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**Best  
Instant  
Games  
Report**

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## **The Roundup: Instant Strategies**

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# **NEW YORK LOTTERY'S COMMUNITY WERK**

**THROUGHOUT PRIDE MONTH, THE  
LOTTERY SHOWCASED FIVE LGBTQIA+  
ARTISTS' WORK ACROSS 14,000+  
TOUCHPOINTS.**

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## Scientific Games

As lotteries continue to look for ways to drive player engagement and revenue, there's nothing like a favorite, familiar brand to deliver omnichannel excitement.

From the industry's largest portfolio of highly recognizable pop culture, sports and entertainment brands, here are the top-performing brands in 2025, exclusively offered by Scientific Games:

**MONOPOLY** perennially holds the No. 1 spot, bringing iconic, brand immersive play experiences to scratch, Fast Play and eInstant games like **MONOPOLY SECRET VAULT** and **MONOPOLY PROPERTY PAYOUT**.

Authentic **LOTERIA** is No. 2 with colorful, original Don Clemente images and traditional Latin American bingo-style play—now available in multiple price points that add color to product portfolios and grow sales.

At No. 3, let the reign of **GAME OF THRONES** bring the fantasy and drama of HBO's most-watched television series of all time to your players across multiple channels of epic play.

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