



**Online
Book**

2025 iGaming Trendbook

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What you will find in this iGaming trendbook

This trendbook features insights from 30 industry experts on key iGaming topics. It covers trends in marketing, payments and regulations, technology, emerging markets, and affiliate marketing. Each section highlights important developments from 2024 and looks ahead to what to expect in the coming years.

We designed this trendbook specifically to help professionals stay informed and identify growth opportunities in the industry.



01 | Introduction



Emre Goktas

Founder & Group CEO
at Revpanda Group

At Ace Alliance, we believe that real industry insights come from the people shaping the market every day. We created this trendbook to give iGaming experts from leading companies a platform to share their views and bring their knowledge to a wider audience.

This inaugural 2025 edition gathers perspectives on how brands are adapting to shifting regulations, what innovations are shaping the player experience, and where the next big markets are forming. It's more than just a look into 2025, it's a collection of carefully selected insights that highlight the most significant milestones of 2024 and what to expect in the coming years.

In marketing, there's been a notable shift towards retention, with a focus on first-party data, automation, and hyper-personalised campaigns. As regulations tighten, traditional marketing methods like paid ads and SEO are becoming more complex, while localised content and influencers are gaining importance. On the payments side, crypto and open banking are growing, but trust and security remain crucial, especially in emerging markets. Affiliates are under pressure to deliver high-quality traffic, focusing more on long-term player value. Technology is advancing with AI-powered personalisation and responsible gambling tools becoming increasingly important, while blockchain is still in the early stages of adoption and development. Emerging markets in Latin America, Africa, and Asia offer significant growth, but navigating regulatory challenges and building local partnerships is key.

This trendbook compiles insights from the industry's top minds, providing a roadmap for 2025. We hope you find it valuable as you prepare for what's ahead in iGaming!

The background features a hand holding a smartphone, with various marketing-related icons overlaid, including a pie chart, a gear, a play button, a megaphone, a magnifying glass, and a world map. The overall color scheme is blue and green with a wavy, abstract pattern.

02

Marketing

02 | Marketing Overview 2024

The iGaming market in 2024 was defined by unprecedented growth. Online gambling revenue increased from \$85.62 billion in 2023 (Source: Statista) to a projected **\$97 billion in 2024**. The impressive **annual growth rate of 13.29%** is a clear indicator that marketing departments accurately predicted trends but were also faced with challenges in the evolving iGaming landscape.

AI tools, gamification, short-form video content, and retention through a focus on loyalty and trust have been key for brands in securing their strong presence in the iGaming market. AI-driven insights helped in **creating personalised offerings**, while the surge in popularity of short videos with easy-to-digest content improved the retention rate, particularly of younger audiences.

As the market evolved, we asked selected iGaming experts for their insights on marketing. One key point they all emphasised was the importance of building long-term engagement through personalised, trust-based strategies. Modern players now expect tailored experiences, and the industry is shifting from short-term promotions to sustainable, relationship-driven approaches. Experts noted that successful affiliates are prioritising player retention and delivering interactive, community-oriented content to foster lasting brand loyalty.

By partnering with affiliates, influencers and strategic collaborators, iGaming brands have amplified their credibility, reaching new audiences and retaining existing ones. At the same time, marketing gamification features have resulted in more engaging experiences for players, while adopting an approach focusing on users' long-term journey fostered customer commitment built on loyalty and trust.

Discover expert opinions on the future of iGaming marketing – see what our industry insiders have to say!

Experts' comments



Irina Makarova

Chief Marketing Officer at PIN-UP Partners

Irina Makarova, CMO at PIN-UP Partners, is an experienced leader with over 10 years in marketing and 3 years in the affiliate industry. A passionate advocate for marketing analytics, she specializes in data-driven strategies and delivering measurable results. Believing that every outcome can be traced through statistics, Irina excels at transforming complex data into actionable insights that drive business growth.

What are the highlights of 2024 in marketing for you?

Reflecting on 2024, joining the incredible PIN-UP Partners team was a major milestone. The opportunity to work with such an established brand is rare. One of the defining moments of the year was SIGMA Europe, where we introduced Imperium Rave—an exclusive private event that not only redefined success but also established itself as a benchmark for creativity and excellence within the industry.

What marketing trends do you expect to see develop in 2025 in iGaming?

Looking ahead to 2025, several key marketing trends will shape the iGaming sector:

LinkedIn's Role: Positioned to become a central platform for networking and discussions, LinkedIn will be a central hub for industry networking and discussions, fostering collaboration.

Industry Research: A significant increase in research and thought leadership will drive smarter, data-informed decisions.

Personal Branding: Affiliates are set to focus on developing personal brands, integrating them into strategies to boost authenticity and audience engagement.

Work on Retention: e.g. projects like Affiliate Store from PIN-UP Partners, a new platform for communicating with partners.

If you were to give one piece of advice to iGaming marketers, what would it be?

For iGaming marketers, my advice is to closely monitor all available data to ensure accuracy and actionable insights. Utilise tools like Tableau to analyse this data effectively, making Business Intelligence (BI) your best friend. This approach enables data-driven decisions, optimising marketing efforts and ROI. On the strategic side, I'll once again turn my attention to Retention as we launch an exciting new Affiliate Store for our partners. There will be drops of exclusive merch, special events tailored for affiliates, but the main purpose is creation of a vibrant expert community.

Wagner Fernandes

Chief Marketing Officer at Oddsgate

As CMO at Oddsgate, Wagner leads innovative marketing strategies that drive growth and shape the future of the iGaming industry. With a background in marketing leadership and consulting across diverse sectors, he brings a blend of creative vision and strategic expertise to every project. Passionate about storytelling, team empowerment, and delivering impactful results, he thrives on turning challenges into opportunities.



What are the highlights of 2024 in marketing for you?

2024 was the year marketers were reminded that technology alone can't fix lousy strategy. AI? Sure, it's great for automating tasks and hyper-personalising campaigns. But let's be honest, it also flooded the market with uninspiring, algorithmically generated content. The real highlights of 2024 weren't about the tools we used but the brands that dared to zig when everyone else zagged—those who returned to raw, emotional storytelling and created campaigns that people actually felt. While everyone chased trends, the real winners focused on timeless principles like creativity and authenticity.

What marketing trends do you expect to see develop in 2025 in iGaming?

The iGaming industry will finally face its reckoning in 2025: audiences are fatigued by flashy promotions and influencer gimmicks. The real trend? Cutting through the noise by focusing on the player's long-term journey, not just their initial click. While others chase the next TikTok or metaverse campaign, the boldest brands will double down on substance—building trust through brutal transparency and genuinely improving user experiences. Also, let's stop treating regulation like the villain. The brands that embrace it creatively—turning compliance into a competitive advantage—will rewrite the playbook.

If you were to give one piece of advice to iGaming marketers, what would it be?

I'll give 3:

1. Don't follow advice. Build your own framework.
 2. Stop being safe. The iGaming space is flooded with the same recycled tropes—jackpot banners, flashy slots, and generic influencer tie-ins.
 3. Be unexpected. Challenge the status quo. Make your campaigns about more than acquisition; give players a reason to stick around.
- And for the love of marketing, don't be afraid to polarise. In a crowded industry, being liked by everyone often means being remembered by no one.



Paul Puolakka

Chief Marketing Officer at Mr. Gamble

Paul Puolakka, CMO at Mr. Gamble, brings over a decade of experience to the iGaming industry. Since 2014, he has developed a broad skill set in marketing, sales, affiliate management, leadership, branding, content strategy, and SEO. Paul has worked on both the operator and affiliate sides of the industry, including running his own affiliate venture. This dual perspective gives him a deep understanding of the challenges and opportunities within the iGaming ecosystem.

What are the highlights of 2024 in marketing for you?

In 2024, we saw significant growth in our B2C operations and successfully entered new markets while also expanding our presence as a B2B iGaming brand. Initiatives like Q&A sessions, which were just one of the highlights, helped deepen relationships with operators, providers, and payment partners. We launched the Mr. Gamble Forum integration, unveiled the "Casino Trends Meter," and won a Silver medal for "Affiliate Product Innovation" while still in beta testing on the SBC Awards. Despite SEO challenges, 2024 transformed our workflows and strategic approach.

What marketing trends do you expect to see develop in 2025 in iGaming?

In 2025, trends like AI advancements, Google updates, and Generation Z preferences will drive iGaming growth. Crypto casinos and cryptocurrencies are becoming more mainstream, revolutionising payment methods and user experience. For us expanding into emerging markets like the US, Brazil, and South Africa remains a priority as these regions show strong growth potential.

If you were to give one piece of advice to iGaming marketers, what would it be?

Stay curious and experiment to find what works. Prioritise data analysis and A/B testing for optimisation. Passion, perseverance, and humility are key. Always keep an open mind to learn and adapt to industry shifts.

Valentina Bagniya

Chief Marketing Officer at SOFTSWISS



Valentina Bagniya joined SOFTSWISS in September 2020 as a Chief Marketing Officer. She has built a full-fledged marketing department entirely from scratch, now counting over 60 professionals in different countries. Under Valentina's leadership, the team handles the entire marketing reach of the iGaming tech brand, including public relations, events, digital marketing, social media development, content creation, brand positioning, and employer brand marketing, with in-depth analytics across all levels. Her long-term strategic planning and effective management have transformed the marketing function into a cornerstone of the company's broader business strategy.

What are the highlights of 2024 in marketing for you?

I know I'm not alone in saying this, but I can't help but mention Generative AI that simultaneously started to make our life both easier and more difficult. According to Kantar, 68% of marketers are positive towards it, but on the other side there are 36% that don't think they or their teams have the skills to use Generative AI. So, I believe that in 2025 AI will continue to shape the marketing approach to planning and execution as well as the set of skills marketers need to be effective and successful in their roles. Greater attention has been placed on marketing as a strategic function and brand building, but I still see a huge space for growth. We also observe a shift towards ESG initiatives and responsible gambling practices, driven, first of all, by end consumers' expectations, and it's great that it found its response from business.

What marketing trends do you expect to see develop in 2025 in iGaming?

In 2025, iGaming will take a step forward into a phase of maturity driven by stricter regulations, technological innovation, and evolving player expectations. And this will influence marketing in the industry as well. Regulation will continue to expand globally. Success will favour brands with a long-term vision and sustainable strategies, including protecting players and implementing the fullest extent of responsible gambling practices. While often seen as a regulatory obligation, a genuine commitment to player well-being will set leading brands apart, particularly with younger generations who won't hesitate to look for alternatives. Generally, the industry will continue to move away from only traffic-driven models toward deeper, player-centric strategies that prioritise engagement and trust – hallmarks of its growing sophistication. The speed to market and the ability to stay agile will help marketers enter new regulated markets faster and gain a larger market share. Gamification, interactive experiences, and social casinos will play a larger role, blending gambling with traditional online entertainment in ways that resonate with players.

If you were to give one piece of advice to iGaming marketers, what would it be?

Build a strong and consistent brand by developing a long-term strategy instead of playing spontaneously with different marketing channels and tools.

Alexandra Voronetskaya

Chief Marketing Officer at EvenBet Gaming

Alexandra serves as the Chief Marketing Officer at EvenBet Gaming, where expertise in multi-industry marketing converges with strategic leadership. With significant experience across various sectors, including a profound impact on luxury brands and high-stakes real estate projects, Alexandra is adept at crafting strategies that significantly enhance market presence and business outcomes. At EvenBet, Alexandra's focus is on driving sustainable growth and positioning the brand at the forefront of the global iGaming marketplace.



What are the highlights of 2024 in marketing for you?

The outgoing year has been significant for EvenBet Gaming, marked by numerous achievements, including winning the EGR B2B Award for Best Poker Provider, which is akin to an "Oscar" in iGaming. We recorded over 30% revenue growth, with positive trends expected to continue. Our product has developed significantly, introducing new tools for operators to boost profits, including an internal store for additional revenue streams. We have reinvented club poker by creating an omnichannel experience that combines mobile and desktop solutions, generating strong interest among operators. A key challenge has been scaling the team, especially in marketing, as we onboard new employees and establish cohesive processes. Our anniversary celebration brought colleagues together for the first time, fostering mutual understanding and highlighting the importance of the human factor in international business.

What marketing trends do you expect to see develop in 2025 in iGaming?

The iGaming audience is rapidly changing, with evolving expectations that demand flexible marketing strategies. An influx of younger players, especially in emerging markets, is reshaping user preferences. They seek simpler, more dynamic games that align with their fast-paced lives and expect short, visually engaging, and interactive communications. Modern players are becoming more sophisticated and demanding, prioritising choice and engagement. To stand out, providers must anticipate consumer expectations and create competitive advantages through innovative services and ecosystems. Marketing must be proactive, offering comprehensive solutions. Building an ecosystem that fosters successful operations and growth is essential for gaining audience loyalty. iGaming companies must not only meet current player needs but also set new trends in product and service interactions.

If you were to give one piece of advice to iGaming marketers, what would it be?

The iGaming industry is a highly dynamic environment, where new products, solutions, and companies appear daily. Legislation is constantly evolving, and new markets are emerging. In this context, maintaining focus on strategic goals while understanding your audience and promoting your product's unique advantages is particularly challenging. It's crucial to be open-minded and embrace new opportunities and uncertainties, striving for continuous improvement. My main advice for fellow marketers is to focus on what matters. Clearly define your goals, ask "Why?" at every step, and avoid distractions. Most importantly, don't fear experimentation and adaptability; only those who remain flexible will truly succeed in 2025.

Styliana Kalogreadou

Head of B2B at iGATE



Styliana Kalogreadou serves as iGATE's Head of B2B – Sales and Customer Success. With more than eight years of experience in sales, product management and business development, she has a unique blend of expertise and vision to help her excel in her current role and drive the business forward.

1. What are the highlights of 2024 in marketing for you?

Marketing online casino and betting platforms have evolved, with marketing gamification features becoming an important focus to differentiate platforms in this competitive industry. Now, players seek new and engaging experiences that provide them with value. In 2024, iGATE focused on developing its gamification mechanics that helped foster community engagement and social interaction. Additionally, the team utilised advanced data analytics to create personalised marketing campaigns based on specific audience segments for more effective ad campaigns.

2. What marketing trends do you expect to see develop in 2025 in iGaming?

We expect to see a continued focus on personalisation and gamification. Traditional word-of-mouth and promotion-based marketing are outdated, and players are looking to join platforms that resonate with them. iGATE will blend high-quality graphics with targeted campaigns to reach new audiences that will convert into loyal players for its operators. Another trend we expect to see become mainstream is advertising exclusive games from special game development studios to promote brand loyalty.

3. If you were to give one piece of advice to iGaming marketers, what would it be?

I would advise iGaming marketers to focus on quality and identify the platform's core competencies. Casino gamers and sports bettors seek experiences that provide them with value, so if the platform can offer them special, personalised promotions and gaming experiences, the players are more likely to remain loyal to the brand.



Barb Tasci

Co-Founder and Chief Business Officer at Revpanda Group

Barb Tasci is the Co-Founder and Chief Business Officer at Revpanda Group. With a deep expertise in iGaming marketing, spanning acquisition to retention, he oversees operations for both B2B and B2C clients, driving growth and delivering impactful results.

What are the highlights of 2024 in marketing for you?

2024 has been a dynamic year for iGaming marketing, with rapid shifts favouring those who adapt quickly. As always, B2C brands are focusing on alternative strategies, to increase branding and reduce reliance on affiliates. Still, affiliates remain key, but branding and retention play a more crucial role than ever. Besides, as rules ease, we see more public figures entering the space through sponsorships and becoming brand ambassadors. Meanwhile, we witnessed B2B companies increasingly investing in content creation, webinars, and podcasts, strengthening their relevance and expanding their networks.

What marketing trends do you expect to see develop in 2025 in iGaming?

I believe 2025 will be a pivotal year for direct traffic and player retention for B2C brands. With affiliate costs skyrocketing, brands will shift their focus toward generating their own traffic, emphasising localised acquisition and retention strategies. Meanwhile, depending on regulatory changes, we may see more iGaming brands integrating into social life through sponsorships and charity initiatives. On the other hand, B2B companies are likely to invest heavily in content creation and high-value networking, strengthening their industry presence like never before.

If you were to give one piece of advice to iGaming marketers, what would it be?

Being a keen student of the game will always result in compounding benefits. The industry is evolving rapidly, which creates a very competitive and challenging environment. Within all that, staying relevant and adapting are the keys of Babylon. Regardless of their position, in my opinion, every industry professional should invest in themselves and understand how the industry actually works. Only after that can they provide the best value they can, gaining a critical competitive advantage.



03

Payments and Regulations

03

Payments and Regulations Overview 2024

With estimates suggesting the growth in the global iGaming industry will continue and surge to \$125.6 billion by 2027, the expectation is that many new markets will emerge, but gambling regulations will continue to change too. At the same time the iGaming community's need for convenient and secure payment methods has never been more pronounced.

Regulators' focus will be on ensuring operators comply with legal frameworks and overseeing the adoption of ethical marketing and player protection mechanisms. The iGaming industry has seen an influx of global payment systems ranging from e-wallets and bank cards to open banking solutions and a multitude of cryptocurrencies, which are estimated to now make up for about 7% of all online gaming transactions. Despite a myriad of options to choose from, players still prioritise familiar local payment methods.

A common theme within the iGaming industry is the importance of payment diversification and player protection, with stricter affordability checks and real-time intervention tools. Regulatory compliance and advanced security measures are also crucial to maintain trust and operational stability. Furthermore, as player expectations continue to grow, personalisation and mobile-first payment experiences are becoming essential.

Hear what our guests have to say about payments and regulations in 2025!

Experts' comments

Artem Kirillov

CEO at Brofist



Artem, CEO at Brofist, is an experienced executive and product strategist with 20+ years in fintech, blockchain, e-commerce and iGaming with a focus on emerging technologies.

What have been the major milestones for payment operations in 2024 for iGaming brands?

Firstly, it is the acceptance that FTD processing rates via card in the EU, as well as the stability of throughput, will no longer be the same as they were. It is critical to have card cascading, either by developing your own or working with an aggregator. For the end user, seeing two, three, or more card gateways in a cashier can be off-putting, so it's important to consolidate them under one button to increase the acceptance rate. Secondly, there is a gradual shift of users toward Open Banking solutions (which started back in 2021 and continues) and local APMs. It does not matter whether payments are made to your merchant account or to a partner whose business does not raise any concerns or limitations from payment processors. Thirdly, there is the emergence of an alternative to Pay N Play, offering availability in more countries, along with the introduction of SEPA Instant Credit Transfers.

What are some of the payment trends you think will grow in iGaming in 2025?

The main trend is the increase in the share of users who use APMs instead of cards. More specifically, there is growth and development in all kinds of Open Banking solutions, crypto-based solutions, and solutions that allow users to bypass restrictions imposed by suppliers (for example, a ban on using funds deposited through Mastercard to replenish the game balance). Open Banking is promising but still not stable, so let's cross our fingers for a reduction in rejected transactions or cancellations due to technical reasons. Also, I hope that the introduction of SEPA Instant Credit Transfers will provide a strong foundation for P2P solutions in the EU.

What would you recommend to iGaming operators when it comes to payment processing?

Monitor the market, assess the challenges and opportunities it presents, communicate, and always strive to stay one step ahead. I can confidently say that there are almost no ways to halt the creativity and ingenuity of people overcoming challenges in iGaming and FinTech. When it comes to daily operations, do not rely on a single provider—ensure you have multiple alternatives, not just two or three, but more. Test everything, go through all possible scenarios from start to finish, and continuously monitor the performance of solutions and player behaviour on a daily basis to optimise their user experience.

Viktoria Soltesz

Founder and CEO at PSP Angels

With over 20 years of experience, Viktoria focuses on complex cases. She runs an accounting and tax consulting firm in Cyprus, supporting complex and global corporate setups and founded PSP Angels out of frustration of not having the answers to the most basic online payment questions. She also established the Soltesz Institute, which is the leading, independent certification body for the payment and banking industry.



What have been the major milestones for payment operations in 2024 for iGaming brands?

In 2024, payment operations in the iGaming sector saw key developments shaped by evolving regulations and advancing technology. The EU's instant payments rule set real-time euro transfers as the standard, raising customer expectations for faster withdrawals. Also, the introduction of the Markets in Crypto-Assets (MiCA) regulation created a formal legal framework for crypto asset usage in the EU. On top of that, AI became essential for fraud prevention and payment automation, cutting costs while boosting security. APM adoption grew, driving operators to payment orchestration and in-house solutions. Overall, the industry shifted toward stricter compliance, advanced tech, and more diverse payment options.

What are some of the payment trends you think will grow in iGaming in 2025?

Payment and banking are crucial to customer experience, risk management, technology, and compliance. Operators must integrate them into core business strategies with scalable systems to stay competitive. In 2025, new regulations like the EU's instant payments mandate and MiCA will require well-structured payment strategies. Working with regulated providers, diversifying payment methods, and ensuring scalability will be key to avoiding risks and disruptions. Education is also vital. Operators can no longer rely on sales-driven brokers. Instead, they must invest in expertise to manage compliance, reduce risks, and maintain strong banking relationships for long-term stability.

What would you recommend to iGaming operators when it comes to payment processing?

iGaming operators must treat payment processing as a strategic function to maintain stability, reduce costs, and improve customer experience. A tailored payment infrastructure, aligned with the business model and market needs, is key. Diversifying payment providers reduces risks like downtime or account freezes, ensuring they are regulated and compliant with AML and KYC standards. Localising payment methods based on market preferences, including APMs, bank transfers, and regulated crypto, enhances customer retention. Regularly reviewing provider terms and staying informed on regulations like EU's instant payments and MiCA ensures operational efficiency. Investing in internal education improves decision-making, risk management, and negotiations, while independent consultants help avoid risks from brokers.

Alexander Persidsky

Head of Operations in Canada at PayDo

Alexander Persidsky is the Head of Operations in Canada at PayDo, overseeing Sales, Marketing, Account Management, Settings, and Payments teams. Having more than 5 years of direct experience in payments and related roles as of now, Alexander supervises multiple development projects, ensuring seamless integration across departments and driving operational excellence.



What have been the major milestones for payment operations in 2024 for iGaming brands?

In 2024, iGaming payment operations reached significant milestones, including the widespread adoption of multi-currency payment systems to support global players, real-time payment processing for instant transactions, and compliance advancements that streamlined KYC and AML processes, boosting trust and regulatory adherence. The rise of mobile-first payment solutions and cross-platform compatibility further enabled players to transact seamlessly across devices, reflecting the industry's focus on accessibility and user-centric innovations. Amid these industry developments, PayDo set itself apart by optimising its unified API and multicurrency IBANs, tailored specifically for iGaming needs. With access to over 350 payment methods, PayDo's API became a cornerstone for seamless onboarding and player satisfaction, while its multicurrency IBANs enabled global transactions for diverse operators.

What marketing trends do you expect to see develop in 2025 in iGaming?

In 2025, iGaming payment trends are set to prioritise personalisation, accessibility, and advanced security. The adoption of cryptocurrency payments will continue to rise, driven by increasing demand for anonymity and lower transaction fees. Mobile-first solutions will dominate as mobile gambling grows, with platforms offering seamless digital wallet integration. Biometric authentication is expected to become standard for secure, effortless transactions, while cross-platform compatibility will ensure consistent payment experiences across devices, enhancing player satisfaction. In response to these trends, PayDo is introducing unlimited virtual and physical cards, designed to every need for both iGaming providers and players. From universal currency support to flexible limits and customisation.

What would you recommend to iGaming operators when it comes to payment processing?

At PayDo, we recommend prioritising robust encryption protocols, multi-factor authentication, and real-time payment systems to ensure both security and speed. These measures protect user data, prevent fraud, and enable instant deposits and withdrawals, significantly enhancing the player experience. Regular audits and adherence to compliance standards such as AML and KYC are crucial for building trust in this high-risk industry. By leveraging this, operators can foster loyalty and remain competitive in a demanding market.



Emre Goktas

Founder & Group CEO at Revpanda Group

Emre Goktas is a dynamic entrepreneur and digital marketing expert leading Revpanda Group, a top-tier agency, in the iGaming sector. With deep expertise in SEO and marketing, Emre has successfully exited two iGaming affiliate ventures and has extensive experience on the advertiser side as well. His unique perspective comes from being actively involved on both sides of the iGaming industry. Currently, Emre drives growth at Revpanda Group while investing in various innovative companies, including Esimatic.

In your opinion, what regulatory changes impacted the iGaming sector in 2024 the most?

The iGaming industry witnessed several transformative regulatory developments in 2024. A global push for responsible gambling led to stricter measures in the UK and EU, including mandatory affordability checks, enhanced self-exclusion tools, and tighter ad restrictions to protect vulnerable players. Crypto regulations varied, with some markets restricting payments for AML reasons while Malta fostered blockchain innovation. In the U.S., iGaming expanded, but state-specific rules remained a challenge.

Where do you think we're headed in 2025 in terms of regulations in iGaming?

Looking ahead to 2025, the iGaming sector is poised for continued evolution in its regulatory environment. One major area of focus will be the regulation of digital payments and cryptocurrency. As more jurisdictions adopt measures to manage AML risks and enhance consumer protection, we can expect stricter oversight of crypto transactions in iGaming. Additionally, new regulations could mandate advanced affordability checks, impose stricter session limits, and introduce real-time intervention tools to prevent gambling-related harm.

What strategies do you recommend to iGaming operators to stay ahead of the regulatory changes?

Operators need to adopt a proactive and diversified approach to remain competitive. Expanding into newly regulated markets is a key strategy. This diversification helps operators reduce reliance on overly regulated jurisdictions while capturing growth opportunities in emerging regions. However, market entry must be accompanied by diligent management of local regulatory requirements to avoid compliance pitfalls. Ultimately, the ability to adapt quickly to regulatory changes while prioritising player protection and technological innovation will determine success in this dynamic industry.



Lauranne Urban

Chief Marketing Officer at SiGMA World

At just 28 years old, she rose from an intern to Chief Marketing Officer at SiGMA, thriving in an environment that champions talent, diversity, and inclusion. Her leadership reflects the company's core values of intergenerational collaboration, where every voice is empowered and celebrated.

In your opinion, what regulatory changes impacted the iGaming sector in 2024 the most?

This year brought stricter AML and KYC mandates, pushing operators to adopt deeper verification methods. Heightened data protection laws aligned with evolving GDPR standards reshaped compliance frameworks. These regulations drove a more player-centric approach, ensuring transparency and responsible gaming.

Where do you think we're headed in 2025 in terms of regulations in iGaming?

2025 will likely witness harmonised international guidelines, emphasising ESG principles and responsible advertising. Expect greater scrutiny on offshore licenses and data sovereignty, compelling operators to refine compliance strategies. This environment will encourage proactive adaptation and robust governance.

What strategies do you recommend to iGaming operators to stay ahead of the regulatory changes?

Maintain agility by investing in compliance teams and tech that simplifies reporting. Engage with policymakers and industry associations early to anticipate shifts. Regular audits, transparent communication, and a focus on player protection will help operators confidently navigate evolving legal landscapes.



Sebastien Couckhuyt

CEO at Casino Elite

Sebastien is a communications and online marketing professional with extensive experience in the marketing sector and online gaming. With a background in international companies across Europe and Asia, Sebastien brings a global perspective to his work. His strong foundation in marketing, combined with his enthusiasm and adaptability, makes him well-suited for leadership roles in online marketing. He stays up to date with the latest industry trends, with a particular focus on digital marketing, social media, and emerging marketing technologies.

In your opinion, what regulatory changes impacted the iGaming sector in 2024 the most?

Belgium's ban on most traditional advertising channels, introduced in 2023, has reshaped the marketing landscape. This regulation forced operators to rethink their strategies, emphasising compliance and ethical marketing. It's driven innovation in retention-focused tactics, with a shift towards delivering value directly onsite.

Where do you think we're headed in 2025 in terms of regulations in iGaming?

Regulations are likely to tighten further, with increasing scrutiny on player protection, affordability checks, and data transparency. Operators will need to stay proactive, not only complying with regulations but anticipating changes by fostering open dialogues with regulators and adopting a compliance-first mindset.

What strategies do you recommend to iGaming operators to stay ahead of the regulatory changes?

Embrace adaptability by investing in agile compliance systems and fostering a strong internal culture of accountability. Stay informed about global trends, as regulatory frameworks tend to influence one another across markets.



04

iGaming Affiliates

04 | iGaming Affiliates Overview 2024

Affiliates looking to prosper in the rapidly growing iGaming industry must make the creation of high-value content their top priority. As the online gaming market is projected to expand at a compound annual growth rate (CAGR) of 6.47% and reach a value of \$132.90 billion by 2029, affiliate opportunities have never been as tangible and goals achievable.

However, with fierce competition for user engagement, affiliates must focus on producing engaging and localised content with the goal of building long-lasting relationships centred on user trust and credibility. Optimising platforms for search engine algorithms remains a priority, as does understanding the impact of key affiliate metrics, such as First-Time Depositors (FTDs), Earnings per Click (EPC), commissions, and conversion rates.

We asked iGaming experts about affiliate marketing trends. They all emphasised the importance of strong affiliate-operator relationships, built on transparency, trust, and data-driven collaboration. Creating transparent partnerships with operators is essential, as success relies on the data they provide—the more data available, the better affiliates can optimise partnerships. High-quality content is crucial for engagement and organic search ranking, with videos, infographics, guides, and interactive tools driving results. Niche expertise and localisation also play key roles in expanding to new markets.

See what our guests say about affiliate marketing in iGaming!

Experts' comments

Lee-Ann Johnstone

Founder at Affiverse



With almost two decades of digital marketing and affiliate experience within the retail, payments and the fast paced iGaming industry, Lee-Ann Johnstone is an award winning digital marketing strategist and affiliate management coach. In 2019 she started Affiverse, a Google News approved curated content hub and affiliate marketing agency. Born out of a passion to help brands and affiliates connect and build profitable affiliate businesses, Affiverse has grown into a trusted provider and authoritative brand in the iGaming industry

What content strategies are in your opinion the most effective for scaling iGaming affiliate websites?

Focus on niche markets and GEOs, getting hyper-focused on leveraging tailored, high-quality content to attract specific audiences. Incorporate user-generated content, video reviews, and interactive tools to enhance player engagement. Repurpose content across multiple channels like X, YouTube, or Telegram communities, and create educational resources like gaming guides to build authority. Lastly, ensure your site is technically optimised for speed, mobile usability, and customer experience. Combining these strategies will position your affiliate business for sustainable growth and help you build a loyal, engaged audience.

Tips for affiliates to establish better partnerships with iGaming operators in 2025

Be transparent with traffic and player data to build trust. Play the long game. Be honest and upfront about what you can deliver. Highlight niche expertise, such as crypto casinos or mobile gaming traffic, if you have it, and ask questions from operators to understand where you can add value to their marketing mix. Focus on building a business that is compliant with evolving regulations. Negotiate beyond standard deals, suggesting exclusive bonuses or co-branded campaigns. Maintain regular communication, share performance metrics, and showcase your impact to strengthen partnerships. Diversify traffic sources across social media, email, and emerging platforms like Telegram. Affiliates who combine transparency, adaptability, and value-driven collaboration will foster long-term, rewarding relationships with iGaming operators.

Udit Verma

Co-Founder and CMO at Trackier

Udit Verma, Co-Founder and CMO of Trackier, is a seasoned marketing leader with a strong background in advertising, brand management, and public relations. A graduate of Delhi Technological University, Udit co-founded vNative, which later evolved into Trackier. Under his leadership, Trackier has expanded its presence across five continents, serving clients worldwide. Known for his strategic insight and ability to build high-performing teams, Udit has driven the company's growth while maintaining its bootstrapped, entrepreneurial roots. Udit is focused on scaling Trackier further by leveraging innovative marketing strategies and customer-centric solutions, solidifying its position as a global industry leader.



What content strategies are in your opinion the most effective for scaling iGaming affiliate websites?

The primary focus should be on creating high-quality, SEO-optimised content, that serves both user intent and search algorithms. Creating in-depth, informative content like reviews, comparisons, and activity guides can supplement this activity, and attract engaged, organic traffic. Rich media such as videos, interactive elements, and infographics throughout the website will help in boosting engagement. In a global industry like iGaming, it is crucial to target local markets with region-specific content, addressing cultural nuances and regulatory differences. Building a community will also be key in driving repeat traffic and loyalty, thus, boosting organic search ranking and ROI.

What are your tips for affiliates that want to establish better partnerships with iGaming operators?

Transparency is essential to building and maintaining a long-term relationship with iGaming operators. It is imperative to understand each operator's offerings and align your content to match their strengths, while making sure it also resonates with what your audience enjoys. Regular communication is vital in any partnership. Share data insights, performance reports, and any customer feedback that could improve campaigns, with the affiliate managers. For operators, it is important that the affiliates they work with stay compliant with industry regulations. Keep up with changing norms. It helps protect both your brand, and your operator's reputation.

Arnis Surgovts

Managing Director at Revpanda Media

Arnis is the Co-Founder of Revpanda Group and Managing Director of Revpanda Media, with a strong background in sports betting, risk management, and affiliation



What content strategies are in your opinion the most effective for scaling iGaming affiliate websites?

Scaling an iGaming affiliate website requires focus on SEO, localised content, and conversion-driven strategies. The foundation is built on high-intent, evergreen content—think in-depth casino reviews, bonus comparisons, and game guides that actually add value. Localising content for different markets is non-negotiable; language, legal frameworks, and player preferences must be tailored for each region.

Having a scalable content production system ensures long-term growth. Real, data-driven insights make the difference in conversion-focused reviews; generic fluff won't cut it. At the same time, strong link-building through digital PR, high-authority partnerships, and outreach is essential for authority and rankings. Traffic diversification is another key factor. Relying solely on organic search is a risk, so leveraging paid campaigns and social channels keeps the pipeline steady. On the technical side, speed, mobile-first UX, and structured data play a major role in staying ahead in search rankings. At the end of the day, execution is what separates top affiliates from the rest. Great content alone won't scale, but a structured, data-backed approach will.

What are your tips for affiliates that want to establish better partnerships with iGaming operators?

Be honest about your performance metrics and capabilities to align expectations and build trust with the operator from the start. On top of that, focus on effective communication. Partners who are accessible and respond promptly, especially in urgent situations, are highly valued and contribute to stronger relationships.

Make sure your traffic sources align with the operator's product, as promoting a product that doesn't match your audience's interests can damage your reputation and hinder expected results. Whenever possible, prioritise in-person meetings over chats, as face-to-face communication fosters stronger and more productive partnerships.

Michael Filletti

Co-Founder at Routy

Michael is the co-founder of Routy, a business intelligence platform designed to help affiliates grow and optimise their businesses. With a strong background in data, Michael brings an analytical perspective to the affiliate marketing industry. He has been in the industry for over seven years, working closely with some of the largest iGaming affiliates, delivering innovative business intelligence solutions that drive business impact.



What content strategies are in your opinion the most effective for scaling iGaming affiliate websites?

Keeping it simple, I would start by comparing the types of content you're creating and comparing metrics like FTDs, revenue, EPC, conversion rates, etc. Clickouts are a great metric, but it's not enough to understand the full picture.

Another tactic would be to identify hidden gems. These are pages generating only a few clicks, but generating conversions. Getting this data isn't easy, but once you get it, it can be immensely valuable. For example, we had one client mention how surprised he was that one page on his website was basically being ignored, because it was generating just a few outbound clicks monthly. What he didn't know was that half of those clicks became FTDs. Identifying such hidden gems is a great way to get the most out of your affiliate website. He started focusing on that type of content, and saw a substantial increase in FTDs.

What are your tips for affiliates that want to establish better partnerships with iGaming operators?

Data and trust are critical. Ensure that the operators you work with provide you with as much data as possible. I would go in there with a checklist, looking specifically for postback tracking, dynamic variable reporting, a proper software to extract data from, etc.

The more data you have, the more you can optimise your partnership, and the more you can trust them, which is both in your interest and theirs. Of course, there will always be operators that do not share or provide the above, and can still perform very well. But ultimately, the partnership will always be susceptible to distrust and a feeling of leaving money on the table.

Gurgen Sargsyan

Head of Marketing at Brofist

Gurgen has more than 15 years of experience in sales, and has been in the iGaming market since 2018. He held various positions from business development to head of the sales department. This year he decided to move in the direction of marketing and has been holding the position of Head of the Affiliate Marketing department.



What content strategies are in your opinion the most effective for scaling iGaming affiliate websites?

To grow an iGaming affiliate website, we should create valuable, niche-specific content, such as guides, reviews, and tutorials. Translate content for new markets with translations, regional payment methods, and popular games. Enhancing engagement with interactive tools like bonus calculators and "Top Casino" lists. Invest in topics that are evergreen and update them regularly. Make the site mobile-friendly and fast-loading by working with influencers and optimising it for SEO. Build trust and community by encouraging user reviews and discussions.

What are your tips for affiliates that want to establish better partnerships with iGaming operators?

To strengthen partnerships with iGaming operators, and maintain clear, professional communication with regular performance updates should focus on delivering high-LTV players and optimising campaigns to reduce low-quality traffic.

Understand operators' needs by aligning your promotions with their audience and business goals, providing added value through collaborative campaigns, co-branded content, and market insights.

Make sure you follow compliance rules and avoid misleading offers in order to build trust. Utilise SEO, PPC, social media, and email marketing to diversify traffic sources. Join industry must-attend events like SiGMA, iGB, and ICE to network directly with operators and negotiate hybrid or custom commission models that benefit both parties.



05

Emerging Markets

05 | Emerging Markets Overview 2024

In 2024, the global iGaming industry continued to expand into emerging markets, with the growth of markets in Latin America, Asia, and Africa being particular highlights. The online gambling market in Central America, for instance, reached \$189.90 million in 2024 due to an increase in user penetration of 2.6%, while the growing mobile adoption led to select African markets, such as Kenya and Nigeria flourishing. Canada is becoming a North American iGaming hub, commanding 65% of the North American market. At the same time, Brazil and Peru have surpassed expectations in South America.

The success in new markets is contingent on understanding local regulations and cultural nuances and, crucially, localising content and services. Alignment with regional trends and preferences is critical, as it showcases uniqueness and attracts local audiences.

Robust market analysis is a prerequisite to understanding user behavior and creating content that meets the needs of players in emerging markets. At the same time, focusing on scalable technology allows many businesses to adapt to evolving regulations and demands more easily.

We asked selected iGaming experts about emerging markets, and Peru, Argentina, Mexico, and Colombia continue to attract strong interest and substantial investments. Looking ahead to 2025, Africa continues to be in the spotlight for many operators and is considered the next frontier of iGaming expansion, driven by increasing mobile adoption and internet penetration. The Asia-Pacific region, particularly countries like Indonesia, Vietnam, Japan, and India, hold significant potential for growth, provided their legal frameworks evolve.

Check out our guests' insights on emerging markets in 2025!

Experts' comments

Monika Zlateva

Chief Commercial Officer at CT Interactive

Monika is an iGaming Business Development/Commercial Expert with 18+ years of experience. She's a Certified Executive Coach with 10+ years of experience. Focused on empowering Business Owners and Leaders to increase the value of their business, resolve issues, gain clarity, and explore opportunities.



According to you, which new iGaming markets were in the spotlight in 2024?

Brazil was a key market, dominating the spotlight. Peru, with its complete regulation starting January 2024, showed remarkable potential throughout 2024. Other LATAM markets, including Colombia and Argentina, continue to attract significant investments, driving growth in the region. With its massive population, passionate sports culture, and recent advancements in regulation, Brazil has become the most coveted destination for operators looking to tap into Latin America's immense potential. Peru's gaming sector's positive performance this year has laid the groundwork for its emerging as a key player in the region, with its clear regulatory framework set to attract even more operators and investment in the near future. Colombia and Argentina have continued to thrive as mature markets. Their stable regulatory environments and strong player bases have made them highly attractive for global operators.

What emerging markets in iGaming are you most excited about in 2025?

The focus remains on Brazil, Peru, Argentina, Mexico, and Colombia. Additionally, African countries present vast, untapped potential, offering exciting opportunities for growth and innovation. In 2025, the iGaming markets generating the most excitement are undoubtedly centered around Latin America and Africa. Besides Brazil and Peru, Argentina and Mexico remain exciting prospects, with Argentina's growing iGaming ecosystem and Mexico's combination of scale and robust betting culture positioning them as high-potential markets. Colombia, a pioneer in Latin American regulation, stays at the forefront of the region's growth story. Beyond Latin America, African countries are increasingly gaining attention for their immense, largely unexploited potential. With a rapidly expanding digital infrastructure, a young population, and increasing access to mobile technology, Africa is emerging as the next frontier for iGaming.

What are your recommendations for iGaming operators entering new markets?

Understand your target market thoroughly and partner with trusted, experienced providers to navigate new territories successfully. Make informed investments in player acquisition and retention strategies, ensuring alignment with local trends while showcasing your unique brand identity to differentiate and attract your ideal clients. Stick strictly to local compliance regulations, keeping your team motivated and equipped to understand the market, fostering confidence and enthusiasm for these ventures. Above all, enjoy the process, remain optimistic, and believe in your success!

Karl von Brockdorff

Chief Marketing Officer at Wicked Games

Karl von Brockdorff, CMO of Wicked Games, is a seasoned iGaming professional with over 15 years of experience across B2B and B2C verticals. He has led brand strategies and product launches in emerging and regulated markets, with expertise in casino operations, market trends, and player behaviour, building data-driven strategies for growth and engagement.



According to you, which new iGaming markets were in the spotlight in 2024?

Brazil emerged as the iGaming market to watch, driven by regulatory momentum and significant strategic investment. Flutter Entertainment's acquisition of a 56% stake in Betnacional for \$350 million highlighted the market's immense potential, with full regulation anticipated by 2025. Brazil is increasingly looking like a necessity for operators looking to lead in Latin America's growing iGaming landscape.

What emerging markets in iGaming are you most excited about in 2025?

Emerging markets will have a huge role to play in 2025. Latin America, with Brazil at the forefront, is anticipated to experience significant growth due to regulatory advancements. The Asia-Pacific region, including countries like India and Japan, is also expected to contribute to the industry's expansion. Africa too, with increasing internet penetration and mobile adoption present substantial opportunities for operators.

What are your recommendations for iGaming operators entering new markets?

Entering new markets requires a laser focus on regulatory compliance—it's non-negotiable. Operators must localise every aspect of their offering, from games to payment methods, to resonate with local players and build trust from the offset. Robust market research, now assisted by AI insights, is critical for anticipating player behaviour and staying ahead of trends. Finally, success hinges on scalable, secure technology that can adapt to dynamic regulations and evolving market demands.



Faruk Aydin

Chief Revenue Officer at Revpanda Group

With almost two decades' experience in customer success, product marketing, and business development, Faruk helps marketers boost customer experience, stimulate business growth, and increase revenues. He has worked with hundreds of US and European based brands from various industries such as ecommerce, financial services, retail, and publishing. At Revpanda, Faruk works with the key clients of the digital marketing agency to make sure their marketing efforts are streamlined. If you don't see him at his desk talking to clients, he's most probably on a tropical island, scuba-diving with sharks.

According to you, which new iGaming markets were in the spotlight in 2024?

In my view, LATAM, especially Brazil, was the biggest focus last year. We saw this firsthand at Revpanda Agency, with an increase in cooperation requests from the brands we work with. The main drivers were regulatory developments and the region's massive player base. Africa also attracted operators, particularly Nigeria, Kenya, and South Africa, which already have strong sports betting cultures. Having mobile-first nature and growing adoption of crypto, partly driven by economic factors, also played a key role in its rise.

What emerging markets in iGaming are you most excited about in 2025?

I expect to see more investment flowing into Southeast Asia, where demand is strong but regulations are still taking shape. From the events I've attended and the experts I've spoken with on Revpanda Live, there's growing anticipation around the UAE. A few companies are already making significant moves to prepare, aiming to be first adopters. Early signs suggest the country could open up to iGaming and position itself as a major hub. If that happens, it would be a game-changer for the industry.

What are your recommendations for iGaming operators entering new markets?

From my experience, localisation is key to success. It's not just about translating content, it's about adapting payment options, marketing strategies, and user experience to fit local preferences. What works in one market won't necessarily work in another. Every market has its own player behaviours, regulations, and cultural nuances, so operators need to test, refine, and adjust. In mobile-first regions, for example, a seamless mobile experience is essential. Partnering with local experts can also make a huge difference in overcoming challenges and building trust faster.

Glenn Debattista

Chief Operating Officer at BetStarters

With over 19 years of experience in the iGaming industry, Glenn's a seasoned leader and strategist who has successfully managed and scaled various online platforms and products. As the Chief Operating Officer at BetStarters, he oversees the day-to-day operations and execution of the company's vision and goals, while ensuring the highest standards of quality and performance.



According to you, which new iGaming markets were in the spotlight in 2024?

In 2024, the spotlight was on Latin America, specifically on Brazil and its rapid regulation rollout which created quite a buzz in this industry. Africa continued to expand, with Nigeria and Kenya leading due to their mobile penetration. Meanwhile, the Asian markets, especially India, gained traction with rising digital adoption and sports betting popularity.

What emerging markets in iGaming are you most excited about in 2025?

Africa remains a key focus for 2025, with quite a few nations shaping up as promising markets due to regulatory advancements. Asia, especially Indonesia and Vietnam, holds significant potential, provided legal frameworks evolve. North America continues to grow, with Canada's provincial markets expanding and one to keep an eye on.

What are your recommendations for iGaming operators entering new markets?

Operators should prioritise compliance by understanding and adhering to local regulatory frameworks. Tailoring offerings to regional preferences, such as payment methods and popular games, is crucial. Building partnerships with local entities can streamline operations and improve market entry. Finally, investing in localised marketing strategies ensures better engagement with the target audience.



06

Technology

06 | Technology Overview 2024

Technology continues to drive the expansion of the iGaming industry, with its global value reaching \$97 billion. Online gambling revenue is projected to soar to \$125.6 billion by 2027, and it is expected to hit \$583.69 billion by 2030. Innovations such as artificial intelligence (AI), machine learning (ML), virtual reality (VR), and blockchain systems are playing crucial roles in this growth, with over 593 million global iGaming enthusiasts witnessing the technology-fueled evolution of the industry. AI, in particular, is a key driver of this transformation.

Multiple professionals in the iGaming industry highlight its role in enhancing personalisation, improving player experiences, supporting responsible gambling, boosting operational efficiency, and ensuring regulatory compliance. AI's ability to analyse player behaviour in real-time and tailor experiences accordingly is repeatedly emphasised as a game-changer across various aspects of the industry.

Additionally, technologies like augmented reality (AR) and VR are reshaping user experiences, offering more immersive gaming options that transform existing methods of interaction. AI and ML further contribute by providing tailored content that aligns with players' preferences. Meanwhile, blockchain technology facilitates secure transactions and enhanced privacy, contributing to a more trustworthy gaming environment.

However, the successful adoption of these innovative technologies must align with local gambling laws and regulations. The integration of AI and other technologies should be transparent and consider ethical implications, helping to establish trust, ensure accountability, and maintain social responsibility within the industry.

Explore our guests' perspectives on the game-changing technologies that will define the future of iGaming in 2025!

Experts' comments

Vitali Matsukevich

Chief Operating Officer
at SOFTSWISS



Vitali Matsukevich, COO at SOFTSWISS, oversees company-wide business operations, coordinating key initiatives and strategy across B2C, Webstudio, and other divisions. While exploring bachelor's degrees in teaching and engineering, he focused on self-learning and iGaming, gaining five years of experience in the online poker industry before transitioning into IT. Vitali joined SOFTSWISS in 2014 as a Manual QA Engineer and later moved into Operations Management, where he played a key role in client bonus policy creation, content management, and game portfolio strategy.

What technological innovation or achievement had the greatest impact on the iGaming industry in 2024?

I believe it's AI and machine learning. On one hand, these technologies haven't fully met the high expectations placed upon them. However, they have served as the foundation for powerful products and tools, including those launched at SOFTSWISS. These innovations have automated, optimised, and personalised many aspects of work in the industry.

Which technological innovation excites you the most in the coming years?

From a technological perspective, it will be crucial to focus on building product ecosystems and addressing cybersecurity challenges. The speed and reliability of platforms directly affect player loyalty, making security and compliance top priorities. At the same time, Artificial Intelligence (AI) will play a growing role in identifying potential threats, automating decision-making processes, and enhancing the overall gaming experience. AI is increasingly permeating every aspect of business, not just iGaming. However, data from some studies reveals that 36% of cybersecurity professionals rank AI-driven attacks as the top potential threat. We believe it's vital to approach AI tools with care, weighing their potential benefits against possible risks to ensure responsible implementation.

What would you recommend to iGaming operators when it comes to using technology?

I think that those who chose to use ecosystems will win in the future. Because ecosystems offer significant advantages for both operators and players. For operators, ecosystems simplify business operations, growth, and scalability by providing all necessary products from a single trusted provider. For players, ecosystems offer a seamless experience, allowing them to play casino games, place bets, and make payments without switching between platforms. This integrated approach creates a more convenient and enjoyable environment for all parties involved.

Mihai – Gavril Pitileac

Chief Commercial Officer at Oddsgate

Gabi has over 12 years of experience in the iGaming industry. His journey began in Malta in 2012, where his curiosity for the fast-growing sector led him to an entry-level affiliate role. With a passion for learning and a drive for excellence, he progressed through various positions, eventually finding his true calling in sales. Today, he plays a key role in shaping Oddsgate's growth and global presence.



What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, the integration of AI-driven personalisation and omnichannel solutions have been a game-changer. From advanced personalisation in gaming experiences to fraud detection and responsible gaming measures, AI has transformed how operators connect with players while ensuring safety and compliance. Meanwhile, omnichannel systems have bridged the gap between retail and online gaming creating a seamless player journey that boosts engagement and retention.

Which technology innovation excites you the most in the coming years?

The potential of Web3 technologies and blockchain excites me the most. As transparency, decentralisation, and security become increasingly important, blockchain can revolutionise payment systems, player authentication, and even game fairness. The rise of immersive technologies like VR and AR also promises to redefine how players experience iGaming, making it more engaging and interactive than ever before.

What would you recommend to iGaming operators when it comes to embracing technology?

Prioritise technology that solves real challenges for your business and players. Choose modular, scalable platforms that evolve with market demands and regulatory shifts. Most importantly, keep the player experience at the core – use technology not just to innovate but to add real value to your customers. And lastly, partner with providers who understand the nuances of the industry and can support your long-term vision. At Oddsgate, we pride on delivering these tailored, impactful solutions.



Sergii Maiakov

CTO at VeliTech

With over 15 years of engineering and leadership experience at tech giants like Amazon and Samsung, Sergii Maiakov drives the strategy, development, and delivery of the VeliTech product ecosystem. Holding a Master's in Computer Science and AWS Solution Architect – Professional certification, he brings a sharp focus on innovation and cross-functional excellence to the iGaming industry.

What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, the leap in AI for responsible gaming tools stands out. It's not just about personalising games anymore—it's about actively safeguarding players. AI systems now detect problematic behaviours in real-time, alerting operators and suggesting interventions. This innovation has significantly raised the bar for player safety while enhancing trust and regulatory compliance. It's a clear signal that technology in iGaming isn't just about growth—it's about doing better for the players and the industry as a whole. A significant boost in AI performance has led to the development of AI-powered chat operators capable of seamlessly addressing most client issues. This eliminates the need for clients to wait in line and significantly reduces operational costs by removing the reliance on dedicated L1 support teams.

Which technology innovation excites you the most in the coming years?

The most exciting innovation is advanced personalisation technology. A/B testing has proven inadequate as it focuses on majority preferences, often missing vital customer segments with unique needs, leading to suboptimal experiences and potential customer loss. Modern personalisation systems use AI to adapt iGaming products' experiences to individual user behaviours and preferences in real-time. While implementing these systems requires significant technological investment, the returns are substantial – delivering truly customised experiences that maximise player engagement and satisfaction, ultimately transforming how iGaming platforms serve their diverse user base.

What would you recommend to iGaming operators when it comes to embracing technology?

When embracing technology, iGaming operators should prioritise latency and performance optimisation. Focus on implementing regional server infrastructure to ensure minimal latency for target markets. Utilise edge location caching and network optimisation techniques to enhance real-time gaming performance. Additionally, integrate market-specific payment systems that address local requirements and preferences. These technical foundations are crucial for delivering seamless gaming experiences and maintaining competitive advantage in the rapidly evolving iGaming landscape.

Talha Kahveci

CPO at Monotech

Talha is the Chief Product Officer at Monotech, where he builds the future of iGaming by crafting emotional, human-centered products.



What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, AI-powered analytics and reporting have significantly impacted the future of the iGaming industry. The ability to extract real-time, prompt-based, data-driven insights has revolutionised how operators make decisions and optimise their platforms according to the player segments. This advancement has empowered operators to optimise their strategies and enhance operational efficiency.

Which technology innovation excites you the most in the coming years?

The potential of AI, particularly through Robotic Process Automation and Agentic AI, excites me the most for the future of iGaming. RPA enables seamless automation of tasks like anti-fraud scoring and bonus or rewards distribution, while Agentic AI not only enhances customer interaction by delivering dynamic, personalised support but also makes reliable, autonomous decisions. These innovations improve operational workflows and drive more adaptive and engaging player experiences.

What would you recommend to iGaming operators when it comes to embracing technology?

I would recommend operators to work with providers who understand that operating within the revenue share model means prioritising their partners' success and aligning their innovations and strategies to support mutual growth and shared goals. Providers should focus on delivering technology that enhances operators' performance. Having access to modern technologies allows operators to stay competitive, adapt to changing player demands, and deliver a seamless gaming experience.



Zoltán Tündik

Co-Founder & Head of Business at HIPHTER

Zoltán Tündik is the driving force behind HIPHTER, the parent brand of European Gaming, PICANTE, and Gaming Americas. As Co-Founder and Head of Business, he has built a global platform that connects industries like gaming, blockchain, AI, and fintech through leading news portals and boutique-style conferences across Europe and North America.

What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, artificial intelligence (AI) has been a driving force for the iGaming industry. It's revolutionised personalisation, fraud detection, and responsible gambling by analysing player behaviour in real time. Blockchain technology continues to gain momentum, especially with decentralised platforms and provably fair mechanics, which are boosting transparency and trust. On the backend, cloud gaming has enhanced scalability, ensuring seamless operations during peak periods and enabling operators to offer uninterrupted, high-quality player experiences.

Which technology innovation excites you the most in the coming years?

Web3 technologies are particularly exciting for their ability to revolutionise gaming experiences. The use of NFTs for in-game assets, loyalty rewards, and personalised collectibles adds a new dimension to engagement. Additionally, AI-powered game development is thrilling, as it enables hyper-personalised and adaptive content that evolves with the player. Looking ahead, AR/VR advancements could redefine casino gaming entirely, offering immersive virtual environments where players interact in real time—blurring the lines between reality and digital entertainment.

What would you recommend to iGaming operators when it comes to embracing technology?

Operators should approach new technology with a clear strategy and purpose. Prioritise solutions that enhance player engagement, streamline operations, or improve compliance. Don't chase trends—adopt tech that aligns with your business goals and adds measurable value. Investing in cybersecurity is critical, as trust and data privacy remain paramount. Start with smaller pilot programs to test innovations and refine processes before scaling up. Lastly, foster a culture of adaptability and learning within your team—staying ahead of technological advancements will future-proof your operations.

Giorgi Tsutskiridze

Chief Commercial Officer at SPRIBE

With over 8 years of experience in the iGaming industry, Giorgi is a Chief Commercial Officer at SPRIBE, a market-leader games provider company, since 2019. SPRIBE is best known for its flagship game “Aviator”, which gained popularity among Gen Y & Z. Recently it has reached a milestone indicator of 10 million monthly players. Besides that, he is a Co-Founder and CEO of HawX, a company that provides innovative CRM solutions to online casinos. He has a passion for entrepreneurship, technology, and customer satisfaction, and leads a team of talented professionals who share the same vision and values.



What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

The most impactful advancement in 2024 has been the integration of AI-driven personalisation. This technology tailors gaming experiences to individual players, enhancing engagement and retention. By analysing user behaviour in real-time, operators can deliver highly relevant content, promotions, and recommendations, creating a seamless and immersive player journey.

Which technology innovation excites you the most in the coming years?

The rise of blockchain gaming excites us the most. Its transparency and security have the potential to revolutionise trust in the industry. Coupled with advancements in AR and VR, we foresee blockchain enabling more interactive and immersive gaming experiences, bridging the gap between traditional iGaming and next-gen digital ecosystems.

What would you recommend to iGaming operators when it comes to embracing technology?

Embrace emerging technologies strategically by focusing on player-centric solutions. Prioritise innovations like AI for personalisation, blockchain for transparency, and mobile optimisation to stay competitive. Operators must also invest in robust cybersecurity measures to safeguard player data while building trust in increasingly digital environments.



Monika Zlateva

Chief Commercial Officer at CT Interactive

Monika is an iGaming Business Development/Commercial Expert with 18+ years of experience. She's a Certified Executive Coach with 10+ years of experience. Focused on empowering Business Owners and Leaders to increase the value of their business, resolve issues, gain clarity, and explore opportunities.

What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, the iGaming industry experienced transformative advancements driven by integrating several key technologies, each uniquely enhancing player experience, operational efficiency, and trustworthiness. The most significant ones include the integration of crypto and blockchain, leveraging artificial intelligence (AI) and virtual reality (VR) to enhance player experiences, and applying machine learning (ML) for personalised player journeys. Artificial intelligence (AI) has become indispensable for enhancing player experiences. From dynamic chatbots offering real-time assistance to personalised game recommendations based on player behaviour, AI ensures that each interaction feels tailored and intuitive. Meanwhile, virtual reality (VR) technology has redefined immersive gaming by creating hyper-realistic virtual casinos. This combination of AI and VR is setting new standards for engagement and satisfaction.

Which technology innovation excites you the most in the coming years?

The combined potential of VR and AI is thrilling. It promises to create immersive digital environments, redefining player sensations and elevating the gaming experience. This innovation has the power to transform not just the way games are played but also how players interact with digital worlds, offering deeper engagement and personalisation. This creates an entirely new digital world for players. Virtual reality is poised to revolutionise how we experience gaming by offering fully immersive environments that replicate the sights, sounds, and even interactions of real-world casinos. Paired with artificial intelligence, it will enhance the realism of these virtual worlds by enabling responsive, lifelike interactions and personalizing every aspect of the gaming journey.

What would you recommend to iGaming operators when it comes to embracing technology?

To work with trusted and experienced partners and providers who have proven a stable and reliable approach to embracing and adopting new technologies over the years. Those partnerships will help them manage their risk and investments more wisely, resulting in predictable and stable ROI, but most importantly will ensure their players receive high-quality products which meet all compliance requirements and fair gameplay and correct winning distribution.

Lidiia Vakulenko

COO at Atlaslive

Lidiia Vakulenko is the Chief Operating Officer at Atlaslive, a leading B2B software provider for iGaming operators. Lidiia Vakulenko is a passionate, dynamic, and driven business professional with over a decade of experience in various executive roles, ranging from strategic advisory to operations management. At Atlaslive, Lidiia excels in strategic development, operations, process optimisation, partnerships, and people management.



What technologies can help understand player behaviour and promote responsible gambling?

Today, innovative technology drives success in the iGaming industry. To lead the market, it's vital to understand player needs and adapt responsibly. Atlaslive's platform prioritises responsible gaming with features like adjustable limits, Risk Management & Anti-fraud equipped with 200+ triggers for analysing user behaviour. Our advanced KYC framework includes 3D facial recognition, automated document checks, and real-time biometrics. With Business Analytics, operators can monitor key data, ensuring safer and more transparent gameplay for all.

Where are we headed when it comes to responsible gambling in 2025?

iGaming isn't about profit at the cost of addiction. The future of iGaming lies in balancing innovation with social responsibility. With gambling addiction affecting 1.2% to 6.0% of the global population, responsible gambling initiatives matter. Advanced technologies like AI help operators monitor player behaviour, set deposit limits, and detect risks early. Atlaslive is shaping this future with live technologies mentioned before including GLI and ISO Certifications, and Geolocation services to restrict access where needed and protect data. AI-driven tools can also ensure a safer and more responsible gaming experience.

In your opinion, how can operators balance offering a highly engaging experience with promoting responsible gambling?

Everything should work automatically and seamlessly, analysing user history, profile, needs, and potential risks to protect partners and prevent negative outcomes like losses or addiction. Engagement is what players primarily seek. As tech providers, it's our priority to ensure a "healthy" environment for players and partners, where players can safely enjoy gaming and feel a natural, built-in sense of responsibility with the ability to adjust their gaming process when needed. Meanwhile, operators must have access to tools to monitor every second and stay on the safe side. This balance is achievable through the right, dynamic technologies that keep everything under control.



Svetlana Kirichenko

Chief Marketing Officer at Slotegrator

Svetlana is a marketer specialising in content marketing, PR, advertising, brand awareness, and event management. She has a journalism background and experience with reporting, editing, news writing, interviewing, and translating. Currently, she serves as a Head of Marketing at Slotegrator, a B2B company in the gambling industry.

What has been the most impactful tech innovation or advancement for the iGaming industry in 2024?

There are several technologies that impact iGaming in 2024, however some of them are there for longer. We can't underestimate cryptocurrencies that affected the way modern gambling operates drastically – it's impossible to imagine the industry with fiat currencies only right now.

Provably fair games are another blockchain-based technology that we can highlight. It gained more popularity in 2024 for a reason – players like to have a feeling of fair game and be sure that casinos don't interfere. Provably fair games give this confidence in their nature.

We also noticed the growing popularity of social gaming elements in online casinos that include live chats, player chats, live dealer games, tournaments and other ways to give players an opportunity to interact with each other and the casino.

Which technology innovation excites you the most in the coming years?

We believe that the most useful innovation of recent and following years is artificial intelligence. Its impact in every area and industry is difficult to overestimate, and it will probably become a trend that stays forever.

The way AI optimises time and resources, avoids human mistakes, analyses vast amounts of data is unbelievable, and with the industry's natural growth this is exactly what operators and providers need.

Segmentation is quicker and easier with AI, and this also contributes to responsible gambling. AI is helpful in security when it automates ID verification processes and KYC measures by analysing biometric data, monitoring transactions, detecting fraud, and enforcing bulk actions.

The most popular AI application is analytics. It enables fast real time platform data collection and analysis, which is especially important for online casinos and sportsbook platforms where the number of users is enormous. We believe that this technology will stay with us forever, it's impossible to imagine manual data collection or ID verification in 2025. And we definitely recommend you start using it if you haven't already done so.

What would you recommend to iGaming operators when it comes to embracing technology?

First of all, we would like to repeat that integrating innovations to online casinos is important to stay on top of the market, attract new players, and keep those who already registered on your platform. One of our recommendations is to keep yourself updated. Visit industry events, read news and articles, communicate with your partners and colleagues, and stay aware. The sooner you understand and implement the latest trends the better it is for your retention rate, some of them are temporary and catching the moment of demand is good. Players like updates of their favourite games and new games of their favourite type as much as they like to try new mechanics and themes. If you let them try new technologies on your platform they won't search them on other online casinos.

07

Closing Remarks



Magda Klimko-Aydin

CMO at Ace Alliance

Thank you for reading the 2025 iGaming Trendbook and allowing us to share these insights with you. At Ace Alliance, our goal is to connect industry professionals and share valuable knowledge to support growth and innovation in iGaming. We hope this trendbook provides you with the insights you need to understand the key developments in marketing, payments, regulations, technology, affiliate marketing, and emerging markets.

By bringing together the perspectives of experts from leading iGaming companies, we aim to highlight the opportunities and challenges that lie ahead. Whether you're an operator, affiliate, or service provider, we hope these insights help you make informed decisions and stay ahead in 2025.

Ace Alliance Insights

Ace Alliance Insights is a series of engaging conversations where we invite industry experts to share their perspectives on iGaming. In each session, guests discuss key trends, challenges, and opportunities shaping the industry, offering valuable insights for our audience.

Follow Ace Alliance on LinkedIn and YouTube to be the first to know when a new episode is scheduled!



08 | About Ace Alliance

Ace Alliance: Where iGaming Leaders Connect

Ace Alliance is an iGaming media hub that brings industry professionals together through online and onsite events, expert content, and networking opportunities. Our goal is to create a space where professionals can connect, stay informed, and keep up with industry developments.

With a strong focus on building lasting relationships, we help iGaming leaders share insights, explore new opportunities, and stay ahead of market trends. Through interviews, discussions, and expert contributions, we provide valuable content that highlights key topics shaping the industry.

Explore Partnership Opportunities with Ace Alliance

Beyond media and events, we support top iGaming brands by increasing online visibility, generating leads, and creating B2B and B2C PR opportunities. Whether you're an individual looking to expand your network or a company aiming to strengthen its presence, Ace Alliance offers the platform to grow and succeed in iGaming.

Let's stay in touch

 info@acealliance.com

[Contact us](#)

09 | About Revpanda Group

Comprehensive Services and Brand-Aligned Solutions

Committed to redefining digital marketing and inspiring growth, we, as Revpanda Group, accept your mission as our mission. Revpanda is an all-in-one, full service agency that helps businesses to succeed through custom services and solutions.

Digital Marketing Expertise that Empowers Growth

We are a team of experienced digital marketers, developers, testers, designers, SEOs, copywriters, translators and project managers. Our brand protection and content marketing services help establish a strong online presence, further facilitated by effective PR campaigns, top-tier link-building strategies, and conversion rate optimisation. Through web development and design, we make high-performing and user-focused websites the norm for our clients. At the same time, our high-quality copywriting and SEO services funnel organic traffic and elevate your brand.

Get in touch today to set your business apart and excel in highly competitive markets!

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