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Story by [Gerard Starkey](#)

Egaming industry predictions for 2016 – part 5



In the fifth of a series of articles leading up to the New Year, eGR asks industry experts to predict the big themes for 2016

Nigel Birrell, CEO, Lottoland

- 1) The big thing for us here in Europe is the ever enveloping cloak of regulation and tax. Dozens of tax hikes and an ever increasing regulatory complexity will mean more operators looking east towards Asia and, unregulated operators looking at our regulated battleground!
- 2) From a technological perspective 2016 might well see the beginning of the end of the desktop optimised site. Every in-house development will begin (and end) with mobile and it won't be long before Apps will have taken over from mobile sites.
- 3) In 2016 Virtual Reality will become a "reality"! Billions of dollars worth of new devices are about to hit the market, and gaming, always at the cutting edge, will adopt at least one of them to become a success. Oh and of course, "Bet on Lottery" will continue with the success it has had in 2015, to continue as the fastest growing vertical in the online industry in 2016!

Susan Biddle, gaming lawyer, Kemp Little

- 1) KYC/anti-money laundering and crime prevention generally will, I think, have an increasingly high profile. Bitcoin has not to date taken off as a significant payment method for online gambling, in part because of concerns about anonymity, and I think the recent report that in the wake of the Paris attacks the EU plans to crackdown on anonymous payments is probably symptomatic of a generally more assertive policy in relation to KYC and crime prevention.
- 2) Technology – as a technology, as well as a gambling, lawyer, I hope that we will continue to see technological innovations harnessed by the operators and their suppliers, to enhance both regulatory compliance and player experience.

The ABB's use of software algorithms to analyse FOBT player behaviour and the Commission's proposed system for multi-supplier self-exclusion are good examples of how technology can be used for these purposes.

- 3) Daily fantasy sports – I had previously thought this was a US phenomenon, perhaps because of the risk that

growth in this area risked cannibalising operators' "real" sports betting customer base.

However the recent news that Denmark and Malta at least are looking to regulate it (and if it merits regulation, I think it is sensible to regulate it specifically, rather than getting bogged down in legal arguments about whether it falls within different definition(s) of "gambling") may be a sign of things to come more generally.

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