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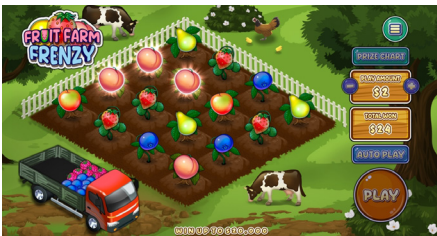
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The Holiday Roundup

4 Hot New+ eInstant Games to Add to Portfolios in 2024

iLottery games have come a long way since 2014 when Scientific Games launched the first eInstant in the U.S. Today, SG Studios is fresh off the recent North American Association of State & Provincial Lotteries conference where its team showcased the new SG Content Hub and Partner Program. In advance of NASPL, SG Studios announced that the introduction of the Content Hub will enable them to partner with select, lottery-focused game studios to offer an unrivalled breadth and depth of digital lottery game content through one, seamless integration. “SG Studios is a premiere game studio with a 50-strong production team creating some of the highest-performing iLottery games in the market today,” said Steve Hickson, VP of Digital Games for Scientific Games. “Our focus is on providing our 30+ iLottery customers and future customers, high-performing games with unique mechanics and incredible art design.”

With 50 years of science inside – and as one of the industry’s earliest innovators of iLottery games – Scientific Games continues to drive eInstant game innovation. We met with iLottery creators at SG Studios, and they highlighted a few of their most exciting recent games. With more than 250 titles currently available from SG Studios and a multitude of new games on the way, the team highlighted a few productions for lotteries looking to advance their portfolio performance.



Fruit Farm Frenzy

What we like about this game: This is an isometric game board – so it looks quite different than other eInstant games.

Innovation inspiration: This colorful farm-themed game whimsically ties in with spring, a season of growth.

Features: Players water the produce to help it grow and then fill their tractor-trailer with bonus fruit. Matching

different fruits wins prizes, and the fruit is “judged” in the bonus game to win yet more prizes.

The why: Fruit Farm Frenzy builds on the popular tumbler mechanic – the more fruit you match, the more you win!



Merge Mania

What we like about this game: The new game style offers super-sized fun.

Innovation inspiration: Merge Mania is another example of the continual innovation happening at SG Studios.

Features: This takes the ever-popular tumbler mechanic to the next level – wins “merge”, creating additional space on the game board as the player accumulates prizes. In the bonus round, the game board expands generating yet more chances to win.

The why: Coming in early summer 2024, it’s new, new, new and players are going to love it.



Super Awesome Instant Draw

What we like about this game: It’s a draw game that you can play in an instant.

Innovation inspiration: SG Studios designed the game to help introduce eDraw players to eInstant games, which they may sometimes be reluctant or intimidated to try.

Features: The game has a familiar mechanic and is easy to learn how to play. The progressive jackpot builds interest and attracts jackpot chasers. The game offers two bonus games.

The why: Every digital program should feature transitional game content like Super Awesome Instant Draw to assist in recruiting new players.



Custom Games

What we like about custom games:

They’re great for celebrating special occasions. The Pennsylvania Lottery wanted to celebrate the 50th anniversary of bringing instant scratch games to players.

Innovation inspiration: The 50 Years of Scratch eInstant game was designed to commemorate the original scratch games the Lottery launched throughout its 50 year-history. SG Studios worked closely with the lottery to meet their specific requirements to create a game that celebrated their special anniversary. The game contains 4 mini scratch games and players can opt to play any or all of the games.

Features: Building a game around an exclusive brand is a custom game option that can bring big wins to the lottery. SG Studios has curated the best brands for the digital space and developed eInstants with brand immersive play styles and themes. Players are drawn to the familiar, and they’ll consider trying an eInstant game featuring their favorite brand. Best of all, SG Studios offers more licensed property content than any other studio, including GAME OF THRONES and MONOPOLY.

The why: Omnichannel drives sales across the lottery ecosystem. As an example, the UK Lottery’s digital games have been such a success that SG Studios created physical scratch games featuring the same name, theme, game mechanic, prize structure, price point and return-to-player as the digital game.

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