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“This Isn’t Your Father’s Oldsmobile”

Act More Like a Modern Consumer Brand in a Competitive Market.

Brian Rockey

Director, Nebraska Lottery
President of the North American Association of State and Provincial Lotteries (NASPL)



From Advocacy to Action:

The European Lotteries’ Strategic Renewal.

Romana Girandon

Chief Executive Officer, Loterija Slovenije
President, EL (European Lotteries Association)

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The Future Won’t Wait — Why Should Lottery?

Scott Gunn, Director, Chief Operating Officer,
North American Lottery, Brightstar Lottery



2026 HOLIDAY PLANNING

Deliver Moments of Merry with New Inspirations and Innovations

The Scientific Games 2026 Holiday Catalog is designed to spark ideas and inspire success, delivering merriment to your players—and performance to your portfolio—with twinkling finishes, inspired themes and insight-led game innovation.

From premium indulgences and giftable favorites to extended play moments, omni-channel experiences and eye-catching enhancements, here's a sampling of games that can help drive your holiday growth.

Go for Gold with Omni-Game Play

Meeting players where—and how—they want to play drives brighter holiday sales, and it begins with omni-game play. *IT'S GOLD OUTSIDE* is a holiday family of games offering something for everyone, from giftable cash prizes to bonus digital play and Fast Play opportunities.

Scratch Connect extends the magic, bridging retail play to digital with a seamless new brick-to-click experience on your players' mobile phone.

Connect Across a Family of Games

Spread more cheer with retail-redeemable prizes across gift-friendly price points, letting players share the season without worrying about gifting away life-changing wins.

Don't Forget Fast Play Players

Younger adult consumers (ages 18–34) are significantly more likely to play Fast Play games, with 31% participation compared to other age groups. Don't miss out on engaging this important audience in your *IT'S GOLD OUTSIDE* family.

Extend the Gold

As your players slow down and savor the holidays, extended play experiences matter more than ever. From 2019 through 2024, extended play grew 32.6%, highlighting sustained player demand for longer, more immersive play experiences.





❄️ Savor the Scratch

Extended play games—from crossword to bingo and beyond—are having more than a moment, and holiday games are no exception. The colorful, new *ORNAMENT CROSSWORD* elevates the category with variably printed fir trees integrated directly into the marking system, enhancing both gameplay and visual appeal.

❄️ Sprinkle in Some Magic

Developed by the Scientific Games *DREAM TEAM*, *ORNAMENT DROP* refreshes your holiday lineup with an innovative maze-and-collection mechanic, two ways to win and bonus play. The *Holographic Pillars* pattern and *Dimension Stella* (stars) pattern product enhancements elevate the game for the holiday season.



❄️ Elevate the Scratch with Premium Games

It's the season to indulge, and players are showing a clear appetite for premium games. In fiscal year 2025, \$25+ game sales grew 277%, confirming strong demand for bigger, bolder play experiences, especially during the holidays. The new *SPARKLING FOR THE HOLIDAYS* features the new *Diamante Holographic* paper stock with an all-new *Rose Cold* design, exclusively from Scientific Games.

❄️ Add All the Holiday Smells

Few things say “the holidays are coming” like the scent of chocolate in a steaming hot cup of cocoa. The *HOT CHOCOLATE CASH* game brings a sip of nostalgia to the scratchable play area. The game was the top-rated game for purchase intent compared to other \$2 games in a recent online player panel.

❄️ Spend Time with Family

It wouldn't be the holidays without family. In calendar year 2025, 53% of game families incorporated product enhancements, delivering stronger performance across portfolios. Families of games help build recognition, encourage repeat play, and extend engagement with your players during the holidays. The new *HOLIDAY TREE* family features a *Premium Metallic Ink* product enhancement on *Platinum* paper stock.





❄️ Make New \$20 Holiday Traditions

HOLIDAY CASH is a premium game loaded with bonus play and multiple ways to win. Festive holiday-themed symbols vary from ticket-to-ticket, creating a fresh experience every time your players scratch. Rated No. 1 for purchase intent in a recent online player panel, the game features HD Games, VariPlay and Sparkle Select enhancements.

❄️ Wrap Up Luxury

Glimmering with brilliant holographic and elevated finishes, higher price point holiday games like MERRY MONEY deliver a luxurious seasonal treat for your players, tapping into the treat of self-gifting during the holiday season. This festive new game rated No. 1 for purchase intent in a recent online player panel.

❄️ Reach for Intuitive Innovation

Scientific Games designers know how to package intuitive innovation into holiday extended play scratch experiences. LUCKY STARS shines brightly with a unique layout featuring five different number match games in one engaging experience.

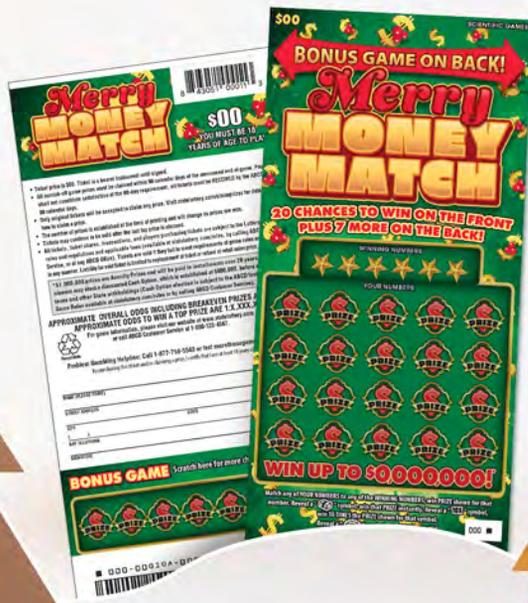
❄️ Give More Play

Scratch My Back delivers more ways to win throughout the season with additional playspots on the back of the game, like MERRY MONEY MATCH. The average index of Scratch My Back holiday games was 116 compared to 111 for other holiday games. It's more fun, more value—and the four-color ticket back is perfect for highlighting a holiday promotion.



❄️ Multiply the Fun

New from the Scientific Games DREAM TEAM, COOL CASH MULTIPLIER features a unique multiplier next to every single "your number". HD Games and Platinum product enhancements were added for a perfectly crisp, cool effect.





❄️ *Reflect Good Taste*

Created on *Platinum* paper stock, *MERRY MULTIPLIER* features snowflake designs accented with a *Sparkle Stella* (stars) pattern in the game name and overprint play-spot markers.

❄️ *Celebrate the Spirit of the Season*

Our latest consumer study found that 57% of consumers have gifted instant scratch games, with another 26% saying they would consider it. That means 83% of U.S. consumers are open to gifting instant games—unlocking a major opportunity for holiday portfolios. The four festive scenes in *MERRY & BRIGHT* feature the *Premium Metallic Ink* product enhancement design-formulated to gift responsibly, of course.

❄️ *Ring in the New Year*

Celebrate 2027 with new reflective game designs that bring sparkle and excitement into the new year. The two-scene 2027 game is designed using *Platinum* paper stock and finished with the *Metallic Silver Sparkle* product enhancement to bring the reflections right into the scratchable play area.



Explore the full holiday catalog:



Game
Gallery™

Contact your SG representative,
or email info@scientificgames.com

SOURCES:
Scientific Games *Infuse* Business Intelligence Platform.
Win Satisfaction Research, Ipsos 2025.
Holiday Spend and Player Behavior Research, Scientific Games, 2025.
Holiday Games Research, ONEVoice, Scientific Games, 2025

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