

FOCUS ON



DEGEN
— STUDIOS —

54 PRESS RELEASES **30** EDITORIALS

16 Clients participated in roundtables, **6** Opinion Pieces

11 Client interviews, **7** Q&A's, and **4** Podcasts

297,380 Social media
impressions delivered for our clients



Microgaming Live adds more energy to baccarat with upcoming All-In Speed Baccarat launch



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Gaming in the Nordics launch event highlights frontrunner status of Nordic markets

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BGaming paints Yokai slot with street artist Gonalo MAR

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SkillOnNet goes live with Aristocrat Interactive across UK and international markets

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Gaming Corps launches 3 Pigs of Independence Hog & Win



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Octoplay Prepares Four New Entain Market Launches

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ICONIC 21 marks America's 250th anniversary with new Buffalo slot



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Gaming Corps expands Entain partnership with major Canadian rollout

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Kongebonus scoops Best Casino Affiliate at iGB Affiliate Awards 2026

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Sought-after software provider teams up with Stoiximan to bring an exciting new catalogue of slots to players

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Octoplay launches first custom slot game for Midnite

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Jackpot.com and Thndr mark 'significant evolution' with new peer-to-peer skill games

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ICONIC21 Draws on a Classic with the Release of Keno



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CasinoCanada.com Research highlights Canada's Self-Exclusion Gaps

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Pull the Ultimate Stunt in BGaming's Train Heist Johnny Cash



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SkillOnNet strengthens Greek launch with Amusnet partnership expansion

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ICONIC21 goes live with Blue Ocean Gaming, bringing full multi-vertical portfolio to leading aggregator

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Media Troopers Posts Strong Seasonal Growth Driven by NBA and World Cup Campaigns

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Gaming Corps goes live with bet365 in Alberta on day one of regulated market

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DEGEN Studios unleashes the Plague City chase



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PandaScore

PandaScore powers Thrillzz esports expansion

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Peter & Sons

Peter & Sons joins Alberta's regulated market

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MEDIA TROOPERS

Media Troopers Optimistic After First Week in Alberta

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BGaming Hosts Second Successful TRUE WAYS Online Conference

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GAMING CORPS

Gaming Corps Expands Oranje Palace Partnership to Dutch Market

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AVANTI

Avanti Studios appoint Steven Tabone as Commercial Director

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Swintt

Swintt stacks up sweet wins in Duolito Iceman Tower



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GAMING IN SPAIN

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Licensed prediction betting coming to Spain?

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BGaming Expands Its Reach Through Bragg Gaming Group Partnership

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Vivid Gaming strengthens global reach through Hub88 partnership

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DEGEN Studios brings its full catalogue and upcoming releases to Superbet

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Peter & Sons

Peter & Sons strengthens UK presence through Hollywoodbets partnership

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1X2 Network goes live in Alberta as North American expansion gathers pace

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Microgaming kicks off summer of sport with the launch of two football-themed titles built for player acquisition



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BGaming introduces The Godfather: 3 Pillars of Power in the latest franchise installment



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Gaming Corps strikes evoke deal

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HIPHTER Launches HIPHTER.FM – The AI Radio Station
Reinventing How Tech Professionals Consume Industry News

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SkillOnNet launches Games Global's legendary progressive jackpot portfolio across multiple markets

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BGaming and Jon Vlogs Launch Exclusive Aviamasters™ Edition on Superbet

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GAMING CORPS

Gaming Corps Launches Soccer-Themed Gaming Content in Ontario

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ICONIC21

Stake and ICONIC21 launch 18-table dedicated live casino studio in major industry deal

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THNDR

THNDR appoints former WorldWinner CEO Nancy MacIntyre as strategic advisor

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Odyssey Hold and Win release



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BGAMING

BGaming Expands African Presence with PlaylogiQ Deal

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SKILL ON NET

SkillOnNet Adds ODDSworks Content in Ontario

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Gaming Corps signs content deal with Jupiter Gaming for UK-facing brands

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Intelitics

Intelitics adds generative AI visual reporting tool for iGaming marketers

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ICONIC21

ICONIC21 Strikes Gold Again with the Release of Wild Gold Mine 2



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OCTOPLAY

Octoplay Expands its Regulated Canadian Footprint by Securing Conditional Alberta License

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THINK BIGGER

Stakelogic partners with Bingoal for full slots and live casino rollout

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— STUDIOS —

DEGEN Studios launches Hades Hellfire, a high-volatility scatter-pays slot



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ICONIC21

ICONIC21 puts the call in player's hands with launch of HiLo



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G A M I N G

Bede Gaming Achieves GLI-19 and GLI-33 Certifications to Strengthen Regulatory Readiness

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JULY 2026 EDITORIAL HIGHLIGHTS

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Q&A Virtual Sports & the new American bettor

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Entain

AI, RTP and Retention - Inside Entain's Market Strategylandscape

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Where AI presence actually fits in iGaming

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Stop Chasing Likes: Why Visibility Matters More Than Vanity Metrics

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Yoni Sidi, Wiztech Group: 'The window is narrow' on Europe's prediction markets

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BGaming Q&A: Winning in the Age of Content Overload

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Canada's Safer Gambling Gap: Why Market Success Doesn't Always Equal Player Safety

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Build or Buy? The Real Question Behind AI Optimisation in iGaming

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Etienne Azzopardi of Swintt: Inside the Strategy Shaping Swintt's Products, Markets, and Growth

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Playradar: The World Cup is kicking off a new age of sports betting and play

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Player retention strategies in iGaming: What works in 2026

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iGaming marketing requires a long-term strategy, not heavy spending

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David Schwieler talks about what it really takes to build a brand in one of the most competitive and commoditised industries in the world

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CasinoCanada spoke to Gaming Corps CRO Adam Pentecost about Alberta's iGaming launch

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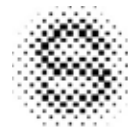
How football content can drive post-World Cup player retention

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Exclusive: People Buy from People: Graham Greensmith on Leadership, Partnerships and the

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The Margin Hidden in the Machine: Why ML Is iGaming's Underused Optimisation Tool

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Reputation Recovery -The Crisis after the crisis

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World Cup Q&A with Edo Haitin, Sportradar's EVP of iGaming

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How Virtual Sports Can Extend the World Cup Window

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How the NBA and FIFA World Cup Represent Major Betting Markets for Operators

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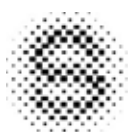
The affiliate blind spot: Why player protection must start at the point of disco

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Global Teams, One Culture: Making Remote Work Deliver in iGaming

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Culture Starts at the Top, Execution Makes It Real

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iGaming hiring: Four HR leaders on finding and keeping top talent in 2026

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Game Changers: A Year On

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