STAGE 1

La Fleur's

56 PG



Magazine. Volume: 33, Number: 4.

Gotta Catch a Jackpot

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

24

Best Instant Games Report

38

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

Illus. Byron La Fleur

This work is a parody created solely for editorial and entertainment purposes. It is not affiliated with, authorized by or endorsed by the original publication, brand or rights holder.

Familiar Brands, Powerful Results: Why Licensed Digital Games Are Winning

Scroll through your social media, watch the latest hit series on your favorite streaming service, open a mobile gaming app or browse an online sports betting platform. You'll see a powerful commonality: recognizable brands and brand collabs are everywhere.

From *MONOPOLY and JURASSIC PARK to GAME OF THRONES* and *FAST & FURIOUS,* licensed brands have become a cornerstone of modern gaming entertainment. For digital lottery, brands are one of the most effective tools for digital player acquisition, engagement and long-term growth.

Trust Factor

As lotteries compete with sports betting, iGaming, mobile games, illegal and gray market gaming—and countless other forms of entertainment—licensed brands offer instant recognition.

"When players encounter a digital lottery game, they're asked to do something unfamiliar—create an account, make a first deposit or try a new style of gameplay. This can be a significant hurdle," says Tina Hoover, VP, Licensing for Scientific Games. "But when the new experience is paired with a brand they already know and trust, taking that leap suddenly feels comfortable."

From a consumer's perspective, most people don't know the mechanics of an eInstant game before they click. What they do know are brands like *MONOPOLY, WILLY WONKA* and *DEAL OR NO DEAL*. Brands carry years—even decades—of memories, emotions and positive associations. That familiarity creates confidence and encourages trial. With digital lottery games, where attracting first-time players is a priority, it's an advantage that's difficult to overstate.

The Data Backs It Up

Scientific Games' analysts found that licensed-brand titles consistently outperform their share of the digital game portfolio. One of the most striking findings involves non-progressive jackpot games featuring licensed brands. **While these games represented just 10% of available games, they attracted 35% of players and achieved 37% higher sales performance. Progressive jackpot games featuring licensed brands also attracted a similar 32% of players, while representing only 13% of available games.**

These statistics reveal an important distinction.

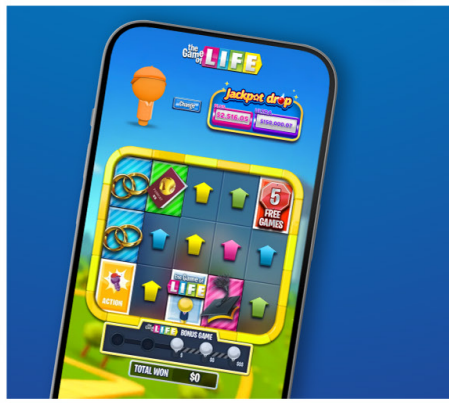
Games that do not feature licensed brands remain the volume drivers of most iLottery programs. They account for 87% to 90% of total iLottery games and generate 87% to 93% of wagering volume. Their success comes from scale.

Digital lottery games featuring licensed brands, however, succeed through efficiency and reach.

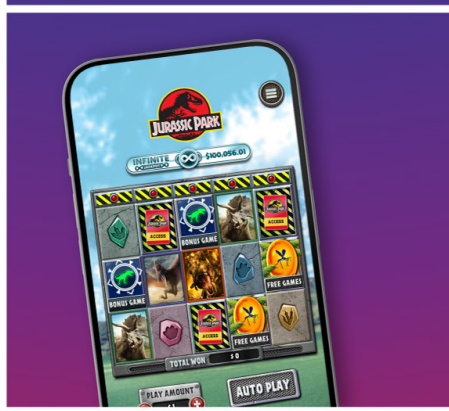
They pack a revenue and reach punch that goes far beyond their weight.

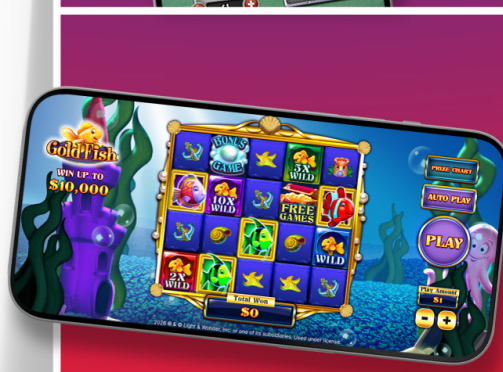
> **While these games represented just 10% of available games, they attracted 35% of players and achieved 37% higher sales performance.**











"This is why many product managers increasingly view licensed brand content not as a luxury, but as a strategic investment," explains Blair Johnson, VP, Digital Content.

The value doesn't stop with player acquisition. Licensed brand digital lottery games also appear to attract highly valuable player segments. According to the analysis, **18-to 30-year-old players place a whopping 50% more wagers in licensed-brand games than in non-licensed brand games, relative to their share of play.**

For lotteries looking to deepen engagement with loyal players while simultaneously attracting new audiences, that's a powerful combination.

Instant Equity

"The success of licensed brands stems from 'borrowed equity.' Licensors spend decades and millions of dollars building awareness, trust and emotional connection to their brand," Hoover explains. "It's why when consumers see Mr. MONOPOLY or another familiar icon, they instantly understand what the brand represents."

> **This emotional connection becomes even more important in digital environments, where visibility is everything.**
>
> **Blair Johnson, VP, Digital Content**

A licensed game is never just another game. It arrives with built-in storytelling, nostalgia and goodwill. Players don't have to learn why they should engage. They're already interested.

"This emotional connection becomes even more important in digital environments, where visibility is everything. On a website featuring dozens—or even hundreds—of game titles, a recognizable brand cuts through the clutter," says Johnson.

It's the same principle at retail. A familiar character or iconography can stand out amid a sea of in-store advertisements and promotional materials. In digital channels, where players scroll rapidly through content, instant recognition may be even more valuable.

Personalization Changes the Game

Digital platforms unlock opportunities that supplement retail.

Technology allows digital storefronts to be personalized. One player might see sports-themed branded games featured prominently, while another sees entertainment, TV or movie-based content. Advanced CRM tools allow lotteries to tailor recommendations in much the same way Netflix recommends movies or shows.

This opens the door for a much broader portfolio of licensed content. Instead of relying solely on mass-market brands, lotteries can offer niche intellectual properties that appeal to highly passionate fan communities. A digital portfolio might give each player a curated selection specifically for them.

Successful licensed games don't happen by accident. They require collaboration, strategic investment and thoughtful execution. But for lotteries willing to invest, the payoff can be significant.

> **18-to 30-year-old players place a whopping 50% more wagers in licensed-brand games than in non-licensed brand games, relative to their share of play.**

"Brands bring built-in awareness and player appeal," says Hoover. "The evidence shows that licensing is a highly effective way to generate incremental revenue and attract new players, often delivering stronger acquisition results than traditional marketing channels."

Premium Positioning

Licensed brand games not only attract more attention but often remain relevant longer and support premium positioning within a portfolio. Scientific Games designs game mechanics leveraging the essence of a brand, turning familiarity into a highly engaging player experience. Players also perceive additional value simply because the game is associated with a beloved intellectual property.

Looking ahead, the role of licensed brands in digital lottery is likely to evolve even further.

The future is creating immersive experiences that capture the spirit of the brand itself. It's aligning games with sports seasons, entertainment launches, cultural moments and fan communities. And because digital products can be launched, updated and retired far faster than retail games, lotteries have an opportunity to stay connected to the conversations and trends that matter most to players.

Relevancy in the Digital Age

"As the competition for entertainment dollars intensifies, licensed brands offer lotteries something increasingly rare: the ability to cut through the noise, inspire trust, and create an immediate emotional connection," Johnson adds.

Scientific Games is leading the way with 300+ digital lottery games and *Linked Games* featuring once-in-a-lifetime, experiential prizes retail players have the opportunity to win through a digital second-chance game.

In a digital world overflowing with choices, a familiar brand may be one of the most powerful assets a digital game portfolio can have.

DEAL OR NO DEAL ™ © 2002 - 2026 Endemol Shine IP BV.
Licensed by Banijay Brands Limited.
Fast & Furious ™ & © Universal Studios.
GAME OF THRONES and all related characters and elements © & ™ Home Box Office, Inc.
© Universal City Studios LLC and Amblin Entertainment, Inc.
All Rights Reserved.
MONOPOLY ™, ® & © 1935, 2026 Hasbro.
WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s26)