



# What Makes a Great Instant Game?

A great instant game is one whose attributes satisfy its intended players and creates a positive and informed play experience. Understanding player expectations is rooted in player insights – drawn from market research, customer feedback, performance analytics and industry experience. It is then that the greatness of an instant game may begin to take shape. A great instant game ticket is attractively packaged, offering fun, excitement and anticipation of a winning experience in a manner consistent with players' identified needs. Such a game isn't intended to please all players, as "one size does not fit all." Instead, a great game will be great for its expected purchasers.

– Todd Bauman, IGT Senior Director Instant Ticket Analytics



Some players are primarily drawn to novel games featuring eye-catching graphics, unusually sized tickets or other unique visual or thematic attributes, including quickly recognizable branded properties that elicit a personal connection. Others are primarily drawn to preferred themes, such as numbers, money or precious metals. Others may be first attracted to "marquee" prizing messages, callouts, and game features such as multipliers, that foster additional excitement about potential winning outcomes. Still others are likely to focus first on gameplay action that satisfies their preference for engagement, be it a preference to determine quickly if they have won or instead, longer, more immersive play. Yet others seek higher priced games that offer exciting prize amounts and/or additional opportunities for play.

– Keith Cash, IGT Vice President Global Instant Tickets



Instant game "beauty" is only skin deep. An attractive instant game's packaging that is commensurate with prospective player needs and communicates value for price paid will garner trial. Ultimately, what determines a game's long-term success is not its packaging; rather, its greatness will be judged by the outcomes experienced after engagement. A truly great instant game will maximize delivery on the promises it makes once the game is played. Every game presents a chance to win. A great game focuses on what happens during play. That is, the game meets a player's thresholds for prize level and frequency that are meaningful enough to keep them playing, even after non-winning plays or less desirable prize outcomes. A great instant game is crafted from knowledge and creativity to elicit emotion, building suspense and excitement, from the player's first attraction and purchase decision to the promise of the potential to win until the very last play symbol is revealed.

– Todd Bauman, IGT Senior Director Instant Ticket Analytics





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