

INSIGHTS

SEPTEMBER 2025

SPECIAL!
NASPL 2025
CONFERENCE
ISSUE



HERE to PLAY

NASPL 2025 | NIAGARA FALLS

**Fifty Years of Winning
for Ontario**

**A Conversation
With Lynne Roiter**

Fast Track to Success

**Evolving to Meet
Changing Player
Values**





Harold Mays
NASPL President
Director, Illinois Lottery

Time flies when you are having fun. It is hard to believe that a year has passed since I assumed the role of President of NASPL. As I reflect upon what the organization has done this year, I do so with a smile. My goal was to ensure the continuity of our efforts and build upon the stellar work of our Immediate Past President, Cindy Polzin, while at the same time expanding NASPL's reach and influence in the industry and with our membership.

There has been a whirlwind of NASPL activity since last September. From partnering with the World Lottery Association on our first joint Responsible Gambling Seminar in January to working with the Israeli National Lottery to help support their efforts to fend off illegal operators in their jurisdiction, we hit the ground running. It is easy to forget that our industry spans the whole world because we all are so focused on our individual jurisdictions. But there is much we can learn from our friends across the pond. That engagement makes us smarter and more well informed as lottery professionals.

Closer to home, we stayed true to our mission, coordinating our various mainstay events: the Lottery Leadership Institute in Cleveland, hosted by the Ohio Lottery; the Directors' Meeting in sunny San Diego, hosted by the California Lottery; and the Professional Development Seminar in Louisville, hosted by the Kentucky Lottery. We also continued building on our Director Mentorship Program, providing valuable opportunities for leadership development within the lottery community.

This year, we also expanded our offerings to the membership by coordinating a number of webinars, beginning with a presentation on writing a responsible gambling plan. Additional topics in development include fraud identification and prevention, research on the new Mega Millions game changes, and guidance on preparing Requests for Proposals (RFPs) for primary vendors and implementing resulting agreements. The RFP process is one that many of us have initiated or completed in recent years, and we all have a lot of knowledge to share and learn. One of NASPL's many strengths is our ability to bring

together resources collaboratively to tackle an issue or explore an opportunity to better serve and add value for our membership.

We helped drive the conversations regarding couriers, bulk purchasing, sports, and iLottery in the industry – and through our committees we have created a framework to continue the dialogue to help come up with real-time solutions and information for our members to consider. We also introduced a NASPL Advisory Group, tasked with shaping the organization's strategy for future industry partnerships, and expanded the Retail Modernization Committee to include a path for instant ticket universal bar coding, helping ensure that our industry keeps pace with the evolving retail environment.

The NASPL Matrix has grown to include even more member surveys, industry data, and presentations from previous gatherings. It is literally a treasure trove of useful info for our members to use. And we've also partnered with the World Lottery Association and other regional associations in the development of the Unified Data Collection initiative, which will provide insights and information from lottery organizations worldwide. With the progress each association has achieved over the years, this collaboration is a natural next step in advancing our industry together.

NASPL has done so much this year to continue to earn its place as a valuable resource in the industry and to our members. I am proud to have had the opportunity to lead the organization and know we are well positioned to stay relevant and connected to the pulse of the industry we all love. The challenges that lay ahead are many. Increased competition from legal and illegal gaming enterprises, economic uncertainty, and legislative hurdles continue to dominate the conversation. I can breathe a sigh of relief knowing that NASPL will be in good hands with the excellent team it has in place, and the new President who will accept the gavel in Niagara Falls, Brian Rockey from the Nebraska Lottery. Best wishes to you, Brian. You will do an excellent job! ■



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OLG 50



Fifty Years of *Winning* for Ontario

Ontario's lottery industry began in 1975 with the game "Wintario," and after 50 years, the organization now responsible for multiple forms of gaming and entertainment continues delivering wins for the province and its people.

By Patricia McQueen

As members of the North American lottery industry descend on Niagara Falls this month for the NASPL Annual Conference, their host is one of the most comprehensive and innovative lottery and gaming organizations in the world. An organization that has been included on Forbes' list of Canada's best employers four years running, and that has also been named a top employer for diversity and for social responsibility. An organization that in 50 years has collectively raised \$62 billion for the people and the province of Ontario to support key government priorities like health care, the treatment and prevention of problem gambling, and support for amateur athletes. That doesn't even include support provided by its operations to benefit lottery retailers, gaming host communities, Ontario First Nations, and local charities across the province.

All this – and more – has been the impact that OLG (Ontario Lottery and Gaming Corporation) has

had over the years, while providing an increasing variety of gaming entertainment options for adults who want to play. From its 100% lottery roots as the Ontario Lottery Corporation grew sports betting and casino gaming operations, a variety of online offerings, modernized bingo for charitable gaming centers, plus other programs designed to improve overall revenues for the charitable gaming sector and provide long-term funding for the horse racing industry. OLG was formed when the Ontario Casino Corporation (which began in 1994) was merged with OLC in 2000 to provide a single entity for all gaming in the province.

Those lottery roots began in 1975 with the launch of the passive game Wintario, initially with bi-weekly drawings. The first was held live on May 15, 1975, and for 15 years live drawings were held at locations throughout Ontario. Proceeds were designated for worthwhile community and recreational projects. "OLG's first lottery game, Wintario, started it all,



Faye Dance and Greg Beresford co-host a live Wintario draw in the early 1980s.



bringing excitement to communities and laying the foundation for the impact we've made across the province," said Duncan Hannay, President and CEO of OLG, in the June press release highlighting some of the promotions and activities scheduled this year. The ongoing celebrations honor that first game, with the overall theme "Welcome to Wintario" and a variety of games and contests, plus a ramped-up schedule of community events. "With 100% of our profits staying right here in Ontario supporting priorities like health care, amateur sport, charities and more, every play with OLG is a winning one. To say thank you to the players and communities that have been part of our legacy, we're delivering even more wins to Ontario this year."

The celebration kickoff began in late June with Wintario50, the third limited-run, raffle-style lottery game OLG has recently introduced. It was joined by a second-chance opportunity, the Wintario50 Community Contest, which gave players a second chance to win a \$5,000 prize and provided prizes

from \$5,000 to \$250,000 for United Way regions throughout the province. Together, they showcased both prize opportunities for players and the tangible revenues provided to a local charity organization.

Ongoing Game Innovation

Wintario50 is a sample of the game innovations OLG is known for; in this case, short-term products (typically seven to nine weeks) that are quicker to market to provide new variety for players. They have a core set of functionality and can be tweaked for each release, explained Kim Clark, Vice President of Lottery and Customer Success. "Raffle-style games have gained a lot of credibility in this marketplace and are well-known to lottery players. The guaranteed prizing and the short-term nature of the games make for a compelling call to action."

While these games are designed purposely to help drive demand, they are also important to help learn more about what consumers want, Clark emphasized. "Does a short-term game

make a lot of sense in the portfolio, or does it need to be something longer? Eventually, maybe we will launch a long-term product that looks something like this product – it gives us a great testing opportunity." One downside to short-term games, of course, is the marketing spend necessary to promote each new version.

The added charitable component of Wintario50 provides another testing opportunity. While OLG returns its revenue to the provincial government to provide important services, it can't highlight specific programs or causes those revenues support. In contrast, the Community Contest for Wintario50 creates prizes that go directly to United Way organizations in local communities.

The willingness to try new things has often born fruit. OLG introduced the Watch 'n Win category of games with Poker Lotto in 2010. It was the first game in Canada to offer both instant in-store wins and nightly drawings for even bigger prizes, and it remains in the market today. Another, Megadice Lotto, also has staying power, having



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launched in 2012. And just this past May, OLG introduced Powerbucks Wheel of Fortune, with an industry first – a progressive jackpot fed not only from OLG lottery sales, but also from participating slot machine and iCasino games across Canada. The Powerbucks jackpot begins at \$1 million and grows until hit through one of the participating games. With the strength of the Powerbucks brand (from IGT) known across North America, OLG's lottery game had a very strong start, well ahead of projections in the early weeks.

The Watch 'n Win concept has even migrated to the instant ticket side of the business. Ontario has offered instant games where one prize involves playing an animated video at any lottery retail location; if that prize is revealed on the ticket, there's a guaranteed win at retail. Playing the video at retail can also lead to a third prize opportunity involving participation in a live event. The most recent iteration in this category, Money Machine, follows games like Big Spin, Bigger Spin and Plinko. The \$5 Money Machine offers instant-win prizes of \$5 to \$5,000, plus a Money Machine prize determined by the animated video. Any ticket with a Money Machine prize wins a guaranteed prize ranging from \$10 to \$10,000 or a chance to win from \$25,000 to \$100,000 by participating in a Money Machine Live Event. Winners of the Live Event prize enter the "money machine" and try to grab as many Money Machine bills as possible in 30 seconds.

All of the Watch 'n Win games, whether sold on a lottery terminal or beginning as an instant ticket, are designed for a slightly different consumer than standard games that offer instant wins. "They're for someone who wants the thrill of anticipation and actually enjoys waiting. In this type of play, they can elongate their experience," said Clark.

And then there is Lightning Lotto, which OLG introduced in 2020 with considerable success. It is the first draw game where the winning numbers are drawn first, and players purchase tickets trying to match those numbers. Lightning Lotto provides instant gratification on the draw side of the portfolio.

Watch 'n Win games to date have been retail-focused, but other recent innovations





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address the need for omnichannel products. For example, a recent crossword instant game had an online bonus play component, and it did exceptionally well. Other developments are under way, with different types of bonus rounds and fully digitized games tied to paper schemes. “We look forward to the digitization of the paper ticket experience for those who want a new and more engaging experience online.”

Other Game Developments

Canada has two big national lotto games that grab the headlines and often generate significant jackpots. Unlike their neighbors to the south, though, the Canadian games – Lotto Max and Lotto 6/49 – can account for 35%-40% of sales of traditional lottery products, versus the 10%-12% or so that Powerball and Mega Millions combine to generate in the U.S.

Yet it’s always a challenge to manage jackpot games that depend heavily on, well, the size of the jackpot. Especially

when there are changes in consumer preferences. The OLG team is noticing that not as many players “jump onto the bandwagon” these days when the jackpots get really big. That means doing more store-level promotions to help with impulse purchases at the point of purchase. Yet even that doesn’t always work as well as it used to, and both big national lotto games are still trending down and need regular attention.

A 2022 change in Lotto 6/49 helped stem the decline that game was seeing, but “we’re already back in conversations about how to make that game more successful,” noted Clark. Next spring will bring changes to Lotto Max, which will reflect some of the current insights gleaned from research. Importantly, players are showing a slight trending preference for more prizes at lower levels. “We also know the perception of winnability is lottery’s biggest barrier to play – and customer satisfaction.” So the goal will be to provide more smaller prizes in an effort to have more winners, and to create

better content for winner stories in the national game category. There will still be big jackpots, of course – after all, these games still provide a significant level of sales, and jackpots will always be attractive. Based on observed changes in the market, however, “winnability, or credibility if you will, in the lottery category is one thing that is important to keep our eye on.”

OLG’s own draw games, sold only in Ontario, help in that regard. “We have better control over these games in terms of making changes, profitability is still strong and we can generally get them quicker to market.”

Instant tickets also play an important role, although historically they have been a much smaller part of the lottery portfolio in Canada compared to the U.S. – averaging around 31% of traditional lottery sales in Canada versus about 62% in the U.S. in FY24.

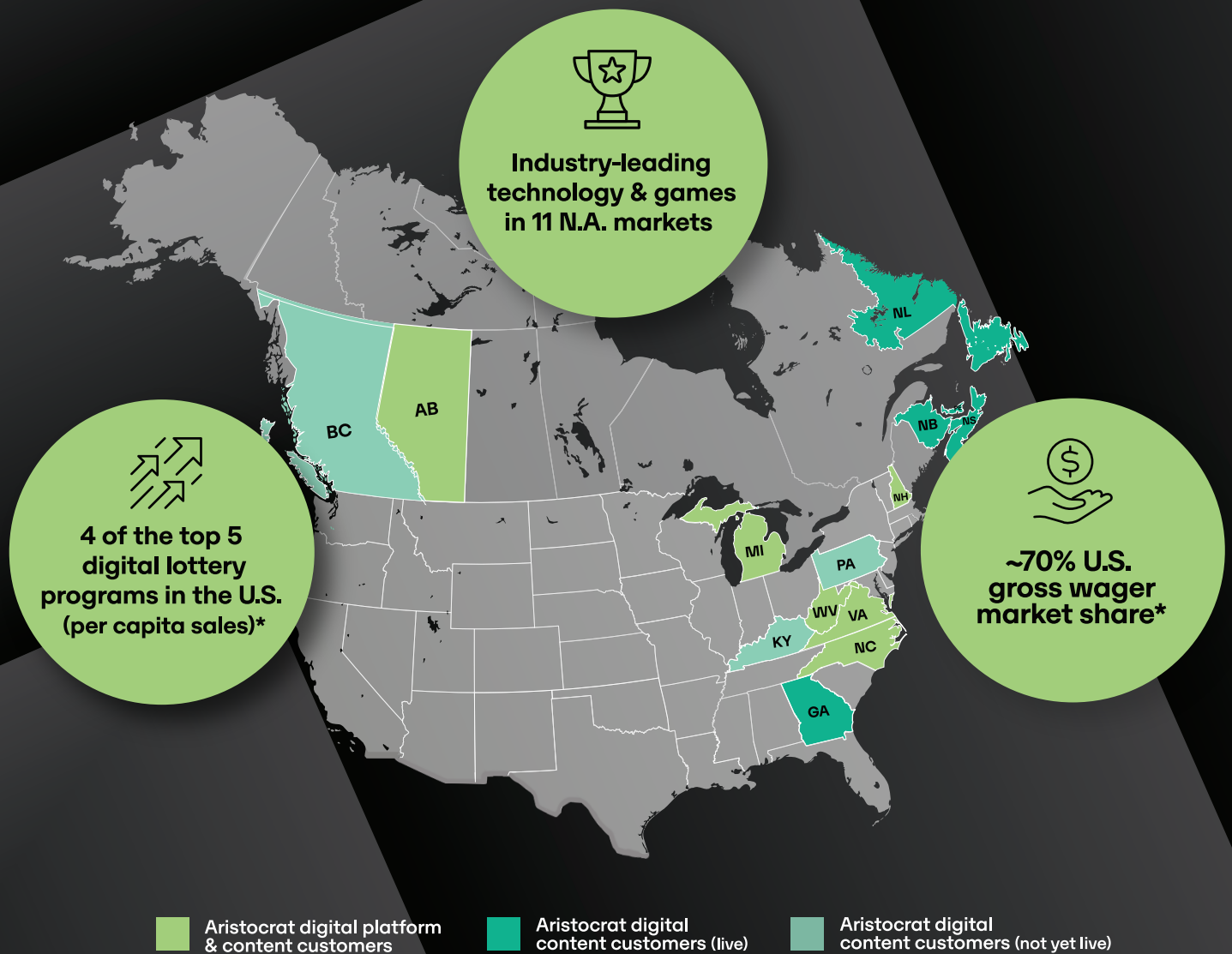
Ontario has had record instant sales in each of the past five years, despite the general challenges with retail foot traffic everyone faces. Once again,





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consumer insights drive the portfolio, from the type of games to the frequency of introduction to the price points offered. OLG is one of a few lottery organizations that have introduced a \$100 instant ticket, and now there will always be at least one in the market. Also doing well are \$50 games. “We’ve seen a little increase in spend per player as they move up the price chain and look for variety and more value with higher payouts.”

Retail Impact

Clearly OLG has emphasized retailers in many of its innovative game designs, and retailers are also at the heart of specific game promotions. The organization has had recent success expanding its retail network; currently there are about 10,000 lottery

retailers. Most of them are convenience stores, and many are key accounts representing some of the bigger chains throughout Ontario. “Our retailers are our customers, so they are included in our whole ‘customer experience’ focus,” said Clark. “We make sure they have what they need to be successful, and that includes partnering on promotions and other programs, or offering bonus commissions on the sales of new products.”

She’s optimistic that the retailer network is increasing, especially with different types of retailers to help capture the younger adults who are perhaps more elusive and not visiting convenience stores. “We’ve been able to add some new accounts recently, for the first time in years.” New lottery retailers include casual and quick-service restaurants, and importantly,

the Canadian Dollarama chain. That chain has more than 600 locations in Ontario alone.

A key to attracting some of these types of retailers is the addition of the latest self-service terminals. They enable full-service lottery products to be sold without the traditional retailer terminal and the complex requirements for instant ticket sales. OLG launched a pilot program at 140 locations in February 2024, and six months later began the installation of 1,400 SSTs across the province.

Another possible way to reach new types of retailers is through the use of QR codes, either at more traditional retail locations or in places that normally wouldn’t support lottery sales. On the testing horizon is a “tap to play” solution where a QR code would be a digital entry point in a retail setting. A player would make a few selections, attest to age and fitness to play, and purchase a ticket delivered directly to their phone.

“We have to go to where the people are instead of expecting them to come to the traditional channels,” explained Clark. That’s part of OLG’s “player of the future” strategies, because younger generations are often not choosing to shop in C-stores and the places where lottery tickets are typically sold. “As we think about the retail environment and how it’s changing, and how we can meet our players where they are, there might be some great opportunities.”

360-Degree Marketing

With product and retail development continuing in high gear based on consumer insights, OLG’s marketing engine is also adapting. Lottery marketing efforts are divided between the company’s digital division – where both casino and lottery products reside – and its retail lottery products. “It was so critical to build a terrific online experience,” noted Clark,



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so that side of the business needed a dedicated marketing team. Acquisition and retention are the driving forces in the digital marketing world, and the OLG team is constantly learning about the likelihood of lottery players to participate in casino or sports betting activities – and vice versa. “Typically those players are different, but there is lots of crossover, so the cross-sell efforts, the testing and the learning all become really important because we want them to stay in our ecosystem.”

On the retail lottery front, the marketing focus is primarily on the national lotto games, which create awareness for the entire product line. There is always big news to carry with four drawings a week between Lotto Max and Lotto 6/49. That keeps things fresh, and it’s up to the retailers to upsell their customers across different lottery products. On the instant side of the business, there’s a shift away from a regular marketing focus on specific games and towards marketing the games as a category. “We want the instant category to start speaking across the board to more customers, which again helps our retailers.”

One thing OLG has learned is that instant players generally expect a different experience than lotto players. They want smaller wins and better odds – winnability is important. For lotto players, however, it’s more about the big dream than winnability.

Those insights wouldn’t surprise anyone, but they are useful when used appropriately. It means that traditional instant players may be more interested in online games, for example. “Differentiations like these help define the various game categories, and even help OLG in its cross-marketing efforts across product lines.”

Challenges and Opportunities

In one real sense OLG competes with itself, offering a variety of products that typically attract only certain segments of the population. The external competition increased significantly when the provincial government created iGaming Ontario in 2021, charged with establishing a fully-regulated online gambling market with the goal of bringing the world’s best operators to Ontario in order to provide safer environment for players. The first operators began in April 2022.

During the most recent fiscal year, ending last March 31, the regulated private iGaming market produced \$82.7 billion in wagers and \$3.2 billion in gross gaming revenue. The iGaming operators pay a 20% tax on that GGR; during FY25 there were 49 gaming operators operating 84 different gaming sites. For comparison, OLG’s entire operation generated \$6.7 billion in GGR in FY25.

There’s not only new competition from the private online gambling sector, as there’s also an increase in the number of charities offering lottery products, and hospital lotteries are also gaining traction. “We’re seeing 12% of our customers every month now buying charitable lottery products,” said Clark.

The OLG team monitors all of this activity looking for what drives consumer behavior and what OLG can do better, or differently. Certainly that helps drive game innovation across the company, and also drives constant improvement in the customer experience.

“It used to be that you could introduce a new game with a different kind of prize, and people would buy it. That’s not the case anymore. The whole user experience, on the retail side but even more so on the digital side, is critical. We really need to think about who the people are that we could bring into the ecosystem, and what they are looking for. If we don’t center our innovation and our thinking around that new player and how they might interact with us, then we will be missing a very big boat.”

Clark is very enthusiastic about the future on all segments of OLG’s business. Innovations for both the retail lottery and casino businesses are a continuing focus, and the digital side of the business (lottery, casino and sports betting) – is thriving, with active players doubling in the last couple of years even as the competition increased. “It’s all about creating better experiences for our players, including better live experiences. All of our cylinders are firing, and we’ve done a lot to move the needle quite significantly during the tenure of our current leadership. It’s great to have to think differently to meet the consumer and reinvent ourselves in such a way that we’ll meet all challenges.” ■

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A Conversation With Lynne Roiter

For 40 years Lynne Roiter has been a major player on the Canadian and international lottery stages. She started normally enough, heading the legal department at Loto-Québec in 1985 and facilitating the organization's first ventures into sports betting. She became instrumental in Loto-Québec's continued expansion, and that legal background never failed her – she loved finding legal solutions to business problems.

She grew as the organization grew, ultimately becoming President and CEO in 2016. By that time, Loto-Québec was one of the most accomplished lottery and gaming businesses in the world, operating lottery games, sports betting,

a video lottery network, casinos, online gaming, networked bingo, and even joint ventures for its hotel-casinos.

It was Lynne's dream job in an industry that was founded on dreams. Remarkably, it was made even better with her participation in the international lottery community. With Loto-Québec being the secretariat of the Association Internationale de Loteries d'Etat (AILE), one of two global lottery associations at the time (the other was Intertoto), she served as AILE's Secretary General. In that capacity, she played a key role in the 1999 merger of AILE and Intertoto that created the World Lottery Association. She has served as Secretary General of the WLA

since the beginning, and is retiring at the end of this year. She had already retired in 2021 from her leadership role at Loto-Québec.

Trying to summarize Lynne's life in a few words is all but impossible, but she recently had a conversation with *Insights* editor Patricia McQueen to talk about some of the highlights.

Thinking back, what stands out from your earliest days at Loto-Québec?

What really comes to mind was that even back then, our team was concerned about the lottery industry's "aging population." In my first weeks, I

heard a marketing presentation about the aging population, and how younger adults were not buying lottery tickets. They were concerned that the primary age group for lottery purchases was 35 to 60 or 65, and as they died off, there could be a big problem. Remember this was in 1985, and we are now 40 years later and still voicing the same concerns. Clearly, we always need to be aware of the challenges of attracting the next generations of lottery players. But perhaps the industry doesn't give itself enough credit for its ability to be resilient, to adapt and make changes.

What has kept the lottery industry vibrant is the ability to identify trends and what attracts each new generation to the games. Technology has certainly been a major influence, with the addition of online lottery sales and the ability to play on their phone. Younger adults may be brought in by new and exciting games, but they may evolve to participate in the more traditional games as well.

Yet perhaps even more important, lotteries are unique in the gaming industry in that profits are dedicated to good causes. With each new generation, supporting good causes has become increasingly important, and lotteries are well-positioned to address their concerns. "Giving back" is the hallmark

of the lottery industry, from sending lottery proceeds to one or more causes to employees who go above and beyond to assist their communities. Today's younger generations need to see that social responsibility before embracing any company or its products.

The bottom line is that I hope that today's lottery employees have the confidence to see that the industry is still strong and has adapted, while staying true to its core values of providing entertaining games, sending all profits to good causes, and supporting local business, all while encouraging responsible play. Strengthening our broad player base is how we stay sustainable.

What do you consider a big challenge for lotteries these days?

You really can't deny that the biggest new challenge is illegal gambling. There was always illegal gambling, of course – remember the old days when we'd get solicitations in the mail or see advertisements in magazines to buy lottery tickets from other jurisdictions? In my early years at Loto-Québec, I remember sending a cease and desist letter to one of those major magazines telling them that advertising foreign lottery products was illegal in Canada.

They had to recall all their editions because of that!

It's completely different now because of technology and the internet, and that's what makes it a huge "new" challenge. Yet the lottery industry has usually managed to overcome the challenges of illegal gambling and remain strong. We've seen recent examples of lotteries successfully addressing the proliferation of illegal sweepstakes games by making the case in front of policymakers in their jurisdiction and getting those games removed from retail environments. Illegal online competition is much more pervasive, and much more difficult to eliminate, but lotteries can distinguish themselves from those operators by emphasizing their social responsibility and contributions to good causes. That's what really sets the lottery industry apart from any competition, whether illegal or legal.

Lotteries in these situations should definitely take advantage of associations like NASPL and the WLA. They can assist their member lotteries by sharing developments around the world and the successful measures other lotteries have taken to address the problems.





What are your thoughts about the major advances in the lottery industry over the years?

There has been wonderful product evolution, from traditional games to digital and omnichannel innovations. But equally important is lotteries' ever-expanding focus on social responsibility, responsible gambling and even sustainability. As I already noted, the key advantages lotteries have over other gambling operators are their contributions to good causes and their leading role in social responsibility through responsible gambling policies and programs.

On a global scale, the WLA RG Certification Program is critically important, and we've seen a phenomenal increase over the last 10 or even five years in the number of lotteries that are RG certified. I think 84% of WLA members are now certified at some level, and in only a year or so from now, we expect that 100% will be certified. It's not so much that lotteries not certified haven't been focused on RG, it's that they are now more conscious of the program that encourages constant improvement and adapting to a changing environment. After all, there have been significant advances in the fields of responsible and problem gambling, and staying certified is perhaps the best way to keep up with developments to keep our players healthy. Certification also communicates the differences between lotteries and their competition.

It's also important for lotteries to communicate their efforts to address other concerns of today's society,





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including environmental issues such as carbon footprints and paper usage. I'll give another shoutout to Loto-Québec here. A few years ago, it became the first lottery in the world to offer scratch tickets on 100% recycled and recyclable paper. They are every bit as attractive as traditional tickets, and with broader adoption, they are yet another way lotteries can distinguish themselves from the competition – and appeal to younger generations who care about the environment.

What other lottery industry developments stand out?

I'd say a strength of the lottery industry is in how our product portfolios evolve using new technologies. Not all lotteries are able to offer actual sales online, so progress with unique omnichannel products that allow some crossover is great to see. This way lotteries can still involve retailers while engaging with players on their devices.

Then there's ongoing consolidation in the industry. Historically we've seen it with suppliers, as the number of

companies serving lotteries shrinks even while innovations continue. Some of the suppliers have even become operators. And more recently, a few lotteries are branching out, either developing products themselves to offer to others (although this isn't strictly a new phenomenon) or taking on a more robust role on the international stage. FDJ United is a prime example of that – the recent rebrand of what began almost 100 years ago as the French National Lottery, which through various acquisitions now serves as a lottery and gaming operator around the world.

Consolidation is just the reality of the world becoming a much more global place. The strength moving forward is that these are reliable, respected lottery operators that grew beyond their borders, respecting all the values of WLA and NASPL members.

You've been one of the most successful women in the lottery industry. How does it feel to be a trailblazer in that regard?

I never thought of myself as a trailblazer. My sister and I were

fortunate in that we were brought up never knowing there was such a thing as a glass ceiling. I was very lucky in that regard! When I first started at Loto-Québec, women were mostly in the legal and human resources departments, and in support staffs, not in the executive suite. I think that was typical back then.

So much has changed since then. We started to see more women at the highest levels, including my own ascent at Loto-Québec. When I was named President and CEO of the company and began being called a "trailblazer," it was very humbling. I believe in helping women advance in the corporate world. If I have indeed been a role model, it has been very rewarding to have impacts on the careers of other women, even those I have never met!

When you look at the global lottery industry today, you're still maybe not seeing enough women in senior management positions, but it's certainly an improvement on where we used to be. In fact, there was recent time when the presidents of four of the six lottery associations were women. Women have also been well-represented on the

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NASPL Executive Committee. Women have led, and continue to lead, some of the largest and most important lotteries in the world. Of course, not everyone's goal is to be a CEO, but to even have the opportunity these days is remarkable.

And I was fortunate to be involved from the beginning with Women in Lottery Leadership (WILL), the brainchild of Rebecca Paul. There are now WILL programs around the world, and it's heartening to see how strong the group now is.

Beyond setting a standard for women in the lottery industry, what would you consider to be your own personal achievements?

It has been an amazing experience, and I've only been able to accomplish so much because of the full support of my family. My husband and children are the center of my life, and I've been very fortunate that they haven't minded all the takeout dinners. That alone is one of the greatest achievements possible!

If I had to pick one thing I've been involved with that has had the biggest industry impact, I'd say responsible

gambling. I believe in it with my heart and soul. I'm proud of the role I played at Loto-Québec as head of the first department to take on RG, and of setting up the WLA RG Certification Program. Seeing its huge growth over the years has been remarkable.

What have you enjoyed most about your decades in the lottery industry?

It has certainly been very satisfying to know I had the full confidence of the organizations I led. I never saw myself as a role model – I just saw myself as a person who was fortunate to have the chance to do what they love to do and being able to contribute. I truly believe that in life, you should just do your very best and enjoy the opportunities that arise as a result.

Yet it really boils down to the people. There's a uniqueness to our industry. Globally, lotteries generate hundreds of billions of dollars in sales annually, yet at every meeting, we're all like one happy family. There are common goals – responsibly offering games, maintaining the integrity and security

of our operations, and returning revenues to our communities – and that creates bonds that transcend socioeconomic, cultural and language differences and allow us to learn from each other. That learning is facilitated by the WLA and all the regional associations including NASPL. It really is very, very unique.

What's next?

Well, I won't be sitting at home knitting! Or staying home in general – that's just not me. Generally, I'm not a person who spends a lot of time planning, but in my 80th year, there are things I want to do while I still can. On the personal front, I'll be spending more quality time with my family. One of my sons is here in Montreal, but the other is in California. Hopefully the quick trips out there with the redeyes home are a thing of the past!

And I'm hopeful that exciting opportunities will come up so that I stay stimulated and continue making a contribution. ■

THE FUTURE OF LOTTERY



OUR OFFERINGS



iLottery Marketplace

EQL Games is a one stop shop for a suite of over 300 games, providing access to a large library of games with only one point of contact needed.



Game Development

Our in-house studio, EQL Labs, is at the forefront of developing entertaining products that redefine the digital lottery experience for lotteries. With a focus on innovation, Labs creates unique, one-of-a-kind games that push the boundaries of what's possible.



Technology

One Integration unlocking access to hundreds of games tailored for you and your players, built using the latest and fastest technology.



Licensing

Lotteries have the option to choose from some of the most highly rated and recognizable sports organizations, enhancing their portfolios and appealing to players of all levels.

SCAN HERE



Fast Track to Success

The NASPL Professional Development Seminar in Louisville was a hit, with record attendance, hot topics and unparalleled networking opportunities.

By Patricia McQueen

The weather was hot in Kentucky at the end of July, but the educational opportunities at the annual NASPL Professional Development Seminar were even hotter! A record number of 580 attendees were treated to a variety of sessions, from topics of wide interest to more specialized discussions, and even a few closed-door meetings covering more sensitive subjects. Two particularly popular keynote speakers spent considerable time after their presentations signing autographs and talking horses (Kentucky Derby-winning jockey Brian Hernandez Jr.) and cooking (chef and TV personality Damaris Phillips). The third keynote speaker, Executive Coach Lisa Zangari, addressed how curiosity and collaboration can fuel innovation and fresh thinking – always important to any organization's growth.

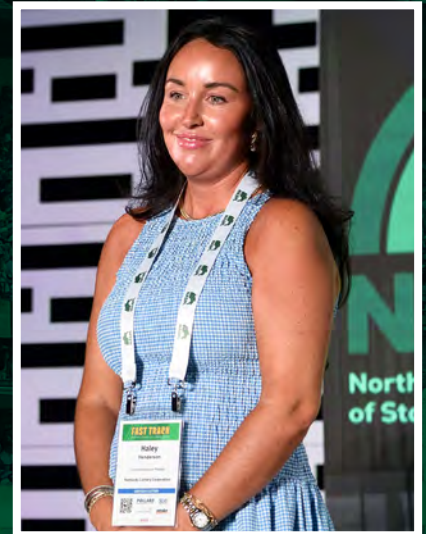
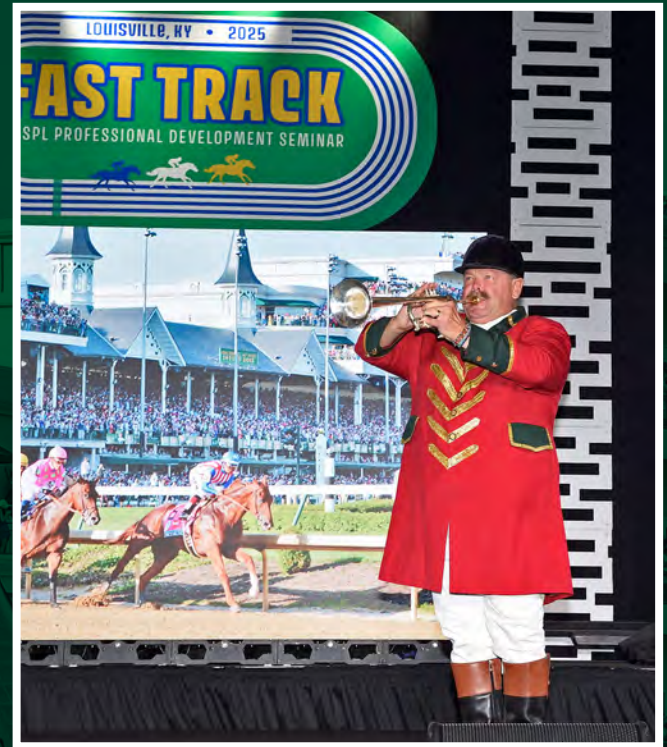
Videos of all three keynote presentations are available on the NASPL Matrix, along with other general sessions during the week – including a discussion of the successful partnership between the Kentucky Lottery and the Kentucky Distiller's Association, a look at Powerball's work with the NFL to create a new national game, and the ceremonies honoring the 2025 winners of the prestigious Powers Award and Ott Brown NASPL Scholarship. Powerpoint presentations provided in many of the individual session tracks are also available on the Matrix.

PDS is unique in the lottery industry, as it brings together employees at all levels in a small-group, hands-on format. Workshops (in the areas of audit, finance, information technology, legal, marketing, product management, public relations, research, sales and security) allow for candid discussions and information sharing, providing tangible ideas for participants to take home to their own lotteries.

In addition to the productive educational program, PDS regularly features plenty of opportunities for networking, including receptions and breaks, a Vendor Meet & Greet, and an annual offsite event. This year, the event was held at the Kentucky Derby Museum, which honors the "greatest two minutes in sports." There's no doubt that a good time was had by all!

Enjoy this sampling of photos from PDS, and be sure to check out the presentations available on the NASPL Matrix. Next year, the event goes to Seattle, July 26 to 30, and we hope to see many of you there!





NASPL Awards

The Powers Awards and Ott Brown NASPL Scholarship

We were honored to celebrate this year's Powers Award and Ott Brown Scholarship recipients at the NASPL Professional Development Seminar in Louisville, Ky. Congratulations to all the individuals listed here for this well-deserved recognition!

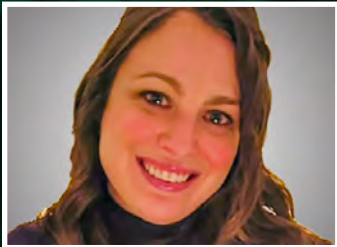
Read more about our NASPL Awards winners at NASPL's Insights Online nasplinsights.com



Lena Benel
Project Manager
Aristocrat Interactive



Michelle Carney
Vice President of Global
Lottery Marketing
Brightstar Lottery



Brittany D'Haenens
Senior Director of Marketing
and Advertising
Brightstar Indiana



Janet Dunlop
Senior Marketing Specialist
California Lottery



Bryan J. Figueroa
Manager of Gaming Systems
Connecticut Lottery



Julie Harrah
Information Security Officer
Hoosier Lottery



Shyla Howell
Marketing Manager
Minnesota Lottery



Sean Hughes
Director of Information
Systems
South Carolina Education
Lottery



James Hutchinson
Senior Vice President of
Marketing
Georgia Lottery



Dan Miller
Senior Vice President
Curator

Congratulations to all the winners!



Jon Roth

Chief Revenue Officer
Iowa Lottery



Tom Sawyer

Deputy Executive Director
of Sales
Virginia Lottery



Jeffrey Schweig

Strategic Advisor
Alchemy3



Terry Sebastian

Vice President,
Communications and
Public Relations
Kentucky Lottery



Mike Smith

Gaming Director
Arkansas Scholarship
Lottery



Walter Szrek

Co-Founder, Chief
Technologist
Szrek2Solutions



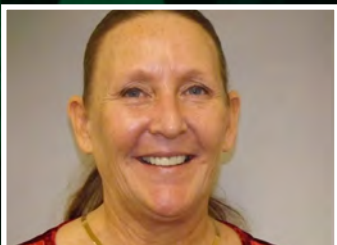
Ginger Tillman

iLottery Program Manager
Kansas Lottery



Ted Vasilakopoulos

General Manager
Brightstar Lottery



Jenny Whiteside

Corporate Accounts Manager
Washington's Lottery



Everett Williams

Director of Advertising and
Marketing
Florida Lottery



Cornell Wilson III

General Counsel
Illinois Lottery



Ott Brown

Scholarship Winner

Haley Henderson

Corporate Account Manager
Kentucky Lottery



HERE to PLAY

NASPL 2025 | NIAGARA FALLS

Welcome
Bienvenue



ome!
nvenue!



Hello everyone!

Ontario Lottery & Gaming (OLG) is pleased to be your host for NASPL 2025 in Niagara Falls, Ontario. We're excited to showcase the beauty and bounty of the Niagara region from September 8-11.

Niagara is situated on treaty land. This land is steeped in the rich history of the First Nations such as the Hattiwendaronk, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit First Nation. This territory is covered by the Upper Canada Treaties and is within the land protected by the Dish With One Spoon Wampum agreement.

You may know this part of Southern Ontario as home to one of the world's most famous waterfalls, which straddles the border of Canada and the United States. The Falls are a major source of power for Ontario, and we're absolutely electrified about our all-delegate social at the incredible 115-year-old Niagara Parks Power Station. Experiencing the roar of Niagara Falls is a rush like no other... and we're aiming to echo that with a powerful lineup of NASPL speakers and educational tracks.

Located at the mouth of the Horseshoe Falls, our conference venues are centrally located to award-winning wineries and breweries, creative cuisine, and historic sites. If you're feeling lucky, OLG's partner casinos are a thrilling way to amp up the Niagara fun! It's been almost 30 years since Casino Niagara changed the face of tourism in the city, paving the way for world-class entertainment venues like the 5,000-seat OLG Stage at Fallsview Casino Resort.

From kitsch, to cultural, to cool – the city of Niagara Falls has shared its lively energy for decades. Playing the lottery has been just as exciting for decades too! In 2025, OLG is thrilled to celebrate our 50th anniversary as a leader in responsible gambling, providing great entertainment experiences for our customers. The revenue OLG generates supports the Ontario government's priority programs, and helps build communities throughout the province.

We've always played for Ontario, and we're so excited you'll be "Here to Play" with us.



Warmly,
Duncan Hannay
President & CEO, Ontario Lottery & Gaming



NIAGARA FALLS

ONE WONDER AFTER ANOTHER



SCAN TO SEE OUR
VISITOR GUIDE



HERE TO PLAY

NASPL 2025 | NIAGARA FALLS



Delectable Dining

Niagara's culinary scene has evolved into one of the primary draws for the destination. With so many restaurants to choose from, your biggest problem will be deciding on where to start!



Adventure Awaits

From endless nature trails, to wet and wild adventures and so much more, Niagara Falls will keep outdoor enthusiasts and thrill seekers alike satisfied.



Wine, Beer, Whiskey

For all wine connoisseurs, beer aficionados and whiskey enthusiasts, Niagara is for you! Find over 90+ wineries and explore the area's growing brewery and distillery culture.



Breakout Sessions

This year's NASPL Annual Conference is bringing you an unmatched lineup of breakout sessions designed to spark ideas, inspire innovation, and prepare you for the challenges and opportunities ahead.

From cutting-edge technology to player engagement strategies, these sessions will equip you with insights you can put to work right away.

Please check the official NASPL 2025 website and app for any changes in these sessions

The US Landscape of Draw Games

Learn more about the Mega Millions post-launch results, the multistate Millionaire for Life, and the new Powerball NFL game.

Keeping Up With the Joneses: The Retailer Panel

Find out what's next for some of the industry's most progressive retailers, how lottery fits into their plans, and where we can play a role in their strategy.

Leveraging AI for Lottery Innovation

Artificial Intelligence can generate powerful, data-driven insights about lottery customers to enable breakthrough concept development. Through compelling case studies, learn how to leverage AI for game-changing innovation.

Let's Get Digital: iLottery Marketing

Expert panelists share insights on successful strategies for digital player acquisition and engagement.

Entertainment Trends 2025: Inspiration for Lottery Game Evolution

Explore emerging trends in global gaming and entertainment industries, and harness insights to captivate new audiences, increase engagement, and electrify your player base.



Maximizing Player Health for Sustainable Lottery Play

From traditional to self-serve to digital – gambling opportunities are more various and accessible than ever. Find out how the gaming industry can do more to offer protection to customers and work together to create industry best practices to protect player health.

AI & Cybersecurity: Staying Ahead of Evolving Threats in Lottery Operations

Experts explore how AI is transforming lottery cybersecurity, enhancing protection and response while addressing the risks posed by malicious use.

The Future of Lottery Courier Services

Learn more about the pros, cons, and what lies ahead for the lottery courier model.

From Insight to Impact: The Power of Customer Centricity in an Ever-Changing Market

Find out how to turn player insights into actionable strategies that deliver relevant products and experiences in an evolving lottery landscape.

Fraud, Impersonation, Cybercrime: Supporting Players and Protecting Winners

The Canadian Anti-Fraud Centre shares strategies and insights to help lotteries detect, prevent, and respond to fraud targeting players and winners.

You Asked, They Answered: Future-Proofing the Scratch Category With Industry Experts

Industry experts share strategies, insights, and innovations to keep the instant category competitive, profitable, and engaging in a changing marketplace.

Community Giveback

Explore how lotteries can leverage community giveback initiatives that redefine “the win” and recruit new players.

Meet Our Keynotes



Colonel Chris Hadfield

**Astronaut, Business Leader,
Tech Entrepreneur, and
Bestselling Author**

Wednesday, September 10
10:00am-11:00am

Book Signing:
Noon-1:00pm

Colonel Chris Hadfield is an astronaut, business leader, hi-tech entrepreneur, five-time bestselling author, and global speaker on leadership, change, and managing life. Having commanded the International Space Station and directed companies, he has deep experience with best practices and tactics on guiding teams through extreme circumstances of complexity and change, while also recognizing the importance of sharing the marvels and wonders of science and spaceflight.

Formerly NASA's Director of Operations in Russia, Hadfield spent more than three decades serving the military, NASA, and the Canadian Space Agency. Throughout his distinguished career, he has been a fighter/test pilot, flown three space missions, built two space stations, performed two spacewalks, crewed the Shuttle and Soyuz, and commanded the International Space Station. His many awards include the NASA Exceptional Service Medal, the Meritorious Service Cross (twice), and the Order of Canada.

Today, Hadfield serves as a director and advisor to multiple tech companies, including SpaceX and Virgin Galactic. He is also an adjunct professor at the University of Waterloo, chair of the Open Lunar Foundation, and is assisting King Charles III with space business practices for the Sustainable Markets Initiative. Hadfield also co-founded the Space Stream at the Creative Destruction Lab tech incubator, which has created \$1.6 billion of new business equity value in the past five years.

Hadfield's keynote presentations have been called "an astonishing display of visual storytelling" by Harvard Business Review, and his TED talk, "What I Learned From Going Blind in Space," has been viewed over 20 million times. He is frequently featured on national and global media outlets, has taught a MasterClass, and is the co-creator and host of the internationally acclaimed BBC series, "Astronauts: Do You Have What It Takes?" as well as co-host of National Geographic's "One Strange Rock" documentary series.

Hadfield is the author of five internationally bestselling books: two non-fiction works, "An Astronaut's Guide to Life on Earth" and "You Are Here;" a children's book, "The Darkest Dark," which has been adapted as an award-winning stage play for young audiences; and two fiction books, "The Defector" and "The Apollo Murders," now under contract to become a television series. His third book in the Apollo Murders series, "Final Orbit," will be released in October 2025. A musician, Hadfield has also released an album called "Space Sessions: Songs From a Tin Can." It is the first album to be recorded in space and includes the video version of David Bowie's "Space Oddity" that has been seen over 50 million times. ■

HITTING THE DIGITAL SIGNAGE JACKPOT.



**CINEPLEX
DIGITAL MEDIA**

**YOUR PARTNER FOR END-TO-END DIGITAL EXPERIENCES
AND PLACE-BASED MEDIA NETWORKS.**

Experience Design Strategy | Creative Strategy & Production |
Digital Signage Technology & Innovation | Custom Software Development
Data & Analytics | Media Advertising | End-to-End Digital Signage Support Services

Meet Our Keynotes



Keith Pelley

President and CEO, Maple Leaf Sports & Entertainment

Thursday, September 11
9:00am-10:00am

Keith Pelley is a sports and media executive renowned for driving innovation, expanding audiences, and transforming the fan experience.

As President and Chief Executive Officer of Maple Leaf Sports & Entertainment (MLSE), Pelley leads one of the world's premier sports and entertainment companies. MLSE owns the Toronto Maple Leafs (NHL), Toronto Raptors (NBA), Toronto FC (MLS), Toronto Argonauts (CFL), Toronto Marlies (AHL), Raptors 905 (NBA G-League) and Toronto FC II (MLS Next Pro), hosting more than 3.8 million fans at its venues each year.

In addition to its sports franchises, MLSE's LIVE division has established Toronto's Scotiabank Arena as one of the leading music and entertainment venues in the world. The organization's charitable arm, MLSE Foundation, has invested more than \$65 million to support the community over the last 15 years and has impacted more than 30,000 youth annually through community programs.

Pelley joined MLSE following his role as CEO of the European Tour Group. Under Pelley's leadership, the European Tour Group introduced the Rolex Series, secured DP World as title sponsor, launched the G4D Tour for golfers with disabilities, and pioneered mixed-gender events. He also led the Tour through the pandemic, delivered record-breaking Ryder Cups in Paris and Rome, and forged key alliances with the PGA TOUR and other global tours to better align the sport worldwide. Pelley also held the role of Chairman of the International Golf Federation.

Prior to joining the European Tour Group, Pelley served as President of Rogers Media from 2010 to 2015 where he was responsible for leading the overall operations of the company's diverse portfolio including television, radio, publishing, digital media, The Shopping Channel, subscription-based content services, the Toronto Blue Jays and Rogers Centre. During his tenure, Pelley led the effort to secure the company's groundbreaking 12-year broadcast and media rights deal with the NHL.

From 2007 to 2010, Pelley was Executive Vice President of Strategic Planning at CTVglobemedia and President of Canada's Olympic Broadcast Media Consortium, where he led Rogers' and CTV's unprecedented coverage of the Vancouver 2010 Olympic Winter Games, delivering the fifth most-watched event in Canadian television history.

Pelley served as President and CEO of the Toronto Argonauts from 2004 to 2007, winning the Grey Cup in his first season with the club, following his role as President of The Sports Network (TSN), the company he first joined in 1986. In 1994, Pelley left TSN for FOX, where he worked as a game producer for the NFL, NFL Europe, NHL, and MLB, returning to TSN in 1997 as Senior Vice-President of Programming & Production. Pelley was appointed President of TSN in 2001. ■



Make the Most Out of Every Sale

As shopping habits evolve and self-checkout becomes the norm, lottery sales can get left behind. Abacus solves this, **bringing lottery seamlessly into the checkout experience**, wherever your players are.



Frictionless Checkout

Remove barriers and let customers buy lottery at every lane



Proven Revenue Growth

10- 20% uplift in lottery sales. Bigger basket sizes. 100% increase in ticket buyers



Acquire More Frequent Players

Bring lottery back into grocery stores, capturing new players at the checkout



Proven Results

The Iowa Lottery is currently pioneering in-lane lottery sales, turning checkout counters into growth engines

Because Lottery Should Be as Easy as Buying Groceries.

Abacus brings together instant and draw games into one seamless solution, available now for grocery, convenience stores, dollar stores, hardware retailers, and more.

Ready to Maximize Lottery Sales?
Book Your Demo with Abacus Today

Contact us today to learn how Abacus can help.
www.lotteryeverywhere.com | info@abacuslottery.com

NASPL Annual Awards

Complete listing of the 2025 NASPL Awards Entries

NASPL's prestigious Batchy, Hickey and Best New Games awards showcase the products and marketing creativity of lotteries throughout North America. Awards will be presented at various times throughout the conference, leading up to the Awards Dinner on the closing evening.

TV Advertising Instant Games

California Lottery

David&Goliath
Holiday Scratchers -
Hide 'N Seek

Colorado Lottery

Cactus
Play by Play

Connecticut Lottery

Decker
Eureka Multiplier Tickets

DC Office of Lottery and Gaming

Taoti Creative
Scratcher Symphony
Commercial

Florida Lottery

PPK
Monopoly Secret Vault
Scratch-Offs - The Secret's
Out

Georgia Lottery

BBDO Atlanta
Holiday Scratchers

Hoosier Lottery

Cactus
Team USA - Join the Team

Idaho Lottery

Lawrence & Schiller
Holiday Scratch - The Night
Before

Illinois Lottery

Dentsu Creative
Holiday Instant - Scratch,
Scratch Away

Iowa Lottery

Strategic America
Monopoly - Something Big
Is Coming

Kentucky Lottery

BCH Agency
HIT Family of Games

Loto-Québec

Loto-Québec
Go for the Gold

Louisiana Lottery

Louisiana Lottery
Clue

Maine Lottery

Fuseideas
50th Anniversary - Decades

Maryland Lottery

GKV
Let's Make a Deal - All In

Minnesota Lottery

Betty
JAWS Shark!

Missouri Lottery

BarkleyOKRP
Lottery as Gifts - The
Thinking Cap

Nebraska Lottery

Smith Kroeger
Everyone

New Hampshire Lottery

GYK Antler
NH Nick

New Jersey Lottery

Inspired Thinking Group
Jersey Giant Winnings -
Shaq Jersey Lottery

New Mexico Lottery

New Mexico Lottery
Zozobra Scratchers

New York Lottery

McCann NY
Sounds Grande

North Carolina Education Lottery

Cactus
\$8 Million Money Maker
- One of the Finest Wins
Money Can Buy

Ohio Lottery

Fahlgren Mortine
VIP Millions - New
Millionaires

Ontario Lottery and Gaming

VML Canada
New Lottery Experience

Oregon Lottery

Pollinate
Engineered for Cheer

Pennsylvania Lottery

9Rooftops
Ride

South Carolina Education Lottery

Chernoff Newman
Carolina & Clemson
Jackpot - The Regular

South Dakota Lottery

Lawrence & Schiller
Work Hard Play Hard

Tennessee Education Lottery

BUNTIN
Flip

Texas Lottery

Texas Lottery
The BLITZ Is On!

Virginia Lottery

Fable
Mad Science

Washington's Lottery

VML Seattle
Destination Spring
Training - Seattle Mariners
Scratch

West Virginia Lottery

West Virginia Lottery
Winning Wonderland

TV Advertising

Lotto and Daily Numbers
Games

Arizona Lottery

Heart and Soul
Mega Millions - Bigger

California Lottery

David&Goliath
Mega Millions Game
Enhancement Launch -
Higher & Higher

Georgia Lottery

BBDO Atlanta
Cash Pop

Hoosier Lottery

Cactus
Mega Millions - Bigger on
Every Play

Kentucky Lottery

BCH Agency
More Mega, More Millions

Lotería Electrónica

Digimedia, LLC
PONTE READY!

Maine Lottery

Fuseideas Cash POP
Introduction

Michigan Lottery

SMZ
Harvest Season

LETTER FROM THE CEO

To Our Valued Clients and Partners,

The gaming landscape is becoming increasingly complex, and that can pose a threat to your business today and to your plans for tomorrow. Increasingly complicated compliance requirements and growing cybersecurity threats can pose daunting challenges for suppliers, regulators, and operators. However, there's no reason to panic – at GLI, we have been planning for this moment, and we are fully prepared to help you succeed, anywhere and everywhere you want to go in the world.

For example, at our Regulators Roundtable this April, we welcomed over 450 attendees from around the world – comprised of regulators and suppliers – who came together to discuss critical and rapidly evolving topics. The presentations and discussions added essential clarity to the path forward, and we were honored to make it happen.

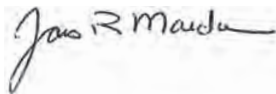
Beyond discussions, we have implemented tangible tools that are essential in today's landscape. The fact is, last year, \$184.4 million in regulatory penalties were assessed globally, and that's why our clients rely on our end-to-end integrated compliance, testing, and security solution. It's the only solution of its kind and is designed to keep you in compliance and away from fines throughout your product lifecycle. Additionally, we have global teams of cybersecurity experts and world-class solutions to ensure you are protected 24 hours a day, 7 days a week. We do all of this proactively, so you can successfully navigate regulatory complexities and cybersecurity threats and avoid costly fines and pitfalls.

Last year, I committed to you that we would staff up to stay ahead of demand and deliver faster time-to-market and the very highest quality along with improved efficiency, and since August 2024, we have increased our staff by more than 270 testing personnel (that's an increase of 20 percent) placed globally. We have also created a testing Innovation team headed by a VP of Innovation to create even smarter, more efficient tools and systems, continually refining our tools and processes while reducing friction and speeding time to market. Those efforts are already further reducing turnaround times and keeping you more informed of progress in real-time.

Additionally, we constantly review and update the GLI Standard Series, and we were thrilled to introduce the Gaming Security Framework last Spring. The GLI Standard Series provides essential standards and best practices for every aspect of gaming, from development to security. This September, ahead of G2E, we will be supplementing these standards and Security Framework with specific modules that fit within specific types of gaming equipment.

As gaming becomes more complex, we are prepared to help you meet challenges and opportunities head-on in over 710 jurisdictions. You don't stop half-way and neither do we. Every company has goals and ambitions, and we are here to make the complex simple so you can succeed, anywhere and everywhere you want to go.

I look forward to seeing you somewhere on the globe.



James Maida



"With quality, integrity, and strong relationships, there's no limit to what's possible."

GLI[®]

gaminglabs.com

Minnesota Lottery
Betty
Mega Millions – Confetti

Missouri Lottery
BarkleyOKRP
Winning

Nebraska Lottery
Smith Kroeger
Photo Shoot

New Jersey Lottery
Inspired Thinking Group
Pick-3 – Green Ball

New York Lottery
McCann NY
Mega Millions Combo

North Carolina Education Lottery
Cactus
Cash POP – Invasion

Ontario Lottery and Gaming
The Interpublic Group of Companies Canada, Inc. (FCB)
Lotto 6/49 – Millionaire Maker

Oregon Lottery
Pollinate
Introducing Cash Pop

Pennsylvania Lottery
9Rooftops
Smart Speaker – Powerball

South Carolina Education Lottery
Chernoff Newman
Mega Millions – Play Mega, Give Mega

South Dakota Lottery
Lawrence & Schiller
Delivery Dreams

Washington's Lottery
VML Seattle
Just the Right Amount of Close – Seattle Kraken Scratch

Western Canada Lottery Corp.
Western Canada Lottery Corp.
Lightning Lotto

Wyoming Lottery
Warehouse 21
Mega Millions – Live More

TV Advertising
Monitor, Fast Play and Specialty Games

British Columbia Lottery Corp.
ONE23WEST
PlayNow Platform Campaign – Your Money

Connecticut Lottery
Decker
KENOOHH YEAH!

Georgia Lottery
BBDO Atlanta
Race Course Meal & Fast Fashion

Hoosier Lottery
Cactus
Team USA – Join the Team

Idaho Lottery
Lawrence & Schiller
Jackpot USA

Kansas Lottery
JNA Advertising
Fast Play

Kentucky Lottery
BCH Agency
Cash Pop! – Microwave

Lotería Electrónica
Digimedia, LLC
There's Only One Mom!

Maryland Lottery
GKV
Home Run Riches

Michigan Lottery
SMZ
Take Me Out

North Carolina Education Lottery
Cactus
Carolina Keno – Doggone Simple

Western Canada Lottery Corp.
Western Canada Lottery Corp.
Sport Select

TV Advertising
Multicultural/Community Engagement

California Lottery
Intertrend
Mega Millions Game Enhancement Launch – Better Bounce (Mandarin)

Georgia Lottery
BBDO Atlanta/Sensis
Pinata

Lotería Electrónica
Digimedia, LLC
90 Years, Making Dreams Come True!

New York Lottery
McCann NY
Sounds Grande (Spanish)

Ontario Lottery and Gaming
Balmoral Multicultural
Marketing Diwali Hai (It's Diwali)

Texas Lottery
Texas Lottery
X marca el lugar

TV Advertising
Corporate/Beneficiary

Georgia Lottery
BBDO Atlanta
Big Dreams

Kansas Lottery
JNA Advertising
Let's Play

Lotería Electrónica
Digimedia, LLC
Thank You!

Michigan Lottery
SMZ
Hometown Mascots

Missouri Lottery
BarkleyOKRP
Thank You Notes

Nebraska Lottery
Smith Kroeger
Billion Dollar Logo

New York Lottery
McCann NY
Aid to Education – A Chance to Dream

North Carolina Education Lottery
Cactus
Moving NC Students Forward – Sateria & Ausha

Oregon Lottery
Pollinate
Visit Oregon's State Parks

Pennsylvania Lottery
9Rooftops
Benefits Omnibus

Tennessee Education Lottery
BUNTIN
Pay to the Order Of

Texas Lottery
Texas Lottery
Thanks, Veterans!

West Virginia Lottery
West Virginia Lottery
State Pride

Wyoming Lottery
Warehouse 21
10 Year Campaign

TV Advertising
Coordinated Campaign

Arizona Lottery
O.H. Partners
Loaded CASH EXPLOSION

California Lottery
David&Goliath/.monks/Intertrend
Mega Millions – More Mega

Florida Lottery
PPK
Department of Good Fun

Hoosier Lottery
Cactus
Team USA – Join the Team Campaign

Idaho Lottery
Lawrence & Schiller
Holiday Scratch – Sorry Santa and The Night Before

Iowa Lottery
Strategic America
Flight of Fan-Cy

Lotería Electrónica
Digimedia, LLC
PONTE READY!

Loto-Québec
Loto-Québec
Real Winners

Louisiana Lottery
Louisiana Lottery
Lucky 13 – Halloween & Feathers

Maryland Lottery
GKV
Ravens

Missouri Lottery
BarkleyOKRP
Training, Celebration Support, Balloons

Nebraska Lottery
Smith Kroeger
Ask Santa Spots 1, 2 and 3

New Hampshire Lottery
GYK Antler
Are You Game? Brand Campaign

New York Lottery
McCann NY
Mega Millions Combo Set

North Carolina Education Lottery
Cactus
The Winners Club

Ohio Lottery
Fahlgren Mortine
Put A Little Play in Your Day Campaign

Ontario Lottery and Gaming
BBDO Canada (TBWA)
Sponsored by You

Oregon Lottery
Pollinate
Cash Pop Launch Campaign

Pennsylvania Lottery
9Rooftops
Roller Rink

South Dakota Lottery
Lawrence & Schiller
Delivery Guy Coordinated Campaign

Tennessee Education Lottery
BUNTIN
Summer Games

Texas Lottery
Texas Lottery
BLITZ!

West Virginia Lottery
West Virginia Lottery
State Pride

Wyoming Lottery
Warehouse 21
Mega Millions Campaign

Radio Advertising
Instant Games

California Lottery
David&Goliath
Holiday Scratchers – Happy Holi-Dave

Colorado Lottery
Cactus
Characters

NANOPTIX

YOUR GLOBAL PROVIDER OF PRINTERS AND TECHNOLOGIES
FOR GAMING, LOTTERY AND AMUSEMENT

SIMPLIFY the retail experience

Placing bets or choosing numbers
is quicker and easier.

INCREASE spontaneous play at retail

Allows anonymous play with no need
for a player account.

ENGAGE new generations of players

Transition from unknown to known play
with low acquisition cost.



**EZ
BUTTON**



**PAYCHECK[®]
TERMINAL XL[™]**

Discover our latest innovative solutions at the NASPL 2025
annual conference and tradeshow in Niagara Falls, Ontario.

Connecticut Lottery
Decker
Gift Better

Delaware Lottery
OneMagnify
50th Anniversary Instant Ticket

Florida Lottery
PPK
Monopoly Secret Vault Scratch-Offs - Vault of Secrets

Georgia Lottery
BBDO Atlanta
The Ride Up

Hoosier Lottery
Cactus
Team USA - Join the Team

Iowa Lottery
Strategic America
PAC-MAN

Louisiana Lottery
Louisiana Lottery
X Factor Multiplier Games

Maryland Lottery
GKV
\$5,000,000 Fortune Scratch-Off

Michigan Lottery
SMZ
Millard Fillmore

Minnesota Lottery
Betty
JAWS Scratch Game

Missouri Lottery
BarkleyOKRP
Lottery as Gifts - Hottest Gifts

Nebraska Lottery
Smith Kroeger
Phone Call

New Jersey Lottery
Inspired Thinking Group
Cash Blitz Scratch-Offs - Puttin' on the Blitz

New York Lottery
McCann NY
Bonus X Radio

North Carolina Education Lottery
Cactus
Bonus Edition Bucks - Outback

Pennsylvania Lottery
9Rooftops
The Nice List

South Dakota Lottery
Lawrence & Schiller
Good Fun - Value Menu

Tennessee Education Lottery
BUNTIN
Another Shot - Bonus Scratch

Texas Lottery
Texas Lottery
Luck Is Calling

Washington's Lottery
VML Seattle
Seahawks Scratch - Grocery Shopping

West Virginia Lottery
West Virginia Lottery
Winning Wonderland

Radio Advertising
Lotto and Daily Numbers Games

California Lottery
David&Goliath
Mega Millions Game Enhancement Launch - Higher & Higher

Georgia Lottery
BBDO Atlanta
Mega Millions Upgrade

Hoosier Lottery
Cactus
Mega Millions - Bigger on Every Play

Lotería Electrónica
Digimedia, LLC
With Loto Cash, Luck Sticks to You!

Maine Lottery
Fuseideas
Cash POP Introduction

Michigan Lottery
SMZ
Big Update

Missouri Lottery
BarkleyOKRP
Winning - Confetti Shortage

Nebraska Lottery
Smith Kroeger
Five Reasons

New Jersey Lottery
Inspired Thinking Group
Mega Millions - Megaphone

New York Lottery
McCann NY
Mega Millions Radio - Think Like a Mega Millionaire

North Carolina Education Lottery
Cactus
Cash POP - The Wins Are Out There

South Carolina Education Lottery
Chernoff Newman
Mega Millions - Play Mega, Give Mega

Virginia Lottery
Fable
Bigger and Better

Washington's Lottery
VML Seattle
Seattle Kraken Scratch - Daccording to Joey

Radio Advertising
Monitor, Fast Play and Specialty Games

British Columbia Lottery Corp.
ONE23WEST
PlayNow Platform Campaign - Your Money

Delaware Lottery
OneMagnify
Summer Breaking News - Play 5 Teaser

Georgia Lottery
BBDO Atlanta
Quick Win

Hoosier Lottery
Cactus
Team USA - Join the Team

Maryland Lottery
GKV
Home Run Riches - Walk Off a Winner

Michigan Lottery
SMZ
Take Me Out

North Carolina Education Lottery
Cactus
Carolina Keno - A Winning Number

Pennsylvania Lottery
9Rooftops
Lottery Love - Cold Plunge

Radio Advertising
Corporate/Beneficiary

Delaware Lottery
OneMagnify
Responsible Gambling - February 2025

Kansas Lottery
JNA Advertising
Let's Play

Michigan Lottery
SMZ
Hometown Mascots

Missouri Lottery
BarkleyOKRP
Thank You Notes

Nebraska Lottery
Smith Kroeger
Interesting Facts

New York Lottery
McCann NY
Aid to Education - A Chance to Dream

Ohio Lottery
Fahlgren Mortine
Put a Little Play in Your Day

Texas Lottery
Texas Lottery
Thanks, Veterans!

West Virginia Lottery
West Virginia Lottery
State Pride

Radio Advertising
Coordinated Campaign

Arizona Lottery
O.H. Partners
Lotería

California Lottery
David&Goliath/.monks/ Intertrend
Mega Millions - More Mega

Florida Lottery
PPK
DJ Good Fun

Hoosier Lottery
Cactus
Team USA - Join the Team Campaign

Louisiana Lottery
Louisiana Lottery
Hasbro - Monopoly & Clue

Maryland Lottery
GKV
Ravens Radio - Advice & Regret

Missouri Lottery
BarkleyOKRP
Winning - Mia's First Ad & Destination

New York Lottery
McCann NY
Grande Radio

North Carolina Education Lottery
Cactus
The Winners Club Campaign

Ontario Lottery and Gaming
The Hive Strategic Marketing Inc.
iLottery - Cottage and Car

Tennessee Education Lottery
BUNTIN
Summer Games

Texas Lottery
Texas Lottery
Hits

Virginia Lottery
Fable
Loyalty

West Virginia Lottery
West Virginia Lottery
iPlay

Out of Home
Retail/Point of Purchase

Arizona Lottery
O.H. Partners
Loaded CASH EXPLOSION - Foursions Digital

California Lottery
Alcone
40th Anniversary Point of Purchase Suite

Connecticut Lottery
Decker
Gift Better Holiday Point of Sale

Delaware Lottery
OneMagnify
50th Anniversary Refresh

Georgia Lottery
BBDO Atlanta
Xtreme Scratcher Playstation Poster

Proven Displays. Measurable Results.

Visit booth 217 to see the difference



Drive Engagement. Grow Sales. Maximize Opportunity.

CM GLOBAL

Jackpot Signs • Logo Signs • Displays • Promos



Hoosier Lottery

Cactus
Holiday Retail Point of Purchase

Illinois Lottery

CS6 (Allwyn)
50th Anniversary Retail Point of Sale

Kentucky Lottery

BCH Agency
Mega Millions Vending Machine Graphics

Louisiana Lottery

Louisiana Lottery
Golden Nugget Counter Mat Writing Surface and Pad

Maine Lottery

Fuseideas
Cash POP Introduction Point of Sale

Maryland Lottery

GKV
XCAP Retailer Signage

Michigan Lottery

SMZ
Detroit Tigers Point of Sale

Missouri Lottery

Missouri Lottery
Holiday Adventure Promotion Mini Poster

New Jersey Lottery

Inspired Thinking Group
Shaq Game Screens

New Mexico Lottery

New Mexico Lottery
Zozobra Scratchers Inserts

New York Lottery

McCann NY
Nothing Surprises a New Yorker 2025 Amazon Locker

North Carolina Education Lottery

Cactus
Cash POP Launch Point of Sale

Oregon Lottery

Oregon Lottery
Oregon's Monsters

Pennsylvania Lottery

9Rooftops
Talking Ticket Vacuum

South Carolina Education Lottery

SC Education Lottery
Cash Pop Doubler Retail Point of Sale

Tennessee Education Lottery

BUNTIN
Valentine's Day Jumbo Bucks Wobbler

Texas Lottery

Texas Lottery
X Grocery Checkout Wrap

Virginia Lottery

Fable
Let's Make a Deal Cube Topper

Washington's Lottery

VML Seattle
Seattle Mariners Scratch - Spring Forecast

Out of Home

Billboards and Transit

Arizona Lottery

O.H. Partners
Loaded CASH EXPLOSION - Movia, Train Wrap, and Westgate Boards

California Lottery

David&Goliath
Holiday Scratchers Train Wraps

Connecticut Lottery

Decker
UConn Championship Cash

Delaware Lottery

OneMagnify
Play 5 Launch

Georgia Lottery

BBDO Atlanta
Mercedes Benz Stadium LEDs

Hoosier Lottery

Cactus
Multiply the Money

Idaho Lottery

Lawrence & Schiller
More Wins More WOOHs

Kentucky Lottery

BCH Agency
Kentucky Bourbon Trail LED Truck

Loteria Electrónica

Digimedia, LLC
The Power to Make You a Millionaire

Loto-Québec

Loto-Québec
Online Purchase Puppy

Louisiana Lottery

Louisiana Lottery
Lucky 13 - Halloween, Snowflakes, and Feathers

Maryland Lottery

GKV
Back to the Future

Michigan Lottery

SMZ
Detroit Tigers Wall Wrap

Minnesota Lottery

Betty
JAWS Spectacular

Missouri Lottery

BarkleyOKRP
56 Million Winning Tickets

New Jersey Lottery

Inspired Thinking Group
Jersey Giant Winnings

New Mexico Lottery

New Mexico Lottery
Zozobra Scratchers Digital Billboards

New York Lottery

McCann NY
Nothing Surprises a New Yorker 2025 Crab Lady

Ontario Lottery and Gaming

VML
Family of Games

Oregon Lottery

Oregon Lottery
Cash Pop Debut

Pennsylvania Lottery

9Rooftops
Call Me

Texas Lottery

Texas Lottery
Luck Is Calling

Virginia Lottery

Fable
App Bus Wraps

Washington's Lottery

VML Seattle
Seahawks Scratch - Find Your Inner Boom

Western Canada Lottery Corp.

Western Canada Lottery Corp.
Lotto Max

Out of Home
Poster/Mural

California Lottery

David&Goliath
Mega Millions Game Enhancement Launch Painted Wallscape

Kentucky Lottery

BCH Agency
Jackpot Factory Mural

Loteria Electrónica

Digimedia, LLC
Billeteros - A Cultural Icon!

Missouri Lottery

Missouri Lottery
Pink Panther Standee

New Jersey Lottery

Northstar NJ
It's a Jersey Thing - Scratch-Offs Tower Piece

New York Lottery

McCann NY
Mega Millions - Penn Station Takeover

North Carolina Education Lottery

Cactus
\$8 Million Money Maker Back Front Display Poster

Texas Lottery

Texas Lottery
Skycruise - Bucketlist

Washington's Lottery

VML Seattle
Seattle Mariners Scratch - Sun, Fun and Home Runs

Wyoming Lottery

Warehouse 21
10 Year Campaign

Out of Home

Experiential/Installation

British Columbia Lottery Corp.

Behaviour
PlayNow Sports - Grey Cup Activation

Florida Lottery

PPK
It's Good Fun OOH Installations

Illinois Lottery

CS6 (Allwyn)
Holiday Amazon Lockers

Kentucky Lottery

BCH Agency
Ghostbusters Slime Activation

Loteria Electrónica

Digimedia, LLC
ISA World Cup

Maryland Lottery

GKV
Home Run Riches

Missouri Lottery

Missouri Lottery
Missouri State Fair Activation - Pink Panther Theme

New Jersey Lottery

Inspired Thinking Group
It's a Jersey Thing - Scratch-Offs Ice Chest Wraps

New York Lottery

Momentum Worldwide
New York State Fair 2024

Texas Lottery

Texas Lottery
X Grocery Checkout Wrap

Digital/Social Media

Social Media - Games and Product Offerings

Arizona Lottery

O.H. Partners
Love the Play - Influencers

California Lottery

California Lottery
New Game Monday

Florida Lottery

PPK
Gold Rush Collector's Coin

Georgia Lottery

BBDO Atlanta
KENO! Guy & The Goat Podcast Series

Idaho Lottery

Lawrence & Schiller
Are YOU Ready to Raffle?

Illinois Lottery

CS6 (Allwyn)
IL Lottery Sports - Get in the Game

Kentucky Lottery

BCH Agency
\$50 Ticket Reel

Maryland Lottery

GKV
Let's Make a Deal

Bigger Bolder Brighter JACKPOTS

Jackpots that **STAND OUT**

For over 50 years Sunshine® has manufactured the biggest and boldest digits in the industry. Displays built with unrivaled quality ensure your jackpots will reach players via LED or TallDigit® billboards, Streetsigns or PumpToppers.

- Sizes ranging from 4.5" to 114"
- LEDs rated for 100,000+ hours
- Multiple color options



Service you can **COUNT ON**

In-house technicians and service coordinators combined with a nationwide network of trusted contractors provide the quickest response times in the industry. Our service network spans from coast-to-coast because we understand the importance of uptime and accuracy of lottery jackpots.

- Sunshine service coordinators are on call 24/7/365
- Elite maintenance programs available
- Sunshine technicians carry parts on-hand, ensuring short downtime

Win more with **DIGITAL**

Upgrade the lottery experience with our innovative digital solutions, designed to seamlessly fit any retail environment. We offer a variety of display sizes and shapes to fit your indoor and outdoor spaces. Capture customer attention at the point of purchase, promoting ticket and scratcher sales.

- Reduce store clutter by eliminating paper signage
- Capture more attention with cohesive and consistent branding
- Easily highlight new games, flash promotions, and recent winners



Smart Module **JACKPOTS**

Use our Smart Modules to build the JACKPOTS you want to fit any outdoor space. Smart Modules give you the ability to build, block by block, a display to showcase virtually any message, image or video in full color.

- 6, 9, & 12mm options available
- 5 year parts and service warranty including cellular coverage
- CMS training included

Minnesota Lottery

Betty
North 5 – Wait, What?
Remix

Missouri Lottery

Missouri Lottery
Missing Mega Millions
Winner

New Jersey Lottery

Northstar NJ/NB Pro Media
Neon Cash Party Social
Video

New Mexico Lottery

New Mexico Lottery
100X Scratchers Social Reel

New York Lottery

McCann NY
Bonus X Social

North Carolina Education Lottery

Cactus
Max-A-Million – Whose
Winnings Are Whose?
Interactive Game

Ohio Lottery

Marcus Thomas
Holidaze Secret Game

Ontario Lottery and Gaming

Influencers
Gift of Possibilities

South Dakota Lottery

Lawrence & Schiller
Holiday Rich Media Unit

Tennessee Education Lottery

BUNTIN
Tennessee Turns Neon

Texas Lottery

Texas Lottery
Skycruise

Washington's Lottery

VML Seattle
Welcome to the Megaverse

Western Canada Lottery Corp.

Western Canada Lottery Corp.
Sport Select

Wyoming Lottery

Warehouse 21
Mega Millions

Digital/Social Media

Social Media – Corporate/
Beneficiary

British Columbia Lottery Corp.

BCLC
BCLC CGG – Foundry
Langley

Colorado Lottery

Cactus
Conservation Month

Georgia Lottery

Georgia Lottery
HOPE Video Series

Kansas Lottery

JNA Advertising
Let's Play

Missouri Lottery

Missouri Lottery
Play It Forward Giveaway

North Carolina Education Lottery

Cactus
Moving NC Students
Forward

Oregon Lottery

Oregon Lottery
Oregon's Teacher of the
Year

Texas Lottery

Texas Lottery
Thanks, Veterans!

Wyoming Lottery

Warehouse 21
10 Year Campaign

Digital/Social Media

Social Media – Multicultural/
Community Engagement

Arizona Lottery

O.H. Partners
Willie's Wares – Launch of
Merch and Scavenger Hunt

British Columbia Lottery Corp.

Visionnaire
Casinos BC – Lunar New
Year

DC Office of Lottery and Gaming

Taoti Creative
Women's History Month
Campaign

Lotería Electrónica

Digimedia, LLC
Billeteros: The Story
Behind

New York Lottery

McCann NY
\$500,000 Year of the Snake
IGS Social

Ontario Lottery and Gaming

Balmoral Multicultural
Marketing Diwali Hai (It's
Diwali)

Pennsylvania Lottery

9Rooftops
Kiki Brown

Texas Lottery

Texas Lottery
Azulejos

Digital/Social Media

Social Media – Advertising
Not Fitting Another
Category

California Lottery

California Lottery
40th Anniversary
Influencer Kickoff

Delaware Lottery

OneMagnify
Play It S.A.F.E. Responsible
Gambling

Georgia Lottery

BBDO Atlanta
XTreme Scratcher Social

Hoosier Lottery

Cactus
Holiday Influencers and
Prize Boxes

Idaho Lottery

Lawrence & Schiller
Name That Scratch Game
Contest – Name Generator

Kentucky Lottery

BCH Agency
Slime Social Media

Minnesota Lottery

Betty
I'MN Wordmarks

Missouri Lottery

BarkleyOKRP
Wanna Play? Pandora
Companion Banner

New Jersey Lottery

Northstar NJ/Video Crew
It's a Jersey Thing Launch
Event Video

New Mexico Lottery

New Mexico Lottery
Cash Shark Scams Warning

New York Lottery

McCann NY
Black History Month

North Carolina Education Lottery

Cactus
Winners Club – Win-i Golf
Social Media Game

Ontario Lottery and Gaming

The Interpublic Group of
Companies Canada, Inc.
(FCB)
LOTTO MAX Thrift Drop

Pennsylvania Lottery

9Rooftops
Gus, You're So Funny

South Dakota Lottery

Lawrence & Schiller
Holiday User Generated
Content

Texas Lottery

Texas Lottery
Talkin' Texas Podcast –
Skycruise

Washington's Lottery

VML Seattle
Best of Washington Bracket

Digital/Social Media

Digital – Video Advertising
(Excluding Traditional
Television)

Arizona Lottery

O.H. Partners
Barrett-Jackson Meta
Video

British Columbia Lottery Corp.

ONE23WEST
PlayNow Sports Campaign –
Sports Fails

California Lottery

California Lottery
Mega Millions Game
Enhancement Launch –
Influencer Digital Video

Georgia Lottery

Georgia Lottery
Digital Menuboards

Idaho Lottery

Lawrence & Schiller
Name That Scratch Game
Social Video

Kansas Lottery

JNA Advertising
Holiday Millionaire Raffle
Tasty Stop-Motion

Kentucky Lottery

BCH Agency
Cash Pop! Influencer

Maine Lottery

Fuseideas
Maine Lottery Minute

Maryland Lottery

GKV
Mega Millions

Missouri Lottery

Missouri Lottery
Instagram Suspect Video

New Jersey Lottery

Inspired Thinking Group
Jersey Pop – A Pop of Color

New Mexico Lottery

New Mexico Lottery
Zozobra Scratchers Digital
Video Ads

New York Lottery

McCann NY
\$500,000 Year of the Snake
IGS – Shape of Luck OLV

North Carolina Education Lottery

Cactus
Bonus Edition Bucks –
Bonus Dream Web

Ontario Lottery and Gaming

The Hive Strategic Marketing
Inc.
Make Things Interesting –
PROLINE

Pennsylvania Lottery

9Rooftops
Benefits Campaign

South Dakota Lottery

Lawrence & Schiller
Good Fun Value Menu

Texas Lottery

Texas Lottery
X Marks the Spot

Virginia Lottery

Fable
Presidents GSTV

Washington's Lottery

VML Seattle
Seahawks Scratch –
Find Your Inner Boom

BRIGHT. BRILLIANT. BILLION.



**BRIGHT LED. BRILLIANT APP.
BILLION\$ JACKPOT.**



Get ready to transform your retail presence with Pro-Lite. Our vibrant tools and eye-catching signage are designed to grab customers' attention and skyrocket your sales.

From stunning window displays to dynamic floor signs, we have everything you need to create an unforgettable shopping experience. Let Pro-Lite ignite your retail success and watch your sales soar.



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West Virginia Lottery
West Virginia Lottery
Bigfoot Omnichannel

Western Canada Lottery Corp.
Western Canada Lottery Corp.
A Little Moment of Fun

Digital/Social Media
Digital - Longform Video

Kentucky Lottery
Kentucky Lottery
National Guard Scholarship

Maine Lottery
Fuseideas
How to Play Cash POP!

New Mexico Lottery
New Mexico Lottery
Zozobra Scratchers
Winning Artwork Reveal on
New Mexico Living TV Show

Oregon Lottery
Pollinate
Oregon's Teacher of the Year

Texas Lottery
Texas Lottery
Skycruise - Paris, Rome & Lisbon

Digital/Social Media
Digital Media Advertising
Not Fitting Another Category

California Lottery
David&Goliath
Holiday Scratchers Perfect
Gift Gamified Digital
Experience

Colorado Lottery
Cactus
Monopoly Scratch Digital
Point of Sale

Georgia Lottery
Georgia Lottery/Aquimo
Overload \$50 Game

Kentucky Lottery
Kentucky Lottery
Holiday Party Games

New Mexico Lottery
New Mexico Lottery
Guy Fieri Flavortown
Fortune! Scratchers Final
Event

New York Lottery
McCann NY
High Jackpot Report

North Carolina Education Lottery
Cactus
Cash POP - My POP Number
Quiz

Pennsylvania Lottery
9Rooftops
PA Bingo

Tennessee Education Lottery
BUNTIN
Valentine's Day Jumbo
Bucks Digital Display Video

Virginia Lottery
Fable
Come As You Are

Washington's Lottery
VML Seattle
AEG - Hit 5 Promotion

West Virginia Lottery
West Virginia Lottery
Bigfoot Omnichannel

Special Category
Original Music

California Lottery
David&Goliath
Holiday Scratchers - Happy
Holi-Dave

Colorado Lottery
Cactus
Golden Casino

DC Office of Lottery and Gaming
Taoti Creative
Scratcher Symphony Music

Georgia Lottery
BBDO Atlanta
Jumbo Cash Inflatable
Dreams

Idaho Lottery
Lawrence & Schiller
I Love WOOH

Illinois Lottery
Dentsu Creative
Scratch, Scratch Away

Kansas Lottery
JNA Advertising
Let's Play

Lotería Electrónica
Digimedia, LLC
With Loto Cash, Luck Sticks
to You!

Michigan Lottery
SMZ
Take Me Out

Minnesota Lottery
Betty
North 5 - Wait, What?
Remix

New Jersey Lottery
Inspired Thinking Group
Cash Blitz Scratch-Offs -
Puttin' on the Blitz

New York Lottery
McCann NY
Grande IGS Campaign -
Sounds Grande

North Carolina Education Lottery
Cactus
Multiply the Cash - Date
Night Bonus Chances

Ohio Lottery
Fahlgren Mortine
Put a Little Play in Your Day

South Dakota Lottery
Lawrence & Schiller
Holiday Original Music

Tennessee Education Lottery
BUNTIN
Jingle Jingle

Texas Lottery
Texas Lottery
Hits

Virginia Lottery
Fable
Good Ol' Days

Special Category
Use of Humor - Radio

Arizona Lottery
O.H. Partners
Loaded CASH EXPLOSION

British Columbia Lottery Corp.
ONE23WEST
PlayNow Platform
Campaign - Your Money

California Lottery
David&Goliath
Holiday Scratchers - Happy
Holi-Dave

Colorado Lottery
Cactus
NPR

Connecticut Lottery
Decker
Dollar \$ign Radio

Delaware Lottery
OneMagnify
Responsible Gaming -
February 2025

Georgia Lottery
BBDO Atlanta
The Ride Up

Hoosier Lottery
Cactus
Team USA - Join the Team

Louisiana Lottery
Louisiana Lottery
\$50,000 Lucky Dogs

Maryland Lottery
GKV
\$5 Million Fortune - Mr.
Furface

Michigan Lottery
SMZ
Just an X

Minnesota Lottery
Betty
Treat Yourself to a Tune

Missouri Lottery
BarkleyOKRP
Confetti Shortage

Nebraska Lottery
Smith Kroeger
Truck Fairy

New York Lottery
McCann NY
Mega Millions Radio

North Carolina Education Lottery
Cactus
Winners Club - Toddrick

Tennessee Education Lottery
BUNTIN
Woo! Another Winner

Texas Lottery
Texas Lottery
Hits

Washington's Lottery
VML Seattle
Seahawks Scratch -
Grocery Shopping

West Virginia Lottery
West Virginia Lottery
iPlay Pirate

Special Category
Use of Humor - TV

Arizona Lottery
O.H. Partners
Loaded CASH EXPLOSION

British Columbia Lottery Corp.
ONE23WEST
PlayNow Platform
Campaign - Your Money

California Lottery
David&Goliath
Holiday Scratchers - Hide
'N Seek

Colorado Lottery
Cactus
Play by Play

Georgia Lottery
BBDO Atlanta
Going Up

Hoosier Lottery
Cactus
Team USA - Join the Team

Idaho Lottery
Lawrence & Schiller
Love Is in the Air - Lovers'
Leap

Kentucky Lottery
BCH Agency
Ghostbusters

Lotería Electrónica
Digimedia, LLC
PONTE READY!

Louisiana Lottery
Louisiana Lottery
\$50,000 Lucky Dogs

Maine Lottery
Fuseideas
Happy Elf, Grumpy Elf

Maryland Lottery
GKV
Let's Make a Deal - All In

Massachusetts Lottery
Massachusetts Lottery
Gingerbread Thieves

Minnesota Lottery
Betty
Holiday Office Exchange

Missouri Lottery
BarkleyOKRP
Winning - Check



We make retailers *love* selling lottery.

When theft disappears, trust and morale rise. Our real-time protection tools are trusted by independent operators and chains alike to simplify lottery management and eliminate risk. Retailers stay focused on what they do best: serving customers and selling tickets.

Contact us to learn how LottoShield helps retailers at no cost to lotteries.

www.lottoshield.com

info@lottoshield.com

New Jersey Lottery
Inspired Thinking Group
Pick-3 - Green Ball

New York Lottery
McCann NY
Mega Millions Combo

North Carolina Education Lottery
Cactus
Multiply the Cash - Date Night Bonus Chances

Ontario Lottery and Gaming
BBDO Canada (VML)
PlaySmart - Every Step of the Play

Oregon Lottery
Pollinate
Meet the Cheer Engineers

Pennsylvania Lottery
9Rooftops
Ride

Tennessee Education Lottery
BUNTIN
Summer Olympic Games - Hammer Throw

Virginia Lottery
Fable
Good Ol' Days

Washington's Lottery
VML Seattle
Seahawks Scratch - Pickleball

West Virginia Lottery
West Virginia Lottery
iPlay

Western Canada Lottery Corp.
Western Canada Lottery Corp.
Sport Select

Special Category
Use of Humor - Digital/ Social Media

British Columbia Lottery Corp.
ONE23WEST
PlayNow Sports Campaign - Sports Fails

California Lottery
David&Goliath
Holiday Scratchers - Hide 'N Seek

Georgia Lottery
BBDO Atlanta
KENO! Guy & The Goat Podcast Series

Kentucky Lottery
Kentucky Lottery
Nutcracker Reel

Lotería Electrónica
Digimedia, LLC
Scratch Your Luck!

Minnesota Lottery
Betty
North 5 - Wait, What? Remix

New Jersey Lottery
Northstar NJ/Video Crew
Shaq Basketball Video

New Mexico Lottery
New Mexico Lottery
Santa Paws

New York Lottery
McCann NY
Mega Millions Social

North Carolina Education Lottery
Cactus
Bonus Edition Bucks - Bonus Dream Web

Ontario Lottery and Gaming
BBDO Canada (TBWA)
PlaySmart - Play Advisor

Pennsylvania Lottery
9Rooftops
Gus, You're So Funny

Virginia Lottery
Fable
LMAD shorts

Washington's Lottery
VML Seattle
Seahawks Scratch - BOOM Shorts

Western Canada Lottery Corp.
Western Canada Lottery Corp.
Lotto Max

Special Category
Use of Cinematography

British Columbia Lottery Corp.
Pound & Grain
Casinos BC - Reunion

California Lottery
David&Goliath
Mega Millions Game Enhancement Launch - Higher & Higher

Georgia Lottery
BBDO Atlanta
Overloaded Delivery

Kansas Lottery
JNA Advertising
Holiday Millionaire Raffle Barn Lights

Kentucky Lottery
BCH Agency
Kentucky Bourbon Trail

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Massachusetts Lottery
Savor Summer

Michigan Lottery
SMZ
Harvest Season

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JAWS Shark!

Missouri Lottery
BarkleyOKRP
Lottery as Gifts - The Thinking Cap

New Jersey Lottery
Inspired Thinking Group
Pick-3 - Green Ball

New York Lottery
McCann NY
Aid to Education - A Chance to Dream

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Cactus
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LOTTO MAX Thrift Drop

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Texas Lottery
Skycruise

Virginia Lottery
Fable
Shine On

West Virginia Lottery
West Virginia Lottery
iPlay

Western Canada Lottery Corp.
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A Little Moment of Fun

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California Lottery
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New Mexico Lottery
New Mexico Lottery
New Mexico Living - Legislative Lottery Scholarship Info Interview

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Louisiana Lottery
Saints Score

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GKV
Mega Millions - High Jackpot

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Massachusetts Lottery
Gingerbread Thieves

New Mexico Lottery
New Mexico Lottery
Zozobra Scratchers

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Marcus Thomas
Cashword Rap

South Dakota Lottery
Lawrence & Schiller
Good Fun - Value Menu

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Texas Lottery
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Intertrend
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Nebraska Lottery
Smith Kroeger
Crossword Games

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Inspired Thinking Group
Pick-3 - Green Ball

New York Lottery
McCann NY
\$500,000 Year of the Snake
- Lunar New Year

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Ontario Millionaires -
Confetti

Pennsylvania Lottery
9Rooftops
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Lawrence & Schiller
Jolly Good Fun

Tennessee Education Lottery
BUNTIN
FY 2025 Beneficiary

Texas Lottery
Texas Lottery
Make Every Day Game Day -
Dallas Cowboys

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2024 Spring Campaign

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Louisiana Lottery
Louisiana Lottery
Hasbro Game Night

New Jersey Lottery
Northstar NJ
CASH4LIFE Free-Standing
Inserts

New York Lottery
McCann NY
Mega Millions Retail Print

Ontario Lottery and Gaming
VML/PostMedia
Uncover Excitement One
Scratch at a Time

Texas Lottery
Texas Lottery
Cowboys/Texans

Special Category
iLottery Campaign

Georgia Lottery
BBDO Atlanta
Diggi Games TV

Kentucky Lottery
BCH Agency
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North Carolina Education Lottery
Cactus
Digital Instants - Next Big
Thing Campaign

Ontario Lottery and Gaming
The Hive Strategic Marketing Inc.
Groups That Play
Together...

Pennsylvania Lottery
9Rooftops
Mystery Offer

Virginia Lottery
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Shine On

West Virginia Lottery
West Virginia Lottery
iPlay Launch Campaign

Corporate Communications
Employee/Player
Newsletter

Hoosier Lottery
Hoosier Lottery
Community and Employee
Engagement Year in Review

Kentucky Lottery
Kentucky Lottery
FuelEd Newsletter - March
2025

Maryland Lottery
GKV
Maryland Gazette - March
2025

North Carolina Education Lottery
North Carolina Education Lottery
Dream Weekly - April 2025

Ontario Lottery and Gaming
Ontario Lottery and Gaming Corp.
Did You Know! - June 2024

Texas Lottery
Texas Lottery
Team News - Winter 2024

West Virginia Lottery
West Virginia Lottery
Employee Appreciation
Newsletter V8

Corporate Communications
Retailer Newsletter

Delaware Lottery
OneMagnify
Ticket Talk - Issue 81

Hoosier Lottery
Hoosier Lottery
Retailer Playbook -
November 2024

Illinois Lottery
CS6 (Allwyn)
The Lottery Lowdown -
May/June 2024

Kentucky Lottery
BCH Agency
The Quarter - Spring 2025

Louisiana Lottery
Louisiana Lottery
Exchange - May/June 2024

Maryland Lottery
GKV
Retailer Report - October-
December 2024

Missouri Lottery
Missouri Lottery
Retailer Connection -
January 2025

New Jersey Lottery
Northstar NJ
Retailer Focus - January
2025

North Carolina Education Lottery
North Carolina Education Lottery
Lottery Link - September
2024

Ontario Lottery and Gaming
Rain43
Lotto Post - March/April
2025

Pennsylvania Lottery
9Rooftops
PAL Connections

South Carolina Education Lottery
South Carolina Education Lottery
Game Plan - June 2024

Texas Lottery
Texas Lottery
Round Up - October 2024

West Virginia Lottery
West Virginia Lottery
FY 2024 Progress Report

Corporate Communications
Annual Report

California Lottery
California Lottery
Popular Annual Financial
Report - FY 2024

Delaware Lottery
OneMagnify
FY 2023 Annual Report

Hoosier Lottery
Hoosier Lottery
Corporate Social
Responsibility Annual
Report - FY 2024

Idaho Lottery
Lawrence & Schiller
35th Annual Report

Kentucky Lottery
Kentucky Lottery
FY 2024 Annual Report

New Jersey Lottery
Northstar NJ
FY 2023 Annual Report

North Carolina Education Lottery
North Carolina Education Lottery
Moving NC Students
Forward - FY 2024 Report
To The Public

Tennessee Education Lottery
BUNTIN
FY 2024 Annual Report

Texas Lottery
Texas Lottery
2023 Annual Report and
2024-2025 Comprehensive
Business Plan

Responsible Gambling Communications
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GameSense Campaign -
Chasing Losses

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PGAM Faux Scratch Ticket

Maryland Lottery
GKV
Responsible Play Billboards

Minnesota Lottery
Betty
Hotdish

North Carolina Education Lottery
Cactus
Play Smart - Play The Way
Smart Players Play POS

Wisconsin Lottery
Hiebing
Invisible Addiction - Spot
the Problem Gambler

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Television

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Too Much of Anything Can
Be Bad

Maryland Lottery
GKV
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PlaySmart - Every Step of the Play

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Responsible Gambling - February 2025

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New York Lottery
McCann NY
Risks

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Responsible Play - Just the Facts

Missouri Lottery
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Way to Play - Questions and Giveaways

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New Mexico Lottery
Cash Shark Scams Warning

New York Lottery
McCann NY
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Cactus
Play Smart - The Way Smart Players Play Mini Games

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Balmoral Multicultural
Marketing Signs of Good Fortune

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Baltimore Ravens - Pass for Cash

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Zozobra Scratchers Launch Event at Meow Wolf

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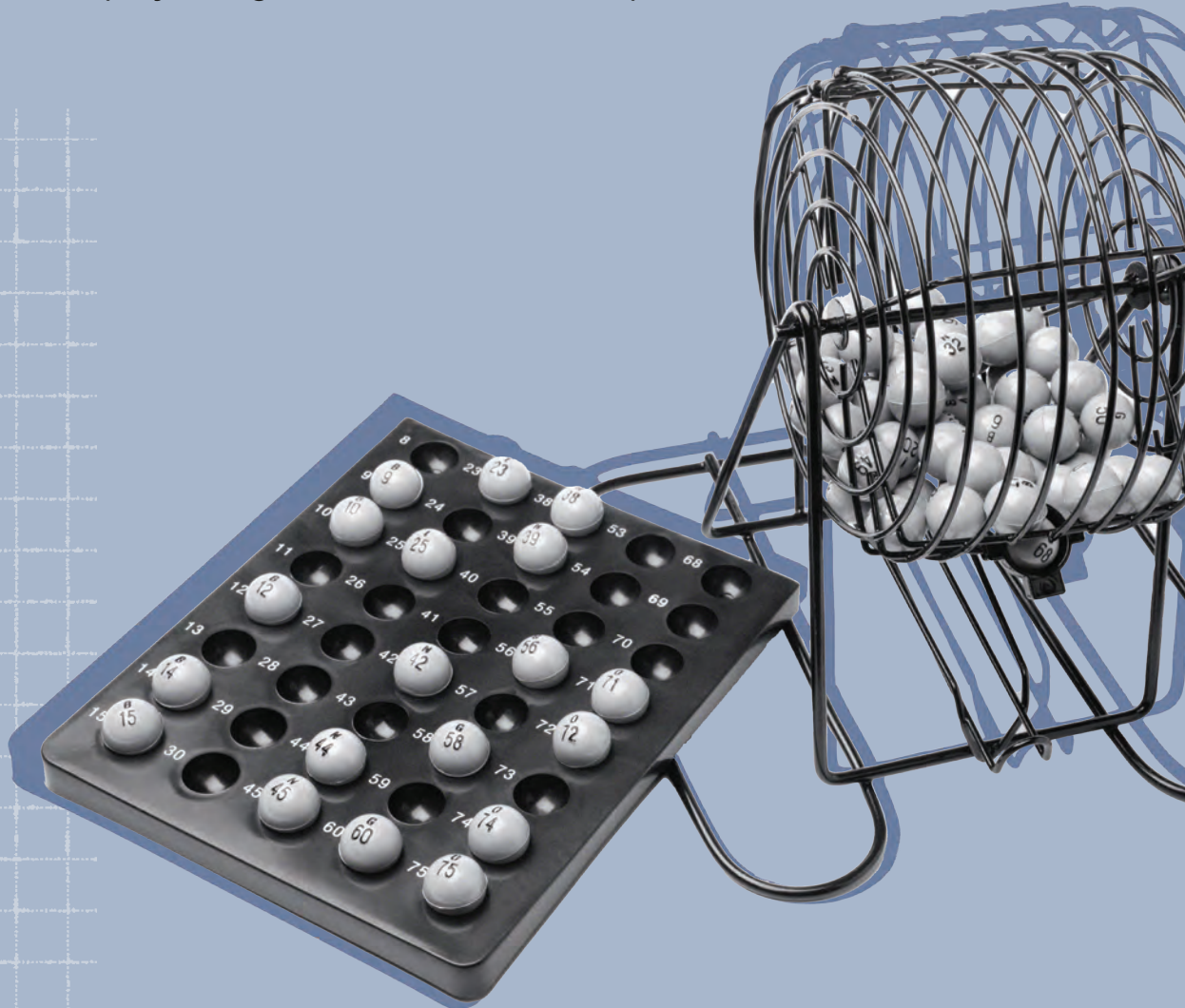
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New Mexico Lottery
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North Carolina Education Lottery

North Carolina Education Lottery
Ultimate Dash Challenge

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New Mexico Lottery/Alchemy3
Zozobra Scratchers Collect 'N Win Website

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Texas Lottery
Skycruise Microsite

West Virginia Lottery

West Virginia Lottery
iPlay Mobile App

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Evolving to Meet Changing Player Values

At a time when technology – and consumer interaction with technology – is changing at a rapid pace, emerging young adults see the world in different ways than the generations who have gone before. Yes, they take advantage of all that technology offers. Yet they are also careful about the companies, products and services they support, and their ultimate life goals may be different from previous generations. That seems to place lotteries in a favorable position to capture broader consumer attention.

To get ideas about how lotteries can adapt, we asked our Associate Member Partners the following question:

Younger generations often value experiences, social impact and personalization. How can lotteries evolve to reflect these values without alienating their core base?

We encourage readers to carefully review the following answers to our question, which cover all sorts of activities in which lotteries engage. If you are attending the NASPL Annual Conference in Niagara Falls, most of these companies have a presence at the trade show. Be sure to visit all the booths in the exhibit hall to learn more about how our partners are assisting lotteries with today's challenges.



Convenience Rules

A mobile-first approach to player engagement with convenience as a core tenet is the heart of future lottery experiences and what the next generations of consumers demand. We need to meet players where they are in their daily journeys versus players seeking out lottery. And they should be able to pay in the most convenient way possible: with digital wallets on mobile devices.

Can you imagine a player taking an Uber to a convenience store to buy their Mega Millions ticket when there's a jackpot run? Or is that purchase experience better delivered when they are at home ordering dinner through their phone's food delivery app? Or while shopping online at their favorite e-commerce site? Or in a Lyft headed to a social event?

Lotteries must evolve to deliver value wherever consumers are.

Experiences

Today, core marketing messages for lottery games center on cash prizes. Part of the reason sports betting is so appealing is that it's tied to experiences that create ongoing engagement and excitement. Lottery must evolve in a similar way by offering exciting, once-in-a-lifetime "experiences," like linked games winner events, which are different than just another cash prize. Additionally, games must become more social by offering compelling, multi-player interactive experiences.

Social Impact

Players may eventually want a say in where good cause funding goes, and games can be created for specific causes to appeal to player segments. Responsible gaming will be taken more seriously. The ability to proactively identify the signs of unhealthy play will become more pressing as the next generation highly values mental health.

Personalization

With the advancement of personalization across all consumer products, players will also expect a unique lottery journey and uniquely personalized games. As we think about the future of lottery experiences, and online and digital wallet use continues to grow, lotteries will have more information about their players to create experiences tailored specifically to them.

Registered players will have unique home pages and personalized marketing communications. They'll have access to a seemingly unlimited supply of games (no longer a small, curated selection) offered in a personalized way based on their previous interactions and playstyle preferences. AI will likely be leveraged to tailor games and personalize play elements specific to a player.

These advancements will not alienate today's core players. Modernization will elevate the overall lottery experience to be on par with their other favorite consumer product experiences.

- Matt Lynch, President, Digital

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Evolving with the Modern Lottery Consumer

The conversation around lottery innovation often centers on younger generations – but today’s expectations are broader and more universal. The modern lottery player spans all age groups and increasingly demands mobile-first, personalized, and purpose-driven experiences. As competition for entertainment dollars continues to grow, so do expectations for user experience – and today’s lottery players are no exception.

This shift isn’t about targeting a single demographic. It’s about adapting to changing behavior across the board. Players increasingly expect a personalized experience with relevant content, seamless digital access, and engagement that reflects their interests – essentials that are no longer optional.

Enhancements like mobile ticket scanning, digital wallets, and loyalty program participation make the experience more convenient without changing the core appeal for long-time players.

Personalization, Mobile, and the Power of Data

Lottery players want tailored game suggestions, timely promotions, and loyalty experiences that match their preferences. A mobile-first approach is foundational – but it’s the real-time data, predictive models, and in-the-moment touchpoints that unlock the greatest value.

By capturing behavioral data, purchase patterns, and channel preferences across both online and retail products, lotteries can build a complete view of the player. This enables truly personalized omnichannel experiences.

Further, lotteries are uniquely positioned to deepen trust through transparent messaging, especially around how proceeds benefit the local communities they support. When paired with one-on-one communication, these messages become more powerful and emotionally resonant.

Purpose, Experience, and Participation

Younger audiences – and increasingly, all consumers – prioritize experiences and align spending with personal values. Storytelling around the “why” behind lottery becomes a key engagement driver. Lotteries can tap into this by reframing gameplay as a way to support meaningful causes.

Digital platforms and social media create space for interactive, purpose-driven experiences that extend beyond the ticket – building loyalty through connections, not just prizes.

From Broadcast to Relationship

Mass communication is giving way to individualized, two-way engagement. A complete player view, powered by data, enables this shift. Lotteries can now move toward a dynamic, 1:1 relationship that enhances the experience for both new and longtime players. This personalized approach boosts relevance, builds loyalty, and modernizes the lottery experience.

An Inclusive Future

This evolution isn’t about thinking about one audience differently than another – it’s about creating an experience that resonates with today’s modern consumer. With data as the foundation, lotteries can deliver personalization, purpose, and relevance – building lasting relationships across generations.



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Lotteries today feel like a radio playing in a world of streaming. For years, we have relied on the same channels and audiences, but listening habits have changed. The issue is no longer whether this shift is happening. It is what we are doing about it.

Across the industry, discretionary spending is tightening. Consumers are more cautious and selective about where they spend their time and money. In a world built for instant access and seamless experiences, the traditional lottery model can feel disconnected.

The demand for entertainment, excitement, and social impact has not disappeared. It has evolved. Players now expect options, personalization, and a deeper sense of purpose. Yet many lottery systems remain built around fixed prize structures, dated game formats, and outdated distribution models that assume consumer behavior has stood still.

To grow or even stay relevant, we need to change the conversation:

- What are we doing to connect with new audiences where they are now, not where they used to be?
- How do we define product innovation when traditional games are losing cultural relevance?
- Are we investing in data, experiences, and identity or simply maintaining legacy systems?

It is dangerous to mistake stability or small gains for lasting success. Sales may appear solid in the short term, but long-term decline often goes unnoticed until it becomes irreversible. We must be willing to reinvent before we are disrupted.

This is not about abandoning what works. It is about evolving how we think about value, interaction, and connection in the lottery experience. Today's players want convenience and meaning whether they are on their phones or at the checkout line.

The challenge is real. The solution is not patching the old. It is rethinking what comes next. If we are not designing for the future generation of players, we are designing for decline.

- Andrew Caswell, Retail Optimization Lead



Younger adults, who are particularly fluent in digital environments, expect dynamic, modern gaming experiences and a digital path to engagement. Lotteries can appeal to them through a multifaceted approach to engagement and personalization:

Understand the New Consumer Journey

Focus on the use of the mobile lottery app to offer a seamless new-user journey, making it convenient for younger adults to access the games they want to play, and use recommendation engines to connect them to the content that will resonate most.

Digital First Engagement

Even in markets where iLottery sales are not yet permitted, lotteries can capitalize on mobile functionality to engage young adults. Mobile platforms allow for personalization, tailored messaging, interactive experiences, and gamification that resonate strongly with this audience.

Personalized Experiences

Leveraging data to customize interactions – from tailored promotions to personalized gaming options – enhances engagement and builds loyalty. AI-driven solutions can streamline personalization, delivering curated experiences that reflect individual preferences.

Create Realistic and Immersive Game Interactions

Bridge the gap between traditional and contemporary preferences by introducing new play mechanics, such as those that mimic the realism and interactivity of digital gaming, offering captivating visuals and new value propositions geared to young adults.

Revamp Product Portfolios

Develop a diverse range of games that cater to micro-segments. Our research found that young adult players have a strong interest in fresh content featuring radical designs and inventive mechanics. Offer games that allow players to engage at their convenience, participate actively, and select from a diverse range of adventures.

Align With Values

Use location data to connect socially conscious audiences to specific causes that resonate with them and their local area. Connect players to real-life experiences that are motivating, via experiential prizes such as concerts and travel, or pop-up events.

Connected Play Opportunities

Expand digitalization at retail, allowing players to opt in if they want to experience more seamless interaction across platforms and devices, fostering both greater accessibility and a more immersive relationship.

Broaden Points of Purchase

Offering convenient in-lane opportunities and expanding sales to varied types of retail locations can provide more access for young adults and other busy individuals, while conveniently integrating lottery into everyday routines.

These strategies aren't just about keeping lottery relevant. By engaging digitally with personalization, convenience, and the social resonance that modern audiences crave, lotteries can continue to build loyalty and sustainable growth.



To connect with younger, digitally-native players of legal age, lotteries must prioritize seamless experiences and intelligent personalization, while preserving familiarity with longtime players. This requires careful consideration of the consumer experience at every touchpoint.

Whether it's a player's club account or a full iLottery account, embedded tools like widgets streamline key functions such as registration, login, deposits, game purchases, and prize withdrawals. These tools enhance functionality without requiring a full site or app redesign, supporting a smooth, mobile-first experience that meets the expectations of a generation that values speed, convenience, and accessibility, while still offering consistency for traditional players.

CRM platforms play a critical role in personalizing interactions. Dynamic content, such as tailored bonus offers or game recommendations, increases relevance, drives engagement, and fosters loyalty. For digital-first players, this level of personalization is not optional – it's expected. Efforts like these are key to driving satisfaction and retention, as demonstrated by top per capita lotteries such as Michigan, New Hampshire, North Carolina, and Virginia.

Social impact and meaningful experiences also matter. Lotteries can offer experiential rewards and highlight how proceeds are used, giving players the option to participate in mission-driven campaigns that build stronger emotional connections.

By integrating these enhancements, lotteries can attract and retain players with evolving online preferences without compromising the experience for traditional audiences. This balance is achieved through continuous innovation informed by player research and supported by a strong commitment to responsible gaming.

- Stephanie DuVal, Director of Customer Marketing, North America



Beyond the Terminal: How Lotteries Can Win the Hearts of the Next Generation

As younger generations redefine how, where, and why they engage with their favorite brands, lotteries are facing a pivotal challenge: "How do we stay relevant in an age that prizes instant access, personalization, and social values?" The answer lies in reimagining the lottery experience by breaking away from legacy infrastructure and embedding the user experience seamlessly into daily life.

Lottery needs to consider a shift in this current thinking, by enabling players to interact with lottery products wherever they shop. Whether that be at the staffed checkout lane, at a self-service kiosk, or via mobile or through eCommerce. Integrating with the retailers' systems and placing lottery at every point of interaction in all the major grocery, drug and C-store outlets will remove the dependence on existing standalone lottery terminals or vending machines. The retailers then become empowered to offer lottery in a truly omnichannel environment, enhancing convenience for players while unlocking growth for lotteries. Retailers are starting to recognize and embrace the benefits that integrated solutions deliver.

It also opens up "green field" market opportunities by engaging with all the leading hospitality vendors, to align with the expectations of younger generations. This is not just about selling more tickets – it's about meeting people where they are, how they live, and how they shop. It truly is lottery everywhere.



Lotteries can and should evolve their marketing strategies to reflect key values of younger generations – experience, impact, and personalization – without compromising those traditions valued by long-time players. The solution is in finding a balanced, informed approach steeped within four important strategic guidelines:

Create Memorable Experiences: Younger consumers seek interaction and entertainment. By gamifying lottery play – through apps, challenges, rewards, and immersive storytelling – we can turn ticket purchases into dynamic experiences. These enhancements keep gameplay fun and relevant, especially in mobile-first environments.

Showcase Social Impact: Purpose matters. Today's consumers want to know that their dollars are making a

difference. Digital tools like QR codes, apps, and social media storytelling all help lotteries spotlight the positive impact of lottery proceeds. Cause-based games tied to education, veteran's initiatives, healthcare, and community give players a deeper reason to engage.

Make It Personal: Personalization drives connection. Using data analytics and AI, lotteries can deliver tailored promotions, game recommendations, and experiences that resonate with individual players. From personalized offers to themed, narrative-driven games, the more relevant the content, the stronger the engagement.

Respect the Core Base: While innovation is critical, the nature of the lottery industry itself makes it important that such innovation coexist with what's familiar. That's why the focus needs to be on bridging together traditional and digital play – with features like retail ticket scanning in apps – while prioritizing responsible gaming and transparency across all platforms.

- Paul Guziel, Chief Executive Officer



Meaningful impact starts with understanding people, their behaviors, values and aspirations. Younger generations prioritize personalization, purpose and memorable experiences. This presents a powerful opportunity for lotteries to evolve without alienating their loyal base.

Emotionally resonant experiences that are simple to access can connect with players of all ages. From private concerts to curated trips and pop-up game shows, promotions that create shareable moments will naturally drive engagement. But it's not about one-off events, it's about building a consistent pipeline of high-impact, value-driven experiences that reward loyalty through diverse opportunities and sustain excitement over time. Current and future players can dream of being part of the unique moments.

Live game shows are a powerful tool to modernize the lottery experience while honoring tradition. They create immersive moments that resonate with younger audiences while preserving the excitement long-time players expect. It's not about replacing traditional formats, it's about blending them with fresh, innovative ideas.

Simplicity is central. While today's players are tech-savvy, they value intuitive, low-barrier entry points. Programs need to be easy to engage with and crafted to deliver instant gratification.

Above all, purpose drives relevance. Integrating mission-based impact, from sustainability to community support, should be the core of every promotion. When lotteries create cross-promotional opportunities that give back, play becomes more than just entertainment.

The future of lottery lies in balance – bridging generations through fun, meaningful moments that connect, inspire, and evolve with the times.



Lotteries can increase engagement with both younger generations and existing players by modernizing the lottery retail environment. Creating a digital communication platform at retail enables lotteries to target the right message to the right place at the right time – transforming retail into a personalized, omnichannel brand experience.

A retail digital signage network can include a wide range of displays, such as digital menu boards, interactive digital playstations, countertop tablets, and live monitor games. However, the most critical component of any digital signage network is the content management software (CMS).

Retail marketing is most effective with dynamically-tailored content based on data. For example, winner awareness and local good cause content targeted by store, city, or region, which research shows is particularly important to younger players.

Lotteries require a powerful, reliable, and secure digital signage CMS that offers the ability to easily tag, schedule, distribute, and automate highly targeted, complex media, including interactive experiences. Key technical considerations also include monitoring capabilities and the ability to scale the network over time.

The future of lottery retail is digitally connected environments that reflect the evolving values of players. Lotteries can implement retail marketing technologies to enhance the player experience, creating environments that are immersive, informative, and socially meaningful – leveraging retail network scale with data-driven communication to connect with players of all ages.



Reaching the Next Generation Without Losing the Last: A New Chapter for Lottery Growth

Younger adult generations are wired differently. They stream instead of surf, swipe instead of scratch, and seek out brands that offer more than just products, but meaningful experiences. This isn't a threat – it's an invitation.

Gaming highlights this shift: Players seek entertainment that's tailored and creates value beyond the moment of play.

For lotteries, this means the existing playbook – print, prize, repeat – needs a digital appendix. Expanding reach is now essential, inspired by broader consumer trends.

Distributed commerce is a powerful trend across industries, as consumer brands increasingly partner to

embed their products and services within ecosystems customers already use. When applied to lotteries, this model prioritizes access, convenience, and co-branded value – welcoming players to engage with lottery products in digital spaces they already enjoy.

Loyalty is also evolving. Consider the Marriott Bonvoy-Uber linked loyalty partnership, allowing members to earn Bonvoy points on qualifying rides and Uber Eats orders. It's a compelling value ecosystem that deepens brand engagement without requiring new behavior.

Social impact matters to younger generations, and lotteries are already in step – funding public good and practicing responsible gaming. The key is connecting through modern access points that turn alignment into engagement.

The path to lottery growth isn't about abandoning what works, but modernizing how it's delivered. Through thoughtful integration, lotteries can meet a new generation of players without leaving loyal players behind. The next chapter will be written through collaboration, not competition.



Shifting towards a younger lottery demographic has been underway for years, driven largely by the rise of digital platforms. Younger generations are drawn to digital-first experiences that prioritize ease of access, instant gratification, and values like social impact, personalization, and immersive engagement.

Without alienating their core base, lotteries should embrace multichannel strategies. Offering products that bridge retail and digital channels allows traditional players to continue engaging through familiar mediums, while inviting younger audiences to connect through more dynamic, modern ones. Branded content or licensed games can serve both groups and create shared value.

Younger audiences, raised on mobile games and on-

demand digital content, expect speed, variety, and a sense of elevated gameplay. While the Tumbler model the industry knows and loves laid the foundation, more recent iterations build on it, delivering a fast-paced next-gen experience that keeps up with how these players consume entertainment today. Lotteries offering this mechanic will reap the benefits of including added value entertainment within their game suite.

Lotteries should also focus on brand partnerships and campaigns that feel culturally relevant and personally meaningful. Younger players may not realize that their play supports state beneficiaries like education or community programs. Communicating that impact more clearly can strengthen emotional connection and trust.

Finally, personalized web and app experiences are essential. Strategic lottery platforms offer a wide range of games, with features like tailored recommendations, leaderboards, or playing to support beneficiaries. Giving younger players a sense of choice and control is key to long-term engagement in growing lotteries.



Lotteries for the Younger Generation

The key enabler for lotteries to connect and remain relevant to the younger generation is the evolution of digitalization, both online and in retail. Younger players focus on experiences, social impact and personalization, which are very individual. The current growth of data driven solutions (e.g. CRM, data analytics, AI) allows lotteries to engage with their (younger) players on a personal level.

We all know that the mobile phone has almost become an intrinsic “body part,” and tailored game offerings, dynamic and real-time communication can all be realized, where data insights can create the experiences that resonate with individual interest and behavior.

Digital platforms allow lotteries to engage players through personalized game content. By leveraging data insights, lotteries can create a deeper and more relevant connection with each individual player.

An important aspect in this evolution is also the rooted responsibility that lotteries offer, as they now, and always should, demonstrate that a revenue-generating model can coexist with a strong commitment to a responsible game offering for the public good.

Prioritizing responsible gaming and (also) using digital tools to identify and prevent problem gambling, lotteries can ensure that the game experience is not only fun and entertaining, but at the same time remains safe and controlled within personal limits.

Ultimately, by embracing digitalization and data-driven personalization while maintaining a strong ethical foundation, lotteries can offer fun, socially conscious gaming that appeals to younger generations.

- Edwin van Zon, Business Development Director



Younger generations are drawn to experiences that feel personal, values-driven, and digitally native. To evolve without alienating core players, lotteries can leverage the data they already have, combined with smart technology, to deliver more personalized, relevant experiences for all customer segments.

There are solutions that can help make this a reality. By tapping into contextual data (like location, time of day, regional preferences, or even demographic trends), lotteries can display content that feels timely, local, and personalized

right at the point of sale. Whether it's showcasing a high jackpot to a commuter during their morning coffee run, highlighting contributions to local community initiatives, or promoting a new draw game to a digitally curious customer, these micro-moments build connection and relevance.

Importantly, this approach doesn't replace the core lottery experience, but enhances it. It brings in younger players while respecting what long-time players already love: the excitement, the simplicity, and the dream of winning big.



Much has been said, and researched, on this topic in the past few years. And no doubt much more is yet to be discovered. What we have discovered so far focuses on three key areas:

Emphasizing social impact: Younger consumers care more deeply about social causes and want to see tangible impacts from their purchases. Lotteries should highlight how proceeds support community programs, education, and other social initiatives. Targeted awareness campaigns can educate younger players about the positive outcomes of lottery revenue. Partnerships with purpose-driven organizations aligned with causes that resonate with younger demographics could also increase engagement.

Improving communication and simplifying options:

Many younger consumers are unsure about lottery products and purchasing processes. Lotteries should create clear, targeted messaging explaining game options and how to play. Curating product offerings or creating guided experiences could help overcome choice paralysis and make lottery participation less intimidating for new players.

Enhancing social experiences: Younger generations value shared experiences and social connections. Lotteries can tap into this by developing games with social elements, such as group play options or digital platforms that allow friends to participate together. Where legal, online lottery options are particularly appealing to younger players and can incorporate social features.

The key with any of the above strategies is to offer new, targeted experiences alongside classic lottery products, allowing each demographic (younger and older) to engage in ways that align with their preferences and values.

- Scott Morasch, Senior Vice President

NANOPTIX

One of the greatest challenges facing lotteries is the importance of providing younger players with interactive options that offer new, engaging, and innovative experiences while appealing to the existing lottery player.

There are great opportunities for new hardware and software solutions that will increase spontaneous play at retail and engage players from all generations. There are also opportunities in providing new devices at retail that will offer frictionless experiences and lower the cost of acquiring known players.

By working with modern technology solutions, lotteries should move towards more accessible play with touchscreen terminals designed to focus on ease of access and player

experience. Even better, these could be easily placed in various areas within a retail environment, from the produce department to the checkout aisle.

With the ability to display active lottery draws or sports betting offerings, accessible hardware solutions would capture the attention of younger generations and provide simplicity in the lottery or sports betting selection process. This simplicity would also appeal to core players and would increase spontaneous play within that player category. With intelligent design, it also enables the opportunity for anonymous play, helping to remove obstacles for players such as creating player accounts. As the customer experience is so easy, this also increases the probability of them becoming known players.

Lottery operators have the advantage of existing infrastructure and trained retailers with access to multi-jurisdictional games. Lottery operators working with technology partners can leverage their retail locations with solutions that appeal to younger generations of players while increasing spontaneous and casual engagement for the existing customer base, and driving known play.



Working with both lotteries and government agencies, I've seen that younger generations are guided more by behavior than by stated ideals. They expect services to be fast, intuitive, and respectful of their time. When they care about social impact, they want the option to learn more if they choose. Trust and transparency should be easy to find, not heavily promoted.

This is not about tracking every dollar. It is about knowing the information is available if needed. Transparency should be a built-in feature, not a marketing point. Players may not read every detail, but they expect a credible and accessible system.

Personalization does not require deep customization. A timely reminder or a simple, efficient process can feel just

as tailored. Younger users respond to systems that are well designed, that move quickly, and that do not waste their time.

Core players often prefer routine. Many value physical tickets and the sense of tradition that comes with them. Lotteries can serve both audiences by maintaining the familiar experience while quietly expanding access and convenience.

The most meaningful progress happens behind the scenes. When processes like licensing, claims, and records are streamlined, staff can focus on delivering better service. A lottery that runs well builds trust with every interaction.

Meeting modern expectations does not require dramatic change. It requires practical, steady improvements that reflect how people actually use public services today.

- John Kelly Green, Chief Strategy Officer for ECM Solutions



Lotteries can evolve by making the entire experience more personal and purpose-driven, without changing what legacy players already value. Younger players still want to win the lottery, but they care about where that money goes. Educating young players by letting them know where their player dollars go allows them to choose which causes their ticket supports, such as education or environmental efforts. It gives younger players a sense of impact.

Also, a mobile-first approach with targeted content, with emphasis on the user experience, brings the lottery experience closer to how they already engage with

entertainment. The key is to offer these additions as enhancements, not replacements. Keep the traditional games intact while giving younger players more transparency and connection.

- Jonathan Kaoh, Vice President, Sales & Operations

SMARTPLAY INTERNATIONAL, INC

As someone who has spent over 16 years working closely with lottery organizations worldwide, I've seen firsthand how the industry has evolved – and how resilient its core player base is. At the same time, it's clear that the expectations of younger generations are shaping the future of entertainment, gaming, and brand loyalty.

To connect with these younger audiences, lotteries must lean into authenticity and purpose. That means creating experiences that are not just about winning, but about engagement, transparency, and even giving back. For example, lotteries could expand digital platforms to offer more interactive, personalized experiences – like customizable game journeys or community-based challenges that still retain the thrill of a draw.

Equally important is emphasizing the positive social impact lotteries already make. Many younger players aren't aware that proceeds often support education, infrastructure, or public programs. Telling that story more boldly – through content, design, and partnerships – can make participation feel meaningful.

That said, evolution doesn't have to mean abandoning tradition. There's room to innovate within the classic framework. Traditional draw machines are still trusted for their integrity and transparency. These same machines can be integrated into live-streamed or gamified experiences that speak to younger audiences while reinforcing fairness – something both new and longtime players care deeply about.

In short, it's about striking a balance: honoring the values of reliability and trust that built the industry, while opening new doors to creativity, personalization, and purpose-driven engagement.

- Mariana Mokritski, Director, Client Services



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