

REPORT ON THE ICE CONFERENCE 2016
HOSTED BY CLARION EVENTS
FEBRUARY 2-4, 2016
EXCEL LONDON

The ICE Conference is looked at as the world's largest and most influential business Gaming event. It is a series of targeted one-day conferences, covering all Gaming markets. The conferences draw together an enviable community of leading strategic thinkers, entrepreneurs and regulators who combine to provide a route map of where gaming is heading.

There were two attendees from the Commission:

- Mr Andral Shirley - Executive Director
- Carole Martinez-Johnson - ICT Director

The conference was held over a 3 day period, Feb 1-3 and included presentations and demonstrations as under :

- The International Casino Conference
- Modernizing Lotteries Retail and Digital
- World Regulatory Briefing
- Data Insight and Business Intelligence
- Cross Platform and Multi-Functional Gaming
- Game Design and Development
- Betmarkets
- Cybercrime, Security and Regulatory Compliance

The International Casino Conference

This one day conference was the industry's go to event for customer experience, regulation and innovation for land based casinos. The presentations clearly showcased the impact of technology innovation on the industry. The main areas looked at included:

- How to create a Customer Service Relationship strategy to enhance customer engagement and to create a sustainable responsible gambling framework
- How to keep gambling crime free
- Looking at setting the stage for Casino Gambling on the European landscape and cooperation between European countries from a regulatory perspective

Modernizing Lotteries Retail and Digital

These presentations looked at the longevity of lotteries and boosting sales through the use of technology. These included

- Changing trends in lotteries, laws and technologies

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- The development of new products and strengthening the lottery appeal to customers
- Personalising the customer experience and how to measure the impact
- Options for digital and retail lottery sales
- Looking at lottery case studies

World Regulatory Briefing

This looked at regulatory developments the regulatory framework for emerging jurisdictions.

Data Insight and Business Intelligence

Presentations looked at how data from the industry informs and drives the competitive edge and return on investment in modern gaming. These included:

- Use of Business Intelligence and predictive modelling tools to understand players' behaviour and motivations
- How to quantify the benefits of investing in data capture and analytics
- Demystifying performance marketing data
- Real-time reporting and improving the time taken for data analysis
- Predictive Modelling and forecasting
- Integration of data across older static models and new 'adaptive' models
- Platform integration between Business Intelligence, Customer Relationship Management and analytics

Cross-Platform and Multi-Channel Gaming

This series looked at how to predict and react to new gaming platforms, and how to deliver new solutions with little disruption to the customer. Also the integration of multiple platforms.

Presentations included:

- Device innovation and how these would transform the industry
New and emerging gaming formats and business models especially for the mobile markets
- Universal App platform
- Multi channelling Binary Options for greater conversion
- Marketing mobile
- Use of Social platforms to do brand marketing

Game Design and Development

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This series looked at making game development more dynamic, harnessing innovation, trust and customer psychology in order to make gains in market penetration.

Presentations included:

- The art of successful game design and development
- Optimizing game retention
- Game mechanics to build highly motivational user experience
- Smart distribution leveraging Social media

Betmarkets

This series looked extensively at the Sports Betting arena, redefining the landscape and capitalising on the growth of E-Sports and other non-traditional betting.

Presentation included:

- Understanding the changing digital gaming market and the likely impact on sports-books
- New product categories and jurisdictional legislation
- Betting integrity and match fixing new markets
- New channels for new consumers, mobile, online and social gaming
- Future of Fantasy Sports
- Maximizing betting opportunities for virtual sports

Cybercrime, Security and Regulatory Compliance

This series looked at Anti-Money Laundering, new Data Protection regulation and Cyber-security for business.

Presentations included:

- Impact on the Gaming industry and e-commerce law harmonization
- Anti Money laundering Update in the region
- Identifying and preventing fraud
- Data protection regulation and AML
- Know your customer(KYC) and enhanced due diligence
- Regulatory collaboration in tackling cybercrime
- Technological advancements in security
- Forgery and counterfeiting techniques

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Speakers:

- There were over 160 speakers were drawn from all over the world and included regulators from Europe and the across the world.
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Exhibitors:

- Exhibitors representing 9 sectors were present. These included: Betting Bingo, Casinos, Lotteries, Mobile, Sport Betting, Online, Social and Street. There were over 300 exhibitors, showcasing their wares in all areas of Gambling and associated services. Exhibitors also included regulators , responsible gaming among others.

Attendees got an opportunity for networking and in depth discussion and collaboration on areas of interest. Several Master classes were staged and we were able to take advantage of the classes related to sports betting, as this was a new area to the Commission.

The Conference although short was extremely compact and impactful. It provided great opportunity for looking at innovation in the Gaming sectors and to be able to look at future trends especially in the areas of technology and how these will impact regulation and the regulatory framework. It also afforded an opportunity to collaborate on areas which are new to the Commission and to review how these are handled in other more sophisticated as well as new and emerging jurisdictions.

There were several competing Presentations, which meant that sessions had to be carefully chosen for attendance. Hence the importance of multiple persons from the Commission attending, to be able to take advantage of the knowledge to be gleamed from this international fare.