

Gambling Business Group to host High Street Hub at ICE

EXHIBITION

Following the successful inaugural High Street Hub at ICE earlier this year, the **Gambling Business Group** is bringing the initiative back to the largest gaming show in the world, inviting attendees to “see first-hand some of the new technologies used in high street betting and gaming venues.”

The Gambling Business Group is to host its dedicated High Street Hub at the ICE expo at London's ExCeL on February 6-8 2024, giving attendees the opportunity to meet with members and engage with discussions on policy reform and the development of land based operations.

Maintaining the momentum from GBG's first hub earlier this year, the widely respected trade body will once again partner with ICE organisers Clarion Gaming in delivering a dedicated area on the show floor for a schedule of talks and events focusing on the high street sector.

“The Hub is an opportunity to meet our members, learn about the work underway on consumer care, see first-hand some of the new technologies used in high street betting and gaming venues for compliance and self-regulation, and discuss policy proposals for gambling reform,” said CEO Peter Hannibal.

“The Hub was well attended by central and local government as well as the trade earlier this year, so we are returning for 2024, and would be delighted for



businesses and all stakeholders engaged in the future of our high streets to join us.”

Speaking on the role of the GBG and what visitors can expect at ICE, general manager Charlotte Meller noted: “The Gambling Business Group is the representative body for the land-based, in-person section of the gambling industry. Our members are drawn from diverse sub-sectors, such as bingo, betting,

arcades, casinos and machines and they have a central role to play on our high streets.”

“Social responsibility is a crucial part of our mission as an organisation, as we aim to improve the land-based gambling business and consumer environment for all. And this year at ICE, we want the Hub to be a stopping point for all stakeholders involved in the future of the high street including local authorities among

others. ICE is probably the most exciting place to host this opportunity to assemble and discuss the measures of bringing the UK's high streets back to life.”

The GBG High Street Hub will be held at ICE 2024 at London's ExCeL Centres on 6-8 February, with the trade body confirming “we will send out further information later in the year setting out what will be happening at the Hub each day.”

Reviving the high streets

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Inspired unveils Halloween-themed Cops 'n' Robbers Big Money Trick or Treat

CONTENT

Inspired Entertainment has given one of its most popular game concepts a Halloween makeover this autumn, with Cops 'n' Robbers Big Money Trick or Treat the latest title to come from Inspired's Bell-Fruit design studio.

As a seasonal follow-on from the company's popular Cops 'n' Robbers Big Money, the game's “spine-tingling reels” spin to reveal the game's well-known Cops 'n' Robbers symbols with a special spooky update.

“Gear up for an electrifying extravaganza with Cops 'n' Robbers Big Money Trick or Treat, a slot that's not a trick, but promises bags of treats,” said VP of Interactive, Claire Osborne.

“We're thrilled to be adding this latest spooky title, brimming with colossal wins and spine-chilling



adventures, to our flourishing portfolio of seasonal slots.”

The new release is the latest addition to titles such as Big Scary Fortune, Reel Spooky King Megaways, Halloween Cash Pots, and Book of Halloween, and features colourful candybag symbols in Cash Collector, spooky Wilds such as the “werewolf robber” and the “zombie cop” in the base game.

Landing three or more Bonus symbols in the base game triggers the Trick or Treat Bonus round, where the werewolf robber adds to the progressive trail with multipliers that appear above the reels, while the zombie cop is hot on his heels.

Admiral Casino expands its content library with new partnership with Gaming Realms

CONTENT

Greentube's Admiral Casino has further expanded its content library through a partnership with Gaming Realms, bringing the latter's collection of Slingo titles to a wider European audience.

The deal covers games such as Slingo Sweet Bonanza, Slingo Starburst, Slingo Reel King and Slingo Da Vinci Diamonds, and comes as Gaming Realms targets UK expansion through a series of key agreements.

“Gaming Realms' content is a perfect addition to our online casino



as it combines numerous popular elements that appeal to a wide demographic of players,” said director of B2C operation at Green-

tube UK, Richard Poole.

“We are always looking for new and unique titles to introduce to our customers and Gaming Realms

ticks all the boxes.”

Gaming Realms recently predicted a 34 percent rise in revenue through a range of partnerships with major European brands, including Betflag, Mr Green Casino and bet365.

“The UK is an important market for us and taking our content live with Admiral Casino, a well-respected and established operator in the space, is a fantastic achievement,” said CCO Gareth Scott.

“Our games are continuing to grow in popularity in the UK and we are thrilled to take further market share and reach new audiences with this deal.”