

# Introducing Live Dealer

**Dan Phillips** of **Chartwell** talks to *eGaming Review* about the highlights of 2010 and the future of live casino



**Dan Phillips**, chief executive officer of Chartwell Games (International), was appointed CEO in March 2010 and his role at Chartwell has him overseeing operations, business development, sales and expanded client services and operations. Phillips has over 15 years on and off-line experience in the industry having previously held the role of ecommerce gaming director for the Gala Coral Group.

**eGaming Review (eGR):** As a relatively new CEO, what changes have you instigated at Chartwell? What were the main highlights of 2010?

**Daniel Phillips (DP):** I joined Chartwell in August 2009 with a view to adding an operational focus to the business. In March 2010 I was promoted to CEO of the international business. Across both roles I have moved the company to think like an operator. Previously we had spread our people across multiple areas and we have now actively focused this to our core casino business. This has seen instant results in product, platform and sales increases in quality and volume. By eliminating distractions, we were able to refocus the business and as a result have had four high-quality releases this year of over 20 new games, taking the portfolio to more than 100. All the content is of a high standard, and includes a mix of internal, external, branded and premium content; every game is different with a new maths model, so no re-skins. A major success this year was the launch of Novomatic games, including leading titles such as Book of Ra and Reel King. We have also focused on our infrastructure hubs and can serve and manage content from Malta or Alderney. In addition, we can also serve locally to our clients

within their own infrastructure, wherever they happen to be. In 2011, we are looking to expand into Italy, Belgium and other markets as required, and we will be where our clients need us to be. On the sales side of the business, we have had multiple new operators sign in recent months, with more to be announced soon.

**eGR:** What factors make Chartwell unique in the online casino market?

**DP:** We only focus on casino and offer games which not only look good, but also play well. Each is 'sticky' with unique features and advanced maths models. We do a lot of market research such as our independent panel of players, and as a result we believe our games have, and are proven to, generate more lifetime value. Our top clients have renewed multiple times, and we see from their league tables that our games perform well in the market. Furthermore, we are only B2B, so we do not compete with anyone that we work with. Our clients place value on having a partner who is going to support them and not compete with them. We also offer free consulting services around product promotion and positioning, with an emphasis on increasing lifetime values and cross-sell activity. In the last twelve months we have had four separate releases, we told the market we would release one every quarter, and we have achieved this. It is important to prove to be reliable and our clients need to know when they will get new content. The Chartwell games platform (CGP) also has the ability to integrate content from anyone else. If a client has our products but also wants games from another provider we can integrate them through our back-end and into a single wallet scenario. In essence, it is the last integration they will ever need.

**eGR:** Why has Chartwell partnered with Ho Gaming on its live casino product?

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– Dan Phillips

**DP:** For Chartwell to position itself as a leading casino supplier, it needs to have all bases covered. Live dealer was an area we looked at and identified as not only a gap in our portfolio, but also a gap in the market. There are already a few live dealer solutions out there, however we feel they need to be challenged with what we believe is a superior product. We were aware of Ho Gaming, who have been operating live dealer products in Asia for a number of years, have pioneered the technology and offer leading game play features. Live dealer was born in Asia, mainly because the Asian players did not really trust RNG; they trust instead in what they can see. Ho Gaming developed this product as a result of this, and today it is the best in the market. They were courted by a number of our competitors so it was a real coup for Chartwell to get this deal.

Live Dealer does not cannibalise revenue but assists in retaining customers and is a great VIP tool. High rollers relate well to the dealer service and features. Low staking players also relate well to the experience keeping them in the 'walled garden' should they have a bad run of luck on the RNG product. The product itself is unique in that it is Mac compatible, it is also a flash product, so no downloading or firewall issues to contend with. The product is licensed in the Isle of Man, but can also be licensed from other jurisdictions. It has a flexible set-up with dealers from multiple backgrounds. From a technical perspective, it is streamed from hubs around the world offering a high-quality video stream for people who have bandwidth as low as 256k. It offers all the standard games plus Asian variables. It is also served from a real casino, rather than a studio, which maintains the air of credibility. There are 'play for fun' options which offer a good entry point for new players. It also offers multiple table options, making it easy to get a seat. The product also stands out due to the significant development road map, and will have 'Bet Behind' for Blackjack live shortly which will allow for unlimited players, reducing the need for private tables and, as a result, cost to the operator.

**eGR:** How engaged are operators with the casino vertical? What particular attraction does live casino hold for operators?

**DP:** Casino is very important to all operators with 25-50% of total revenue typically being generated from it and will be the buzz for 2011. Live Dealer attracts and retains players better than other products due to its interactivity, and as a result typically doubles a player's lifetime value.

**eGR:** To what extent does live casino attract different players than an instant random number generator (RNG) casino?



ACTUAL CASINO IMAGE MAY NOT BE AS SHOWN



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**DP:** It certainly attracts a different market; there is a large gambling audience out there who have never placed a bet online because they do not trust RNG. If they can physically see what is going on then this establishes trust. From that perspective it will bring a flood of new players to the market, which means new money, not recycled.

**eGR:** Apart from live casino, what else will Chartwell be promoting at the ICE show in London?

**DP:** We are launching a new booth and website; in addition we will be premiering our latest release including multiple new games each with unique features. Come and see us, Live Dealer and all our products for yourself at stand #5420 ☘



# IT'S THE REAL DEAL.

Give your players the ultimate online casino experience with Chartwell's **Live Dealer** product. In our exclusive partnership with the experts at HoGaming, you can bet on having unparalleled video quality, highly trained professional dealers, and superior game features – just like the real deal.

**Live Dealer** is part of Chartwell's extensive online casino portfolio – all powered by the Chartwell Games Platform.

Find out why we're considered the most flexible supplier in the industry.  
Contact us today: [LiveDealer@chartwellgames.com](mailto:LiveDealer@chartwellgames.com)

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Beyond The Game  
[www.chartwellgames.com](http://www.chartwellgames.com)