

IGT's GameTouch™ Draw Brings Lottery to Social Spaces



Retail

KEY TAKEAWAYS

- The GameTouch™ Draw suits social spaces such as restaurants and bars as a small-footprint, low-maintenance option to offer lottery products.
- Players and retailers alike will appreciate the convenience and efficiency.
- IGT's Retail Sales and Execution team can identify new retail expansion opportunities supported by the GameTouch Draw.

SITUATION

One of the strongest ways a lottery can boost revenues is to introduce new retailers to the benefits of offering lottery products, making retail expansion a significant priority. But while storefronts such as gas stations, convenience stores, and supermarkets have long been the cornerstone of the lottery retailer space, other locations that generate significant foot traffic, such as bars and restaurants, can be hesitant to offer lottery products. They may view lottery as less profitable than their core business, consider it a burden on their staff, or hesitate to devote space to the necessary equipment.

While expanding the retail base is important, it is equally vital to create new opportunities for players to engage with lottery products in a convenient and efficient way. Faced with the prospect of a long line, an out-of-the-way stop, or an overburdened cashier, a player may choose not to make their lottery purchase. Making these lottery interactions easier, quicker and more efficient should lead not only to increased sales, but to a more favorable impression of lottery for existing and potential new players.

SOLUTION

The GameTouch Draw self-service terminal addresses all of these challenges in a compact, easy-to-use format, utilizing best-in-class technology. The GameTouch Draw can offer the full range of games in a lottery's draw game portfolio, including Keno and Quick Draw, without staff needing to devote the same time required by a traditional retail terminal - making lottery more appealing to bars, restaurants, and other social spaces. Opening the door to these non-traditional retailers represents a significant incremental revenue opportunity for lotteries. In addition, the GameTouch Draw is cashless-enabled for jurisdictions where such technology is permitted, creating even more efficiency for players.

The GameTouch Draw also provides new advertising and marketing opportunities for retailers. For example, in New Jersey, the Fast Play line of progressive jackpot quick-play games are printed from a terminal, but aren't as well-known as other draw-based games because they don't have a facing at retail. Through the GameTouch Draw's two 21.5 inch monitors and intuitive touch-screen format, games like these are much easier for players to discover and purchase.

Beyond opening up new business opportunities in non-traditional locations, the GameTouch Draw also serves as a powerful recruiting tool for larger retailers and chains. The terminal ensures that retailer staff will not be diverted from other duties for lottery transactions and requires less regular attention than a full-sized self-service lottery vending machine offering instant games. This is a particularly compelling feature for lotteries with Keno and Quick Draw-style games in their portfolio, which traditionally require increased attention from retailer staff.



RESULTS



The GameTouch Draw was initially rolled out with a pilot in five locations in Kentucky in July 2019, soon to be followed by 300 machines across the state by the end of 2019. GameTouch Draw terminals will also be deployed in North Carolina and Michigan, starting in September, and New Jersey, starting in February 2020. Overall, in the next

12 months, 2,100 GameTouch Draw terminals are expected to be deployed nationwide, providing significant incremental revenue — growth opportunities for these lotteries.

A Win for Sports Betting

In addition to its use in bars, restaurants and other non-traditional retailers, the GameTouch Draw-based PlaySports kiosk is a self-service sports betting terminal, running IGT's PlaySports platform. More than 125 PlaySports kiosks have already been deployed in New Jersey, Rhode Island, Pennsylvania, Mississippi, and New York. These self-service kiosks bring many of the same player convenience benefits as the GameTouch Draw lottery terminals, saving players from long lines and easing the demands on sports book staff.



A bank of QuickBet™ self-service sports betting kiosks at the Fan-Duel Sports Book at Tioga Downs Casino Resort, in Nichols, N.Y.