



# A Well Charted Course

Following Chartwell Games' deal with Ho Gaming that will see the European distribution of its live gaming software, **CEO, Dan Philips**, gives iGaming Business his verdict on...



## ...the technical challenges behind building live gaming software

Like any technology, there are challenges. The main hurdles that a live dealer product needs to address are all attributable to the player experience and making it as 'real life' as possible. Any under-performance in these areas destabilises the purpose of live dealer which is to bring a real casino into your home. The key specific technical challenges to getting it right are video quality, constant streaming and game syncing. You must have a good quality video feed at low bit rates in order to be able to serve the content in different bandwidth environments (covering the lowest broadband connection speeds). This allows the game play to sync to the player's action every time which is a feature that Ho Gaming delivers on. As a result of this technology, Ho is able to stream perfect quality feeds at three times the resolution frame rate than competitors which, in effect, is TV quality viewing.

## Expertise Vs new technology: license what you can't build?

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 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 that Ho Gaming has been operating live dealer products in Asia for a number of years, and has pioneered the technology, and offer leading game play features. Live dealer was born in Asia, mainly because the Asian players didn't 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. We could have developed this product ourselves, however, the pedigree of Ho, plus our expertise in RNG are an ideal partnership which also allows us to continue our focus on market leading games for our customers.

## What licensing partnerships such as this say to operators

The benefits are straightforward and the combination of Chartwell's heritage, RNG product and client base in Europe is a perfect complement to Ho Gaming's 'best of breed' live dealer product and Asian player base. Together, we are the leading casino supplier with a mix of products, integration/platform options and flexible commercial models that are second to none. These elements make up our core message to the market and we will be leading with this at stand #5420 at ICE in January.

## Europe as fertile ground for live products

Casino is an important vertical for any operator and live dealer by dint of the social interaction element typically increases lifetime values (LTVs) by 15 to 20 percent. HO's advanced betting, game play, streaming and community features will increase this further. In addition, live dealer doesn't cannibalise revenue but assists in acquiring, retaining and cross-selling players. It is a great VIP tool as high rollers relate well to the dealer service and features. Low staking players also relate well to the experience and see it as a complement to the RNG product. There is also a large gambling audience 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 that trust. From this perspective, it will bring a flood

of new players to the market – so new money, not recycled. If you tie these points to the fact that the market only has a limited selection of live dealer offerings, then the Ho Gaming product is perfectly positioned to offer operators and their players a fresh experience which is crucial when it comes to maximising CPAs, revenue extraction and retention. These are all points high up on the 'must do' list of every European operator.

## How operators can best integrate live gaming solutions into their existing frameworks

This is straightforward. The product is integrated into our Cyberboss backend system. This means that we can simply switch it on for existing clients. For new clients, an integration with our system or to their parent system (e.g. Sportsbook) is a quick process and we have these projects down to a few short weeks. Ho Gaming manages the live dealer infrastructure as well as the multiple streaming hubs around the world which ensure a seamless viewing experience even at the lowest broadband speeds. In terms of licensed jurisdictions, Ho Gaming is licensed in the Isle of Man, however, Chartwell has licenses in the key hubs in Europe so we can serve the content to any major/reputable operation.

## Embracing the live Gaming future – just how woven into the fabric of the iGaming offering will live products become?

Live Dealer complements RNG and is a natural extension of the online casino experience. It will assist driving retail players online whilst increasing LTVs of existing players and cross-sell from core products. In short, products like Ho Gaming offer the credibility and experience to make this the next 'big thing'. ■