

IGT Global Gaming Insights Exchange 2019

Lottery Researchers Share Advances in New Game Studies at 10th Annual Forum



Where are lottery researchers focusing their attention in 2019? The topics of study proved to be wide-ranging as IGT welcomed eleven delegates from nine lotteries, two keynote speakers, and six researchers from IGT to the Global Gaming Insights Exchange, held this year at IGT's instant ticket printing facility in Lakeland, Fla., on April 24 and 25.

The event, held annually in North America since 2009, gives lottery market researchers an opportunity to gather in a collaborative setting and share their challenges and successes with peers. Recognizing that customers rely on analytics to help grow their business and understand opportunities, IGT also invites participation from researchers whose responsibilities incorporate analytics.



Market research professionals gathered at IGT's instant ticket printing facility in Lakeland, Fla., on April 24-25 to share research and learnings at the 10th annual Global Gaming Insights Exchange.

Over the course of two days, each forum features presentations and face-to-face discussions on research techniques, learnings, and innovative market research and analytics tools.

“Invited speakers and delegates may be using new technologies or methodologies

that are leading-edge in market research or exploring areas of study that other lotteries can benefit from,” said Gerard Caro, IGT Senior Director, Marketing Insights. “The exchange events give delegates a unique opportunity to learn from each other while building and strengthening relationships for future collaborations.”

A Deep Dive on New Research

As in previous years, each attending lottery in 2019 was invited to give a presentation or lead a roundtable discussion geared to the interests of fellow research colleagues. Among the variety of topics covered, the greatest number focused on improvements in researching new game concepts. Presenters on this subject included Allan Altholz from the North Carolina Education Lottery, who shared **insights about factoring players' long-term behavior into new game concept testing**, and invited speaker John Hunoval, Director of Qualitative Services, Russell Research, who discussed the firm's recent work on **New Game Testing and the Modern Lottery Customer**. Delegates from Jamaica, Belgium, Barbados, and Trinidad also presented on this topic.

Along with Caro, Audrey Pate, IGT Senior Manager, Marketing Insights, gave delegates an exclusive preview of findings from IGT's 2019 *Connected Player* global study, designed to help define the path that lotteries can take to expand and optimize their digital presence as consumer expectations shift with changes in technology. In the first phase of the study – comprising quantitative primary research fielded in the U.S., the U.K., Canada, the Czech Republic, Finland, and Italy – researchers tested eight innovative lottery play concepts, customized by country, to gain insights on **how players want to engage with lottery as digital connectivity evolves**. The findings about how new technologies could impact player demands

and future lottery-purchase behavior will help to inform IGT innovation strategies and product roadmaps.

In addition, the exchange featured presentations on **retailer-focused research, forecasting, new research techniques, and more actionable segmentation studies**. The New Jersey Lottery's Terry Murray and the Missouri Lottery's Ross Carter and Amy Lister discussed **how to leverage player panels and VIP clubs in market research**, along with examples and best practices.

In a post-conference discussion, delegates remarked that they gained value from the unique structure of the two-day meeting, providing for lengthy exploration of so many lottery-research focused topics. “IGT inaugurated this event ten years ago to support customers' use of market research to develop the strongest business plans possible,” noted Caro. This year, some of the key learnings that delegates said they would apply involved:

- Segmentation studies focused on smaller segments, such as Instant players or younger demographics
- Improvements in new-vendor due diligence for their player-panel providers
- Requested benchmarks and common measures from IGT tracking and segmentation studies.

“We invite customers to attend future exchanges to continue to build on and gain value from these shared learnings,” said Caro. In addition to the annual event in North America, IGT has hosted similar events in Europe. The next exchange in Europe is planned for later in 2019. For more information about IGT's Insights Exchanges and the findings from the 2019 *Connected Player* global study, contact: Gerard.Caro@IGT.com. 