STAGE 1

La Fleur's

56 PG



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Gotta Catch a Jackpot

As trading cards spike in value, their marketing increasingly resembles gambling.

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Best Instant Games Report

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A lottery publication. If it receives a cease-and -desist, it declares Fair Use and hopes for the best.

Illus. Byron La Fleur

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Scientific Games

With a portfolio of 100+ licensed brands, Scientific Games puts the science behind branded omnichannel games, conducting extensive consumer research that delivers performance. In FY2025, the company's licensed branded games represented $3.5B in sales for North American lotteries. **These three powerful brands were top choices for players thanks to their familiarity and timeless appeal:**



MONOPOLY is again the industry's No. 1 brand, bringing iconic, brand-immersive play experiences to scratch, Fast Play and digital games—with an all-new MONOPOLY eInstant coming soon from SG Studios.



The only authentic **LOTERIA** brand in lottery is No. 2 with original Don Clemente images and traditional Latin American bingo-style play—available in multiple price points that add color to product portfolios and grow sales.



At No. 3, the **JURASSIC WORLD** brand made its lottery game debut. The film franchise's massive fanbase roared, with players on the hunt to experience omnichannel play. A second-chance Linked Game offered an opportunity to win a trip of a lifetime to Hawaii with a chance to win up to $1 million in a themed event.

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