



Taking license

When it comes to licensed game concepts, slot manufacturers continue to push the innovation envelope, as this recap of recent introductions shows

BY PAUL DOOCEY

It's no secret that in an ideal world, gaming properties would prefer to buy and own all slot machines displayed on the casino floor. After all, it's simple math—buy the slot upfront, and all the proceeds from that time forward go directly to the game's operator. For this reason, slot areas are dominated by “for sale” or “owned” slot machines, as evidenced by a recent *Central Game Performance Database* report from the firms Eilers & Krejcik Gaming and Fantini Research, in which 92 percent of the 84,450 slot machines tracked were defined as owned games by participating casinos.

The remaining gaming machine space within most casinos is largely devoted to leased slot concepts—games so popular with consumers that manufacturers demand a percentage of its revenue for the right to offer it to players. Though smaller in number than owned games, leased games generate substantial revenue to gaming operators as well as provide the eye candy for a slot floor, since most third-party licensed concepts based on popular movies, television shows, board games, personalities, etc., tend to fall into this category.

Not surprisingly when it comes to licensed game content, the biggest players in this space are large slot manufacturers such as Aristocrat Technologies, International Game Technology (IGT) and Scientific Games with the backing and resources to procure licenses and create unique playing experiences for the customer; although many mid-size and small slot producers also offer some licensed content. And since licensed games often produce

a revenue stream for manufacturers, each year sees a plethora of new concepts to entice operators and players.

To help keep track of all these licensed content additions, *Slot Management & Marketing* once again offers its company-by-company recap of popular licensed slots including a look of what new licensed games are in the pipeline for 2019 and beyond, which you will find below:



▲ Aristocrat Technologies' FarmVille licensed slot concept on display at last October's G2E trade show in Las Vegas.



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National Lampoon's Vacation, Pawn Stars, Playboy, Rocky Horror Picture Show, Seinfeld, Space Invaders, Star Trek, Tetris, The Bachelor, The Beach Boys, The Flintstones, The Godfather, The Jetsons, The Lord of the Rings, The Simpsons, Titanic, Top Gun, Willie Wonka, Wizard of Oz, Wonder Woman, ZZ Top.



▲ Scientific Games' booth at G2E was a hotbed of new licensed slot game content.

NEW LICENSED GAMES FOR 2019 AND BE-

YOND: Animal House, Jackpot Party Ultimate Party Spin Far Out Orange, Jackpot Party Ultimate Party Spin Groovy Grape, James Bond: DIE ANOTHER DAY, James Bond: GOLDENEYE, James Bond: LIVE AND LET DIE, James Bond: DIE ANOTHER DAY, Monopoly: Millionaire, Monopoly: Top Hat Roulette, Star Trek: The Final Frontier, Willie Wonka: LOOMPALAND, Wizard of Oz: MUNCHKINLAND.

As is usually the case, Scientific Games is launching a number of new licensed games over 2019. According to a press release, this list of games includes New James Bond and Monopoly concept as well as additions to the company's popular Willie Wonka and Wizard of Oz franchises.

When it comes to innovation, no series demonstrates Scientific Games' cutting edge-approach like the JAMES BOND series. The company plans to introduce platforms and innovative game mechanics through new titles that evoke the adrenaline and intrigue synonymous with the most famous British Secret Service agent ever, such as DIE ANOTHER DAY, GOLDENEYE and LIVE AND LET DIE. The DIE ANOTHER DAY cabinet uses an illusion technique called Pepper's Ghost that created much buzz when the game was displayed at last October's G2E.

The next era of casino gaming is on the way with the new MONOPOLY Top Hat Roulette. This twist on this classic theme features a circular construction which creates a thrilling social experience for players. Scientific Games recently extended its licensing arrangement with Hasbro International, so expect more Monopoly-themed games going forward. **SM&M**

SCIENTIFIC GAMES

LICENSED PRODUCTS OF THE PAST AND

PRESENT: Austin Powers, Battleship, Betty Boop, Caddyshack, Cher, Cirque du Soleil, Clue, David Copperfield, Duck Dynasty, Elton John, Elvis, Friends, Game of Life, Gremlins, Grease, I Love Lucy, Ironman, James Bond, Johnny Cash, KISS, Margaritaville, Michael Jackson, Mad Men, Monopoly, NASCAR,