



TFA

Monthly Newsletter

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IN THE NEWS

Global Gaming Expo 2016: Thoughts and Takeaways

by Chris Reinhart

TFA attended the Global Gaming Expo 2016 last week in Las Vegas, where nearly 26,000 gaming industry professionals gathered to debut new products, discuss current trends in the industry and share their thoughts on how to handle some of the issues facing the industry. In this month's newsletter, we will share some of the key takeaways from the biggest conference in the gaming industry.

Overall, Indian Gaming continues to be a major force in the North American gaming market. And this year, we saw the Chairman of the National Indian Gaming Association, Ernie Stevens, Jr., and American Gaming Association President and CEO, Geoff Freeman, present on Tuesday to discuss how both associations can benefit from one another and create a unified force to represent the industry as a whole. This

represented the first time that the leaders of the nation's two largest gaming associations shared the main stage at G2E together.

Another significant topic at this year's conference was sports betting, specifically the push for legalized national sports wagering. With the breakthrough emergence of daily fantasy sports (DFS) last year, with the likes of FanDuel and DraftKings spending unprecedented amounts of marketing dollars to attract players, sports betting has been on the forefront of the gaming industry. However, DFS is not the only aspect of sports betting that has been a major topic in the industry as of late. David Stern, former NBA Commissioner, was a presenter during the keynote address to end the conference on Thursday, alongside Geoff Freeman. Stern presented a strategy

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North Fork Tribe Gets Court OK to Build Casino Along Highway 99

9/6/16 – FresnoBee.com

Mille Lacs Band Debuts Daily Fantasy Sports Site

9/8/16 – ICTMN.com

GAN Signs Simulated Gaming Deal with Native American Operator

9/14/16 – iGamingBusiness.com

Court Declines to Expand the Source of Payment for a Tribal Debt Indenture in Default

9/21/16 – Mondaq.com

Mohegan Tribal Gaming Authority Announces Proposed Offering of Senior Notes

9/26/16 – PRNewswire.com

Former Manshantucket Chairman Enters Gaming Hall of Fame

9/29/16 – NorwichBulletin.com

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that consisted of all the major stakeholders coming together to develop a plan and lay down a federal framework for legalized sports betting. Stern, having been a strong opponent of sports betting during his time as Commissioner, has since changed his stance to join that of current Commissioner Adam Silver. Both Stern and Silver believe that the legalization of DFS and sports betting present a significant opportunity for the leagues and operators to tap into a large segment of the population that currently partakes in a sports betting environment that is often illegal and, by definition, unregulated.

The topic that is at the top of the list for casino operators and game manufacturers in recent years is how to attract more millennials to the casino. Skill-based gaming has been one of the biggest ideas to help tackle this unique problem, and game manufacturers took the opportunity to debut some of their newest platforms to provide skill-based gaming in the casino. Some of the platforms offered the customer the ability to experience a traditional, luck-based slot machine, but introduced a skill-based aspect in the bonus rounds. These new machines are expected to hit the casino floor as

soon as the first quarter of 2017.

Another idea to attract millennials to the casino, new to the conference this year, seeks to piggyback on the already existing and large market of eSports. The industry is looking to take advantage of this opportunity in a couple of ways: introducing “gamblified” versions of video games currently on the market, and traditional sports-style betting applied to eSports tournaments. The first provides a platform for players to pay an entry fee, compete with other players, and ultimately win a prize based on comparable performance. The second takes advantage of the existing schedule of eSports tournaments that already occur in Las Vegas regularly, and allows

customers to place bets on how certain teams or players will perform.

Finally, a G2E panel that focused on the presidential race revealed that gaming leaders are not expecting the election results to have a major direct effect on the industry. Instead, the biggest impact of the vote will likely be the key appointments the new president is slated to make, specifically in the Department of Interior and its interest in the Bureau of Indian Affairs.

TFA was at G2E all week and we met up with many of you. If we weren't fortunate enough to see you there, and you are interested in discussing any of these trends or takeaways in more detail, feel free to give us a call.



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