Scientific Games Launches GameChoice: AI and Advanced Analytics for Personalized Lottery Play

Company's New GameChoice Enhances Player Discovery and Satisfaction with Dynamic Game Recommendations

ATLANTA – July 14, 2025 – Scientific Games has launched *GameChoice*, a groundbreaking lottery product recommendation engine designed to enhance the player experience. Combining artificial intelligence and the company's SG Analytics, *GameChoice* delivers dynamic product recommendations, making it easier and more engaging for players to discover new games and navigate their purchasing journey at self-service lottery machines.

GameChoice has already shown its impact on sales. Initial deployments in nearly 10,000 lottery vending machines across one major U.S. lottery's retail network drove a significant increase in cross-portfolio game purchases (buying scratch and draw games together) and continue to drive millions of dollars in sales. In its first month, *GameChoice* generated recommendations in more than nine million shopping baskets, generating ~$9.8 million in retail sales. The revenue impact to the lottery is estimated at $280,000 per day or $105 million per year.

Because *GameChoice's* recommendations continuously improve over time through AI and SG Analytics, it provides highly relevant game suggestions that enhance the overall purchasing experience. Scientific Games' research shows that lottery players often choose the games they know. Most purchases occur within a single product category, and players have limited awareness of the exciting variety of new games or games that offer different experiences from their usual choices.

"We developed *GameChoice* to modernize the lottery experience and meet evolving consumer expectations. By expanding player engagement and boosting game sales, *GameChoice* helps sustain vital lottery funding to good cause programs such as education, health and welfare," said **Joe Fulton, Vice President of Product Management**.

According to Bizrate, 40% of U.S. consumers under 40 years of age who use online product recommendations actively seek them when making any purchase. Furthermore, 51% say recommendations often lead them to buy a new product, and 72% find the recommendations to be helpful.

Players want convenience and choice when buying lottery products. However, sometimes the number of options can be overwhelming, leading players to stay within their comfort zone rather than exploring new or other product offerings. *GameChoice* solves this by informing players about relevant choices. In the field, shopping baskets in self-service lottery terminals with *GameChoice* were more likely to contain multiple games and multiple game types versus shopping baskets before the launch of *GameChoice.*

Scientific Games' research also reveals that players are comfortable receiving product recommendations, likening the *GameChoice* experience to familiar online recommendations or in-store coupons.

Scientific Games will demonstrate the new *GameChoice* product recommendation engine at the [North American Association of State and Provincial Lotteries](#) 2025 annual conference, which will be held September 9-12 in Niagara Falls, Ontario.

Since 1973, Scientific Games has innovated products and solutions to move the global lottery industry forward. The company provides retail and digital games, technology, analytics, and services to 150 lotteries in 50 countries around the globe, including nearly every North American lottery.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit [scientificgames.com](#).

SG Media Inquiries: Media@scientificgames.com