

FROM B2B TO B2C: GREENTUBE EXPANDS ACROSS EUROPE, AND BEYOND

EDITORIAL

October, 2017

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Novomatic’s experience as an operator has long informed its manufacturing, explains International Product PR and Media Manager of Novomatic, Mike Robinson. Greentube, the group’s interactive division, is now benefiting from the same logic, he says, as it expands its B2C operations across regulated Europe, and also across the states with Greentube Pro.

BEST OF BOTH | GREENTUBE

Greentube, the Novomatic Interactive division, has had another extremely busy year.

Greentube has long been known for supplying leading interactive content to international customer-facing brands – with games played across the continent, from London to Latvia.

Yet perhaps most notable for Greentube in 2017, is the expansion of its online B2C operations across regulated markets in Europe; the recent establishment of a new subsidiary called Greentube UK; and a huge spike in acquisition rates at its US-based social casino arm, Greentube Pro.

Speaking to iGaming Times from the Novomatic stand in Vegas this month, International Product PR and Media manager, Mike Robinson explains that, as Greentube’s parent company knows all too well, there are inherent advantages to being both operator and supplier. The operational experience gives unparalleled insight for game developers, he says, and vice versa.

“We function both as an operator as well as a supplier in the land-based environment – and we do it extremely well,” says Robinson. “We’ve now also started to grow our portfolio of B2C operations at Greentube, and they feed into each other perfectly.”

Greentube's customer-facing online gaming brand, StarVegas has been steaming to the top of the charts in regulated European jurisdictions – most notably in the bubbling online sector in Italy.

Traditionally a retail-heavy market, Italy's online growth has stormed ahead of its high-street counterparts in recent quarters. At over E1bn in 2016, this 60 million-strong market is largest in mainland Europe, second only to the UK in Europe as a whole. Greentube's StarVegas brand is already in the top ten most popular sites, and is continuing to build its player offering there, by adding to its stock of in-house content.

In Italy Robinson sees huge potential. "Italy is already very good for us," he adds. "The Italian market is the biggest in mainland Europe. Novomatic is already extremely popular, and Greentube has followed on this success, since we've been there.

"We can only see our footprint continuing to grow as we continue delivering our top-performing content to the operators."

This month alone, Greentube added the suite of live casino games from Authentic Roulette to its library, which streams from casino floors across the continent. Italian players will have access to wheels in Casino Bucharest and Platinum Casino in Bucharest; the Saint-Vincent Casino in Italy; and Georgia's Casino International Batumi.

Also in September Greentube added Kambi's Premium Sportsbook to its portfolio, helping to bolster its sports betting offer.

Both provider's games will additionally be live on Greentube's recently launched Romania-facing site – admiral.ro – and several other markets, yet to be announced, in the near future.

"We're certainly growing the B2C side of our online business," Robinson explains. "We only operate in regulated markets, and our strategy is to continue to operate in more, as more regulated markets open. This is why we recently launched in Romania".

MAKING IT PRO

The highlight of Greentube's showpiece at G2E Vegas however, was undoubtedly Greentube Pro – the firm's US-based social casino brand.

Used primarily as a marketing tool for land-based casinos, Greentube Pro offers non-monetised games carefully tailored to match the unique experience of the specific land-based venue.

“It gives land-based casinos an interactive offering, of what players are already able to do offline,” says Robinson. “Our Greentube Pro developers work very closely with their operators to really get the look and feel of the land-based casino online.”

Players can win rewards online that are redeemable offline, incentivising them to play in the casino venue. “So it definitely makes the casino more accessible,” he adds. “And it’s a way for casinos to engage with players when they’re not in the venue. In addition, players who might not traditionally be used to playing slot games, can practice without using real money, and understand the games before they go into a land-based environment.”

The numbers of Greentube Pro players, particularly at Foxwoods casino in Connecticut, have “been going through the roof”, says Robinson. “It’s been extremely successful.”

And as Greentube Pro is tailored specifically to the requirements of each casino, “it offers differentiation between the operators. While our level of collaboration with individual operators does differentiate ourselves from others in the market.”