

# Games Engineered for the **Mobile Generation**

Are you seeing your player base shrink as it skews older? Many gaming operators face this challenge, and Veikkaus, the National Lottery of Finland, was no exception. In this article, we look at how Veikkaus has successfully attracted younger players through digital innovation.

## A Digital Pioneer

In the 1990s, Veikkaus became a trailblazer in online gaming by launching the first web store among national operators in 1997. Over the next decade, revenues nearly doubled, and the game portfolio tripled, responding to evolving player behavior. Early on, Veikkaus recognized that digital was the future, and took the bold step of developing the first eInstants in the world in 2004. This transition helped establish Veikkaus as a leader in online gaming.

## Going Global with Fennica Gaming

The success of these eInstants raised interest among international peers that paved the way for new innovations. After securing regulatory approvals, Veikkaus launched its B2B operations, Fennica Gaming Ltd, in 2022, offering these innovative games to lotteries around the world. "Today Fennica Gaming's games are live on three continents, and the results are clear. In 2.5 years, we've proven these games can expand and sustain a player base, that makes our industry more sustainable" rejoices Joni Hovi.

Are you ready to engineer your games portfolio for the mobile generation?



**FENNICA GAMING**

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## The Mobile Revolution

But the innovation didn't stop there. "In a country where Nokia was born, a rapid tech adoption was evident. We needed games that appealed to mobile users," says Joni Hovi, Senior Vice President Customers and Marketing at Fennica Gaming. "In 2012, Veikkaus started developing mobile-friendly games that blended scratch cards with elements of mobile gaming. The goal: attract a younger, more diverse audience, particularly women," Joni Hovi continues.

The launch of ChirpAmore (also known as NokkaPokka) in 2013 was a turning point. The first eInstant with entertaining mechanics became an instant success, proving that mobile-first lottery games could engage new demographics and revitalize the player base.



Joni Hovi, SVP Customers & Marketing  
Fennica Gaming