We're also actively exploring machine learning to reliably profile and identify bots and suspicious player behavior. This technology allows us to adapt to evolving fraud tactics and protect the integrity of our games.



Alexander Tamplon,
CTO, EvenBet Gaming

Most Pressing Issues for the Respondents

8

In eighth place is the issue of **Personnel retention**, with **5%** of the votes. A total of 74 respondents, or 11% of those surveyed, expressed concern over this topic. For comparison, in 2024, employee retention received only 2% of the votes, indicating a **significant increase in interest this year**.

Among other issues, accounting for a combined 1%, respondents mentioned challenges such as: affiliate management, geopolitical concerns, frequent Google updates, cyberattacks, communication issues with users, management difficulties, and sales-related obstacles.

Expert's opinion

Employee Retention Strategies in 2025

This topic is regularly addressed in interviews, expert articles, and presentations at industry conferences.

What strategies do we use to keep employee turnover low (16% in 2024)?

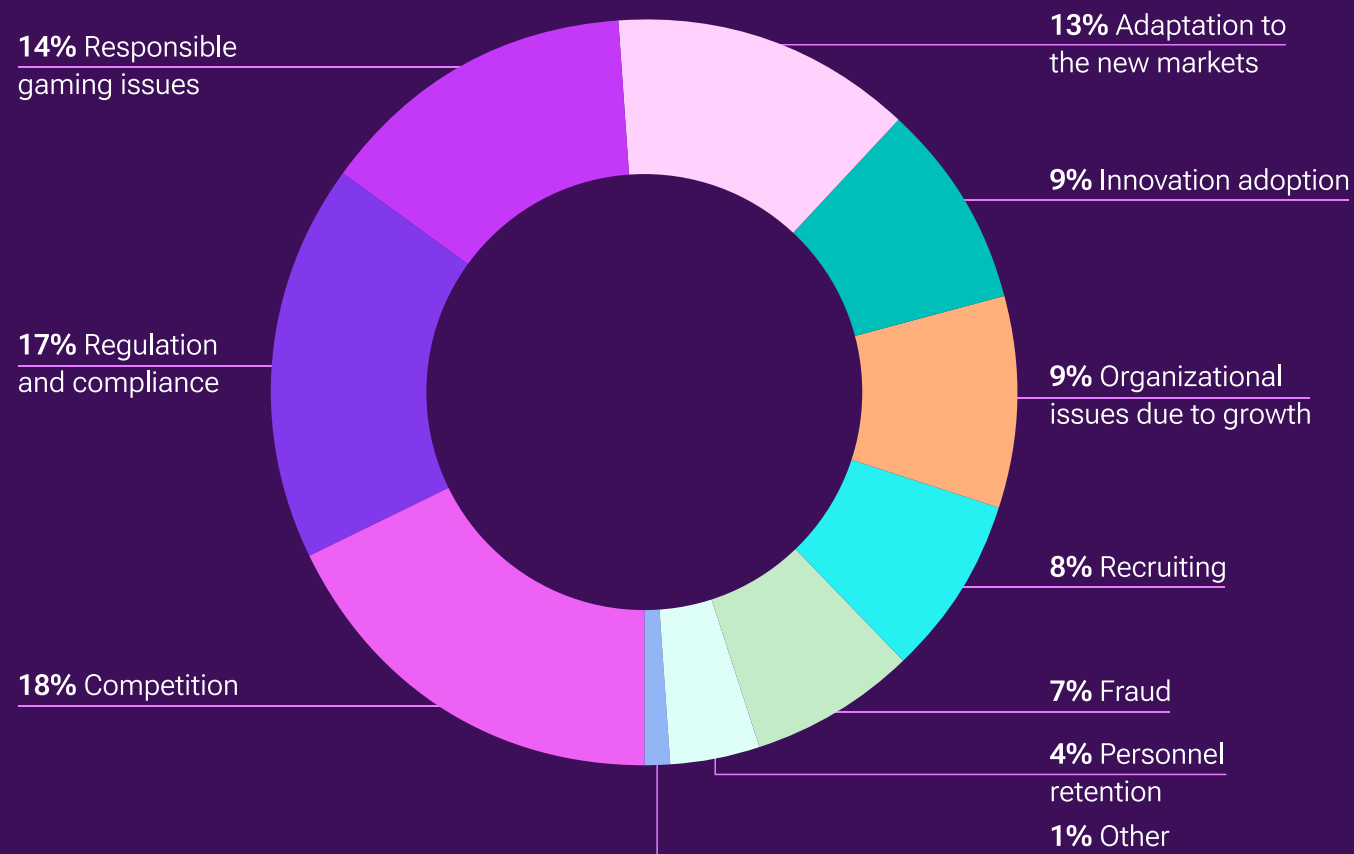
- **Working with managers:** Training leaders in soft skills, delivering feedback, and motivating their teams.
- **Regular evaluations:** Annual transparent salary and grade reviews based on market benchmarks, along with personalized career paths.
- **Benefits:** Introducing flexible benefits (e.g., insurance, sick days, paid education) boosts team loyalty.
- **Gamification:** Gamified elements are popular in iGaming for both engagement and performance tracking (e.g., leaderboards for KPIs).
- **Dialogue and initiative:** Regular surveys, team meetings, and opportunities to suggest ideas increase engagement. Direct communication with company leadership (e.g., Townhalls) is also important.
- **Flexibility:** Hybrid and remote work formats remain more attractive to candidates.



Daria Fot,
HRD, EvenBet Gaming

Most Pressing Issues for the Respondents

Online Operators' Challenges



Interestingly, for Online operators, the main challenge in 2025 is **Competition**, receiving **18%** of the total responses. **Regulation** came in second with a **17% share**.

Important notes: Chances for Startups

Despite the rapid development of the iGaming market in recent years, **competition remains intense**.

Startups still have a chance — launching a small iGaming brand is not impossible. That's why new companies continue to spring up like mushrooms, intensifying competitive pressure.

However, the rules of the game have changed. Startups that understand this have a chance to succeed. Those that don't will drop out of the race — and quickly.

A fast launch with a license (e.g., Curaçao, Anjouan) and affiliate traffic driven by generous CPA offers no longer guarantees success. **The acquisition-first model no longer works.**

Only those brands that have learned to **retain players, build real engagement, and skillfully use CRM** as a core business tool — segmenting and personalizing the customer journey — are surviving.

Interestingly, when asked about loyalty to a particular brand, players named “**simple UX and seamless payments**” as the No.1 reason.

Can newcomers compete on those fronts? Absolutely.

Different Challenges in Europe and Asia

A comparative analysis reveals a fundamental divergence in priorities between European and Asian markets regarding key challenges.

In Europe, the primary concern is **Regulation and compliance** (21%), which significantly overshadows other issues like **Competition** (16%) and **Adaptation to the new markets** (14%). Notably, **Responsible gaming** is a lower-tier priority, tying for fifth place at just 9%.

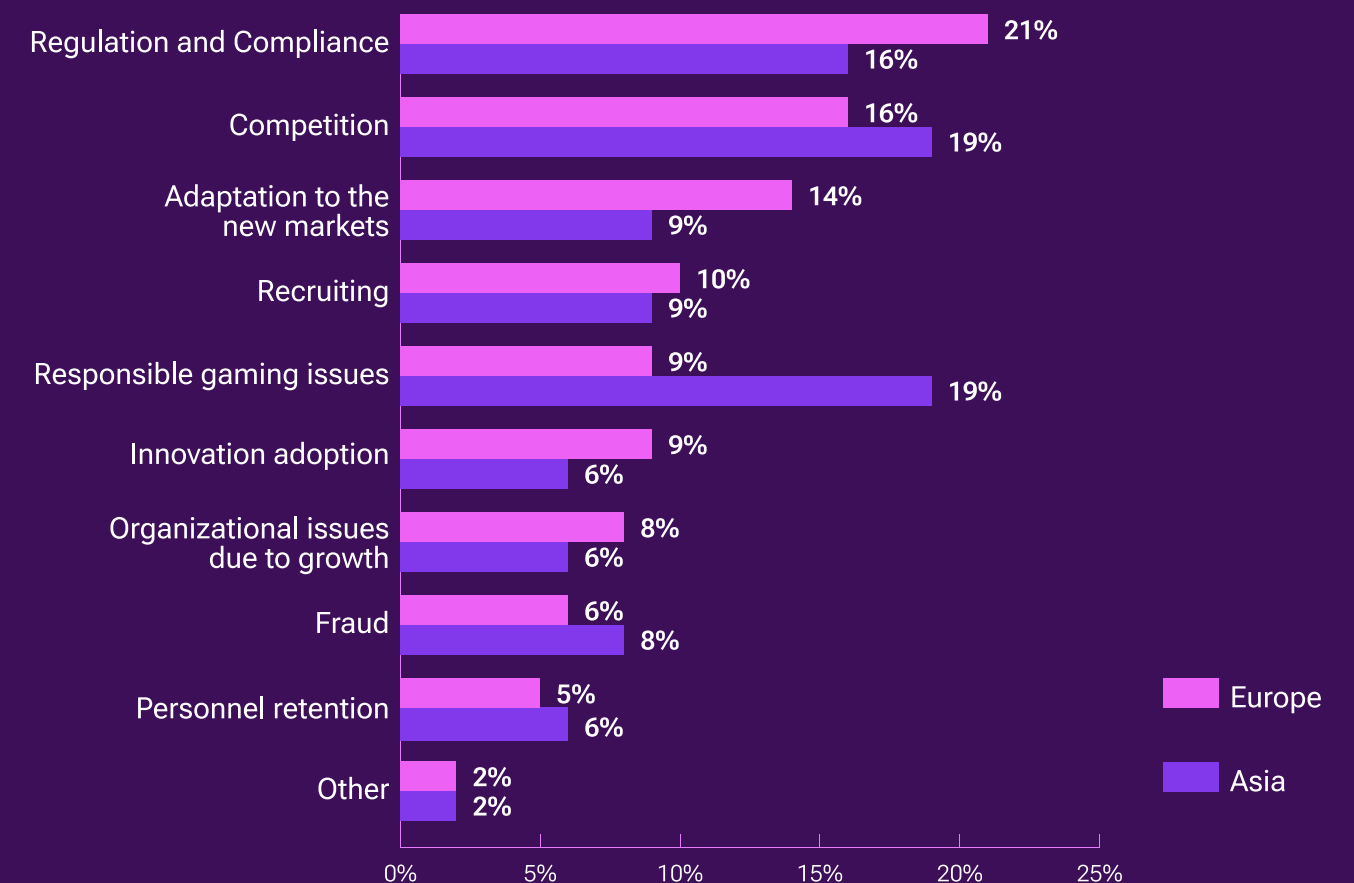
Conversely, the **Asian market** presents a different landscape. **Competition** and **Responsible gaming** are the joint top challenges (19% each). **Regulation and compliance**, while still important, is a clear third priority (16%).

Important notes: Responsible Gaming in Asia

The growing concern around Responsible Gaming is closely tied to the makeup of respondents in 2025.

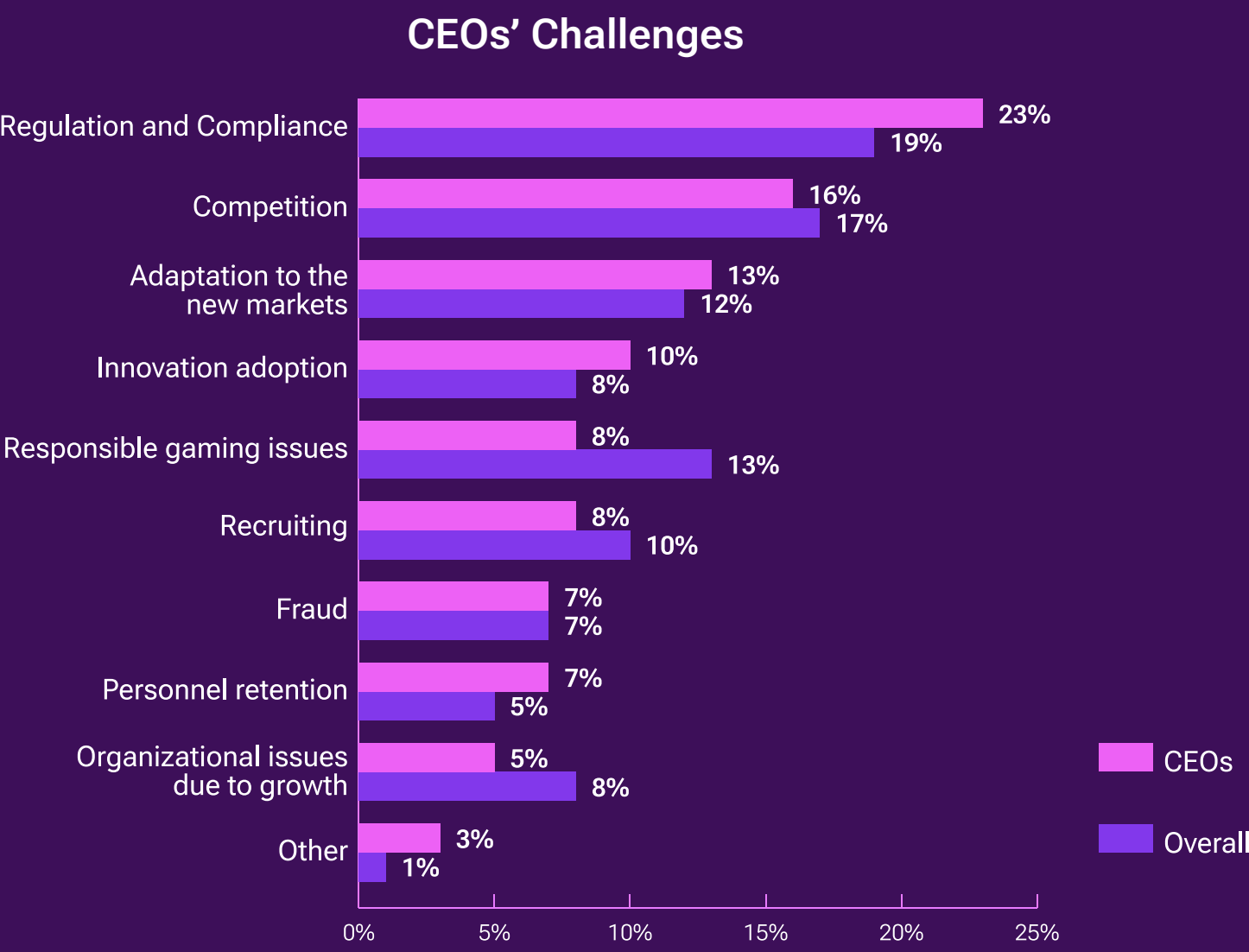
In 2024, many participants at the SiGMA Asia expo held POGO licenses, but by 2025, most attendees and survey respondents were PIGO license holders, representing the Philippine iGaming market. The companies involved in the survey adhere to the standards set by the Philippine regulator, PAGCOR, which has recently tightened its requirements regarding Responsible Gaming.

Main Challenges: Europe vs. Asia



CEOs' Challenges in 2025

What concerns company leaders and owners the most in 2025?



In 2025, **Regulation and Compliance** is the paramount concern for company leaders, cited by **23%** of respondents. This issue disproportionately worries CEOs, with a full third naming it their top challenge.

Competition is a distant second at **16%**, creating a significant 7-point gap. While these top two issues align with broader industry sentiment, their prioritization of subsequent challenges diverges:

- **3rd:** Adaptation to the new markets (13%),
- **4th:** Innovation adoption (10%),
- **Tied for 5th:** Recruiting and Responsible gaming (8% each).

Interestingly, recruiting seems to be less of a concern for CEOs in 2025 than it was in 2024, when it ranked third with a 13% share.

CEOs' Challenges in 2025

Expert's opinion

Here are illustrative examples of how regulatory dynamics are reshaping key markets:

- **Peru:** Strict oversight reduced illegal offerings by 40% in the first year.
- **India:** First, a 28% GST on deposits in skill-based gaming has severely pressured profitability. Later, a bill prohibiting all money-based games and services and imposing serious penalties for violations.
- **Philippines:** The decline of POGOs is channeling demand toward licensed e-gaming operators.
- **Europe:** A patchwork of advertising and bonus restrictions (e.g., Netherlands, Italy) continues to elevate acquisition and retention costs.
- **Australia:** Bans on credit card and crypto payments for online gaming have further narrowed payment channels.

These developments reinforce that success in today's iGaming environment requires not only localization but also **proactive investment in compliance, technology, and stakeholder cooperation**. The winners will be those who anticipate regulatory shifts and embed flexibility into their business models.



Dmitry Starostenkov,
CEO, EvenBet Gaming

Expert's opinion

Why compliance/regulation is the biggest challenge?

Regulation and compliance remaining at the top of industry concerns is no surprise. As the online gambling industry continues to evolve, compliance is taking up increasingly more time and resources for operators and suppliers alike. Both in established markets and new regions opening up, substantial efforts are required to stay on top of any development, demanding large teams and local expertise.

Mistakes can be costly, with big fines and even the risk of losing a licence to operate, coupled with the reputational damage that comes from enforcement action.

In the last 12 months, we have seen a wave of new regulations being rolled out globally, while regulators are taking a harsher stance in enforcing the industry. As a result, operators and suppliers are under more pressure than ever to ensure they adhere to all relevant legislation and rules.

For operators, marketing bans, bonus restrictions, deposit limits, and enhanced KYC processes are just some things that are creating additional challenges.

For suppliers, licensing requirements differ from market to market, content needs to be adapted for different regions to adhere to lower RTP or minimum spin speed etc, and certain products are outright banned in some jurisdictions.

As a result, compliance teams have never played a more crucial role in this fast-moving and ever-evolving industry and it's clear that compliance needs to be at the forefront of every business to ensure a sustainable sector that protects its consumers.



Kimberley Broad,
Chief of Public Affairs, Games Global

Companies' Main Focus in 2025



Companies' Main Focus in 2025

Compared to 2024, strategic priorities have shifted significantly. Last year, the focus was overwhelmingly on **Expansion**, which accounted for **53%** of responses (28% for new markets and 25% for growth in size).

This year, the primary focus has pivoted to **Marketing**, which garnered **24%** of the vote. This represents a dramatic rise from 2024, when Marketing was only a fifth-place concern at just 9%, indicating a substantial and broad increase in interest.



Important notes: Reasons for the Shift in Focus in 2025

The surge in interest in expansion last year was largely driven by the opening of **the newly regulated Brazilian market**. Both providers and operators rushed into this territory, hoping to tap into its vast potential. Unfortunately, entering this market proved to be quite challenging.

First, Brazil's market was already **saturated** with local operators who had been established for many years, operating either in the gray or black sectors. Although Brazil was viewed by many as an emerging market, it actually turned out to be a **mature, well-developed, and highly competitive market**.

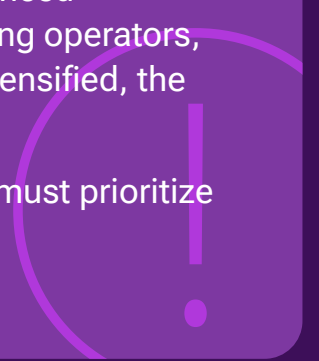
Secondly, the market is largely **closed off to foreign companies**. A significant factor behind this is the language barrier, coupled with a strong aversion to the English language. Unlike the Philippines, where English facilitates communication among industry players, Brazil remains Portuguese-speaking only.

Another obstacle became the **tight-knit nature of Brazilian communities**. Locals tend to trust only those who are insiders, making it extremely difficult for foreign businesses to penetrate these communities, as they are often perceived as outsiders.

As of 2025, **no major markets have been announced** to start the regulation process, leaving companies without a unified direction for expansion.

Additionally, the online gambling industry has recently experienced explosive global growth, leading to **intense competition** among operators, providers, affiliates, and other participants. As competition intensified, the time has come for broader marketing implementation.

To survive and grow in already saturated markets, companies must prioritize marketing and develop tailored strategies for specific regions.



Companies' Main Focus in 2025

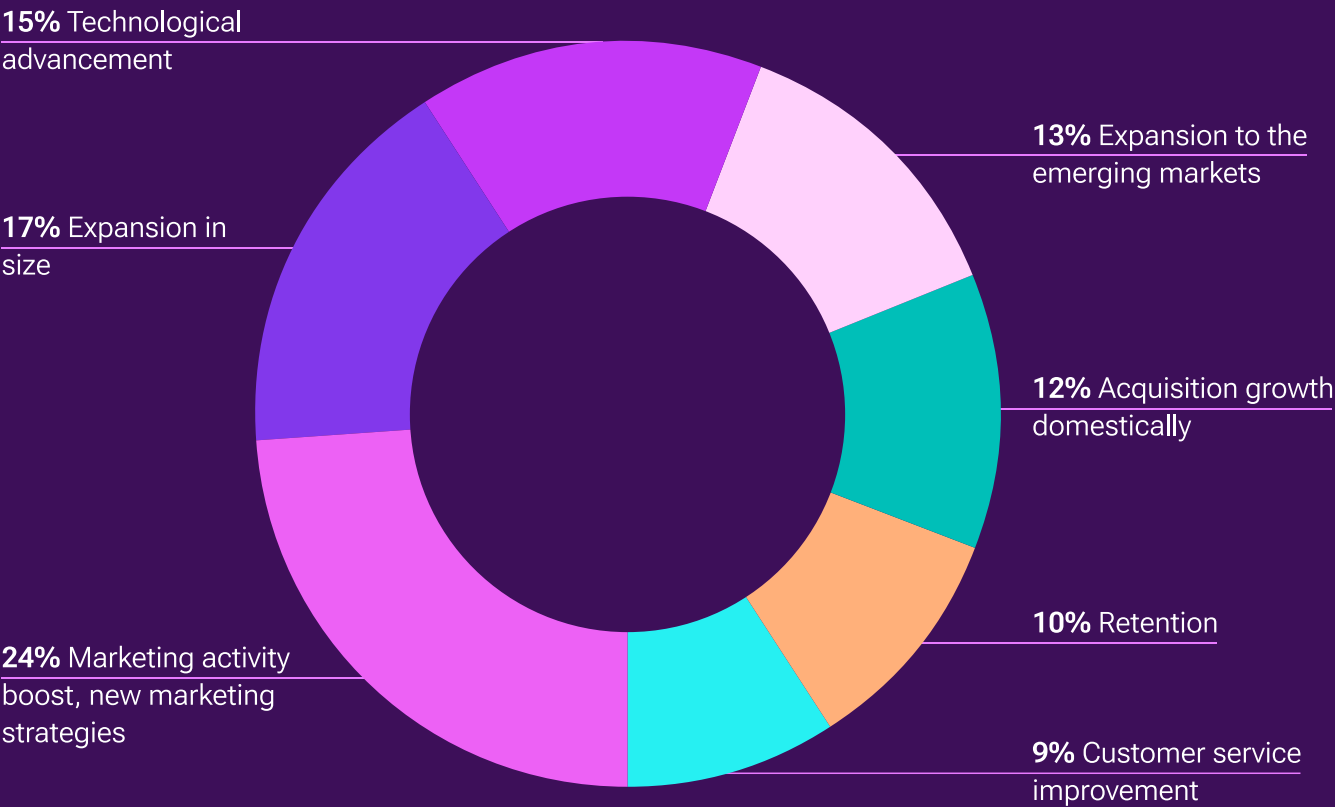
Following Marketing's rise, **Expansion in size** claims a distant second place at **17%**.

Notably, **Technological advancement** holds steady in third place (**15%**, down slightly from 16% in 2024), demonstrating its consistent importance. The most dramatic decline is seen in **Expansion into emerging markets**, which has fallen from its top position in 2024 to fourth place with only **13%** of the focus.

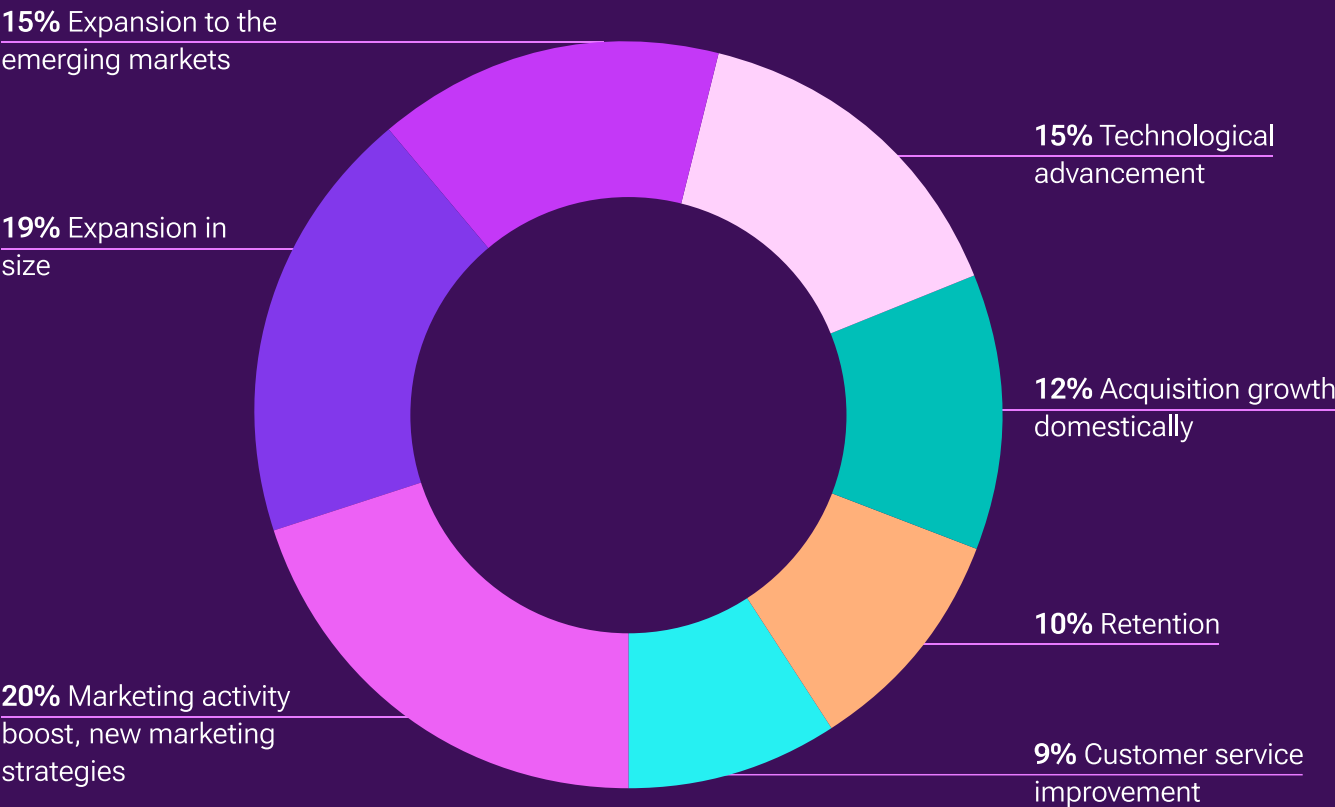
A regional breakdown reveals a **sharp contrast in strategic focus** between Europe and Asia.

In Europe, priorities are more distributed. **Marketing** leads narrowly (20%), closely followed by **Expansion in size** (19%). A tie for third place between **Expansion into new markets** and **Technological advancement** (15% each) indicates a balanced focus on growth and innovation.

Companies' Focus

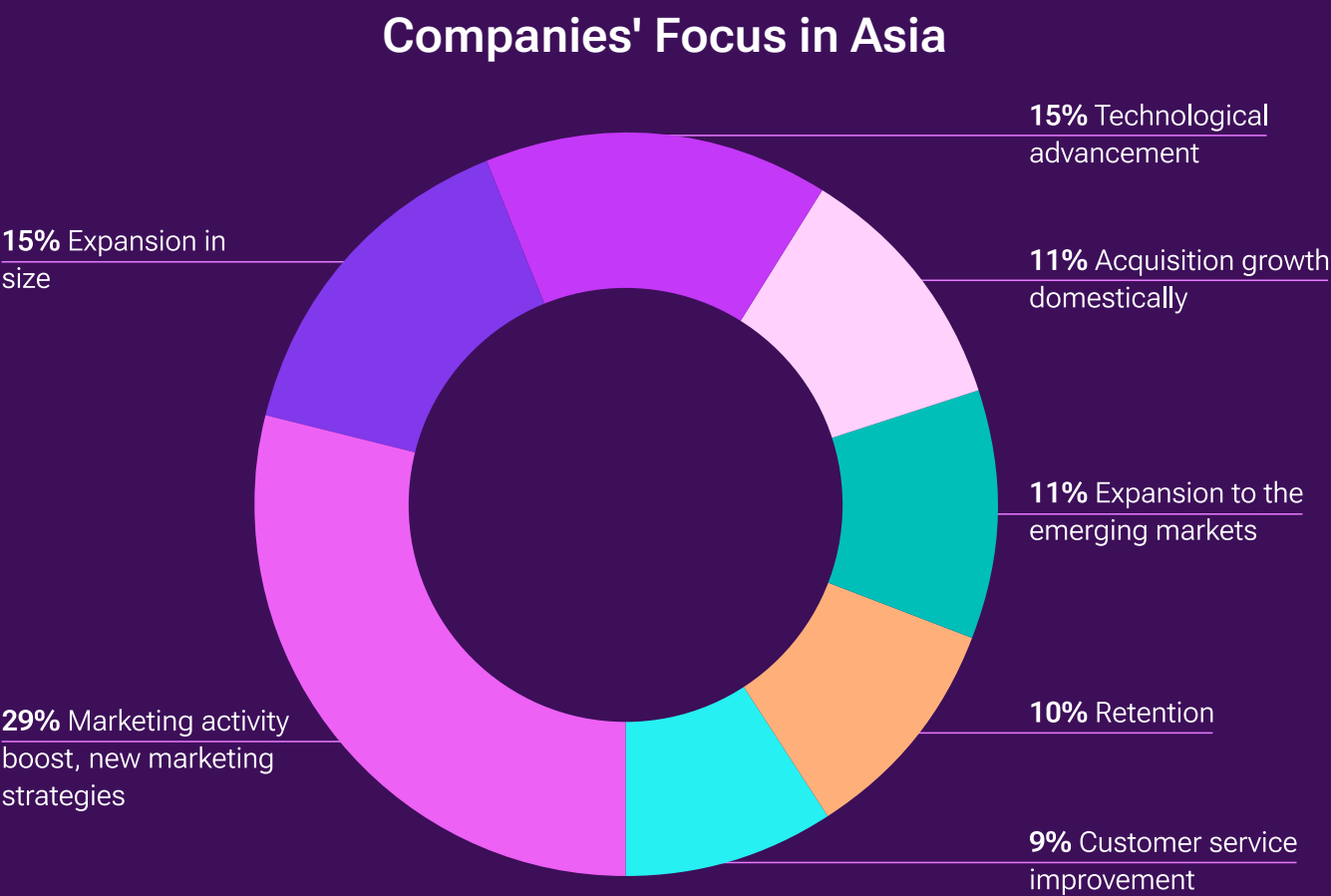


Companies' Focus in Europe



Companies' Main Focus in 2025

The **Asian market** presents a different picture, dominated by an intense focus on **Marketing**, which commands a significant lead (29%). **Expansion** and **Technological advancement** tie for a distant second (15% each). This lopsided distribution suggests that competitive pressures in Asia are far more intense, forcing companies to prioritize marketing above all else.



Important notes: The Critical Role of Marketing in Asia

Firstly, marketing has long been a crucial element in Asian businesses and has become an ingrained cultural practice in the region.

Secondly, the online gambling market in the Asia-Pacific area is experiencing rapid growth, with projections estimating an increase from approximately US\$19.5 billion in 2022 to US\$66.8 billion in 2025. With over 1.5 billion smartphone users and a young, entertainment-seeking, tech-savvy audience in countries such as India, the Philippines, Thailand, and Malaysia, Asia represents a high-demand market. However, this growth also brings intense competition, which presents significant challenges. Developing effective marketing strategies tailored to different age groups and overcoming marketing fatigue are crucial factors for achieving success in this dynamic market.

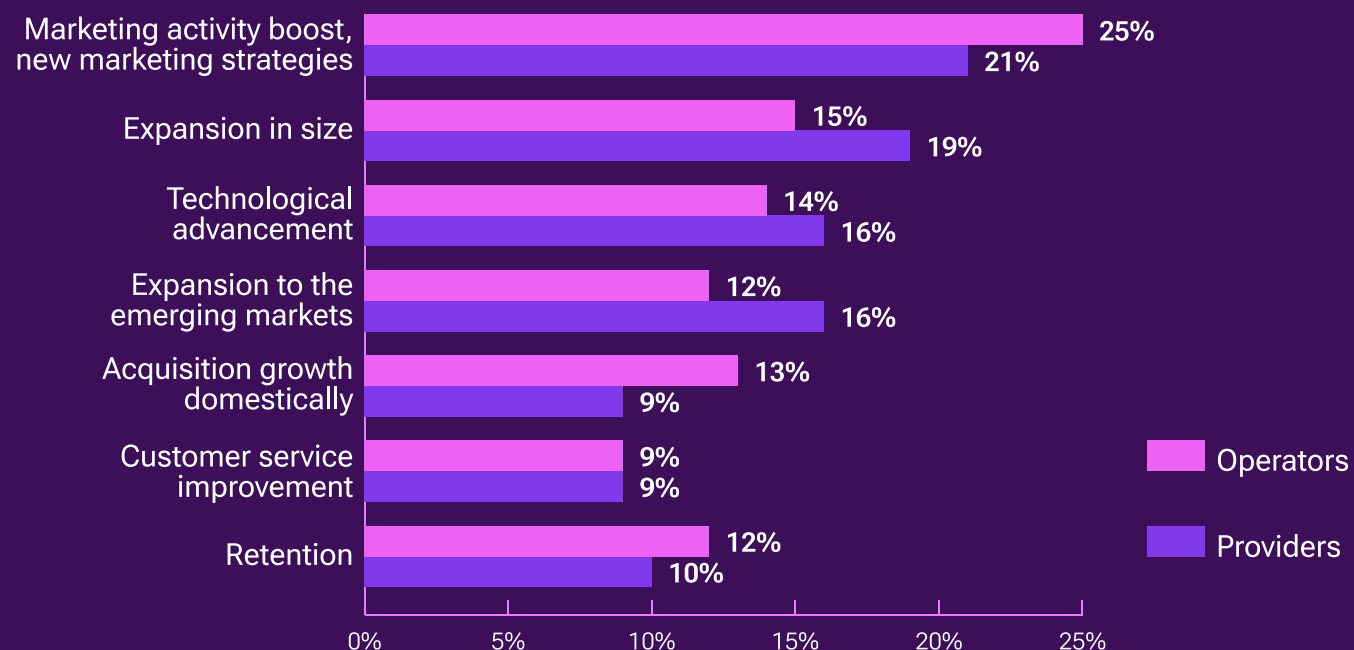
However, the most surprising consensus across all regions — Europe, Asia, and Brazil — was the steep decline in priority for Customer service improvement, which fell from fourth place (14%) in 2024 to last place (9%) in 2025. This suggests that in the face of new competitive and regulatory pressures, foundational elements like customer service are being deprioritized, a potentially risky strategic shift.

Operators vs. Providers: Is There a Difference?

A clear divide emerges between Operators and Providers regarding strategic priorities. **Operators** demonstrate an overwhelming focus on **Marketing**, which is their top priority, by a significant margin (**25%**). This leads their second-place objective, **Expansion in size** (**15%**), by a full 10 percentage points.

In contrast, **Providers** show a more balanced strategy. **Marketing** still leads for Providers (**21%**), but it is closely trailed by **Expansion in size** (**19%**), indicating these two goals are pursued with nearly equal intensity.

Main Focus: Operators vs. Providers



Operators seem to be in a new phase of growth: **consolidation**. Having successfully achieved their primary objective of expanding into new markets, they are now reinforcing their presence in established territories. This strategic pivot is clearly reflected in their overwhelming prioritization of marketing strategies, which are designed to grow their player base and enhance brand recognition.

Important notes: Marketing Strategies

Operational costs vs. regulatory pressure

- Regulatory tightening worldwide — for example, the UK's slot stake limits, financial vulnerability checks, and restricted marketing channels — escalated compliance costs and limited acquisition options.
- With higher taxes and stricter licensing requirements, profitability has increasingly hinged on maximizing lifetime value (LTV) instead of simply growing user counts.

Retention is the main challenge

- The cost of new player acquisition soared due to ad restrictions, rising competition, and diminishing returns on large-scale traffic spending.
- This pushed operators to invest in personalized, AI-driven engagement, loyalty mechanics, and gamification tools to retain players and boost per-player revenue.

Operators vs. Providers: Is There a Difference?

Expert's opinion

Marketing tech is evolving

- New capabilities in programmatic advertising, AI predictive targeting, real time automation, and first-party data segmentation have elevated marketing from rough outreach to refined conversion engines.
- Tools enabling dynamic promotional approaches — such as retention loops and contextual messaging triggered by specific behavior — are now core to operator strategies.



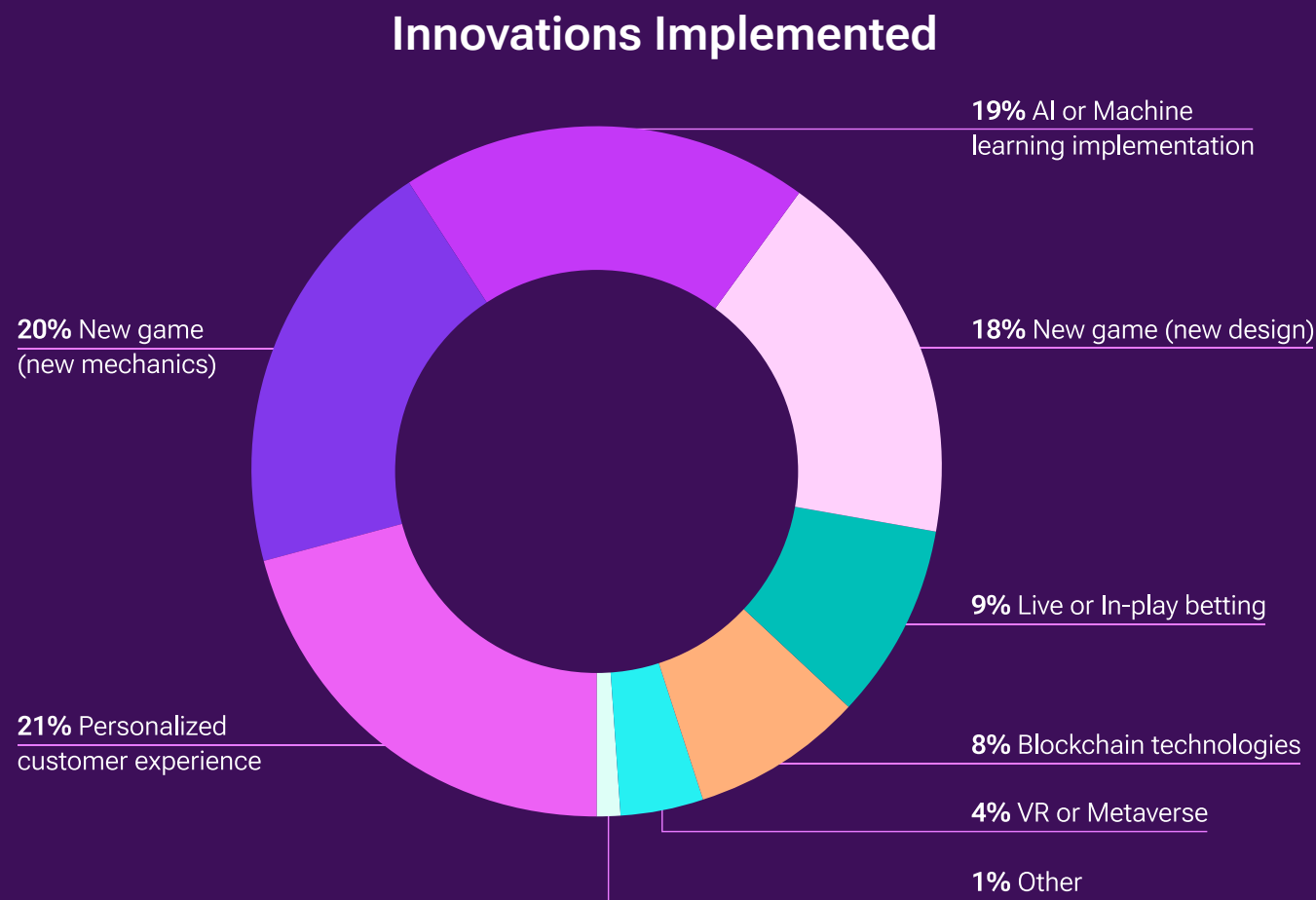
Alexandra Voronetskaya,
CMO, EvenBet Gaming

In contrast, Providers are still in a steady **expansion phase**. While less aggressive, their growth strategy is two-pronged, leveraging both **Marketing (21%)** and **Technological advancement** to enter new markets. This balanced approach is evidenced by the fact that for Providers, **Expansion into new markets** and **Technological advancement** are equally critical, sharing third place with **16%** of the focus each.

Innovations Implemented



Innovations Implemented



Compared to last year, the overall structure of responses remains virtually unchanged, with the same top priorities and only minor shifts in percentages:

1. Personalized customer experience — **21%** (same as 2024),
2. New game (new mechanics) — **20%** (vs. 19% in 2024),
3. Artificial Intelligence (AI) or Machine Learning implementation — **19%** (vs. 18%).

The picture looks a bit different **in Asia**:

- New game (new mechanics) — **22%**,
- AI or Machine Learning implementation — **19%**,
- Personalized customer experience — **18%**.

This difference indicates that Asian markets are focusing more on **core product innovation and technology**, while the global average places a slightly higher emphasis on customer-facing personalization.

The **technical department** shows an even split in priorities:

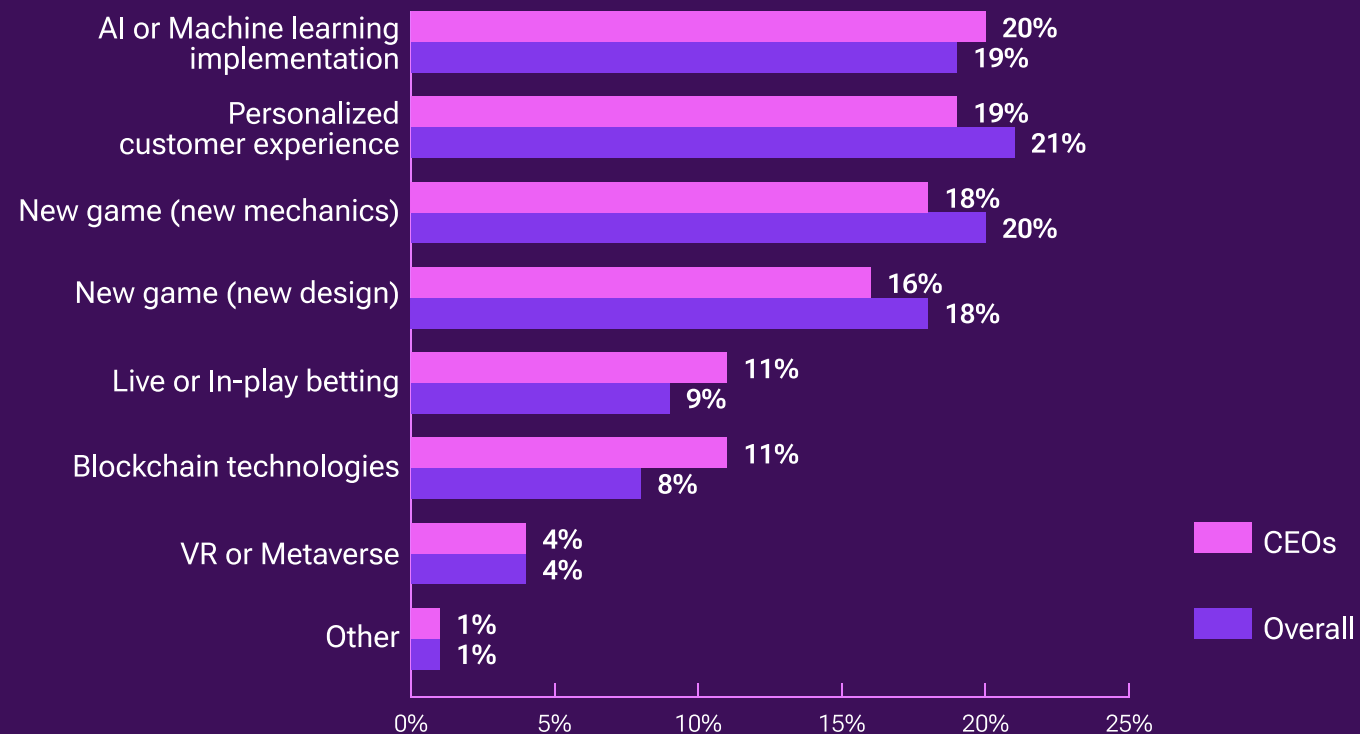
They give equal weight (22% each) to:

- New game (new mechanics),
- New game (new design),
- Personalized customer experience.

This triad suggests that technical resources are being allocated equally to **product innovation** (both mechanics and design) and **customer-centric technology**.

CEOs' View on Innovations

CEOs about Innovations Implemented



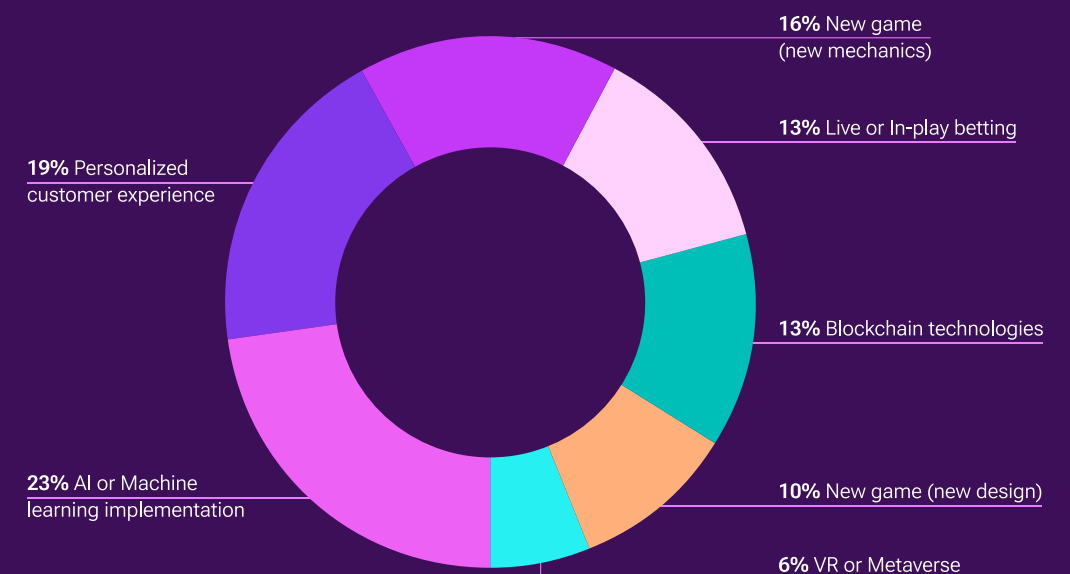
For the second consecutive year, CEOs globally identify **AI or Machine Learning** as the most impactful innovation (**20%**), with **Personalized customer experience** a close second (**19%**).

The regional breakdown of CEO priorities reveals three distinct innovation roadmaps:

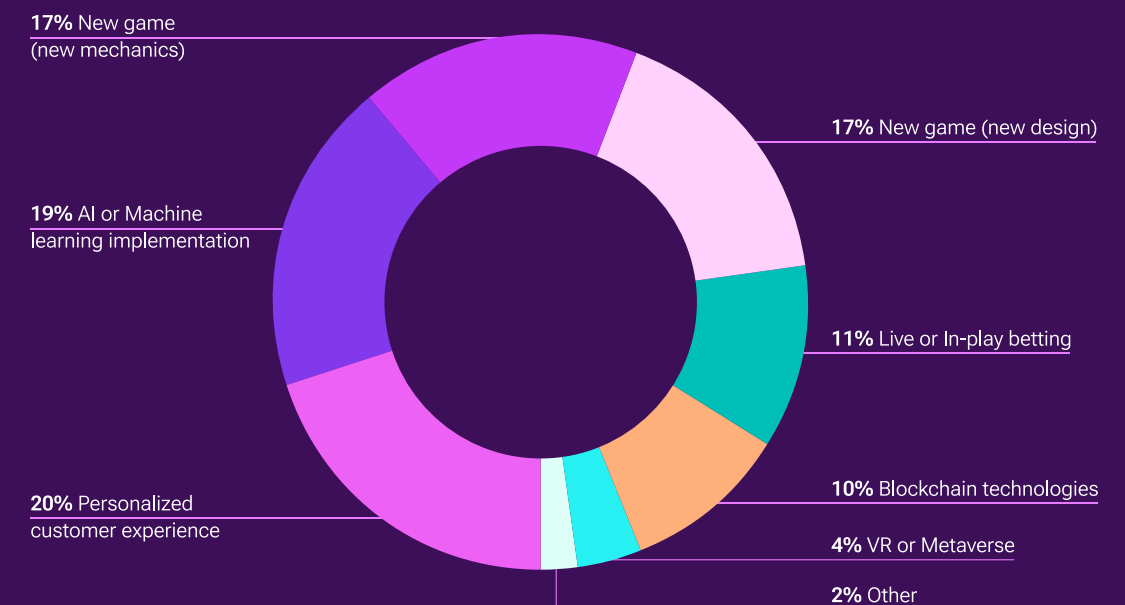
- **In Europe**, the strategy is customer-centric. **Personalized customer experience** dominates (**20%**), followed very closely by **AI** (**19%**). A significant focus remains on product development, with **New games (mechanics and design)** nearly tying for third place (**17%** each).
- **In Asia**, the approach is technology-led. There is a pronounced preference for **AI** (**23%**), which leads second-place **Personalization** (**19%**) by a clear margin. **New game (mechanics)** follows in third (**16%**).

- **Globally**, the overall ranking reflects the **technology-led model** seen in Asia, albeit with slightly less intensity, with **AI** (**20%**) just ahead of **Personalization** (**19%**).

CEOs in Asia on Innovations Implemented

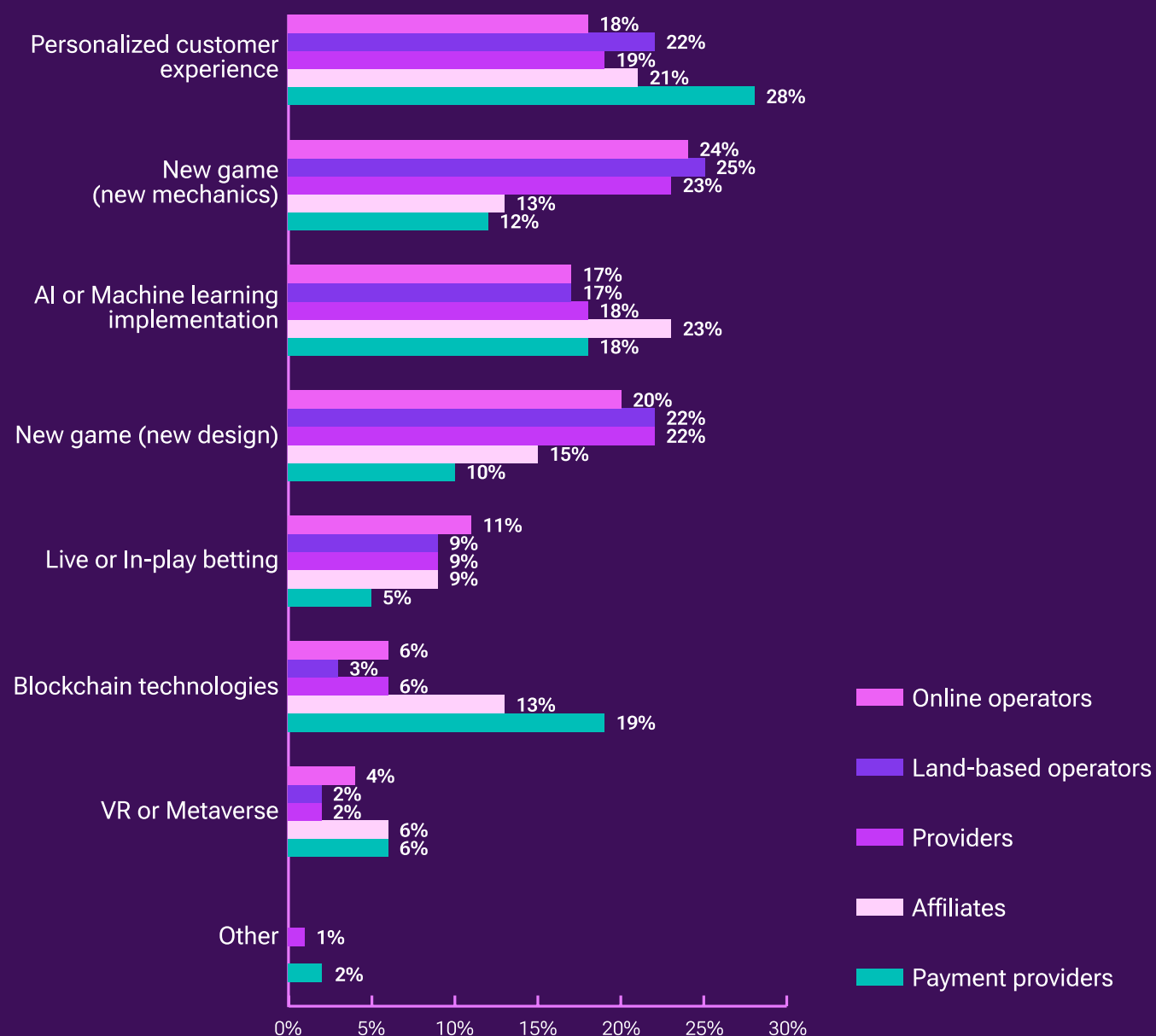


CEOs in Europe on Innovations Implemented



Different Industry Players' Perspectives on Innovation

Main Innovations Implemented by Industry Participants



Affiliates, just like last year, lead in the **adoption of AI**. Last year, 25% of respondents chose this option; this year, 23% did.

Important notes: What do Affiliates Do?

AI is transforming iGaming affiliate marketing by making operations faster, smarter, and more profitable. **Advanced analytics track** user behavior and traffic quality in real time, while predictive models **guide bidding, targeting, and budget allocation**.

Also, AI now powers 24/7 player support, automated campaign management, compliance monitoring, and geo-targeted marketing. Beyond standard ChatGPT, companies build custom bots for spotting creative trends, analyzing advertising offers, and generating geo-adapted push notifications.

Machine learning detects fraud, such as bot traffic or bonus abuse, and blocks suspicious activity instantly.

Personalization engines tailor landing pages, bonuses, and promotions based on user behavior, region, and preferences, driving higher engagement. AI also powers rapid content generation, SEO optimization, and automated A/B testing, ensuring only the best-performing creatives get budget priority.

Payment providers remain the most focused on **Personalized customer experience** — 28% this year (33% in 2024).

Important notes: What do Payment Providers Do?

Payment providers in iGaming are turning to personalization to boost satisfaction, conversions, and loyalty. AI-powered systems tailor payment options based on user behavior, location, and preferences, while smart routing selects the fastest, cheapest transaction path. Personalized incentives, adaptive fraud controls, and geo-targeted interfaces create seamless, secure experiences. Analytics-driven insights ensure continuous optimization, and open-banking solutions streamline the process even further.

Different Industry Players' Perspectives on Innovation

Both Online and Land-based Operators, as well as Providers, are actively seeking **Games with new mechanics**.

Important notes: New Casino Games Popular in 2025

New Slot Games

- **Raging Waterfalls Megaways (Pragmatic Play)** — this high-volatility slot offers up to 10,000× max win and 117,649 ways to win. It features cascading reels and a bonus-buy option.
- **Pixel Paws (Yggdrasil Gaming)** — this 5-reel medium-volatility slot features retro cat-themed visuals, “trigger zone” expansion, and symbol multipliers.
- **Floating Dragon — Year of the Snake (Play’n Go)** — part of a fresh lineup of new slots in early 2025.
- **Cygnus 5 (Pragmatic Play)** — another emerging favorite from early-year releases.
- **xWays Hoarder 2 (NoLimit City) and Iron Phoenix (Thunderkick)** — Both gained quick popularity due to engaging mechanics and immersive themes.
- **Aztec Clusters (BGaming & Casinolytics)** — Data-driven and streaming-friendly, it surged to the Top 5 most streamed games within a week of release, amassing 20 million minutes of viewership.
- **Law of Gilgamesh (Swintt)** — This slot saw enormous traction, with a 271% increase in rounds played and a 535% boost in conversion rate, thanks to cascading reels and immersive visuals.

New Live Casino Games

- **Casino Hold'em Live Poker (Pragmatic Play Live)** — this live table game allows players to pit Texas Hold 'Em skills against a dealer, with unlimited players seating — no queueing!
- **Quantum Baccarat, Marble Race, War Live, Immersive Roulette Deluxe, and others** — these games delivered fresh live experiences from marble races to enhanced roulette versions with leading developers like Evolution, Playtech, and Ezugi at the helm.

Blockchain technologies also stand out among Payment Providers, taking a leading position again with 19% (20% in 2024).

Notably, interest in VR & the Metaverse has dropped significantly among Land-based operators — from 7% last year to just 2% this year.

Important notes: Renewed Look on Metaverse Gambling

Metaverse gambling promised to revolutionize online casinos but instead became a cautionary tale. High costs, clunky hardware, and limited content quickly eroded the initial excitement. For most players, spending hours in a VR casino wasn't practical or enjoyable, and the novelty faded fast.

In contrast, mobile and browser-based gambling continued to thrive, offering seamless, regulated, and easily accessible experiences. By comparison, the metaverse remained largely unregulated, facing challenges such as technical limitations, underdeveloped game concepts, and occasional fraudulent schemes. Many industry experts now note that VR casinos have yet to achieve widespread success, with costly headsets and several discontinued projects marking their early attempts.

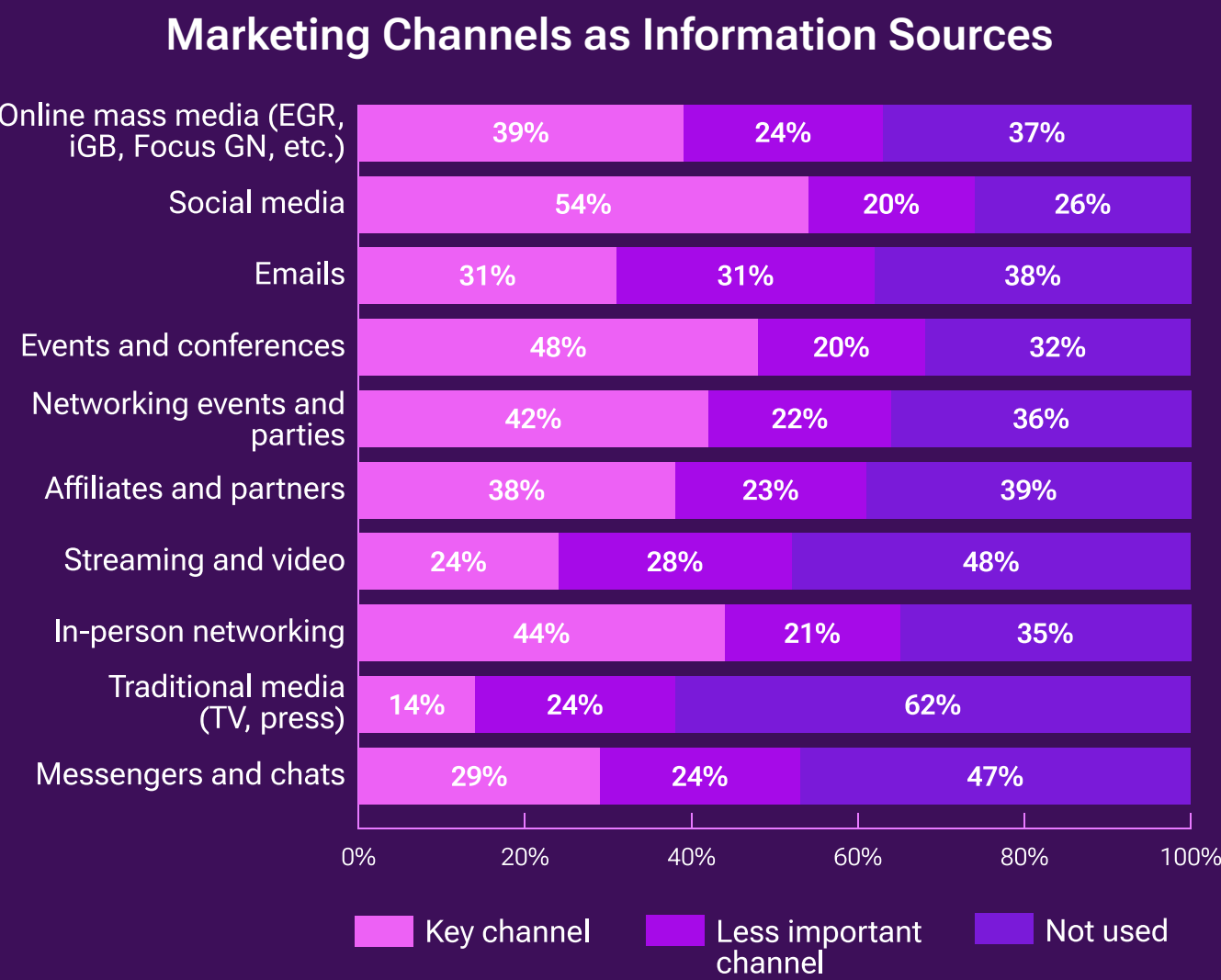
Main Marketing Channels for Getting Information



Main Marketing Channels for Getting Information

In 2025, the competition for customer attention and time continues to intensify. To understand how industry professionals navigate this landscape, we surveyed respondents on their primary sources of information within the iGaming sector. Participants were asked to rate the importance of various channels by classifying them as: **Key Channel**, **Less Important Channel**, or **Not Used**.

Our survey reveals that **Social media** is the unequivocal leader in the iGaming marketing landscape. A decisive majority of **54%** of respondents (380 people) identified it as their **key channel** for obtaining information, solidifying its role as the industry's primary artery of communication.



Important notes: How Social Media Solves a Critical Industry Pain Point

The dominance of social media is a direct response to a fundamental industry challenge: **information overload**. The iGaming landscape is saturated with media websites and articles of varying relevance, making it incredibly time-consuming to filter for genuinely useful intelligence.

Social media elegantly solves this problem through two powerful mechanisms:

1. Expert Curation and Community Insight
Industry experts, influencers, and thought leaders actively curate the vast information flow. They highlight major news, share critical data, and provide valuable insights, effectively doing the filtering work for their audience. This transforms social platforms from mere channels into dynamic, community-driven intelligence hubs that simplify navigation of the complex iGaming ecosystem.

2. The “Mobile-Only” Reality and Format Superiority
The shift in user behavior is undeniable. As highlighted at events like SiGMA Asia 2025, key markets are no longer “mobile-first” but **“mobile-only.”** This distinction is critical. Reading long-form articles on a mobile device is often a poor experience. Social media, by design, offers a superior format for mobile consumption: delivering short, concentrated, and easily digestible messages that allow professionals to quickly assess the value of information. It serves as an ideal discovery layer; if a topic warrants deeper exploration, users can then seek out detailed analysis on professional websites.

In essence, social media provides efficiency and convenience in an era of limited time and unlimited content, solidifying its role as the indispensable core of modern iGaming marketing and communication.

Main Marketing Channels for Getting Information

The second-place channel, **Events and Conferences**, trails significantly at **48%**, highlighting a notable 6% gap. This is followed closely by community-focused channels:

- **3rd: In-person networking (44%)**
- **4th: Networking events and parties (42%)**

A notable shift from 2024 is the decline of **Online Media**, which fell to fifth place (**39%**) after ranking third last year. This suggests a strategic move away from traditional digital publishers towards more direct and community-driven engagement platforms.

Expert's opinion

The role of media in iGaming has changed dramatically. A press release on its own no longer carries the weight it once did. What used to be a one-way message is now a two-way dialogue, where operators, suppliers, regulators, and even players shape the narrative together.

The real challenge (and opportunity) is credibility. In this AI era, anyone can post, but not everyone can build trust. The companies and leaders who succeed will be the ones who engage consistently, bring real insights to the table, and show a genuine voice, not just polished marketing.

Looking ahead, I believe the intersection between traditional industry media and social-first platforms will define how our sector is perceived globally. Those who can combine authority with authentic community engagement will not just follow the conversation, they'll lead it.



Fernando Saffores,
Founder and CEO, Focus Gaming News

Further down the list, **Affiliates and Partners** are considered a key channel by **38%** of professionals, while **Email** maintains a relevant, though smaller, core audience at **31%**.

Important notes: The Cumulative Effect and the Non-Negotiable Integration of Social Media

The data underscores a critical insight: **the cumulative effect of social integration matters more than any channel operating in isolation.**

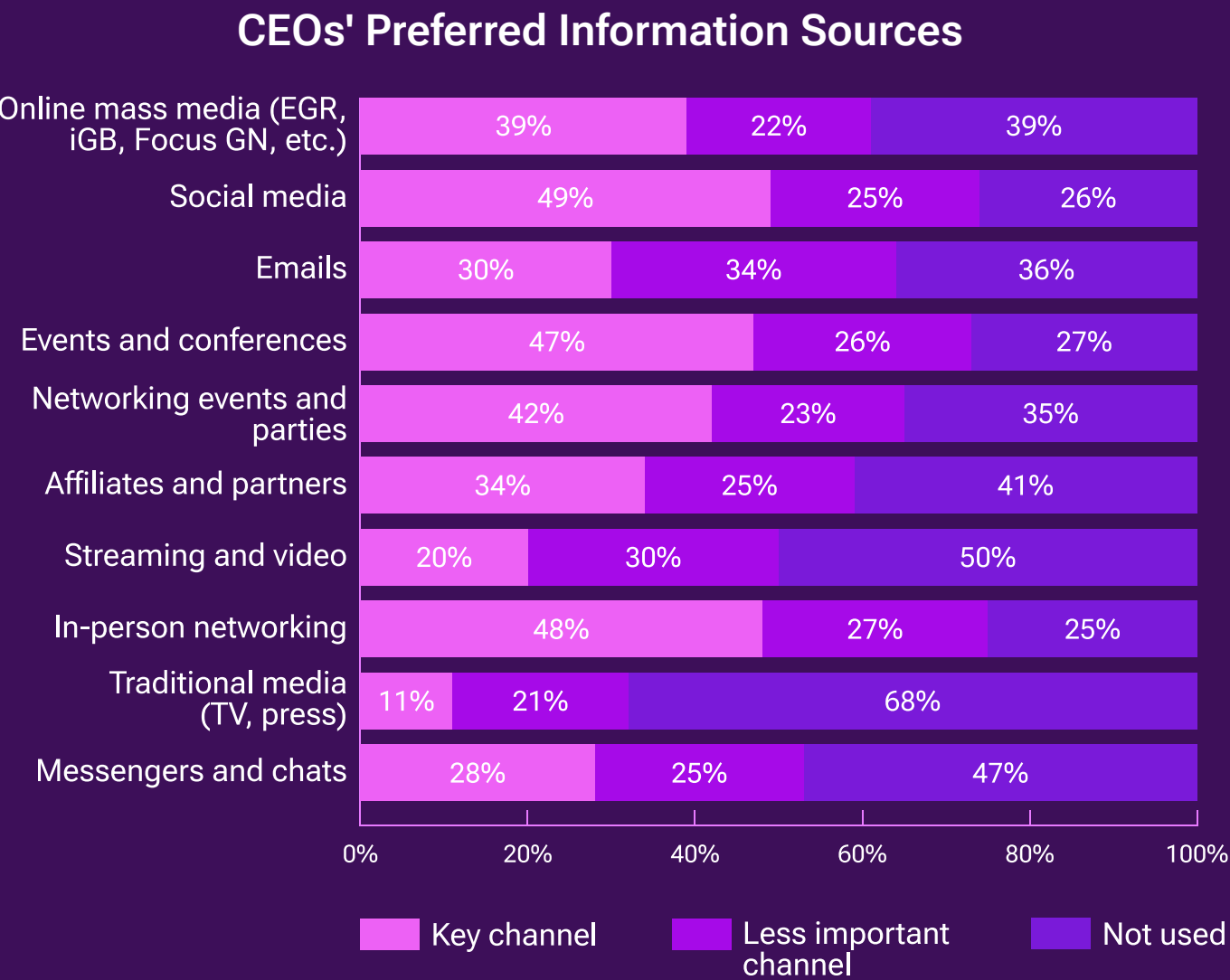
The high ranking of in-person activities (Networking events, In-person networking) is intrinsically linked to the power of social media for **promotion, coordination, and community building before, during, and after an event.** This synergy **makes Social media not just a channel, but the central nervous system of iGaming marketing.**

Therefore, the era of isolated marketing strategies is over.

No other channel — whether Online Media, Events, or Email — can function effectively without being supported and amplified by social platforms. The only viable strategy is to **build integrated marketing campaigns with Social media at the core**, allowing messages to radiate outward and amplify reach across all other channels.

CEOs and Marketing Channels

So, where do company executives and owners gather insights about this fast-evolving industry?



When examining the habits of C-level executives and owners, a more nuanced picture emerges than the overall survey results. For this group, information gathering is not reliant on a single channel but on a powerful **integrated ecosystem of digital and personal sources**.

Social media still leads, with **49%** of executives naming it a key channel. However, its lead is razor-thin, highlighting the critical importance of human interaction at this level:

- **1st: Social media (49%)**
- **2nd: In-person networking (48%)** — trailing by just 1%
- **3rd: Events and conferences (47%)** — trailing by just 2%

This clustering of the top three channels reveals a key strategic insight: **For executives, digital discovery and personal validation are equally important.**

The drop-off to the fourth-placed channel, **Networking events and parties (42%)**, and the lower ranking of **Online Media (39%)**, further underscores that trust and direct contact are paramount.


Expert's opinion

Success in the iGaming industry requires a **Dual-Core Strategy**.

1. The Digital Core (Social media): Serves as the essential, non-negotiable platform for broadcasting news, data, and brand presence. It is the primary channel for initial discovery and top-of-funnel engagement across the entire industry.

2. The Human Core (Networking & Events): For penetrating the C-suite and driving high-stakes decisions, digital messaging must be reinforced by direct human interaction. Executives primarily rely on **word-of-mouth and trusted peer relationships** when making critical choices.

While social media is the indispensable foundation of your marketing ecosystem, its message must be designed to activate and fuel the **high-touch, personal networks** where executive decisions are ultimately made. **Strong interpersonal skills and a strategic presence at key events** are not just beneficial — they are essential for any leader aiming to influence the industry's top tier.



Dmitry Starostenkov,
CEO, EvenBet Gaming

Operators vs Providers: What's the Difference?

A comparative analysis between Operators and Providers reveals a **significant divergence** in their preferred channels for information, underscoring the need for highly targeted communication strategies.

For Providers: The “High-Touch” Networkers

Providers are overwhelmingly **event-driven**. Their path to information is built on direct, personal interaction and industry presence.

No.1 Channel: Events and conferences (62%) —

The undisputed leader by a large margin.

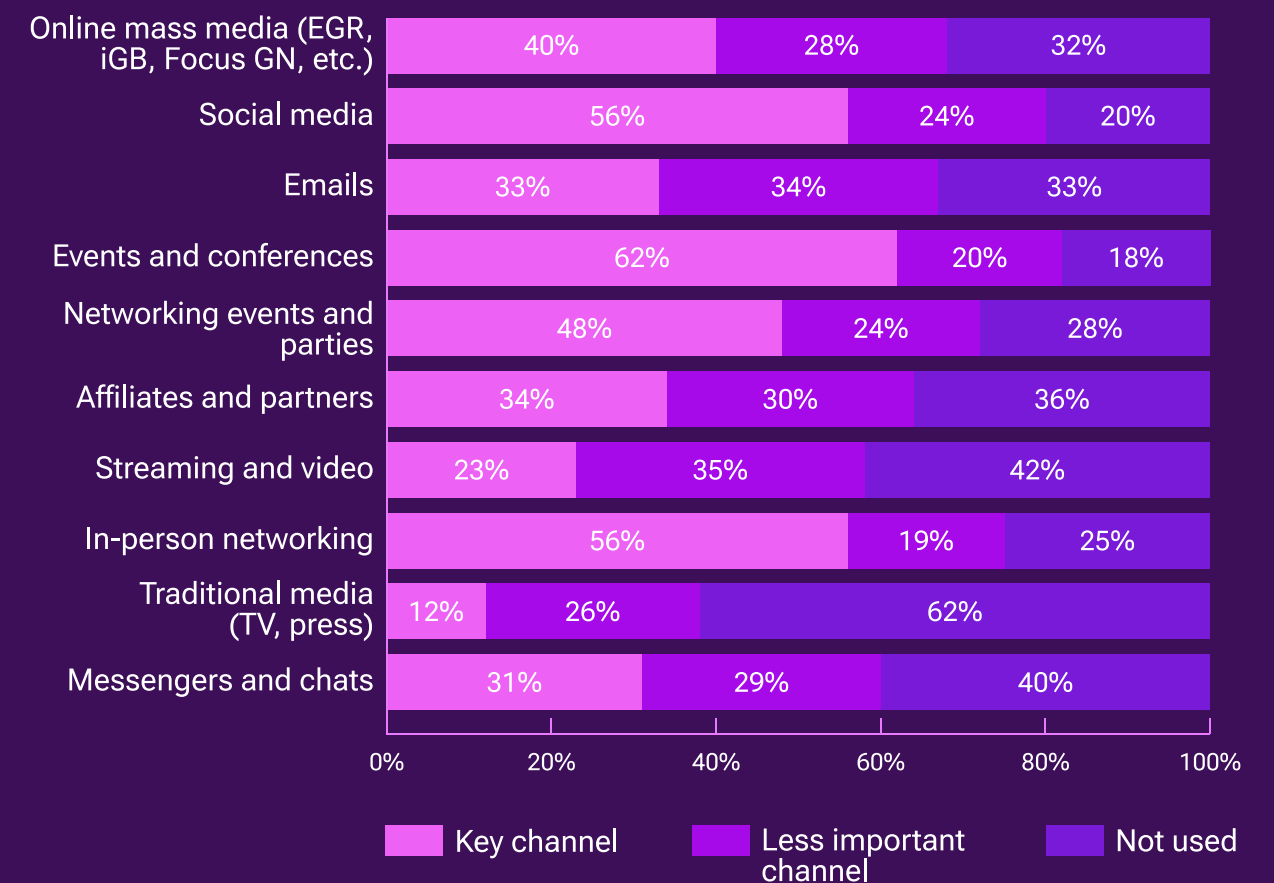
No.2 (Tie): Social media (56%) — Used for broad reach and awareness.

No.2 (Tie): In-Person networking (56%) — Crucial for building deep relationships.

No.3: Networking events and parties (48%) — An extension of their event-focused strategy.

The Provider's journey is high-touch. They value hands-on demonstration, face-to-face meetings, and the relationship-building that occurs at industry gatherings. Digital channels like social media play a supporting role in this largely relationship-based ecosystem.

Providers' Preferred Marketing Channels



Operators vs Providers: What's the Difference?

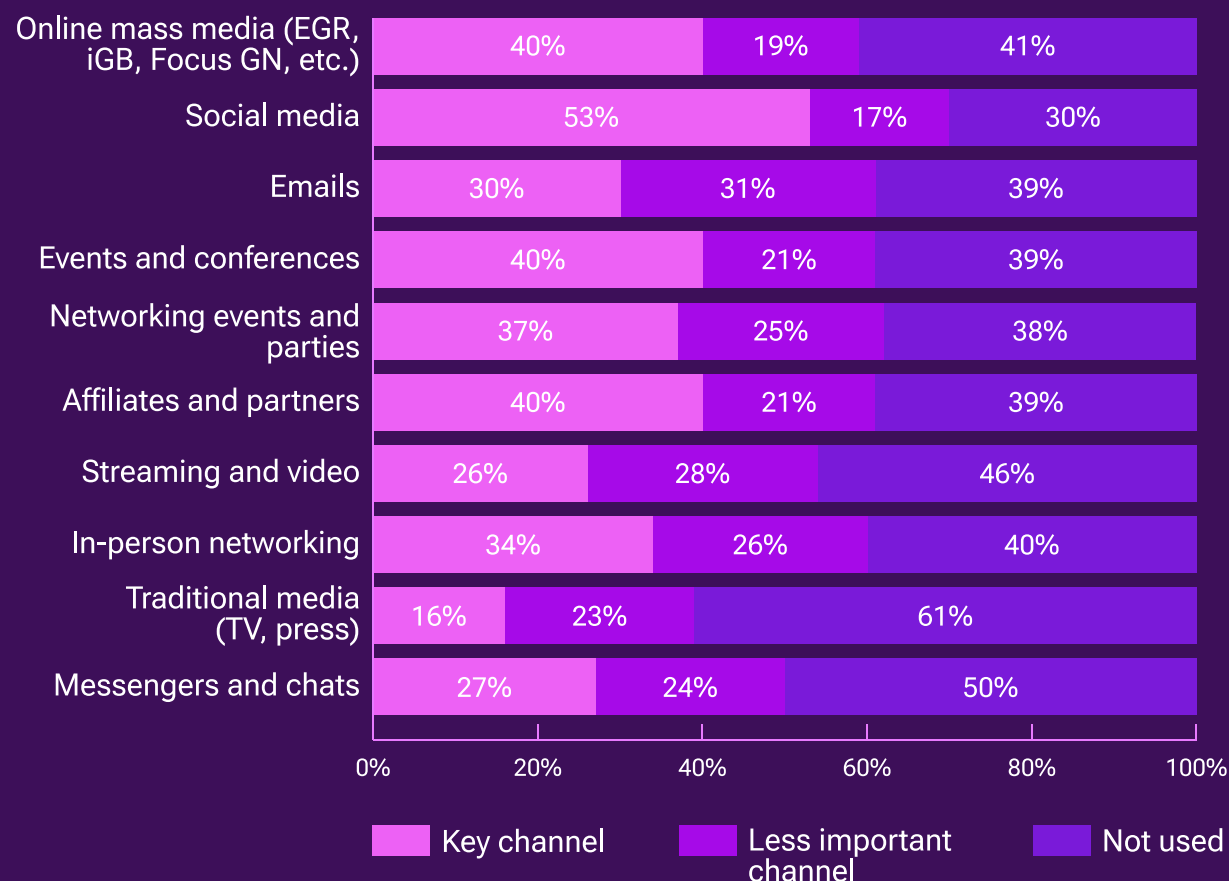
For Operators: The “Digital-First” Broad Scanners

Operators are **digital-first and channel-agnostic**. They cast a wide net, using social media as their primary filter before diving into specific sources.

No.1 Channel: Social Media (53%) — The clear starting point for discovery.

No.2 (Three-Way Tie): Online Mass Media, Events, and Affiliates (40% each) — This trio demonstrates a balanced, consensus-driven approach to information gathering after the initial social media discovery.

Operators' Preferred Marketing Channels



The Operator's journey begins online. They use social media to monitor the landscape broadly before engaging with a balanced mix of industry news (Online Media), networking opportunities (Events), and partnership channels (Affiliates) for deeper dives.

Important notes: Sending the Right Message on the Right Channel

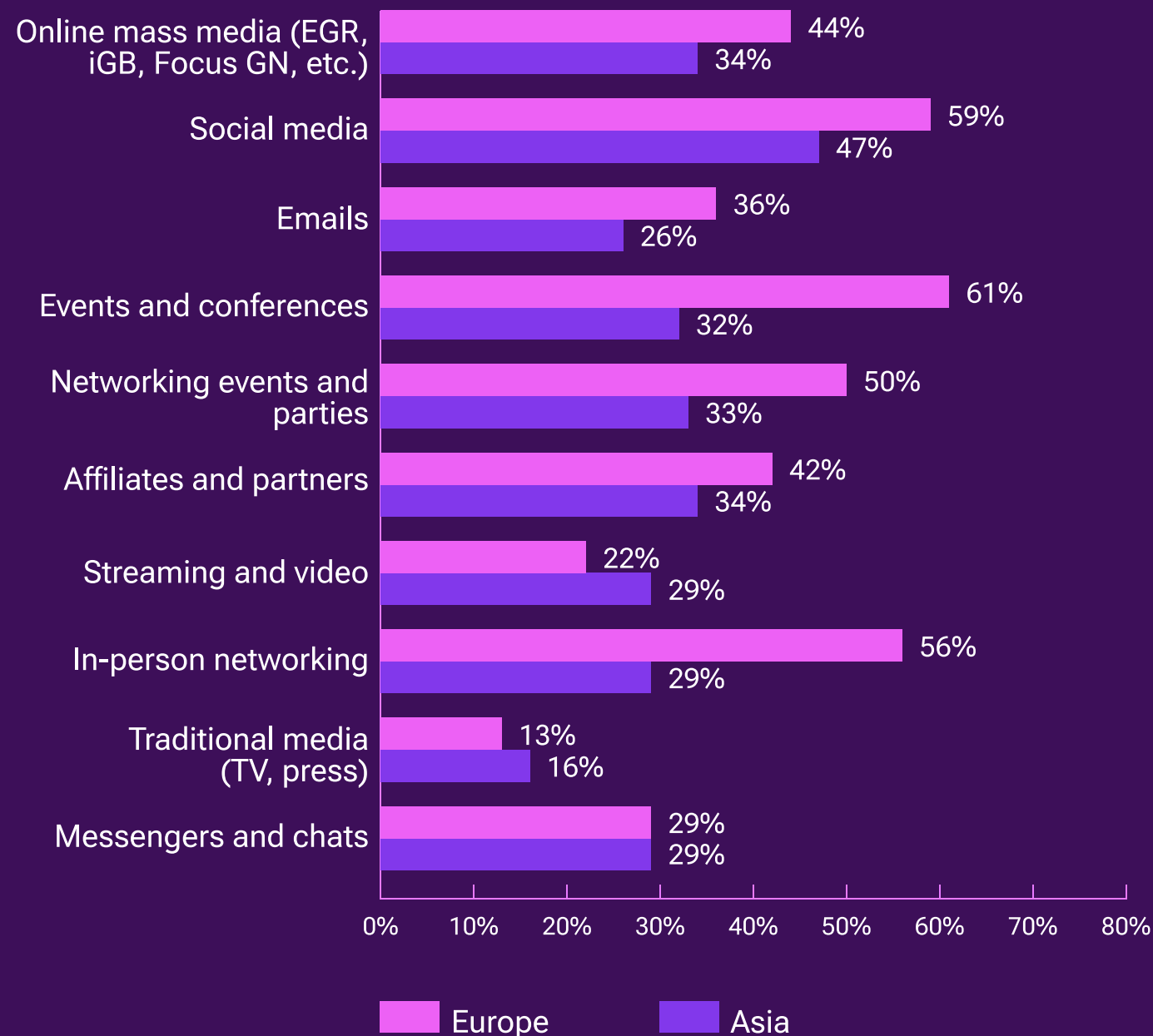
This data sends a clear message for crafting targeted go-to-market strategies:

- **To Reach Providers:** Focus your efforts on **major industry events** and high-value, in-person networking. Your goal should be to get on their radar in a personal way and then use social media to maintain that connection.
- **To Reach Operators:** Lead with **strong, consistent social media content** that highlights your updates, cool features, and unique advantages. This is your primary hook. Once engaged, support this with presence in online media, at events, and with affiliate partners to reinforce your message across their other trusted channels.

In conclusion, understanding this divide is not just insightful — it is essential for efficient and effective marketing resource allocation.

Regional Breakdown: Europe vs. Asia

Main Information Sources: Europe vs. Asia



The regional analysis uncovers one of the most pronounced divides in marketing channel preference, highlighting vastly different approaches between Europe and Asia.

Europe: The “High-Touch” Relationship Model

European professionals exhibit a strong preference for **direct, personal interaction**, building relationships through physical presence and face-to-face communication.

No.1 Channel: Events and conferences (61%)

No.2 Channel: Social media (59%)

No.3 Channel: In-person networking (56%)

The European approach is community and **relationship-driven**. The top three channels all facilitate personal connection, indicating that trust and deep industry networks are built through active participation and direct engagement at events, with social media serving a vital supporting role.

Asia: The “Digital-First” Evaluation Model

In stark contrast, the Asian market is dominated by **digital channels** for discovery and evaluation, demonstrating a more observational and data-driven approach.

No.1 Channel: Social media (47%)

No.2 (Tie): Online mass media (34%)

No.2 (Tie): Affiliates & partners (34%)

No.3: Networking events & parties (33%)

The Asian strategy is **digital-led** and efficient. Companies tend to first research and evaluate potential partners through digital footprints (social media, online news) and trusted third-party networks (affiliates). This suggests a more measured approach, where digital validation often precedes any significant investment in personal contact or event attendance.

Regional Breakdown: Europe vs. Asia

Important notes: One Industry, Two Playbooks

This stark contrast demands two distinct regional marketing strategies:

- **To Succeed in Europe:** Your strategy must be **high-touch**. Prioritize a strong presence at major industry events. Invest in high-quality networking opportunities. While social media is important, it functions primarily to promote your physical presence and reinforce relationships built in person.
- **To Succeed in Asia:** Your strategy must be **digital-first**. Lead with a formidable and consistent social media presence that clearly communicates your value proposition. Secure coverage in prominent online media and build strong affiliate partnerships to generate trust and visibility. While events matter, their role is different; they are a place to meet partners who have already vetted you online, not necessarily the primary place for initial discovery.

There is no universal approach. The most successful global players will be those who recognize this cultural divide and allocate their resources accordingly, embracing a “global” strategy that respects these fundamental differences in how business relationships are built.

Expert's opinion



At Alea, we don't rely on generic communication. Our team knows the regulatory frameworks, certification requirements, and business priorities of every jurisdiction we operate in. Also, we build collaboration through cultural affinity. Being a Spanish-based company gives us a natural closeness to Latin America: it helps us connect more deeply with operators there and truly understand their needs. Our account managers speak the language, literally and figuratively, and know that a leading operator in Brazil has different priorities than a new casino launching in Bulgaria. Same API, different support approach. That's how you build trust across borders.



Cedomir Tomic,
CEO & Founder, Alea

Who Still Reads Emails?

Email remains a relevant channel for a significant portion of professionals.

Europe

- CEOs: 32%
- Affiliates: 22%
- Providers: 33%
- Operators: 39%
- Total respondents: 36%

Asia

- CEOs: 24%
- Affiliates: 13%
- Providers: 32%
- Operators: 24%
- Total respondents: 26%

Despite the dominance of social and digital channels, **Email remains a crucial, albeit specialized, communication tool**. Its effectiveness is not universal but varies significantly by region and role, demanding a highly refined targeting strategy.

Regional Divide: Europe Leads in Email Engagement

- **Europe: 36%** of respondents consider Email a primary channel.
- **Asia: 26%** of respondents consider Email a primary channel.

This confirms a stronger email culture persists in European markets.

Variance by Role: Who Actually Engages?

The data reveals clear patterns in which audiences are most receptive, highlighting a critical need for segmentation:

Most Receptive Audiences:

- **European Operators (39%)**: Show the highest reliance, indicating that targeted offers and operational updates via email are effective.

- **Providers (33% in Europe, 32% in Asia)**: Demonstrate consistent engagement across both regions, making them a stable target for partnership communications.

Least Receptive Audience:

- **Affiliates (22% in Europe, 13% in Asia)**: Exhibit the lowest engagement, clearly preferring other channels for communication. This makes them a poor target for broad email campaigns.

Leadership Engagement:

- **European CEOs (~33%)**: Roughly one in three still pays serious attention to email.
- **Asian CEOs (~25%)**: About one in four considers it a key channel, reinforcing the regional divide even at the executive level.

The key takeaway is not that email is dead, but that its **broad-brush application is ineffective**. The strategy must shift from mass blasts to **hyper-targeted communication**:

- **For European Operators and Providers**: Email is a high-value channel for detailed updates, offers, and partnership proposals.
- **For Affiliates**: Invest resources elsewhere; email marketing will yield a poor return on investment.
- **For Asian Audiences**: De-prioritize email in favor of digital and social channels, using it only for highly specific, targeted messaging to receptive segments like Providers.

Online Media: Who Loves Long Reads?

Online mass media's popularity reveals a clear geographic split. It is a significantly more prominent channel in **Europe (44% total)** than in **Asia (34% total)**.

Europe

- CEOs: 47%
- Marketing: 48%
- Tech department: 40%
- Sales: 50%
- Total respondents: 44%

Asia

- CEOs: 24%
- Marketing: 41%
- Tech department: 22%
- Sales: 45%
- Total respondents: 34%

In **Europe**, engagement is consistently strong among customer-facing and leadership roles, with nearly half of **Sales (50%)**, **Marketing (48%)**, and **CEOs (47%)** valuing it. Tech department engagement is lower but still substantial at 40%.

The **Asian market** shows a more selective appeal. While **Sales (45%)** and **Marketing (41%)** professionals are highly engaged, the channel fails to resonate strongly with **CEOs (24%)** and the **Tech department (22%)**.

Which Channels are not Used at All?

To optimize marketing strategies, it is crucial to identify channels that respondents have largely dismissed as ineffective or irrelevant. The data reveals a clear consensus on which channels are **“Not Used”** across regions.

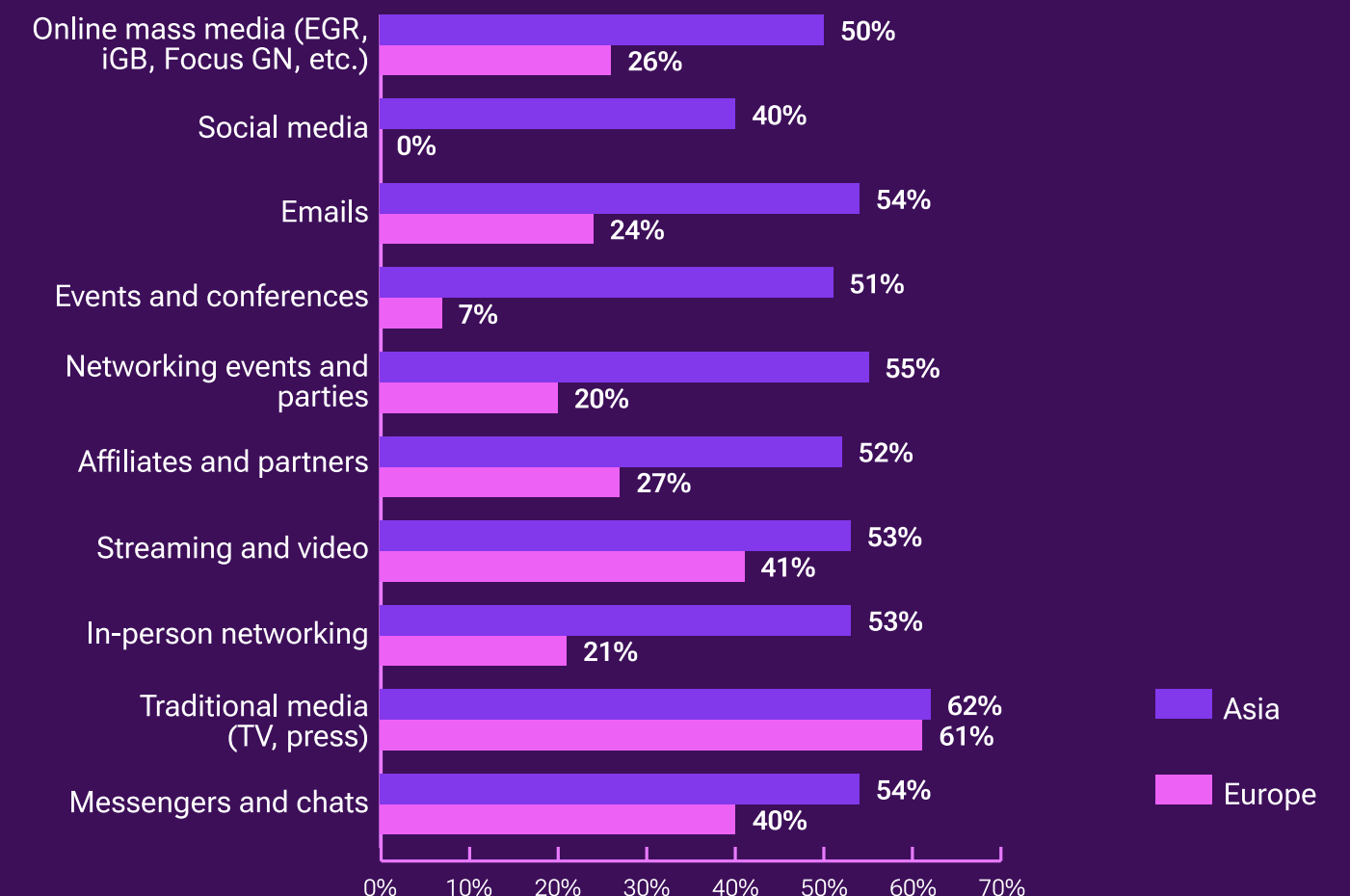
Europe

- Traditional media — 61%
- Streaming and video — 41%
- Messengers and chats — 40%

Asia

- Traditional media — 62%
- Networking events and parties — 55%
- Emails & Streaming and video — 54%

Not Used Channels in Europe and Asia



Which Channels are not Used at All?

Key Takeaways

1. The Irrelevance of Traditional Media: Traditional media is unequivocally the least relevant channel for iGaming professionals in both Europe and Asia, with over 60% ignoring it. This confirms the industry's complete shift to digital-first information consumption.

2. A Regional Paradox in Networking: The data reveals a significant regional paradox in the perception of networking channels. While in-person networking is highly valued in Europe, a majority of Asian respondents (55%) dismiss “Networking events and parties” as ineffective or irrelevant (“Not Used”).

This suggests a fundamental difference in how professional networking is conducted in Asia. The high dismissal rate of formal events may indicate a preference for more structured, pre-arranged, or digital-first introductions, as opposed to open, spontaneous networking at large events.

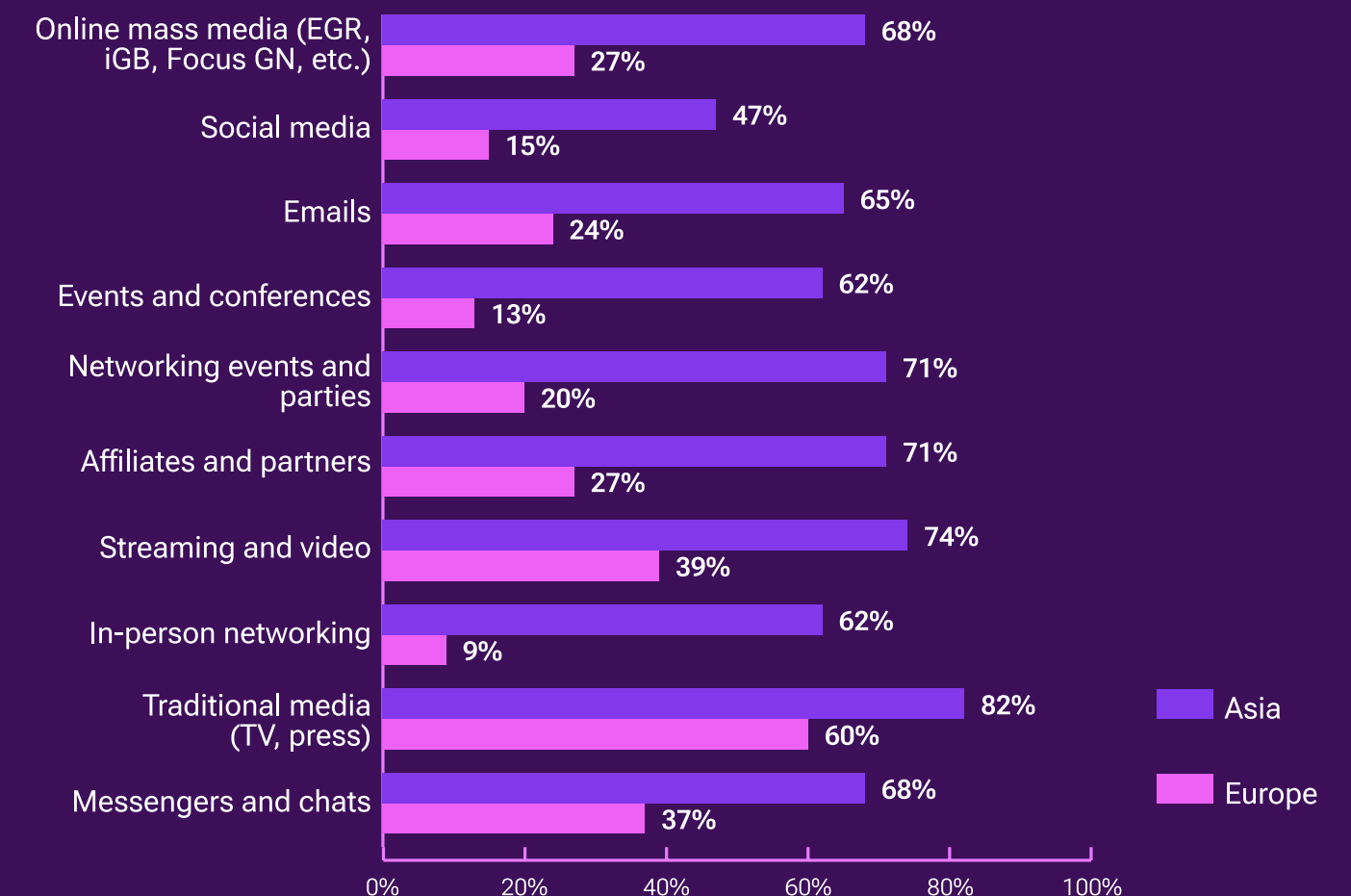
As a result, marketing strategies in Asia should prioritize leveraging closed communities and social platforms **to initiate connections before** an event, rather than relying solely on on-site presence and walk-up traffic.

3. The Challenging ROI of Video & Streaming: Despite its popularity in consumer marketing, **Streaming and video** content fails to resonate as a key information source for iGaming professionals in both regions, indicating a potential mismatch in format for B2B communication in this sector.

4. Email's Regional Struggle: In Asia, **Email** is among the most discarded channels (54%), reinforcing the conclusion that it is a low-priority tool for that market. This is far less pronounced in Europe.

Which Channels do CEOs Avoid Completely?

Channels not Used by CEOs as Information Sources

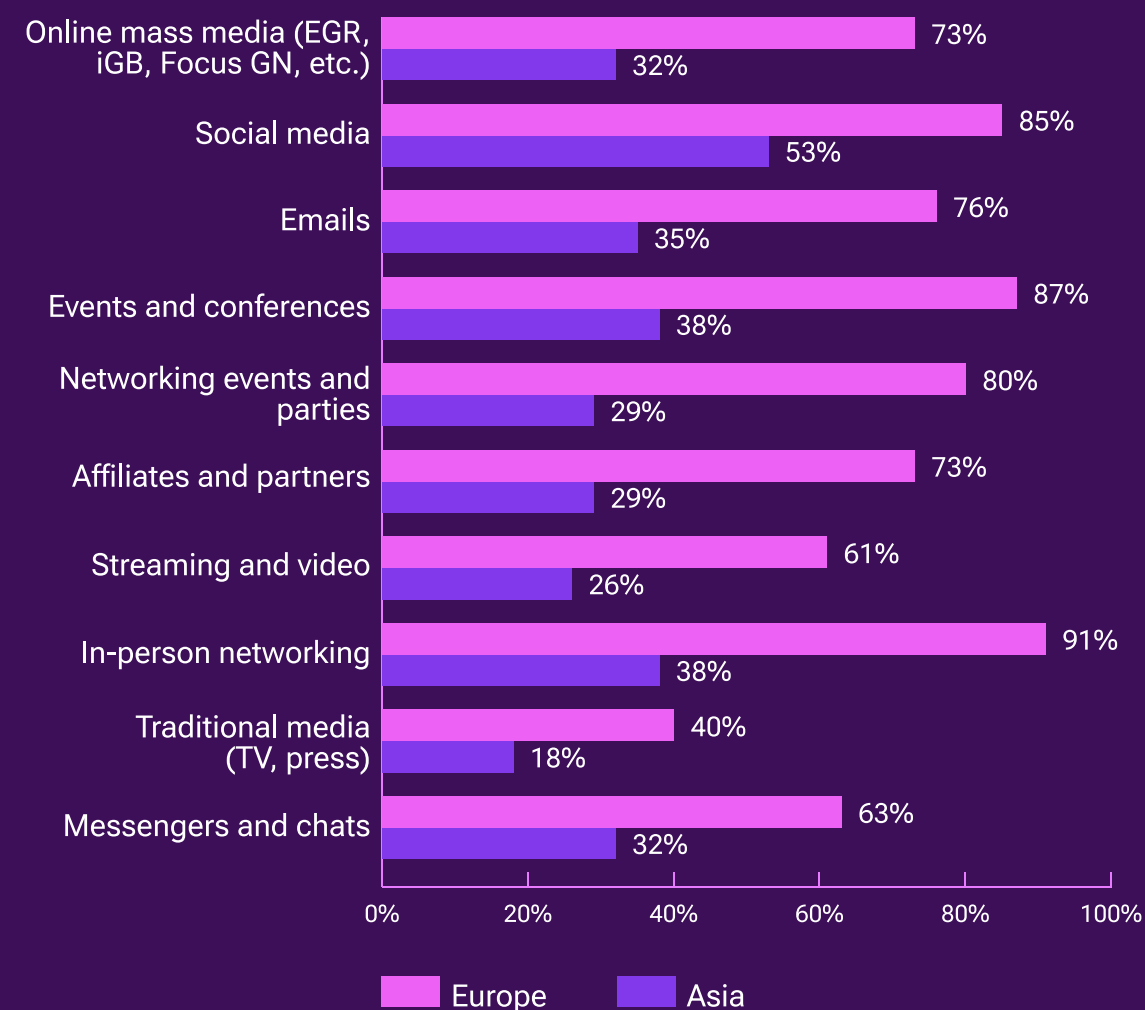


Channels Serving the Primary Source of Information for CEOs

If we look at the channels CEOs actively use in their work, the picture is completely different between Europe and Asia.

A comparative analysis of the top information channels for CEOs in Europe and Asia reveals not just a gap in preferences, but a fundamental difference in channel strategy.

Main Information Channels for CEOs



Top 5 Information Channels for CEOs in Europe

- In-person networking — 91%
- Events and conferences — 87%
- Social media — 85%
- Networking events and parties — 80%
- Emails — 76%

Top 5 Information Channels for CEOs in Asia

- Social media — 53%
- In-person networking, Events and conferences — 38% each
- Emails — 35%
- Online mass media, Messengers and chats — 32% each

Channels Serving the Primary Source of Information for CEOs

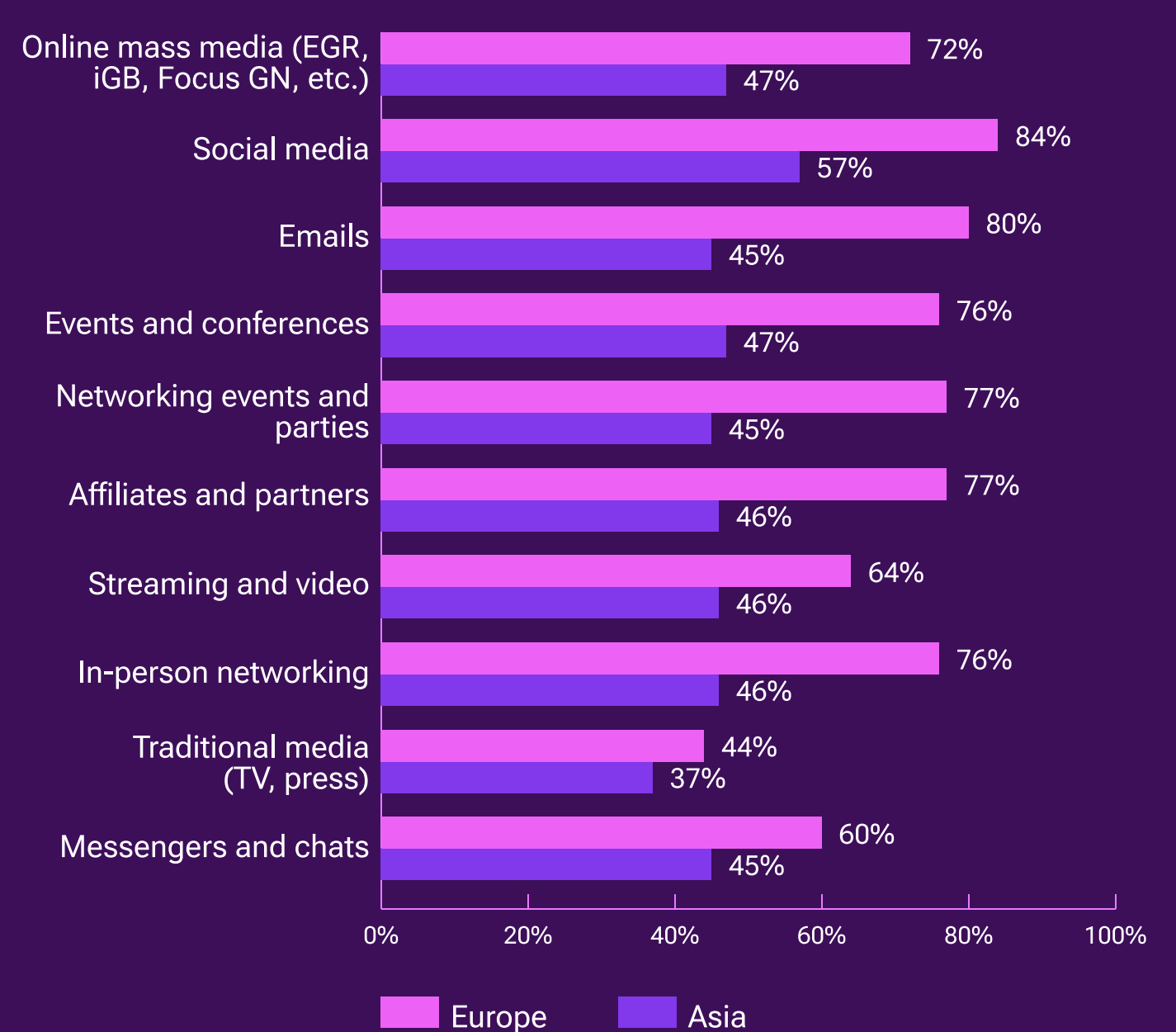
The most striking observation is the **overall intensity of channel usage**. European CEOs report exceptionally high engagement across all top channels (all above 76%), indicating a multi-channel, high-touch approach to information gathering that heavily favors **direct interaction and networking**.

In contrast, Asian CEOs show significantly lower engagement rates across the board. While **Social media is their clear primary channel** (53%), the usage of other channels clusters at roughly half the rate of their European counterparts. This suggests a more focused, perhaps selective, approach rather than a reliance on only one or two channels.

The data strongly indicates that **in-person interaction is the non-negotiable cornerstone of the European CEO's information network**. For **Asian CEOs, the digital realm, led by social media, plays a more dominant role**, though in-person methods remain relevant.

The data on Operators not only confirms the pattern observed with CEOs but also sharpens our understanding of the regional divide in channel preference.

Main Information Channels for Operators



Channels Serving the Primary Source of Information for CEOs

Top 5 Information Channels for Operators in Europe

- Social media — 84%
- Emails — 80%
- Affiliates and partners, Networking events and parties — 77% each
- In-person networking — 76%

Top 5 Information Channels for Operators in Asia

- Social media — 57%
- Events and conferences, Online mass media — 47% each
- Affiliates and partners, Streaming and video, In-person networking — 46% each

The pattern is indeed consistent and even more pronounced. European Operators demonstrate **high-intensity, multi-channel engagement**, with their top five channels all scoring above 76%. Their approach is balanced between digital tools (Social media, Email) and high-value interpersonal channels (Networking, Affiliates).

Asian Operators, while also ranking **Social media as their No.1 channel**, show significantly lower engagement levels across the board. Their channel usage is more fragmented and less intense, with their top choices clustering between 46% and 57%.

Key Takeaways:

- 1. Social Media is Universal, But Intensity is Not:** It is the leading channel in both regions for Operators, but its dominance is far greater in Europe (84% vs. 57%).
- 2. The European “High-Engagement” Model:** European Operators, like CEOs, aggressively utilize a wide portfolio of channels at a high frequency.
- 3. The Asian “Focused-Digital” Model:** Asian Operators concentrate more of their attention on a digital core (Social media, Online mass media, Streaming), with other channels playing a secondary, less critical role.
- 4. Confirmation of a Cultural Trend:** This consistent pattern across different roles (CEOs and Operators) strongly suggests that these are not isolated preferences but reflect deeper regional or cultural differences in business communication and information consumption.

This consistent evidence suggests that communication strategies must be region-specific: a broad, multi-channel approach is essential in Europe, while a more targeted strategy focused on key digital platforms may be more effective in Asia.

Key Marketing Channels in iGaming



Key Marketing Channels in iGaming

For our 2025 survey, we introduced a new layer of analysis. Building on the previous year's question — which identified the marketing channels professionals **personally value most** for receiving information — we added a critical new question:

“Which marketing channels does your company actually use for its marketing efforts?”

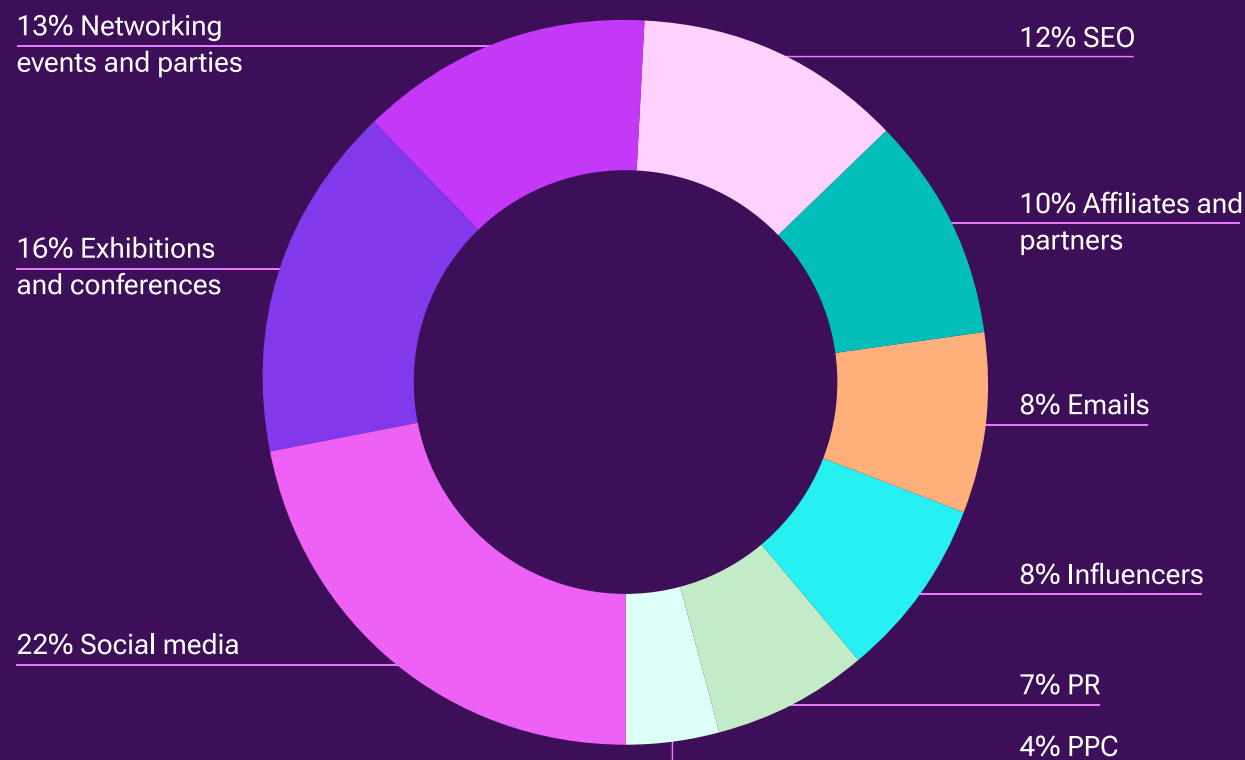
This allows us to move beyond perception and measure the gap between **preference** and **practice**. We are now able to analyze not just which channels are considered important, but also which ones are actively deployed, revealing potential strategic alignments or discrepancies within the industry.

Social media was identified as the most important marketing channel by **22%** of respondents, a finding that reflects a broader global shift in marketing strategy.

Important notes: Social Media in Global Trends

The trend of “Social media goes first” is exemplified by Unilever, the world's largest consumer goods company, which recently announced a significant increase in its marketing budget allocation for social media — from 30% to 50%. This move towards a social media-first model is further underscored by their decision to increase overall marketing spend from 13% to 15.5% of turnover. Given that the iGaming industry often mirrors global marketing trends, this growing focus on social media is a direct alignment with developments already underway in the FMCG sector.

Most Important Marketing Channels

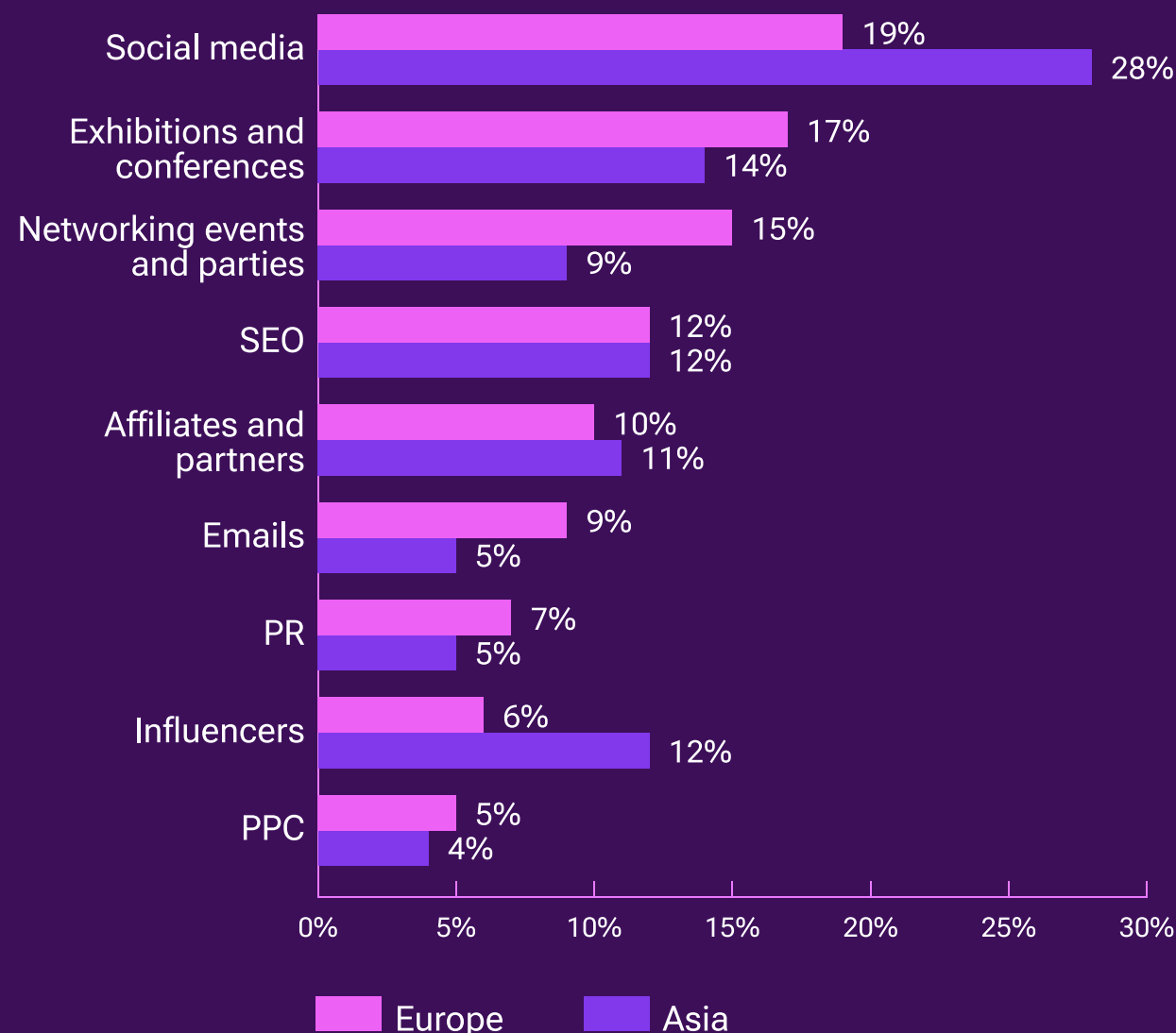


Other channels also ranked significantly:

- **Exhibitions and conferences:** 16%
- **Networking events and parties:** 13%
- **SEO:** 12%
- **Affiliates:** 10%

Top Marketing Channels: Europe vs. Asia

Most Important Marketing Channels: Europe vs. Asia



The perception of key marketing channels reveals a stark contrast between Asia and Europe, highlighting fundamentally different strategic priorities.

In Asia, Social media is the undisputed leader, significantly outpacing all other channels with a 28% share. Exhibitions and conferences claim a distant second place at 14%, followed by SEO and **Influencers, which are tied for third with 12% each.**

Important notes: Influencers in Asia

Influencer marketing is key in Asia's iGaming space — brands are increasingly shifting from visibility-only campaigns to authentic, influencer-led conversions. The goal for Asian companies is to build trust and drive real deposits through content creators who play the games, share real-time experiences, and offer personalized bonuses.

In Japan and South Korea in particular, expert bloggers win out over traditional “celebrities”, propelling live-streaming platforms where audiences can interact with streamers via live chat to ask for advice or share opinions.

Streaming aligns naturally with gambling. Live content — slots, roulette, and betting gameplay — is a perfect match for platforms like Twitch, YouTube Live, Kick. Streamers broadcast real-time gameplay (often with affiliate links or promo codes), pushing community engagement and boosting user acquisition. Localizing campaigns is essential: matching influencer, language, and platform to each market yields better results. Influencers in local streaming platforms (AfreecaTV, Bilibili, LINE, Naver) are effective gateways to niche and mainstream audiences alike.

Micro-influencers deliver higher ROI. In 2025, data shows that smaller, niche creators often outperform mega-celebrities in conversion rates because of higher engagement and authenticity. Brands are now pursuing long-term partnerships with engaged micro-communities.

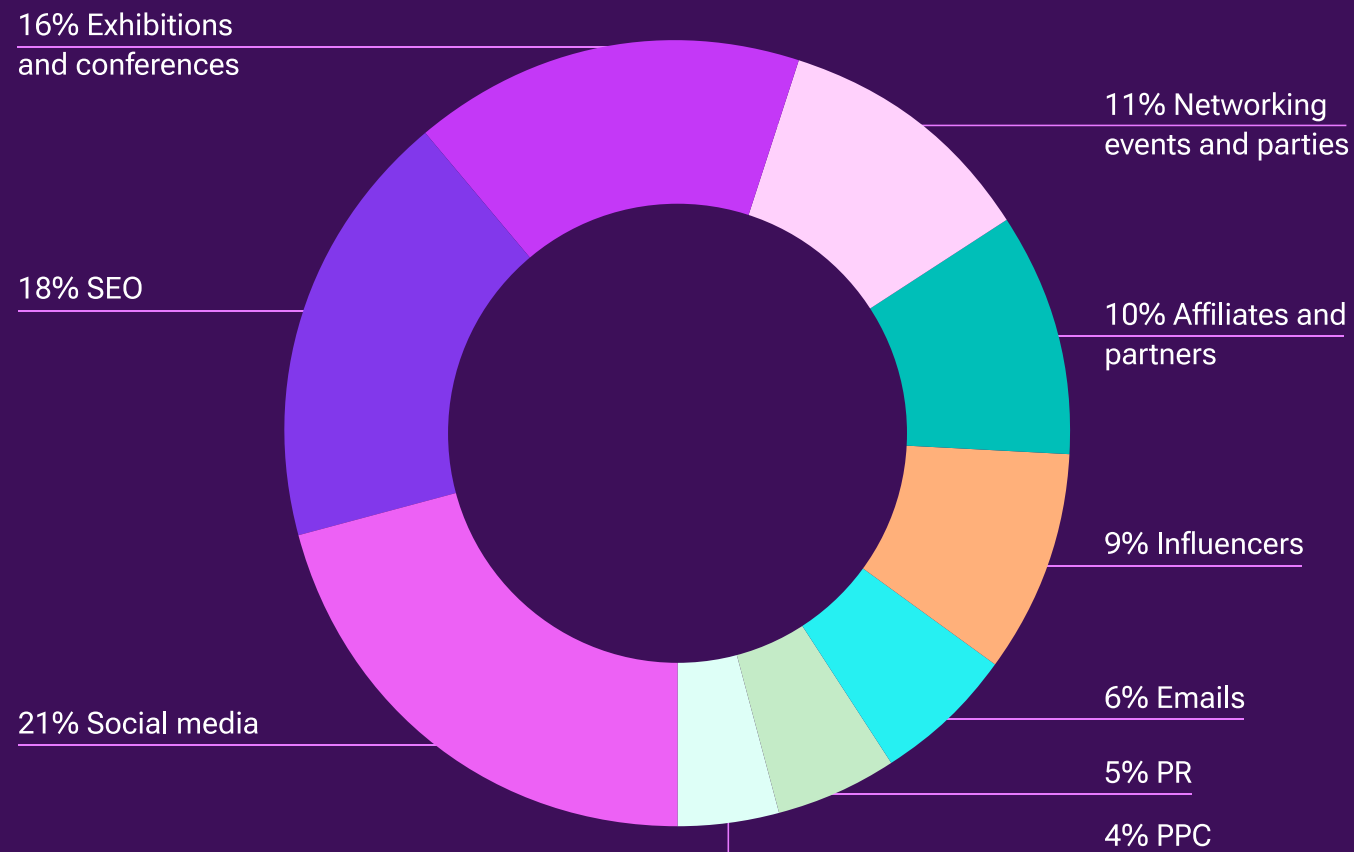
Responsible messaging matters: many operators now embed safeplay notices and limits directly in streams.

Europe presents a more balanced and integrated channel distribution. While **Social media ranks first (19%)**, its lead is less commanding. It is closely followed by high-engagement, in-person channels: **Exhibitions and conferences (17%)** and **Networking events and parties (15%)**. SEO holds a solid fourth place at 12%.

Notably, Influencer marketing gathers just 6% of the votes, indicating it remains a niche, rather than a core, component of the marketing mix in Europe.

Top Marketing Channels According to CEOs

Top Marketing Channels in CEOs' View



Company leaders highlighted three clear frontrunners:

- Social media — 21%,
- SEO — 18%,
- Exhibitions and conferences — 16%.

The least favored channel among CEOs was PPC , with only 4% of the votes.

Important Notes: The Decline of SEO: A Shift Driven by AI

CEO perception of SEO is declining. While seen as equal to social media in 2023, it now trails by 3%. Overall, SEO channel has fallen to 4th place (12% vs. 15% in 2023).

This shift is primarily driven by AI. The rise of tools like “AI Review” provides users with summarized answers directly on the search results page. This eliminates the need to click through to websites, diminishing the value of traditional high search rankings and the traffic they generate.

Top Marketing Channels: Europe vs. Asia

A regional breakdown reveals nuanced differences in how key marketing channels are prioritized.

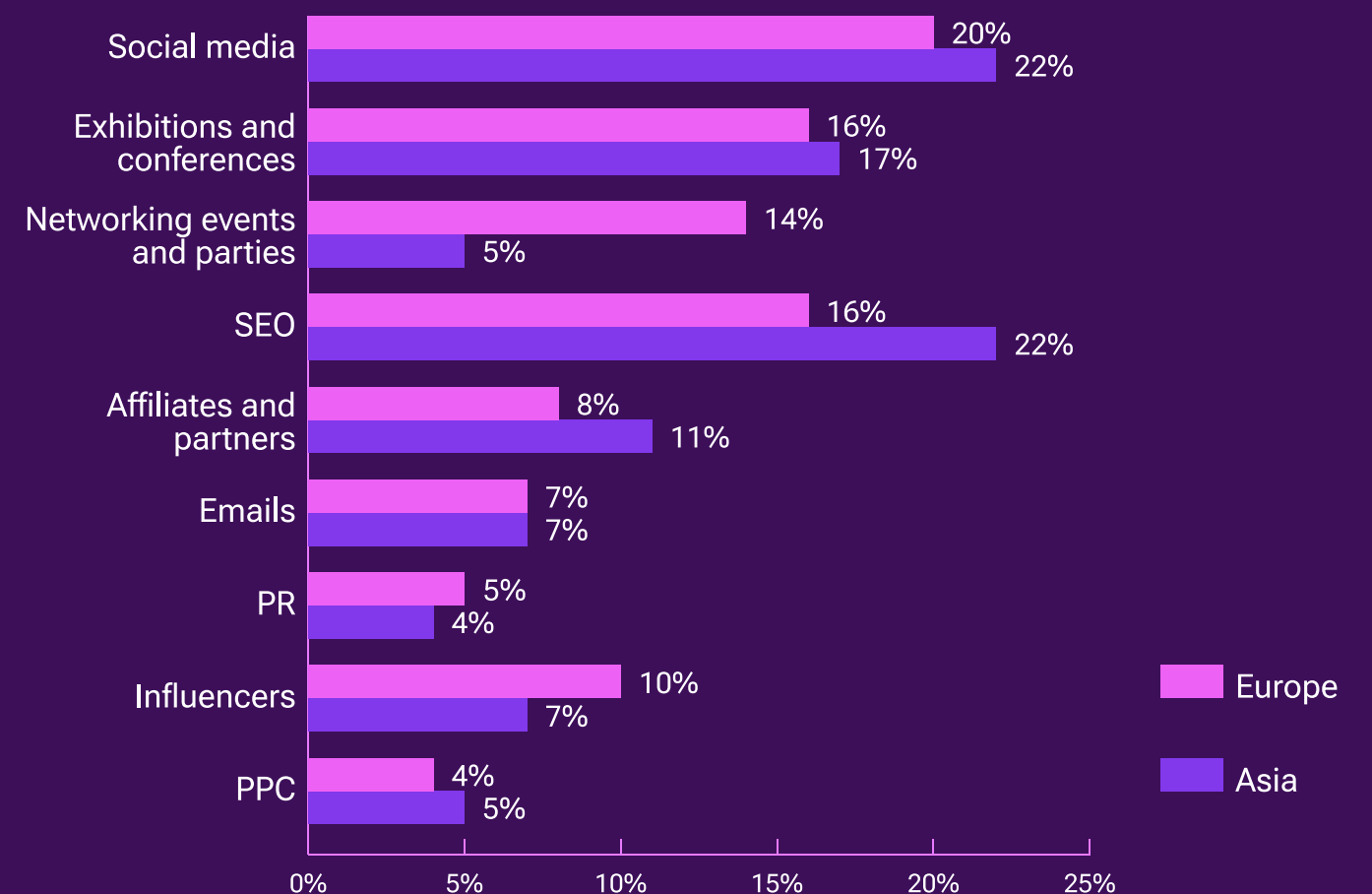
Europe: A Balanced Trio

The top three channels in Europe mirror the global list, but with a notable tie. **Social media** leads with a modest advantage (20%), while **Exhibitions and conferences** and **SEO** are viewed as equally important, tying for second place with 16% each. This indicates a balanced, multi-channel strategy among European professionals.

Asia: Digital Dominance

The landscape in Asia is characterized by a clear digital focus. **Social media** and **SEO** are in a statistical tie for first place (22% each), solidifying their role as the foundational pillars of the marketing mix. **Exhibitions and conferences** follow in a strong third place (17%), with **Affiliates** rounding out the top four (11%).

Top Marketing Channels: Europe vs. Asia

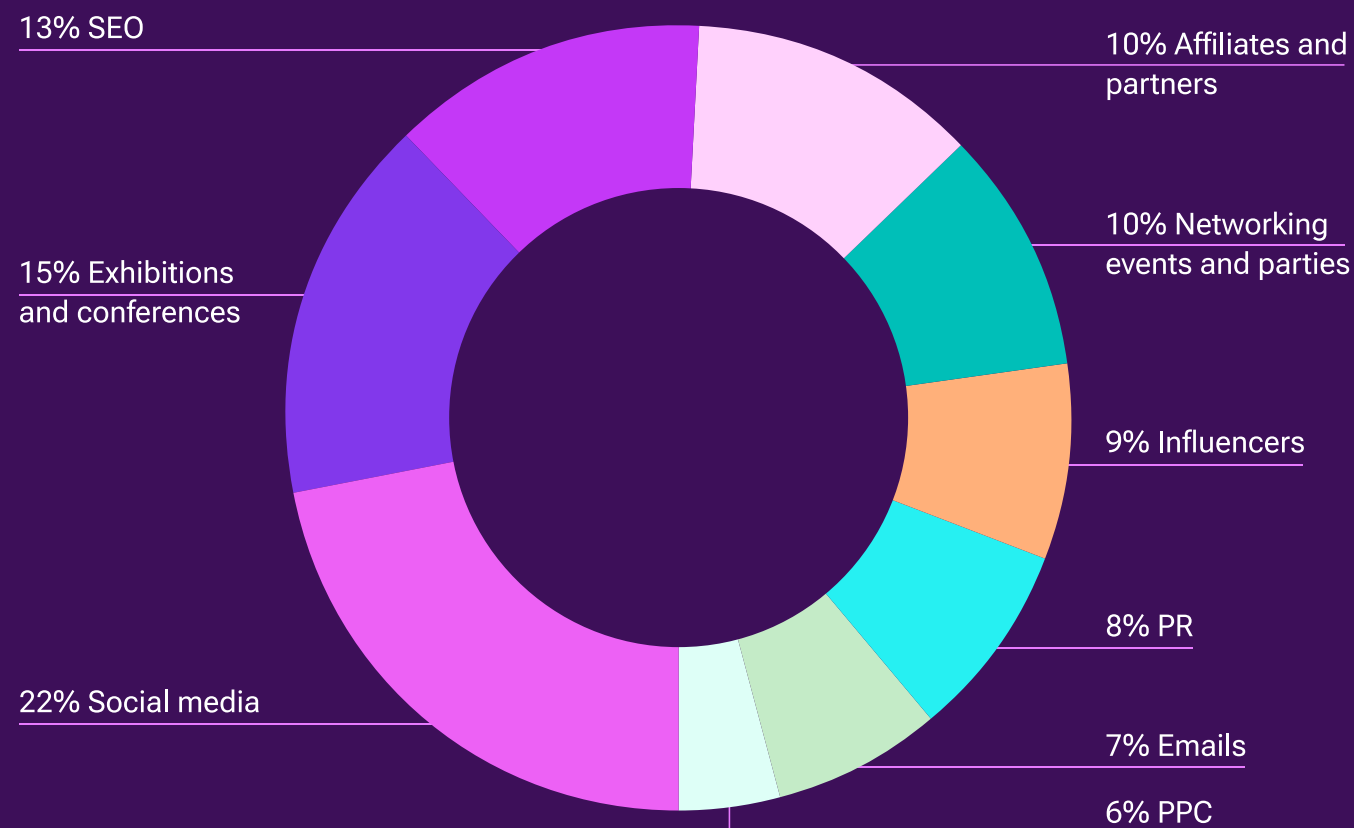


What do Marketers Think?

For a company to thrive, the CEO's vision must align with the marketing team's execution. So, which channels do marketers believe deliver the most value?

Marketers overwhelmingly favor **Social media**, awarding it **22%** of votes — making it the clear leader.

Top Marketing Channels for Marketers



Other Key Channels

- **Exhibitions and conferences** placed second with a 7% gap (**15%**),
- **SEO** came in third (**13%**).

The least popular channel among marketers was PPC, with only 6% of the votes.

Overall, marketers' views closely align with those of executives — **Social media is essential**.

However, regional differences between Europe and Asia remain significant, requiring tailored strategies per market.

What do Marketers Think?

Important notes: Why is Social Media the Leading Marketing Channel?

1. Massive reach

- Platforms like Facebook, Instagram, X, TikTok, and YouTube offer access to billions of users.
- Advanced audience targeting (by age, interests, geography, behavior) allows iGaming brands to reach precisely segmented users, even within regulatory constraints.

2. Engagement and branding — engaging content builds brand awareness.

- Posting short, non-product-related videos built around memes or humorous stories — engaging content that's easily remembered by younger audiences, along with the operator's logo, visible on-screen.

3. Cost — SM are cheap

- Compared to traditional advertising, social media offers cheaper CPMs and CPCs, especially through organic content and influencer collaborations.
- A single viral post or well-targeted campaign can generate thousands of quality leads.

- Comments in various social media chats also shape users' opinions about gaming platforms and are therefore an important part of brand perception.

4. Showcasing product features

- iGaming is visually rich — games, slots, tournaments, and betting interfaces all benefit from dynamic formats like reels, stories, and shorts. These formats help explain features, showcase wins, and build FOMO and excitement.
- In certain regions, bloggers/influencers have significant influence, streaming their gameplay on gaming platforms and sharing these videos via social networks.

5. Regulation

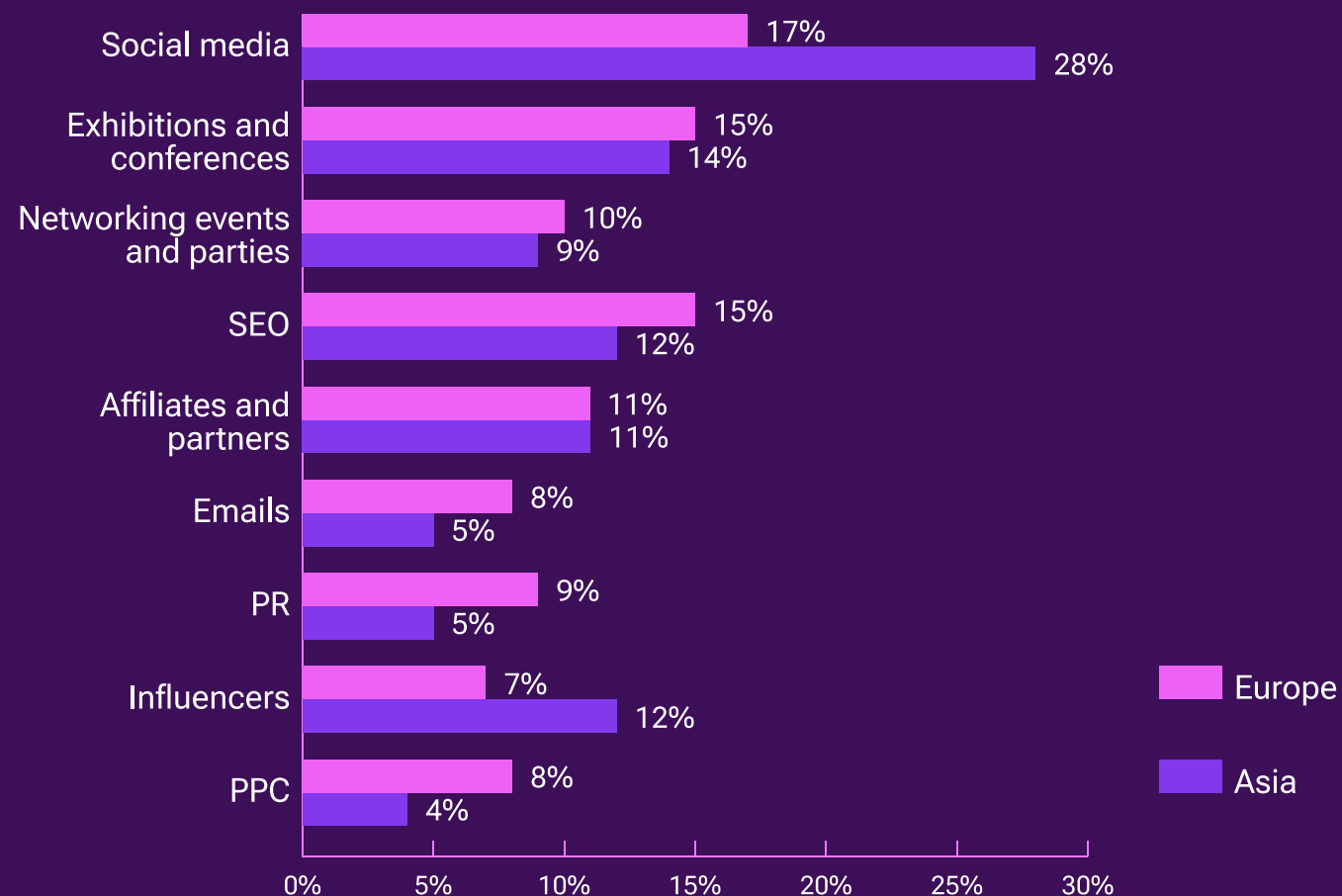
Even with ad restrictions in certain regions, social media still allows:

- Organic growth strategies (content marketing, education),
- Use of non-branded accounts (e.g., meme pages, fan pages),
- Localized strategies depending on what's legal in each market.



What do Marketers Think?

Top Marketing Channels According to Marketers



Marketers **in Asia** place a huge emphasis on **Social media**, which is the undisputed leader with **28%** of the votes. This is followed distantly by **Exhibitions and conferences** at **14%** — precisely half the share of the frontrunner. **SEO** and **Influencers** are tied for third place, each receiving **12%** of the votes, underscoring the critical role of digital and influencer-led strategies in the region.

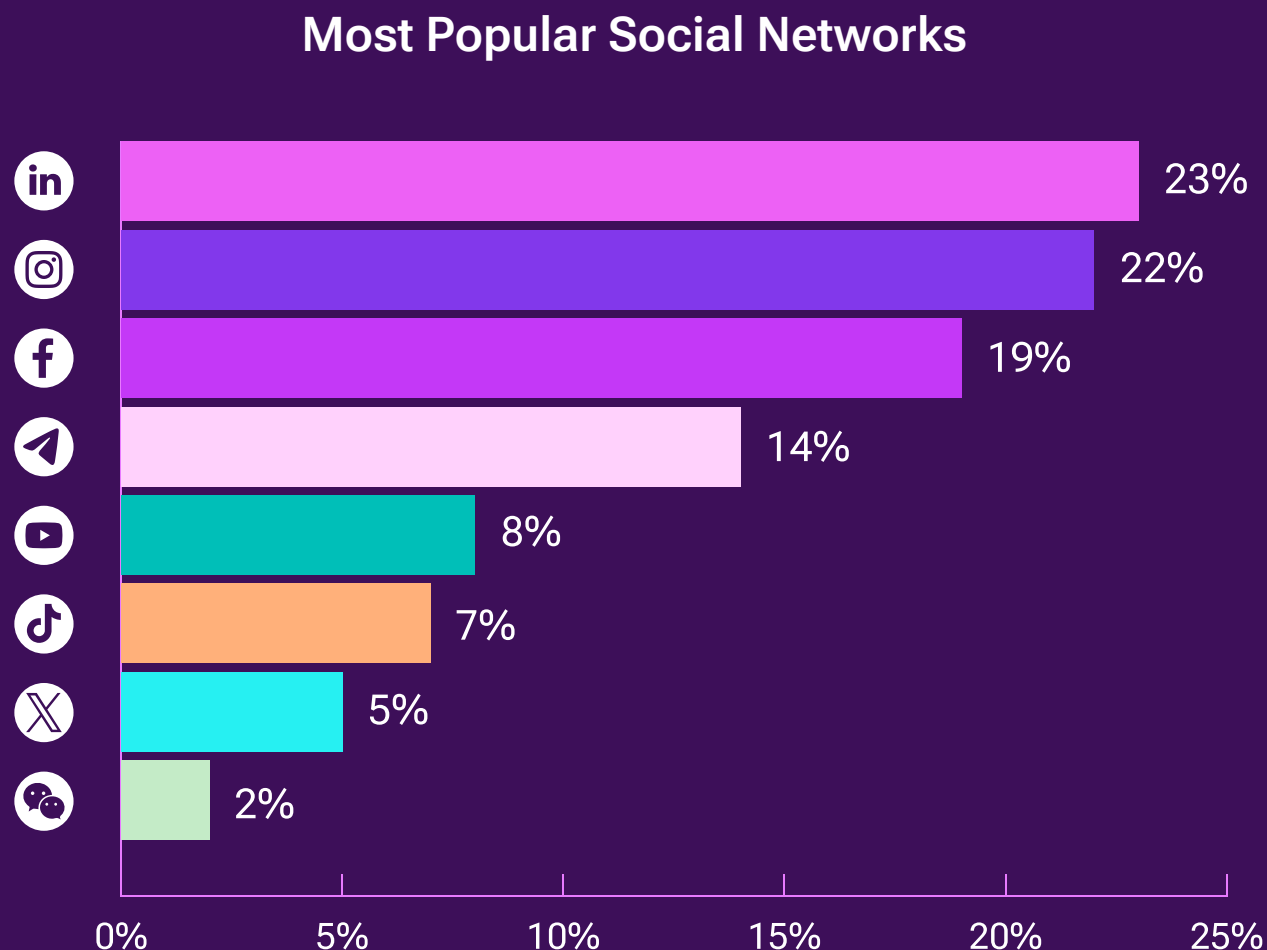
In contrast, **European** marketers demonstrate a more balanced and integrated channel approach, closely aligning with the preferences of CEOs. **Social media** leads but with a more modest share (**17%**). **Exhibitions and conferences** and **SEO** are tied for a strong second place at **15%** each.

Notably, the Affiliates channel demonstrates consistent, moderate importance across both regions, securing 11% of the vote and ranking fourth in Europe and fifth in Asia.

Social Media: Leading Channels



Social Media: Leading Channel



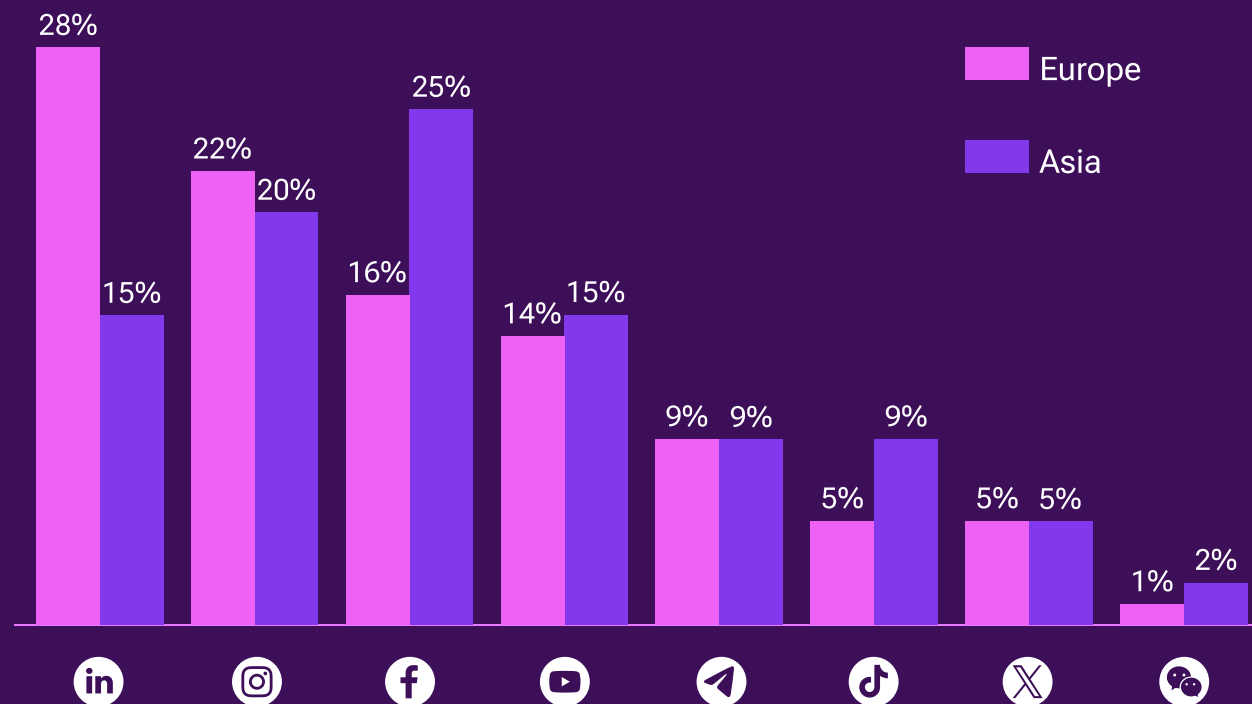
The social media landscape for corporate strategy is led by **LinkedIn (23%)** and **Instagram (22%)**, which hold a significant lead as the primary platforms for business engagement.

Facebook follows closely behind with **19%** of the vote, demonstrating its continued relevance. **Telegram** has established a notable presence with **14%**, indicating its growing importance for specific communication strategies.

Further down the list, visual and short-form video platforms **YouTube (8%)** and **TikTok (7%)** show more niche adoption. **X** is actively used by **5%** of companies, while **WeChat** remains a specialized tool with **2%** adoption, likely focused on specific regional markets.

Europe and Asia — Different Approach

Popular Social Media Channels: Europe vs. Asia



Expert's opinion

Alongside traditional media channels, LinkedIn's vast iGaming community makes it an increasingly important platform for companies to share their latest news and showcase the people behind the brand. The ability to easily publish eye-catching multimedia content and reach specific audience segments is very popular with our client base, leading to effective brand awareness and lead generation campaigns.



Lewis Phillips,
B2B Director, Square in the Air

The data reveals that while social media is a dominant channel in both Europe and Asia, the platform preferences differ significantly, highlighting distinct regional strategies.

Europe: The Professional Network Hub

The clear leader in Europe is **LinkedIn (28%)**, which outperforms its closest competitor, **Instagram (22%)**, by a significant 6-percentage-point margin. This indicates a strong focus on **B2B engagement, professional networking, and industry-specific content**. **Facebook** captures third place with **16%** of the vote.

Asia: The Community-Focused Ecosystem

In contrast, the landscape in Asia is led by **Facebook (25%)**, which holds a confident 5-point lead over **Instagram (20%)**. This suggests a strategy centered on **broad community building, targeted ads, and group-based engagement**. **LinkedIn** and **Telegram** are tied for third place, each with **15%**, pointing to a balanced interest in both professional and private-messaging platforms.

Global Common Ground

Despite these differences, two platforms show remarkable alignment:

- **YouTube:** 9% in both regions
- **X:** 5% in both regions

This suggests a universal recognition of YouTube's power for video content and X's niche role for real-time updates.

CEOs' vision

When asked to select the **three most important social media marketing channels** for their company, CEOs revealed a clear strategic hierarchy, with a notable preference for platforms offering professional targeting and direct engagement.

1. LinkedIn is the Strategic Leader (27%)

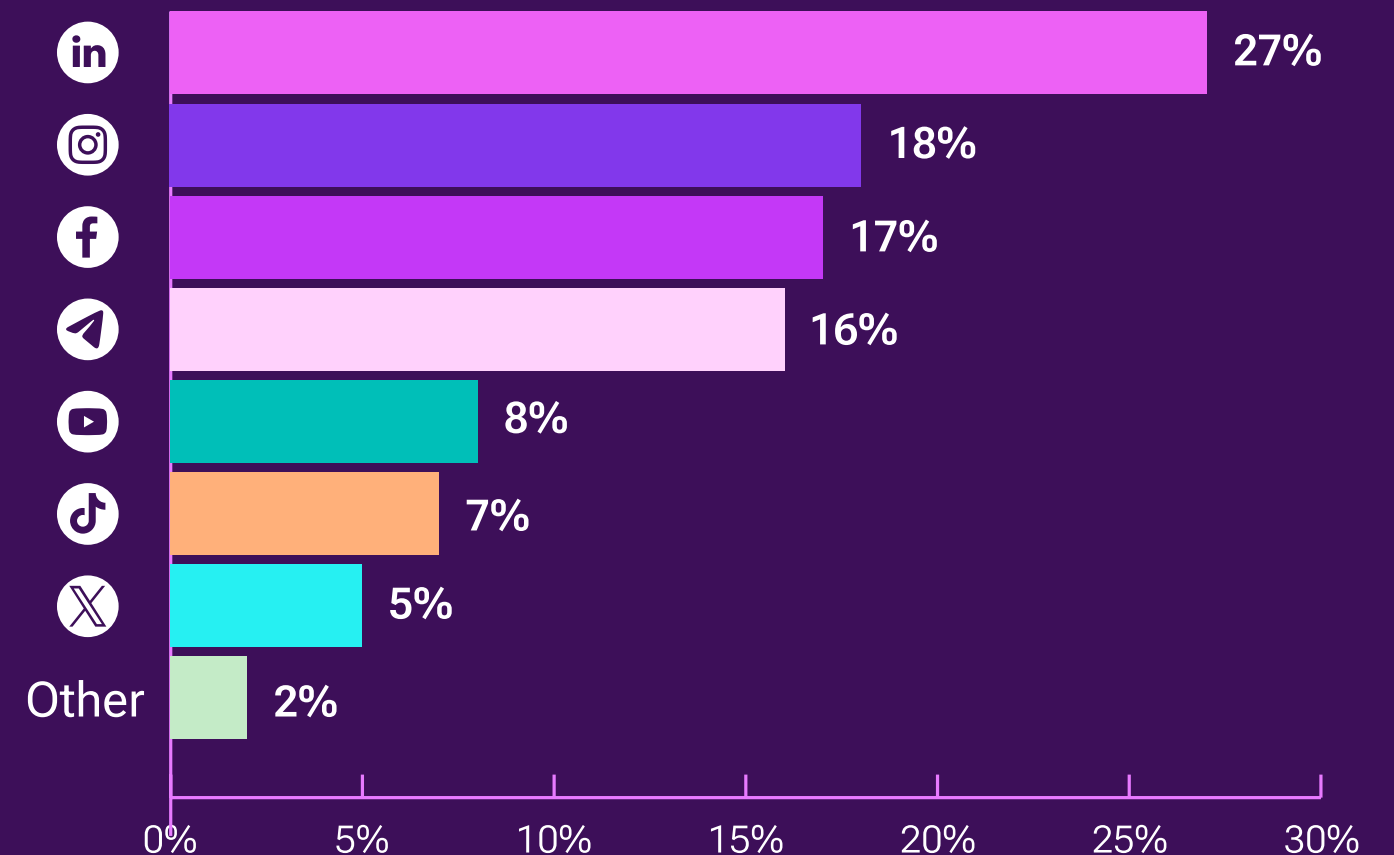
CEOs overwhelmingly view LinkedIn as the most critical marketing channel. This aligns perfectly with its status as a professional network, making it ideal for **B2B marketing, brand authority building, and targeted outreach** to industry professionals.

2. A Tight Race for Secondary Channels

The second tier of importance is highly competitive, with minimal separation between three platforms:

- **Instagram (18%):** Valued for its **high visual engagement, brand storytelling, and reach among younger demographics**.
- **Telegram (17%):** Its high ranking is particularly significant. It indicates a strategic focus on **community building, direct messaging, and sharing news/updates** with a highly engaged audience.
- **Facebook (16%):** Remains a key player due to its **massive user base and sophisticated advertising tools**, though it is now narrowly edged out by more niche platforms in the eyes of CEOs.

Important Social Media Channels for CEOs

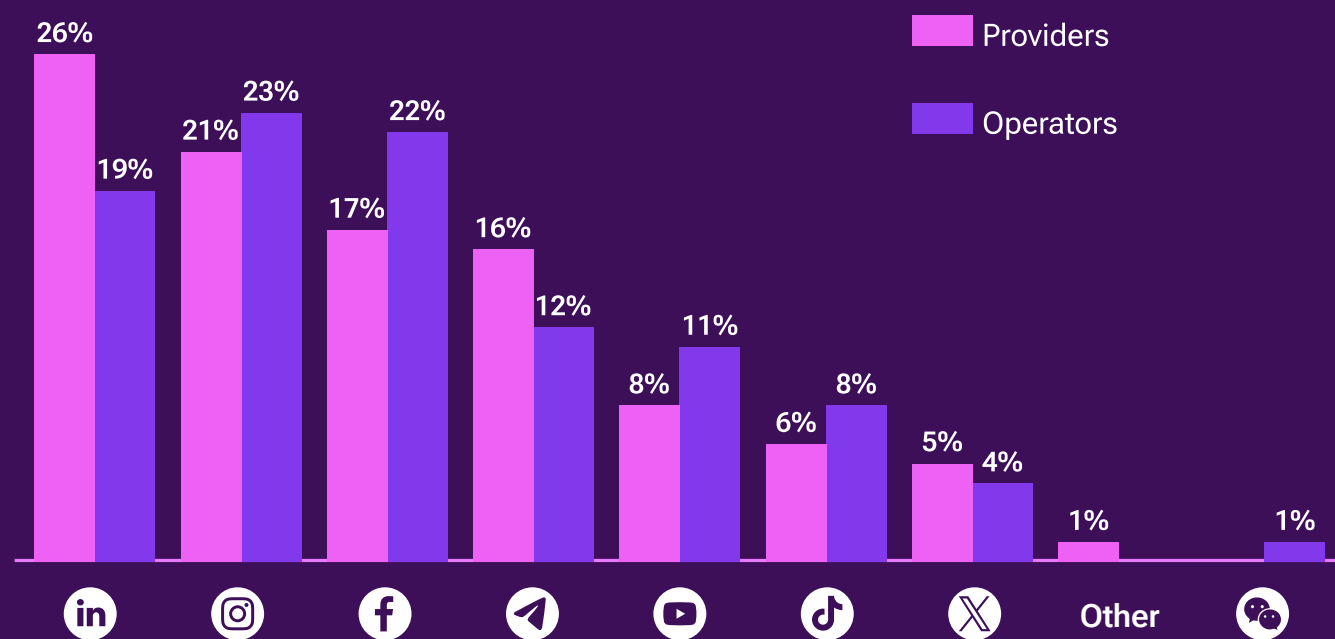


The notable prominence of Telegram (17%) over Facebook (16%) suggests that many CEOs prioritize building private, engaged communities and direct communication lines over traditional broad-reach social marketing.

This data indicates that the modern CEO's social media marketing strategy is balanced between **professional networking (LinkedIn)**, **visual brand building (Instagram)**, and **direct community engagement (Telegram)**.

Social Media Channels: Operators vs. Providers

Social Media Channels: Operators vs. Providers, B2C and B2B marketing



The data reveals a fundamental split in social media channel prioritization, perfectly illustrating the distinct strategies required for **B2B marketing** (Providers) and **B2C marketing** (Operators).

For Providers (B2B Focus):

- **LinkedIn is the undisputed leader at 26%**, leading its closest competitor by a significant 5-point margin. This underscores its critical role for professional networking, lead generation, and industry authority in the B2B space.
- **Instagram** follows in second place with **21%**, indicating its growing utility beyond B2C for brand building and visual storytelling.
- **Facebook (17%)** and **Telegram (16%)** form a competitive third tier, serving as channels for community support and direct communication.
- Video platforms **YouTube (8%)** and **TikTok (6%)** play a more niche, supporting role.

Social Media Channels: Operators vs. Providers

For Operators (B2C Focus):

- **Instagram (23%)** and **Facebook (22%)** are the dominant channels, reflecting their unparalleled reach for engaging mass consumer audiences, running targeted ads, and building brand communities.
- **LinkedIn** remains relevant but is a distant third at **19%**, likely used for corporate messaging, recruitment, and B2B partnerships rather than direct consumer engagement.
- **Telegram (12%)** and **YouTube (11%)** are closely matched, used for customer updates, promotions, and video content.

The channel strategy is dictated by the target audience. **B2B success is linked to LinkedIn**, while **B2C effectiveness relies on the visual and mass-reach power of Instagram and Facebook**.

Important notes: B2C Marketing, Popular Content

Short-form videos (Reels, TikToks, YouTube Shorts)

Quick clips showing wins, gameplay reactions, funny edits, or tutorial snippets: provide high engagement, great for virality, and easier to stay within ad policy limits.

Gameplay highlights & big win clips

Screenshots or videos of jackpots, bonus rounds, near-misses, or game features (Instagram, X, Telegram, TikTok).

Influencer-generated content

Sponsored posts, game reviews, or live demos by influencers on YouTube, Instagram, TikTok.

News, educational & entertaining posts

Sport news, tips, strategies, myth-busting, “how-to” game guides, fun facts about RTP or volatility.

Interactive stories & polls

Polls, quizzes, “this or that” sliders, tap-to-reveal stories (no links, soft branding).

Game teasers & announcements

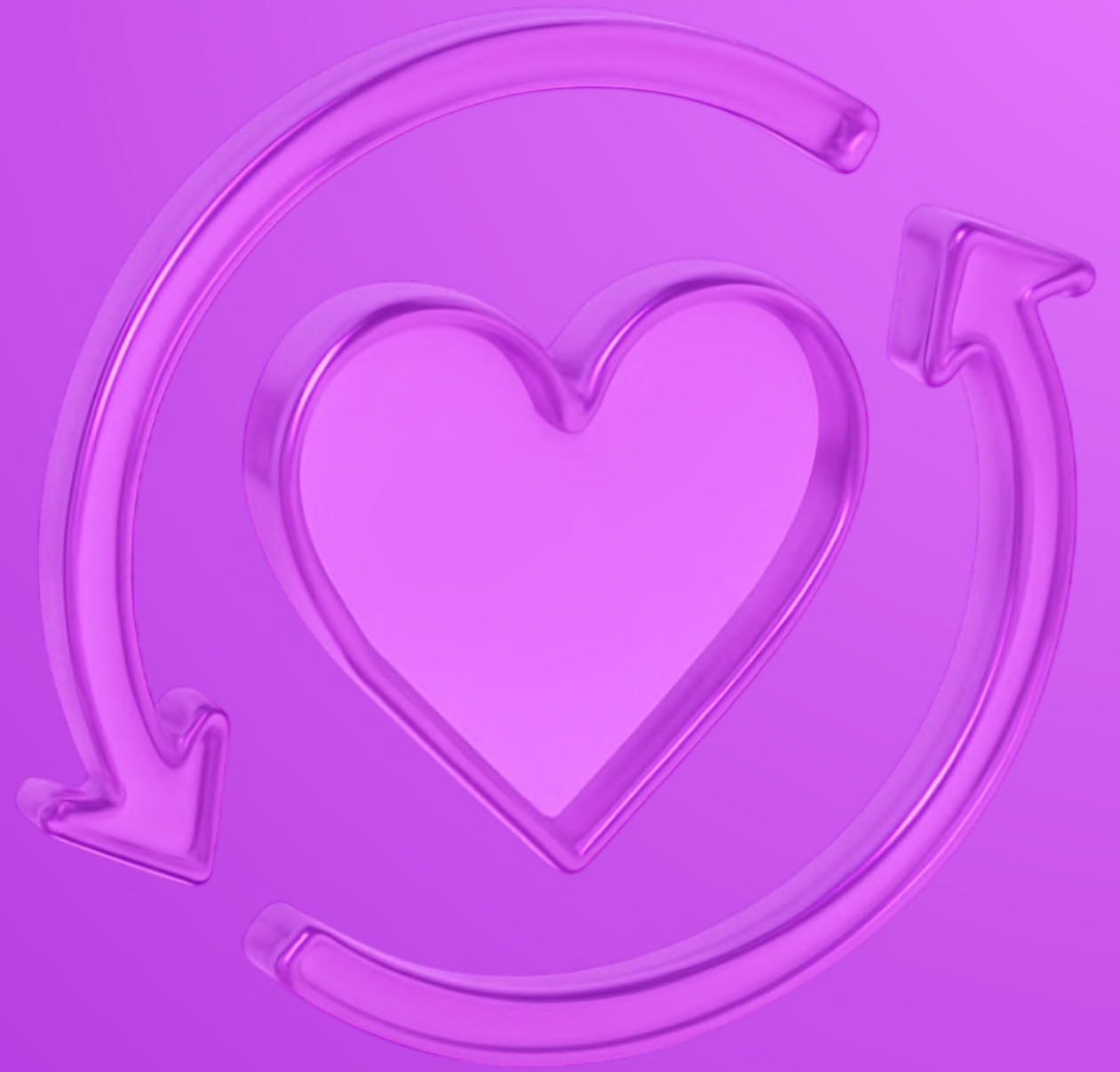
Teasers of upcoming game launches, tournaments, or seasonal events (without showing real-money aspects).

Memes

Humorous memes, player comments, “Monday mood” posts.

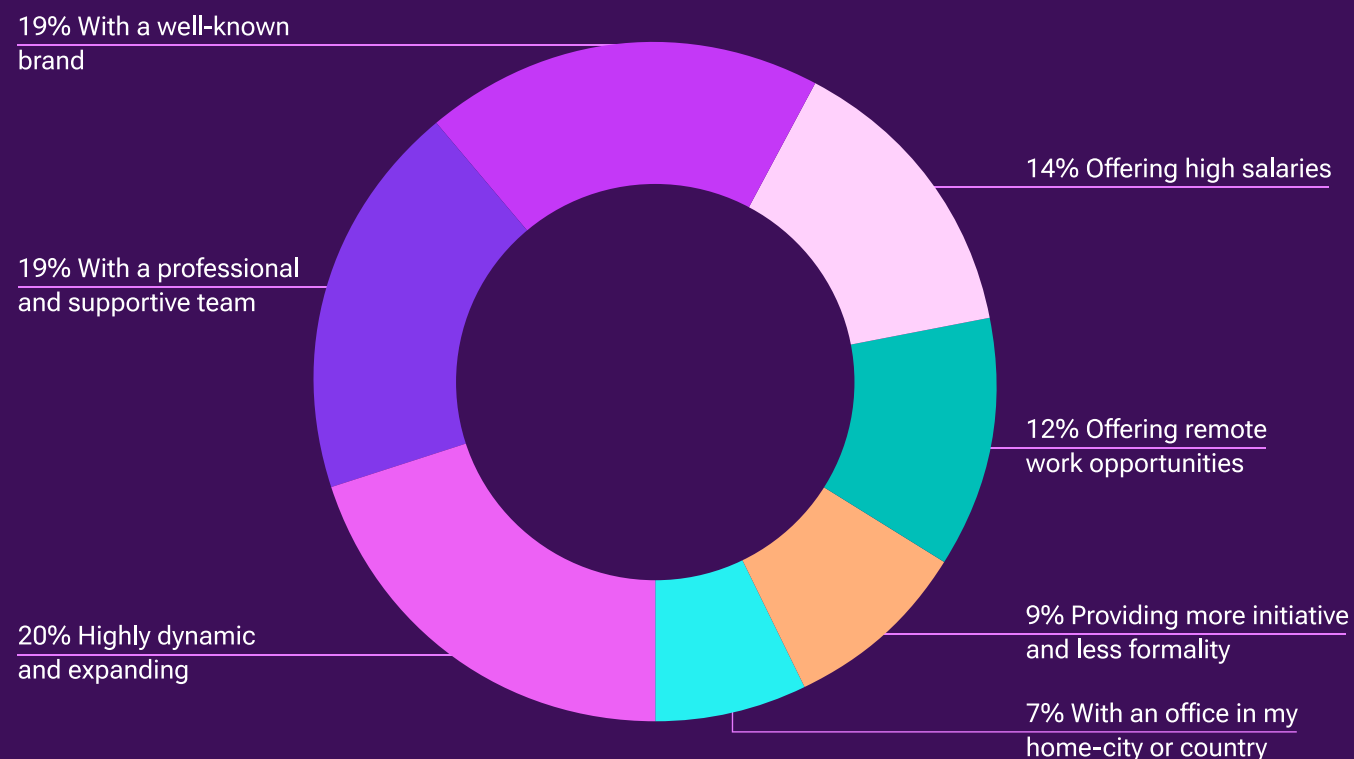


What Attracts Talent in 2025? The New Priorities



What Attracts Talent in 2025? The New Priorities

Most Attractive Factors for Employees



The drivers of talent attraction have evolved significantly over the past year. The most sought-after attribute in 2025 is working for a **“Highly dynamic and expanding company,”** selected by **20%** of respondents.

This represents a major shift from 2024's priorities. Last year's top factor — **“Professional, supportive team” (25%)** — has fallen to a joint second place with **19%**, tied with **“A well-known brand” (also 19%)**. Most strikingly, **“High salary,”** which was the second-most important factor in 2024 (19%), has dropped to **fourth place (14%)** in 2025. This indicates that while competitive pay remains a baseline requirement, it is no longer the primary differentiator for top talent.

What Attracts Talent in 2025? The New Priorities

Important notes: Why Dynamics and Growth Outweigh Salary

This change aligns with broader iGaming trends and generational shifts. The industry's reputation for rapid growth, technological innovation, and vast career opportunities directly matches the values of modern professionals, particularly Gen Z and millennials. These groups prioritize ambition, learning, and a sense of purpose — factors that a “dynamic and expanding” company can provide. Employees are increasingly motivated by the feeling of contributing to success and having a tangible impact on results, rather than just financial compensation.

So, for attracting the most valuable talent, companies should:

1. Tell Their Growth Story.

Prominently showcase the company's trajectory, vision, and market position during interviews with potential candidates.

2. Foster a Supportive Culture.

A professional and supportive team remains a critical hygiene factor; it's the baseline for retention.

3. Build a Strong Employer Brand.

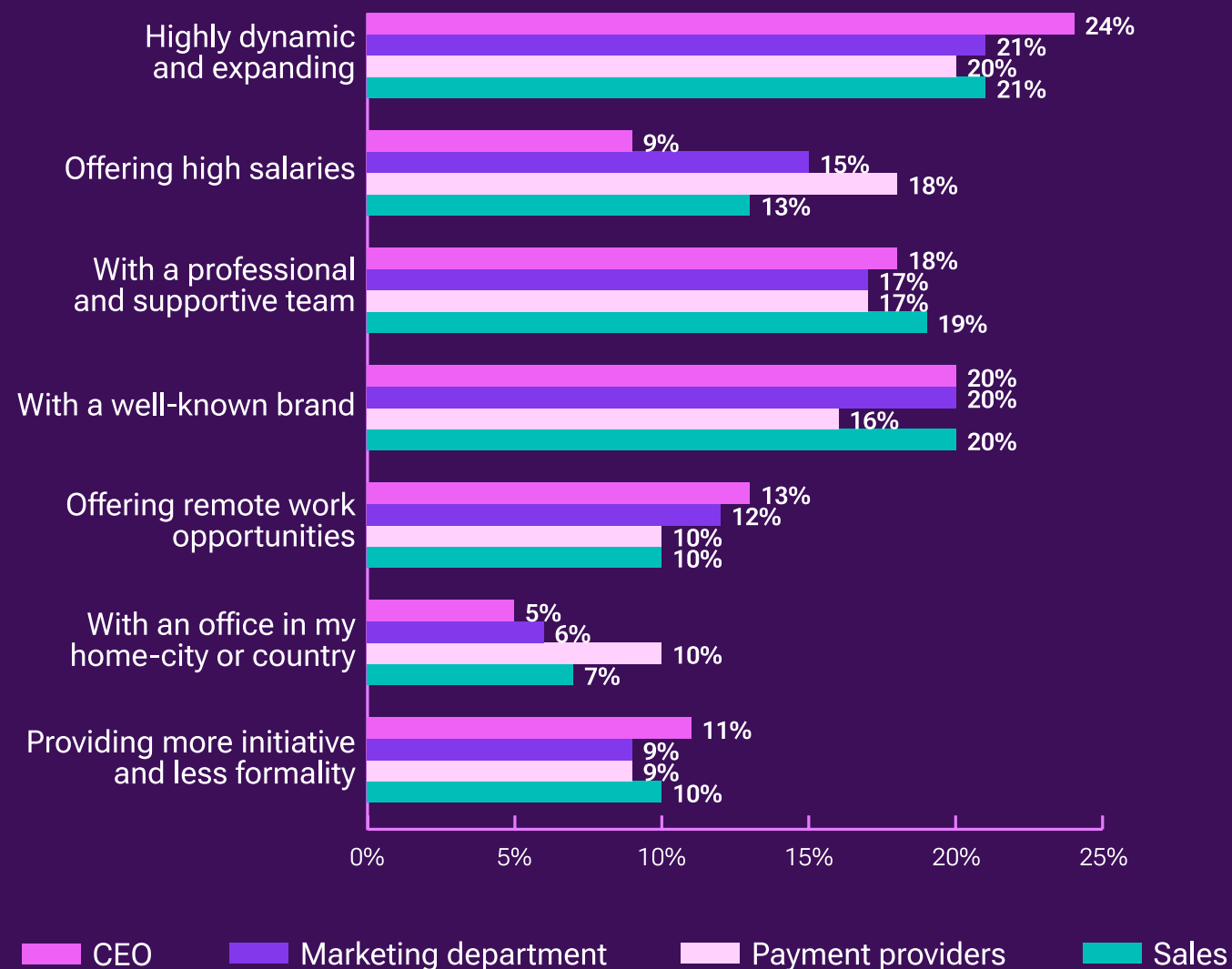
Invest in making your company a known and respected place to work.

4. Go Beyond Salary.

While offering competitive pay, emphasize non-monetary benefits: impact, responsibility, innovation, and career development opportunities.

What do Professionals in Different Departments Look for in a Company?

Important Factors for Different Groups



A surprising consensus has emerged across all departments: the primary attracting aspect for talent in 2025 is a **“Highly dynamic and expanding company.”** This unified preference highlights an ambitious, forward-thinking workforce in the industry that prioritizes growth, impact, and career progression within a competitive environment.

This shift has critical strategic implications. In a sector where success starts with effective hiring, companies that attract creative and proactive talent early gain a significant edge. To win these candidates, employers must now emphasize their bold vision and recent achievements during the recruitment process.

For CEOs, Marketers, and Sales: The second-most important factor is **“A well-known brand” (20%)**. This may indicate a maturing market where established players have an advantage in attracting talent, as a strong brand is easier to promote and sell.

What do Professionals in Different Departments Look for in a Company?

For Technical Specialists: The second choice is “**Offering high salaries,**” suggesting they feel their specialized skills are still undervalued and have room for higher compensation.

Last year’s leader, “**Professional, supportive team,**” now ranks third universally. This does not diminish its importance — it remains a critical baseline expectation. The change signifies that professionals now seek this supportive culture within a company that also offers dynamic growth and challenge.

The least important factor for all groups is “**A company with an office in my hometown.**” This confirms the industry's full adaptation to remote and global team structures, with top talent no longer limited by geographic convenience. People are no longer afraid of a digital workplace culture, even if teams are scattered across cities, countries, or continents.

Important notes: Building an Online-First Company

Remote work requires more structure, organization, and established rituals.

- **Clear processes:** Task tracking systems, transparent performance management, and well-defined protocols are essential.
- **Effective management:** Regular 1-on-1 meetings, team stand-ups, shared communication platforms, and well-organized knowledge bases. Employees need clarity on what to do and how to do it.
- **Trends:** Large companies (1,000+ employees) are bringing staff back to offices — it’s harder to monitor workflows in very large teams.

EvenBet Gaming prioritizes employees with remote work experience to minimize risks of performance drop-off.

Short Takeaways

The iGaming industry continues to grow, but we are already seeing signs of maturity, with many companies shifting their focus from conquering new markets to strengthening their presence in existing regions.

Marketing is Social-First, But Localized

To support this shift, businesses are reevaluating their marketing strategies, acknowledging that international marketing is a fast-evolving discipline requiring agility and awareness of emerging trends. Effective social media marketing is now the top priority globally. However, a uniform approach does not work — platform preferences and successful tactics vary significantly between regions like Europe and Asia, necessitating tailored localized strategies.

Competition and Regulation will Only Tighten

Despite challenges such as fragmented regulations and stricter advertising rules, competition remains fierce. For the third consecutive year, new companies continue to enter the market, undeterred by these hurdles.

Talent is Drawn to Growth, Not Just Pay

To attract the best talent, companies must emphasize their vision and growth trajectory. Top performers are motivated by ambition, dynamism, and opportunities for professional development. Highlighting achievements and future goals has become essential in recruitment.

Leadership is Grown, Not Bought

Looking externally for “miracle” hires is a short-term strategy. Long-term success depends on building internal pipelines and robust processes to cultivate leadership from within.

Expert's opinion



Leadership that compounds value

When I look at what truly creates value in this industry, it is not the next burst of distribution; it is the calibre of leadership multiplied across the organisation. The data in this report is frank about the gap. Demand for experienced leaders is outpacing supply, so the only resilient path is to grow more of them from within, on purpose, with structure.

I have learned this the hard way. Promoting on potential without the systems to support new managers only stores up problems. Scaling brings cultural drift, fuzzy accountabilities, and brittle communication. None of that fixes itself. It needs explicit design, routine practice, and leaders who are developed, not just appointed.

Retention has also moved up the agenda for good reason. People stay where they see fair progression, useful feedback, and a team that operates like adults. Perks help, but only when the basics are honest and predictable.

Purpose and expertise are not slogans. Purpose is the boundary that tells you what to pursue and not to pursue. Expertise is the repeatable way you deliver what you choose to pursue. In a market that prizes speed, I would argue that disciplined leadership is now the fastest route to durable value.



Kate Chambers,
Founder, The Gaming Boardroom, Independent Consultant

iGaming Future in 2026: Experts' Vision



iGaming Future in 2026: Experts' Vision

The iGaming industry is entering **a phase of severe market selection**, where only operators with **operational excellence, significant capital, and adaptability to fragmented regulatory landscapes** will survive. Competition is intensifying across all fronts: **marketing, operations, risk management, and financial resilience**. Those unable to meet these heightened demands will face project closures due to unsustainable unit economics.

1. The Major Challenge: Different Rules in Every Country

The world is no longer simply “regulated” or “offshore.” Now, there are dozens of countries, each with its own complicated rules. This creates three big problems:

- **Strict Compliance:** Rules for verifying players and checking their income are getting much tougher.
- **New Taxes:** Governments are adding taxes on revenue, which cuts deeply into profits.
- **Payment Bans:** Restrictions on popular payment methods (like credit cards or crypto) make it harder to accept deposits.

2. Operational Hurdles and Technology Gaps

As the industry focuses on live games and local markets, new challenges are emerging:

- **Live Casino Shortages:** Shortages of studios, dealers, and licensed content during peak times create supply-demand asymmetry. Live content is becoming a capital-intensive barrier.
- **Fighting Fraud:** Stopping cheaters and bots requires expensive, advanced AI systems.

- **Complex Payments:** Navigating international rules and offering local payment options adds more cost and complexity.

3. Marketing is More Expensive and Requires a New Approach

The era of cheap new players is over. Customer acquisition costs are rising due to:

- **Advertising limits** and bonus restrictions from regulators.
- **New limitations** on user tracking.
- General **market saturation**.

The focus is now shifting toward **keeping existing players happy** through better service, personalized offers, and smarter bonus management.

4. Financial Strength is a Key Advantage

With rising costs across the board, having significant financial resources and a highly efficient operation is critical. This means:

- **Optimizing processes** to reduce waste.
- **Investing in key technology** like fraud prevention and payments.
- Having the resilience to **withstand periods of lower profits**.

Only the Most Adaptable Will Thrive

Sustainable success will be achievable only for **large, well-prepared, and flexible companies**. The winners will be those that build a resilient business by successfully combining **scale, technology, strong partnerships, and the agility to adapt to new regulations quickly**.



Dmitry Starostenkov,
CEO, EvenBet Gaming

iGaming Future in 2026: Experts' Vision

Outcome-based regulation

Regulators are beginning to move away from prescriptive rules towards outcomes they can test in real time. Operators will be expected to demonstrate how harm prevention, fairness, and marketing accountability are working in practice, backed by data rather than policy documents. Those who design compliance into products and planning will adapt more quickly and avoid the cost of retrofitting later.

AI at scale with oversight

By 2026, AI will be embedded across daily operations, from risk monitoring to customer support and fraud detection. The real differentiator will not be the tools themselves but the governance that surrounds them, including model testing, inventories, and clear human oversight. Operators who set standards for their own systems and their suppliers will manage risk while still benefiting from efficiency gains.

First-party data and trust

As acquisition costs rise and privacy enforcement tightens, reliance on third-party channels will diminish. Growth will depend on first-party data, stronger product-led retention, and customer journeys built around speed and transparency. Trust will become the most reliable driver of market share, particularly when supported by fair payments and effective service.



Kate Chambers,
Founder, The Gaming Boardroom, Independent Consultant

AI isn't a feature; it may become an industrial reset. For a games supplier, the near term is pragmatic: design co-pilots that prototype, simulate, and balance 10–50x faster; automated QA; instant localisation and art variants. In Live Dealer, AI augments before it replaces, computer vision for quality control, dynamic scripting, and dealer assist, while fully virtual hosts face technical and psychological hurdles.

The deeper shift is who competes. Generative AI invites entrants from mobile F2P, adtech, streaming, sports analytics, web3, and fintech. They won't play by our rules: expect live-ops-as-a-service, AI-native RGSs, outcome-based pricing, continuously updated "living" games, and agent-driven distribution. That can replace today's title-pipeline economics.

Players may use their individual co-pilots during play, leading to new gaming patterns and exploiting vulnerabilities (play-to-earn-while-I-sleep).

Velocity matters, but quantity without fit is noise. Short term, AI lets us ship better proofs in hours or days, not weeks or months. Long term, it rewires who builds, how revenues are shared, and how content is operated.

Will we see operators fade out in 10 years, with players producing their own games on the blockchain? I don't know, but we definitely need to start thinking very differently when it comes to (Gen)AI.



Dr. Andreas Koeberl,
CEO, BetGames

iGaming Future in 2026: Experts' Vision

In 2026, the iGaming industry will fully mirror global consumer trends, transitioning from a product-centric to a player-centric model. Success will be defined by the ability to deliver hyper-personalized, predictive, and seamlessly integrated experiences. Operators who fail to adapt to these evolved expectations will face significant challenges in player acquisition and retention.

1. The Dominance of Micro-Engagement & Habit Formation

The pursuit of large jackpots will be overshadowed by the player's desire for continuous micro-achievements and recognized progress. We predict that operators will leverage **“streak economics,”** using daily and weekly micro-quests not just as engagement tools, but as the primary method for building habitual play and fostering a powerful, sustained sense of accomplishment.

2. Predictive Player Management: The End of Reactive Service

Reactive retention strategies will become obsolete. By 2026, **AI-driven Predictive Player Management (PPM)** will be standard. This is about **timing and intervention**. Advanced algorithms will forecast individual player churn risks and lifecycle stages, triggering proactive support messages, personalized incentives, and targeted offers before disengagement occurs, effectively creating a safety net that retains players automatically.

Also, there are two more specific trends I foresee.

1. Hyper-scaling variety of games

AI-Generated Art & Assets: Generative AI will drastically reduce the time and cost required to produce high-quality visual and audio content, enabling studios to rapidly prototype and launch a wider array of themes and narratives.

2. Player-as-Creator models

The ultimate expression of personalization will be the emergence of **on-demand game generation**. We anticipate the first successful launches of **“Casino Game Generators”** — platforms where players can act as creators.

This technology will allow a user to select a theme, adjust core mechanics (e.g., volatility, number of reels), and customize bonus features to generate their own unique slot machine in real-time.

This shifts the paradigm from **offering personalization to enabling player agency**, transforming the gaming experience from passive consumption to active creation and deeply blurring the line between player and designer.



Alexander Tamplon,
CTO, EvenBet Gaming

iGaming Future in 2026: Experts' Vision

Market Outlook: Growth, Competition, and Consolidation

The global iGaming market is projected to maintain its **strong double-digit growth rate**, solidifying its status as a highly attractive sector for investment. This appeal is driven by its exceptional potential for profitability and a relatively low barrier to entry compared to the substantial returns on investment (ROI) it can generate.

This growth will inevitably **intensify competition**. We anticipate an influx of new market entrants, including agile startups and established corporations seeking to diversify their portfolios or replicate proven business models in new regions.

Key Competitive Dynamics Shaping the Future:

1. Innovation as a Key Differentiator: Success will increasingly depend on the ability to innovate — from steady, incremental improvements to groundbreaking technological advancements. Adapting successful strategies from adjacent industries like fintech and social media will become a common tactic.

2. The Squeeze on Profitability: Bonuses, RTP, and Volatility: In the battle for player acquisition, newcomers will aggressively leverage enhanced bonuses, promotional offers, and higher Return-to-Player (RTP) rates, often coupled with increased volatility. This will squeeze profit margins across the board, forcing many operators to compete on price. Only large, trusted brands with established player loyalty will be insulated from this pressure and able to maintain profitability without engaging in a race to the bottom.

3. The Rise of Multi-Brand Portfolios: A growing number of companies will expand their offerings through vertical integration and the launch of multiple branded entities. This will lead to the

dominance of multi-brand, multi-product corporations designed to capture diverse audience segments and maximize market share.

4. Accelerated Market Consolidation (M&A): The trend of mergers and acquisitions (M&A) will accelerate. Larger, well-capitalized operators will seek to acquire innovative smaller studios and technology providers to rapidly integrate competitive advantages, new products, and specialized talent into their ecosystems.



Vasilii Chernyshov,
CCO, EvenBet Gaming

2026 promises to be a year of continued development of the industry in a few key directions, with some complexities to contend with:

- **Lucrative market growth in the US and emerging new markets**, coupled with tightening of regulations in some. Geographical and product diversification remains critical, as is catering to the demand for new game types and formats;
- **New demographics of players** are expected to be added, both geographically and in terms of more intermittent patterns of play;
- **Continued use of AI technology**, with iGaming being at the forefront of innovation in this space;
- **Playing on the go** (mobile devices) will continue to increase in proportion to the static desktop sessions. Advertising, player engagement and retention need to continue to evolve with tendencies for shorter user engagement windows, reinforced by modern-day social media patterns



Nikita Akulov,
Chief Customer Officer, EvenBet Gaming

iGaming Future in 2026: Experts' Vision

Key iGaming HR & Talent Trends for 2026

1. Retention Through DEI and Well-being

Generation Z now constitutes a significant portion of the workforce. For them, a strong company culture, genuine diversity, and an inclusive atmosphere are not mere perks but **basic conditions for employment**. Companies that overlook this reality risk damaging their brand reputation and losing top talent.

Employee well-being is also becoming a critical retention tool. Initiatives such as **psychological support, flexible schedules, and comprehensive wellness packages** are increasingly effective in reducing burnout and making employees feel valued. These elements have shifted from being “nice-to-have” benefits to core components of the Employee Value Proposition (EVP) and are key to reducing turnover.

2. Reskilling as a Strategic Imperative

The iGaming industry is rapidly evolving, with advancements in AI, blockchain, and shifting regulations creating demand for new skill sets. Rather than exclusively hiring externally, forward-thinking companies are investing in **reskilling programs** to train existing employees in high-demand areas like data analytics, AI, and cryptocurrency compliance.

This strategy is particularly valuable for retaining mid- and senior-level professionals seeking growth. It not only reduces recruitment costs but also significantly boosts employee loyalty and ensures critical roles are filled with trusted talent.

3. Focused Hiring Trends

- **Compliance Experts:** As regulations tighten globally, demand

for compliance specialists is surging. Companies now seek to embed compliance expertise into all business processes — from marketing and product development to payments.

- **Operational Roles & Team Leads:** For positions requiring niche expertise (e.g., affiliate management, player retention), candidates with direct iGaming experience remain the priority.
- **C-Level Executives:** To inject innovation and fresh perspectives, there is a growing trend of recruiting C-suite leaders from adjacent industries like fintech and game development.

4. Employee Confidence in Their Value

Global economic and geopolitical crises over the past five years have fostered a more resilient and confident workforce. Employees are acutely aware of their value, are less fearful of job loss, and are more vocal in demanding professional growth and development.

For HR, this signifies a pivotal shift: sustainable motivation must now be built on a foundation of **challenging work, clear opportunities for advancement, and consistent recognition** — not on the fear of dismissal.

5. The Refined Hybrid Work Model

The era of full remote work is gradually evolving. Larger companies are now adopting structured **hybrid models** that balance employee flexibility with organizational need for collaboration and cohesion. Concurrently, companies are implementing more sophisticated performance evaluation methods, utilizing **precise KPIs, AI-driven analytics, and contribution-based metrics** to ensure productivity and fairness in this new environment.



Daria Fot,
HRD, EvenBet Gaming

iGaming Future in 2026: Experts' Vision

Beyond the Demographic: Why Chasing Generations is a Failed Marketing Strategy

The biggest mistake brands make with Gen Z is reducing them to a channel, a slang, or a dance move. Gen Z isn't a TikTok trend — they're people with diverse interests, contradictions, and cross-platform behaviors. Treating them as a monolith leads to gimmicky campaigns that backfire ("How do you do, fellow kids?" syndrome).

What works isn't "acting Gen Z," but respecting their time and attention with content that feels native, relevant, and solves a real problem. Instead of asking "How do we get Gen Z on TikTok?", the smarter question is: **"Why would anyone care about this from us?"**

Good marketing doesn't chase demographics — it earns attention by creating value. Stop dressing giraffes in tennis shoes. Start making content that actually fits the court.

And this applies far beyond Gen Z. Boomers share Reels on WhatsApp, Millennials dive into long-form on YouTube, Gen Z hops between Discord, Reddit, and TikTok. Tomorrow it will be Alpha with their own hybrid media habits. The pattern is clear: audiences are fragmenting, platforms are multiplying, and no generation can be captured by a single channel anymore.

The future of media isn't about chasing the next demographic label — it's about **understanding why people are there**, what they're looking for in that moment, and how brands can earn the right to be part of it.

For those building products in B2B, this perspective is even more critical. You need to know who your client is and how to work with them — but **also who your client's customer will be, so you can design a product that supports both**. That means **finding touchpoints with every generation**, being flexible, evolving, and adapting.

Both communication and product must move toward **visuality, adaptive design, and formats that reflect desires, moods, styles of self-expression, and authenticity**. At the same time, they must account for the behavioral patterns of different generations consuming that content. This is where the generational distinctions truly matter — not as a label, but as a lens for understanding how people engage, share, and connect.



Alexandra Voronetskaya,
CMO, EvenBet Gaming

iGaming Future in 2026: Experts' Vision

The Future of Customer Success: Retention, Data, and Partnership

In 2026, the core of customer success will pivot decisively from acquisition to **retention and growth**. This shift will be powered by a deep, analytical understanding of our customers' businesses, allowing us to proactively identify their needs and address potential challenges before they impact their operations.

At EvenBet Gaming, we will lead this transition by not only providing a platform but by becoming true partners. We will extend our value by **sharing our deep expertise** in running a successful poker room, equipping our customers with the insights and strategies they need to thrive in a competitive market.

Our commitment is to build trust and foster loyalty through **radical transparency** — providing clear, precise, and verifiable information about our products, performance, and roadmap.

Furthermore, we recognize that technology serves to enhance, not replace, human connection. While AI will handle routine queries and provide data-driven insights, we will maintain **a crucial balance with direct human interaction**. Our B2B customers value and expect the personal touch and strategic counsel that only our experienced team can provide.

This combination of **data-driven partnership, transparent communication, and balanced high-tech/high-touch support** defines the future of customer success at EvenBet Gaming.



Ekaterina Nebogina,
Head of Customer Success, EvenBet Gaming



Challenges:

Human Resources faces a complex set of challenges in today's evolving work environment. One major issue is managing the differing expectations of a multigenerational workforce — Baby Boomers, Gen X, Millennials, and Gen Z — each with unique preferences around communication, leadership, and engagement. Traditional, one-size-fits-all HR strategies are no longer effective, requiring more personalised and flexible approaches. The shift to hybrid and remote work models further complicates performance measurement, pushing organisations to focus more on outcomes than hours. At the same time, the growing use of automation and AI in HR processes brings efficiency but raises concerns about losing the human element. We're seeing a different world where priorities have shifted from salary-centric to flexible hours and work life balance, adding new nuance to retention strategies.

Trends:

There is a strong and ongoing emphasis on creating inclusive and equitable workplace cultures, with diversity initiatives becoming core strategic priorities. Organisations are also investing heavily in learning and development, focusing on upskilling employees and building leadership capabilities to navigate constant change. Mental health and overall employee wellbeing have taken centre stage, with companies launching more robust support programs and promoting psychological safety. As a business pillar, HR is evolving into a more ethical and trustworthy function, particularly as companies navigate global operations and the responsible use of employee data and AI-driven tools.



Aarti Carl,
VP of Human Resources, Eeze



B2B Poker & Card Games Provider



Even Better Poker Software for
Turnkey, White Label, and API
Solutions.



Texas Hold'em



Omaha



Stud



Draw



Chinese Poker



Turkish Poker



Telesina



Rummy



Teen Patti



Badugi



Big 2



Call Break

Even Better B2B Partner



Contact Us

evenbetgaming.com

Sales & General Inquires
sales@evenbetgaming.com

PR & Marketing
pr@evenbetgaming.com

