



Digitain set to showcase latest U.S. strategy and products at G2E 2019

Leading provider heads to Las Vegas with pioneering sportsbook and a G2E gameplan for expansion

11th October 2019 - Leading platform provider Digitain is on site and all set for next week's Global Gaming Expo 2019, which runs from 14-17 October at the Sands Expo Convention Center, Las Vegas.

Spearheaded by a dedicated sales force with proven experience delivering industry-leading B2B solutions across online and retail sports betting technology, the Digitain team will be on hand to advise delegates as to its North American strategy, featuring a wide-ranging product portfolio and trading tools which lead the field.

After PASPA's landmark repeal last year, regulated state-by-state sports betting is gathering progressive pace and traction. Accordingly, G2E 2019 - the largest gaming gathering of the year stateside - provides a must-attend conference at which to both distil and illuminate the North American opportunity, as the U.S. market continues to coalesce and crystallise its potential.

Digitain's definitive sportsbook solution and trading tools are tailor-made for the demands of live betting in a fragmented legislative landscape, facilitating rapid integrations across the world, all supported by centralised control systems.

In total, this sportsbook product covers 65 sports, covers 7,500 leagues, and offers more than 3,000 betting markets. It also offers odds on 35,000 live events each month, while its casino solution has 3,000-plus games from major casino suppliers (such as Novomatic, Microgaming, NetEnt and Playson).

Simon Westbury, Digitain's Director for International Business Development, said: "G2E 2019 provides us with a perfect venue at which to underline the quality and innovation we bring to the sports betting industry. Our platform was specifically designed for fast deployment across multiple territories.

"Unlike the cookie-cutter solutions that increasingly dominate the U.S. landscape,

Digitain can work flexibly with operators state-by-state to offer tailored front-ends which speak to representing their individual brands accurately, thanks to a customisable user interface. It's a brave, new world."

Suren Khachatryan, CCO at Digitain, added: "I'm hugely optimistic about the U.S. market for sports betting, and requests for proposal in the U.S. have been very encouraging. We're noticing a surge in interest from southern states such as Mississippi, while even the likes of New Jersey and Nevada retain potential. It's a fascinating time, particularly with more mature states about to release figures on the current NFL season (certain to be a core revenue-driver). But it's still an embryonic period where operators must not make rushed decisions in the collective stampede to market."