

Elevating Play with

Multidimensional,

Omnichannel Games



PRECIOUS 7's Sparkle for Kentucky Players with new KY Omnichannel Launch

Bringing a retail brand to life online, and vice versa, gives players an intuitive, interactive, multidimensional experience that modernizes lottery for an evolving audience of players and drives engagement to support ongoing industry growth.

As a partner that offers multiple routes to success, IGT supplies lotteries with the opportunity to replicate and amplify the fun and ambiance of players' favorites, in-store and via digital channels, with a variety of crowd-pleasing omnichannel games.

Popular printed games coupled with eInstant counterparts generate added engagement and reinforce a consistent branding and game experience. With omnichannel titles, IGT offers players brands that are familiar, such as from scratch tickets and Fast Play games, so they can be confident when exploring the digital channel. In an October 2023 research study, a Michigan player noted that familiar brands "make you more interested and more excited, rather than some stuff you've never seen before."

IGT draws on a range of dynamic capabilities — including instant ticket printing, eInstant studios, and retail and draw game innovators — to offer versatile omnichannel games across varied channels and popular game types, thereby expanding and heightening the play experience.

Get Your Sparkle On

Recently, the Kentucky Lottery Corporation selected IGT's popular PRECIOUS 7's brand, which had its beginnings as a fun eInstant game, for an omnichannel player experience to help further fuel imagination and fund education for all Kentuckians.

Kentucky launched PRECIOUS 7's on August 31, 2023, as a scratch ticket, an "Instant Play" eInstant game, and a Fast Play game with retail terminal-generated tickets.

The traditional Collect Symbol Match play game with its Gems, Rocks, and Jewels theme was designed by IGT to work seamlessly in both digital and retail channels for a true omnichannel experience.

Precious Inspiration

To create an exciting scratch ticket, IGT started with the PRECIOUS 7's eInstants design and provided the Kentucky Lottery with traditional printing concepts, as well as an innovative Infinity Instants™ printing option. The Kentucky Lottery chose the visually appealing Infinity Instant™ ticket and was thrilled with the result.

IGT also took inspiration from the selected Infinity Instants artwork to create the Kentucky Lottery's PRECIOUS 7's Fast Play ticket with a chance to win 2x and 3x the prize. A Fast Play ticket entitles the player to play a series of games with instant cash prizes and a rolling jackpot, which grows with every ticket sold and starts at \$10,000. The ticket also includes a callout and barcode that takes players straight to the PRECIOUS 7's Instant Play online eInstant game page.



With the omnichannel group launch of PRECIOUS 7's, glittering gems offer an enjoyable experience for Kentucky players.



Kentucky players can triple their fun with PRECIOUS 7's omnichannel.

This cross-promotion opportunity was part of a robust marketing campaign with television advertising highlighting the multiple ways PRECIOUS 7's can be purchased and played at retail, online, or via a player's phone.

Peachy New Option in Georgia with Quick Win Games

For players in Georgia searching for a game that plays like an instant scratcher but features a progressive jackpot, the hunt is over.

Quick Win is the new suite of progressive jackpot (Fast Play) games, where iLottery and retail players buy into the same, shared jackpot, in the digital or retail channel, whichever is preferred.

Quick Win went live in the Peach State on September 18, 2023, helping the Georgia

Lottery raise revenues for specific Georgia Lottery-funded educational programs such as the Pre-K program and HOPE (Helping Outstanding Pupils Educationally) Scholarship Program.

Happy winners have already taken home jackpots higher than \$164,000! Stay tuned for more about Georgia Quick Win in early 2024.

Bringing it All Together

IGT brings titles that are successful as eInstants to retail, and helps favorite retail games become available online, to support lotteries' growth and ongoing relevance by delivering new player experiences. This includes proprietary, homegrown IGT brands and favorite licensed content.

IGT is proud to help lotteries successfully



Highlights of The Kentucky Lottery omnichannel launch include:

eInstants

- PRECIOUS 7's had the highest player count on the first day of launch for any eInstant game launch and was in the top five for the first three days of sales for all launched eInstant games.
- A one-day only promotion for the PRECIOUS 7's eInstant game on September 14, 2023, offering a chance to win bonus bucks, resulted in the second highest day of players playing the game.

Scratch Tickets

- PRECIOUS 7's was the third best-selling scratch ticket in its first week on sale.

Fast Play

- Since launch, PRECIOUS 7's has accounted for over 21% of the sales of the entire portfolio of Fast Play games, the most of any game in the portfolio. Currently, there are 15 games on the market. The \$10 price point (consisting of PRECIOUS 7's and two other games) accounts for 39% of sales.
- Of the three \$10 price point games, PRECIOUS 7's accounts for 54% of Fast Play sales.
- Strong PRECIOUS 7's sales have also benefited from a progressive jackpot as high as \$775K.

IGT provides services to the Kentucky Lottery Corporation including iLottery Platform; iLottery eInstant; Lottery Gaming Systems; Central System; Instant Ticket Printing; Field Services and Hotline.

PRECIOUS 7's has proven to be a recent Top Performer, helping to support funding for education in the Bluegrass State.

offer players a truly holistic, immersive experience — one that is exciting and enjoyable both in store and online. Omni means all; all paths to engagement exist when lottery operators have opportunities to serve their players in all the ways that are meaningful to them. Thanks to IGT's innovation with omnichannel games, lotteries can be all things to all players. ■

To learn more about other IGT digital games that can be developed for scratch tickets or Fast Play games, contact your IGT representative.