EGR

OPERATOR AWARDS 2018

REWARDING EXCELLENCE
IN EGAMING

POST-EVENT REVIEW

25th October 2018

Grosvenor House, Park Lane, London



EGR
OPERATOR
AWARDS 2018

WELCOME

The **EGR Operator Awards** is always one of the most prestigious nights in what is an increasingly busy online gambling events calendar. And based on the feedback we've received so far, this year certainly didn't disappoint.

More than 800 people attended this year's ceremony at Grosvenor House in London, and a cursory glance at the **calibre of the companies** in the audience is a testament to just how important the Awards are to the industry.

As I highlighted in my speech, the **transparency and integrity** of the Awards was a particular area of focus for the EGR team this year. With this in mind, we provided more feedback than ever before and significantly increased the number of independent judges on the panel. We also **partnered with accountancy firm Deloitte** who adjudicated the Awards for the first time to ensure the process was fair and the winners chosen correctly.

EGR would like to thank all of our sponsors. It's only because of your continued support that we are able to put on such a glamorous event every year.

And finally, congratulations to all of the winners. We look forward to welcoming you all to next year's EGR Operator Awards.

Andy Roocroft
Group head of content
EGR Global







OUR HOST

"*Brilliant, thought-provoking and laugh out loud funny*" – Time Out

Keith Farnan has performed his unique brand of stand up comedy on TV shows around the world, including Michael McIntyre's Comedy Roadshow, Montreal's Just for Laughs and Showtime's Live from Amsterdam with some of the world's best comedians. He's also adapted his own comedy documentary for RTE, Money, Money, Money: Keith Farnan versus the Economy and appeared on Holland's highest rated comedy show, The Comedy Factory.

His shows have been critically acclaimed as a powerful mix of the personal and the political and have sold out their runs at the major comedy festivals in the UK as well as the Soho Theatre and Royal Festival Hall in London. He is a regular contributor on radio shows such as BBC Radio 4's Loose Ends and BBC Scotland's The Guessing Game with Clive Anderson as well as Colin Murphy's Great Unanswered Questions for BBCNI.

"Artful, satirical with a lightness of touch and a hefty helping of roguish Celtic charm"
The Sunday Times

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AWARDS & WINNERS

CATEGORY	WINNER	SPONSORED BY
Casino affiliate	Gambling.com Group	GoWild
Sports affiliate	Skores	
Affiliate programme	LeoVegas	
Horse race betting operator	Paddy Power Betfair	Racing Post
Social operator	KamaGames	Playtech
eSports operator	Pinnacle	paysafecard
Fantasy sports operator	Boom Fantasy	
Customer services operator	Betsson Group	Betconstruct
In-house product	BetVictor	
Mobile bingo product	Jackpotjoy Group	
Mobile casino product	Rank Group	Play'n GO
Mobile sports product	bet365	SG Digital
Football betting operator	Paddy Power Betfair	Betradar
In-play sports operator	Sky Betting & Gaming	SBTech
Marketing campaign	tombola	ELKStudios
Slots operator	William Hill	Yggdrasil Gaming

CATEGORY	WINNER	SPONSORED BY
Lottery operator	Lottoland	Gibtelecom
Employer of the year	Sky Betting & Gaming	
Rising star	SuprNation	Red Tiger
Poker operator	partypoker (GVC)	Rockolo, A Gibtelecom Group Company
Bingo operator	tombola	Microgaming
Sports betting operator	bet365	betgenius
Casino operator	GVC Holdings	Pragmatic Play
Mobile operator	William Hill	EML Payments
Affiliate of the year	Gambling.com Group	
Socially reponsible operator	Sky Betting & Gaming	Quickspin
Game of the year	Evolution Gaming	
Operator of the year	GVC Holdings	NetEnt





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Firms in Attendance

- 1x2Network
- Alexem Services Ltd.
- Annexio
- Aspire Global
- BDO
- bet365
- BetConstruct
- Betgenius
- Betradar
- Betspawn
- Betsson
- Better Collective
- BetVictor
- BGO
- Casino Calzone
- Casumo
- Colossus Bets
- Continent 8
- Danske Spil
- Deloitte
- EGO
- Eilers & Krejcik Gaming
- ELK Studios
- Evolution Gaming
- Feefo
- Forza Football
- Gambling.com Group
- Gamblingconsultant.co.uk Ltd
- Game Lounge
- Gamesys
- Gaming Realms
- Global Gaming
- Goodbody Capital Markets
- GoWild
- GVC
- Heathmont
- Hero Gaming
- iGaming Ideas
- Jackpotjoy Group
- KamaGames
- Kambi
- Kemp Little LLP
- Kindred
- Ladbrokes
- LeoVegas
- Little Star Media
- London Audit Group
- Lottoland
- Mansion
- Metal Casino
- Microgaming
- Mishcon de Reya LLP
- Mr Green
- Nektan
- NetENT
- Numis
- Odgers Berndtson
- Omnia Casino
- Paddy Power Betfair
- paysafecard
- Pinnacle
- Play'n GO
- Playtech
- Pragmatic Play
- Quickspin
- Racing Post
- Raketech
- RB Capital
- Red Tiger
- Rockolo
- SBTech
- SG Digital
- Skores
- Sky Betting & Gaming
- Soft2Bet
- SuprNation
- Tangelo Games
- The Stars Group
- tombola
- Wiggin LLP
- William Hill
- Win Technologies
- Yggdrasil Gaming
- ZEAL

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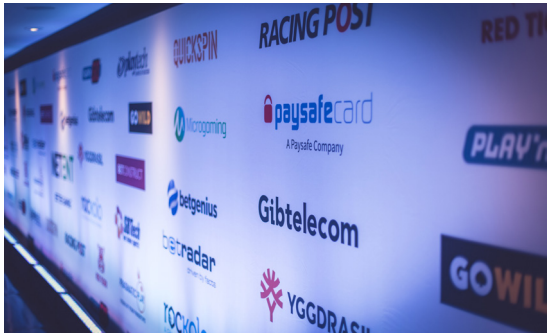
To see all the photos from the awards click here







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JUDGING PROCESS

EGR's team of **independent, external judges** is updated each year and is selected to bring a **diverse range of in-depth egaming expertise** to the judging process. All judges are required to sign a disclaimer form to keep all submitted information and the winners confidential, and are obliged to declare that they have **no conflicts of interest** prior to judging.

The full list of judges was **published after the judging process had been completed** so that there was no attempt to influence the judges as this would have resulted in disqualification from the awards.

EGR does not contribute or have a vote within this process.

ADJUDICATORS

This year's EGR Operator Awards' voting process was **officiated by accountancy giant Deloitte**. This marks the first time the Awards have been adjudicated by a third-party and is part of EGR's pledge to make the judging process the most stringent and transparent in the industry.

Deloitte.

HEADLINE JUDGES



Alun Bowden
Senior consultant,
Eilers & Krejcik Gaming



Mark Jordan
Partner,
PwC



Russell Mifsud
Associate director,
KPMG



Kieran Storan
Partner,
BDO



Richard Stuber
Director,
Numis



Ed Young
Equity research analyst,
Morgan Stanley

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JUDGES



Simon Bernholt, Partner, **Wiggin**



Susan Biddle Commercial technology consultant, **Kemp Little**



Gemma Boore, Associate, **Mishcon De Reya**



Andrew Bulloss Partner, Head of Global Gaming Practice, **Odgers Berndtson**



Andrew Burnett Partner, **Burlywood Capital**



Daniel Burns, Director, **Carbon Group**



Ollie Chinneck Partner, **BDO**



Steve Donoughue Gambling consultant, **Gambling consultant.co.uk**



George Fleet Managing dairector, **Houlihan Lokey**



Chris Harrison Industry head, **Google**



Ramy Ibrahim Managing director, **Moelis & Company**



Ivor Jones Equity analyst, **Peel Hunt**



Gavin Kelleher, Equity analyst, **Goodbody**



Harry Lang Brand and marketing consultant, **Brand Architects**



Paul Leyland Partner, **Regulus Partners**



Kristoffer Lindstrom Equity analyst, **Redeye**



Sandford Louden Vice president, **Oakvale Capital**



Peter Marcus Director & principle consultant, **Rock Consultant/ The Marcon**



Peter Murray Consultant, **Alexem Services**



Andrew Reader, Director, **Velo Partners**



Ben Robinson Director, **RB Capital**



David Sargeant Founder and innovation consultant, **iGaming Ideas**



Christina Thakor-Rankin, Principal consultant, **1710 Gaming**

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Dinner sponsor:

Microgaming



Blimp & after party drinks sponsor:

RED TIGER



Live streaming sponsor:

PRAGMATIC PLAY
Vegas at your fingertips



Winner's interview sponsor:

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RACING POST
rockolo A Gibtelecom Group Company
SBTech we know sports
YGGDRASIL

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At this year's EGR Operator Awards we had the pleasure of announcing our first ever live streaming and social media Awards partner: Pragmatic Play. The ceremony was live streamed on all of EGR's and our partner's social media channels.

#EGROperatorAwards ***#EGRPartneringPragmaticPlay***

EGR OPERATOR AWARDS 2018

PRAGMATIC PLAY
Vegas at your fingertips

Live streaming and social media partner

EGR Operator Awards 2018 in Numbers

320 entries

116 companies in attendance

29 judges

800+ attendees

28 awards









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WINNERS

Casino affiliate

Winner: Gambling.com Group



Shortlist:

Better Collective, Gambling.com Group, Game Lounge, Little Star Media, Raketech

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GOWILD

Sports affiliate

Winner: Skores



Shortlist:

Better Collective, Forza Football, Racing Post, Raketech, Rekatochklart.com, Skores, Sportsgambler.com

Affiliate programme

Winner: LeoVegas



Shortlist:

Alea Affiliates, Betsson Group, BGO, Bright Affiliates, EGO, Excel Affiliates, Kindred Group, LeoVegas, Mr Green Ltd, Soft2Bet

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WINNERS

Horse race betting operator

Winner: Paddy Power Betfair



Shortlist:

Ladbrokes (GVC Holdings), Paddy Power Betfair, RaceBets (Betsson Group), Sky Betting & Gaming

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RACING POST

Social operator

Winner: KamaGames



Shortlist:

FlowPlay, KamaGames, Tangelo Games

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eSports operator

Winner: Pinnacle



Shortlist:

Betsocial, Betspawn, Betway, Danske Spil, Pinnacle

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WINNERS

Mobile bingo product

Winner: Jackpotjoy Group



Shortlist:

Heart Bingo, Jackpotjoy Group, Rank Group

Mobile casino product

Winner: Rank Group



Shortlist:

Kindred Group, Mr Green Ltd, Rank Group, Rush Street Interactive, William Hill

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PLAY'n GO®

Mobile sports product

Winner: bet385



Shortlist:

10Bet, bet365, Danske Spil

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WINNERS

Fantasy sports operator

Winner: Boom Fantasy



Shortlist:

VBet, Danske Spil, Boom Fantasy

Customer services operator

Winner: Betsson Group



Shortlist:

GoWild Gaming, BGO, William Hill, LeoVegas, tombola, Betsson Group, Casumo, Hero Gaming, Kindred Group, Mansion

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BETCONSTRUCT

In-house product

Winner: BetVictor



Shortlist:

GoWild Gaming, Lottoland, BetVictor, Virgin Games (Gamesys), Metal Casino, MRG Group, William Hill, BetBright, Betway, ZEAL Group

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WINNERS

Football betting operator

Winner: Paddy Power Betfair



Shortlist:

10Bet, Coral (GVC Holdings), Kindred Group, LeoVegas, Mr Green Ltd, Novibet, Paddy Power Betfair, Sky Betting & Gaming, William Hill

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betradar
driven by facts

In-play sports operator

Winner: Sky Betting & Gaming



Shortlist:

10Bet, bet365, Karamba Sports (Aspire Global), Kindred Group, LeoVegas, Mr Green Ltd, Sky Betting & Gaming

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SBTech
we know sports

Marketing campaign

Winner: tombola



Shortlist:

Bethard, BetVictor, BGO, bwin (GVC Holdings), Lottoland, Ninja Casino (Global Gaming), Paddy Power Betfair, Sky Betting & Gaming, tombola, William Hill

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WINNERS

Slots operator

Winner: William Hill



Shortlist:

ALEA, Kindred Group, Metal Casino, Nektan, Karamba Casino (Aspire Global), Mr Green Betsson Group, William Hill, Paddy Power Betfair, Videoslots

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YGGDRASIL

Lottery operator

Winner: Lottoland



Shortlist:

Lottoland, Annexio, ZEAL Group

Employer of the year

Winner: Sky Betting & Gaming



Shortlist:

Lottoland, LeoVegas, Bethard Group, Aspire Global, Hero Gaming, MRG Group, Sky Betting & Gaming

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WINNERS

Sports betting operator

Winner: bet365



Shortlist:

10Bet, bet365, Kindred Group, LeoVegas, Sky Betting & Gaming, The Stars Group, William Hill

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betgenius

Casino operator

Winner: GVC Holdings



Shortlist:

888, GVC Holdings, Kindred Group, LeoVegas, Mansion, Mr Green Ltd, PlayOJO, Sky Betting & Gaming, The Stars Group, Virgin Games

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PRAGMATIC PLAY

Vegas at your fingertips

Mobile operator

Winner: William Hill



Shortlist:

Genesis Global, LeoVegas, Paddy Power Betfair, Sky Betting & Gaming, VBET, William Hill

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EMI

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WINNERS

Rising star

Winner: SuprNation



Shortlist:

bet.pt, Bethard Group, Betzest, Casino Calzone, ESC Online, Goliath Casino, Omnia Casino, ShadowBet, Sportsbet.io, SuprNation

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RED TIGER

Poker operator

Winner: partypoker (GVC Holdings)



Shortlist:

Kindred Group, partypoker (GVC Holdings), The Stars Group

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rockolo
A Gibtelecom Group Company

Bingo operator

Winner: tombola



Shortlist:

Gala Bingo (GVC Holdings), Heart Bingo, Jackpotjoy Group, Kindred Group, tombola, Wink Bingo (888 Holdings)

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Microgaming

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WINNERS

Affiliate of the year

Winner: Gambling.com Group



Shortlist:

Better Collective, CasinoGrounds, Gambling.com Group, Game Lounge, Little Star Media, NoWagering, Racing Post, Raketech, Rekatochklart.com, Skores

Socially responsible operator

Winner: Sky Betting & Gaming



Shortlist:

Betsson Group, Casumo, Global Gaming, Kindred Group, LeoVegas, Mr Green Ltd, PlayOJO, Rank Group, Sky Betting & Gaming, tombola

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QUICKSPIN

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WINNERS

Game of the year shortlist

- ELK Studios - *Wild Seas*
- Evolution Gaming - *Lightning Roulette*
- NetEnt - *Jumanji*
- Play'n GO - *Sweet Alchemy*
- Pragmatic Play - *Wolf Gold*
- Quickspin - *Eastern Emeralds*
- Realistic Games - *Black Ice*
- Red Tiger Gaming - *Laser Fruit*
- SG Digital - *Rainbow Riches Drops of Gold*
- Slingo Originals (Gaming Realms) - *Slingo Rainbow Riches*
- Yggdrasil Gaming - *Vikings Go To Hell*

Game of the year

Winner: Evolution Gaming



Shortlisted companies were eligible to vote for the winner of Game of the Year. Only one vote per company is allowed and the first vote per company is considered. The Game of the Year winner was announced at the EGR Operator Awards ceremony.

Operator of the year

Winner: GVC Holdings



Shortlist:

bet365, BetVictor, GVC Holdings, Kindred Group, LeoVegas, Lottoland, Mr Green Ltd, Sky Betting & Gaming, The Stars Group, William Hill

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SUMMITS

Jan	Malta	EGR Online Gambling Briefing - The Nordics
Feb	UK	EGR Data Briefing
Apr	US	EGR North America East Coast Briefing
May	Spain	EGR Power 50 Summit
May	Spain	EGR Power Affiliates
May	Czech Republic	EGR Online Gambling Briefing – Central and Eastern Europe
Jun	Portugal	EGR Online Gambling Briefing - Portugal
Jun	US	EGR North America Central Briefing
Sept	US	EGR US Power Summit
Oct	Italy	EGR Online Gambling Briefing - Italy

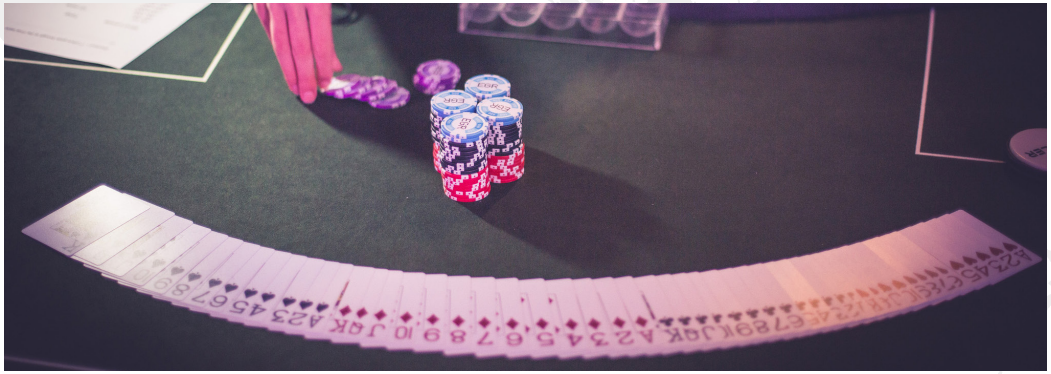
AWARDS

Jan	Malta	EGR Nordics Awards
Feb	Australia	EGR Australia Awards
Apr	US	EGR North America Awards
Jun	UK	EGR Marketing and Innovation Awards
Jun	UK	EGR B2B Awards
Oct	Italy	EGR Italy Awards









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