

DIGITAL E-INSTANTS, ROADMAP TO SUCCESS



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Today, online sales of lottery games, a.k.a. iLottery, is available in eleven states. Of these, eight sell digital e-Instants. And, when it comes to engaging players online, the e-Instant category shoulders the lion's share of the responsibility. Typically, e-Instants represent 75% or more of a lottery's online gross profit.



No surprise, but proper e-Instant roadmap planning is central to acquiring and retaining iLottery players. IWG participates in the e-Instant planning process with more than 22 lotteries around the world, including ten here in North America. This year alone we will deliver more than 270 separate games to WLA/NASPL-member iLottery programs. We have learned a lot from our involvement on such a global basis.

First-time iLottery purchases are predominantly e-Instants, and these players need to be served games that they will perceive as familiar and fun.

Localized games can be one way to achieve this purpose. Case in point is the launch of e-Instants by the Virginia Lottery this past summer.

Back then, since the program was very new, we knew that most purchases would be made by first-time players. And, therefore we knew our Expander mechanic, a 'match three cluster' game that we customize specifically for each lottery market, would resonate with these mostly new players. Virginia Cash Expander, with its gold, silver and bronze Virginia Lottery logo symbols that activate the bonus round, was launched in early-August,

and quickly became the Lottery's top selling game.

To Virginians, Virginia Cash Expander just feels familiar, building off their already established trust of the Lottery brand.

This is exactly what was called for when engaging new e-Instant players in the Commonwealth.



As players mature, many gravitate to the most recently launched games, expecting these to offer them something new with fresh chances to win.

For this reason, lotteries release new e-Instants at least once every two weeks. This pace ensures that returning players regularly find brand new games to try. But, there's a lot of subtlety involved. Regular innovation in mechanics leads to strong retention and accelerating sales growth. However, merely reskinning a previously popular title with a new theme can easily fall short, and miss with player expectations.

We have seen this firsthand with our regular game releases. For example, last year, for the Pennsylvania Lottery, we launched a game called Big Diamond. This was a reskin of one of our familiar key number match mechanics. In fact, we had previously released this same mechanic in the form of a localized game called Pennsylvania Payout, which to this day is one of the most popular games in that market. The Big Diamond version combined a fresh new theme with an updated color pallet. But at the end of the day, it was a simple reskin, which players picked-up on. As a result, while the game launched with strong initial sales, it never really took off like a top performing game.

On the other hand, in February we launched our Jumble Tumble Jackpots™ game for the Pennsylvania Lottery. This game was built on our popular tumble mechanic, and it even shared its design with a previously launched game called Jungle Tumble™. But, Jumble Tumble Jackpots added the innovation of InstantJackpots™—which jackpot-enabled the game.

Adding the innovation of progressive jackpot prizing to a previously popular theme proved to be a successful formula.

A full month after launch, it remains among the top performing titles in Pennsylvania.

Of course, a lottery's player base is far more than just two segments; new and returning. They are a mix of many different types of players across many different stages of their customer lifecycle. And, the games that best resonate with first-time players are different from those that appeal to long-time players, with many different combinations and permutations in-between. For this reason, dynamic game menus will soon become the standard. New players will see

game choices in a different order than returning players. Players that show a preference for extended-style games will see game choices in a different order from those that commonly choose quick-style games. Personalization at this level will lead to the next major unlock of value in the already fast-growing e-Instant category. With this, game roadmap selection that plans for the many distinct player segments will take on an even greater level of importance.

ABOUT IWG

IWG is the world leader in supplying digital e-Instant and instant win games to WLA and NASPL-member lotteries. Each year, we deliver more than 270 new games to our global base of lottery customers. All games are available via our InstantRGS™ (remote game server).



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