



## Scientific Games Builds Premiere Game Studio, Accelerates Investment in iLottery Content Hub and Partner Program

Company to Highlight iLottery Products and Services at North American Lotteries Conference

**ATLANTA – October 31, 2023** – [Scientific Games](#) has accelerated further investment in iLottery innovation with SG Studios and the exciting *SG Content Hub* and partner program recently announced. The company will showcase the platform and exciting, new digital games at the [North American Association of State & Provincial Lotteries 2023 Conference](#) to be held in Milwaukee from October 30 to November 2. Scientific Games is partnering with more than 15 game studios globally for the *SG Content Hub*'s curated selection of high-performance iLottery games.

“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. Our roadmap plans are growing, and we will add games from a total of 20 partner studios accessible through the *SG Content Hub* by the end of 2024. These are some of the most highly respected digital content providers in the industry,” said **Steve Hickson, VP of Digital Games for Scientific Games**. “Our focus is on providing high-performing games with unique mechanics and incredible art design to lottery customers.

Among the iLottery games debuting at the North American conference are *GAME OF THRONES*, announced this summer, and *MONOPOLY Property Payout*, a 3D progressive jackpot game, both created by SG Studios.

“Today, we are seeing our games consistently outperforming competitive games from other providers in the market. Our goal is to continually provide Lottery customers with games that drive incremental growth in their iLottery business. We are seeking partner studios that offer unique, high-quality, lottery-focused game mechanics that will complement our own studio portfolio to join our *SG Content Hub* partner program,” said Hickson.

Along with the rich *SG Content Hub* feature set, game studios joining the partner program will also have the potential to access select licensed properties from Scientific Games' portfolio of 100+ licensed brands to develop new iLottery game experiences.

The *SG Content Hub* and partner program is a unique combination of lottery content aggregation and game content partnership program with best-in-class, lottery-focused game studios across the globe. In addition to improving access to lottery-focused games and distribution, the *SG Content Hub* provides scalable features that work with partner games as well as the company's games, including progressive, linked and multi-jurisdictional jackpots.

The *SG Content Hub* partner program delivers streamlined operations, simplified technical integrations, iLottery game portfolio management, and enhanced data analytics to ensure lotteries get access to a huge volume of game content delivered via one simple integration.

Scientific Games provides retail and digital games, technology, analytics and services to 130 lotteries in 50 countries around the globe. The company is a digital lottery innovator currently serving more than 30 iLottery customers with entertaining game content and industry-leading digital programs, including CRM, loyalty, promotions, second chance, mobile and web applications.

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### **About Scientific Games**

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit [scientificgames.com](https://scientificgames.com).

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