

# EXCLUSIVE Q&A WITH RHYDIAN FISHER, CEO OF IWG



Rhydian Fisher, CEO,  
Instant Win Gaming

*PGRI magazine sat down with Rhydian Fisher to check-in on iLottery, the latest e-Instant developments, and specifically the Company's learnings from having launched seven progressive jackpots games over the past eight months.*

**Paul Jason, PGRI: Most lotteries have recently finished their fiscal year, and have reported record results. What has been the impact of their iLottery channel?**

Rhydian Fisher, IWG: Yes, all of our customers are reporting record years, and this has come from both their retail and iLottery channels. We know that for draw games, some lotteries are now seeing 15% or more of their sales coming through mobile and web.

**"For e-Instants, the impact has been even greater with some seeing as much as 35% or more of their instant gross profits coming from online."**

Clearly, iLottery is making a very positive impact, and all cases, this is completely incremental to their retail sales.

**PJ: How did IWG fare this past year?**

RF: As of today, we supply 22 NASPL and WLA-member lotteries around the world.

We supply more than twice as many lotteries than does the #2 provider.

**"Here in the North America, over the past year, our games accounted for 46% of all e-Instant sales."**

We attribute our success to our being a pure-play e-Instant games studio. We have been solely focused on developing and innovating e-Instants since we were first retained to do so by Camelot back in 2001. Many of the other iLottery companies are foremost platform providers. We create games that stand apart with lottery players by focusing on just this one thing. As a result, we are the best in our category. Our success this past year backs this up.

**PJ: What was the thinking behind launching a progressive jackpots module for e-Instant games?**

RF: We launched progressive jackpot e-Instant games with the intention of evolving the iLottery experience to a new

level. It's well-established from lottery draw games how the prospect of winning a progressive jackpot prize is of great fun to players.

**"We've taken this key element of traditional lottery and incorporated it into digital e-Instant games with our new InstantJackpots module. Now players get the excitement of continuously increasing jackpots combined with the interactive fun that they're already accustomed to from IWG titles."**

**PJ: What has been the impact of progressive jackpot e-Instants?**

RF: Back in December 2020, the Virginia Lottery and IWG released Jumble Tumble Jackpots, our first e-Instant progressive jackpot game. Very soon after launch it became apparent that lottery players really like instant win style games that are combined with rolling jackpots. In fact,

Jungle Tumble Jackpots is now live in five separate lottery markets, and is consistently a top revenue producing game across all of them. More importantly, as a category, progressive jackpots are really starting to take hold.

**"In our key lottery markets, progressive jackpot games as a group now account for 30% of all e-Instant revenues."**

**PJ: Talk us through the games themselves, how are they structured, how frequent are the wins and what are the prize amounts?**

RF: The IWG progressive jackpot module can be added to any of our games, with a real-time jackpot meter displaying the exact value of the in-game jackpots during the gameplay. Currently, our most popular configuration consists of three jackpots; a mini jackpot that is expected to be awarded multiple times each day, a mid-tier jackpot that is structured to be awarded weekly, and a top-prize jackpot that could land once per month.



Typically, purchase choices for an individual game might range from \$0.50 to \$20. We structure all games so that players have the opportunity to win all jackpot prizes from any purchase amount of their choosing. To us, this is the responsible way to offer progressive jackpots to lottery players.

**PJ: How has the category evolved since December?**

RF: In December, we launched our first game with a standalone jackpot. In July, the Virginia Lottery launched our first linked game where multiple e-Instant games compete for the same linked progressive jackpot prizes. The linked jackpot is branded Big Money Jackpots. All games linked to the Big Money Jackpots brand share the same bonus mechanic. This creates a consistent look and feel to the linked jackpots feature across multiple e-Instants, independent of each individual game's theme and play style.

**"Sometimes individual jackpots will link to a single game. Other times individual jackpots will link to multiple games."**

To us, a mix of both scenarios works best. This ensures the widest mix of play mechanics and prize structures.

**PJ: From an operations**

**perspective, how do you deliver progressive jackpot functionality to your lottery customers? How does the integration process work?**

RF: The entirety of the progressive jackpot module is contained fully within our InstantRGS™ (remote game server). This was really important to us when we were developing the product, and has been hugely beneficial to our lottery partners.

**"The process of adding progressive jackpot games is no different to that of any other game we supply, which means there's no technical support of any kind required at the iLottery platform level."**

Our solution's API also provides lotteries with the capability to show real-time jackpot values on their websites, mobile apps and email campaigns.

For us, this is the true brilliance of our innovative jackpot module. We've created an exciting new game genre that can be seamlessly added to a lottery's online offering and instantly made available to a wide range of players. Going forward, we will spec all of our game innovations to be fully supported by our InstantRGS. This ensures that we can provide new game concepts at a pace expected by internet-minded players.

**PJ: What has been the feedback so far from the lotteries?**

RF: The response from our lottery customers has been extremely positive. Of course, they fully understand how the prospect of winning a progressive jackpot prize drives playership. And, they appreciate that the modularity of IWG's InstantRGS architecture facilitates rapid innovation.

**"Launching brand new game technologies, like progressive jackpots, without needing to orchestrate the work across multiple technology partners is critical to lotteries competing in the fast-paced digital world."**

**PJ: What have you learned from your rollout of progressive jackpot games?**

RF: It is clear that for players, games with rolling jackpot prizes stand apart. But it is an evolutionary process. Based on current data, lotteries need to think of progressive e-Instants as a distinct category. To retain players, they need to think about adding a new progressive game about once per quarter. This pace keeps the category fresh with new content.

**PJ: Is there concern that you will start to see jackpot fatigue from players?**

RF: Not at all. Initially, we have no game where the top jackpot is more than \$200,000. So, the appeal is not about the size of the jackpot. Instead, it is all about the fun that comes along with dynamically changing prizes. Over time, we plan to offer some games with low 7-figure top prizes, but for now we don't see a need to go much higher than that. And, even in that case, we expect to continue to include low and mid-tier jackpots that can be won more frequently.

**PJ: So, what's next for IWG?**

RF: 2020-2021 has been about building out progressive jackpot games as a distinct category. We now have a full complement of these games on our roadmap.

**"Further, other game suppliers are following our lead and doing the same. All of us pulling in the same direction leads to the best results for the marketplace overall."**

In general, we believe that e-Instant games benefit from the addition of proven social game features including progressive prizeing, virtual awards, multi-player mechanics, syndicate and group play, and more. Going forward, we plan to continue to innovate games that create social connections between players. These games leverage social mechanics that are proven, but are often just not practical with traditional retail products.

