

Clarion Gaming to bring sports betting insight to influential NIGA expo

Clarion Gaming will be contributing to the learning programme at next week's influential NIGA expo when Ewa Bakun, Clarion's Director of Industry Insight and Engagement, moderates a panel entitled: '*What The U.S. Can Learn From The European Sports Betting Market...And Why It'll Be Totally Different This Time*'. The high powered panel, which features Max Meltzer, Chief Commercial Officer, Kambi Group, Witek Wacinski, Head of Strategy at GVC Group and Harald Neumann, CEO, Novomatic, is being held less than six weeks ahead of the first edition of ICE North America (May 13 –15, Boston, MA, USA) the much awaited event which is being billed as the 'biggest sports industry gathering in gaming'.

Ewa, who has worked in Clarion's research division for over a decade and has tracked the evolution of sports betting culminating in the creation of ICE North America, believes the session will shine a light on the key points of difference between Europe and the United States with particular reference to Native American tribes. She explained: "We will be drawing on the insight of what is an expert panel to debate a number of key business sensitive issues including the differences between Europe and the US when it comes to the regulation and roll-out of sports betting, focussing on how tribal operators are considering sports betting for their operations."

She added: "We will be examining some of the cross-cultural issues specifically the argument that European suppliers/technology providers are not American enough. When it comes to tribal gaming, I will be asking the panel how they adapt their products to make them American enough and suitable for the kind of customer that a tribal operation attracts. Among many other topics we will also explore the misconceptions that Europeans make when approaching the US market, in particular Native American tribes and the issue of responsible marketing in particular the use of sports sponsorship as part of the comms armoury. This is a very dynamic environment and I am certain that these topics and many more will be debated further when the industry convenes in Boston."