



**la fleur's
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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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Best Instant Games Report

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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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