

sponsored by

**ORBIS**  
An NDS Company

# Best casino operator of the year: **888.com**

In a competitive field, 888 was given the nod ahead of some excellent competition. 32Red has a strong UK slant and is one of the few pure-play operators to be listed on the London Stock Exchange. Carmen Media's Belle Rock Gaming group, meanwhile, consists of a network of 11 online casinos and is a gaming giant. Golden Palace is a true international brand and Pinnacle is one of the few sports-betting operators to rank among the top-10 casinos.

But it is 888 that the judges felt was worthy of top spot for its reach, marketing and control of the value chain. 888 says it is one of the few operators to have developed its own software in-house, allowing it to be more responsive to its members' requirements while ensuring its games remain innovative and 100% secure.

It believes localisation is the key to its success and the company has country managers and agencies in all its major markets, who liaise directly with software developers to bring familiar products that are tailored to each specific country.

888 was a pioneer in investing outside the US and has led the industry in terms of self-regulation and socially responsible gaming. Its member support is also impressive with a 24-hour service via chat, email or telephone in 11 languages.

## Flotation hits the jackpot

The landmark for 888 this year – and a symbolic one for all online casinos – was the company's US\$1.04bn flotation on the London Stock Exchange. The judges noted that 888 has one of the strongest brand identities in the field, achieved via extensive offline marketing, including a highly visible sponsorship of UK Premier League football club Middlesbrough.

Such an identity is helped by the company's claim to pay out the biggest jackpots of any online casino operator. Prizes, such as the US\$919,949 that one London player won on CasinoOnNet's Millionaire Genie Slot Machine, should see 888.com continue to dominate in the year to come.

## Shortlist

- 32Red
- 888.com
- Carmen Media
- Golden Palace
- Pinnacle Casino

## Judges' decision

- Unparalleled reach and marketing effort in the casino sphere.
- Complete control of the value chain.
- Sure to continue to dominate a very competitive market in the years to come.

## Highly commended: 32Red

UK-focused, pure-play casino operator 32Red won praise from the panel for its high-quality product and excellent customer feedback.