



Slots Design Report

Competitive Research and Data Insights for Slots Designers

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JUNE

2019

NEW INNOVATIONS



VIDEO INTEGRATION

007 Goldfinger in Gold Fish Casino

MECHANIC TEARDOWN

007 Goldfinger features a wild symbol that awards credits or a wheel bonus, which includes free spins, credits, or jackpots. Before triggering the wheel bonus, a movie clip plays within the reel set ... functioning as a type of anticipation mode.

Feature Details

- Landing a wild in a winning combination triggers the bonuses.
 - For credit bonuses, a multiplier is applied to the value displayed on the wild symbol (1).
 - For wheel bonuses, 'WHEEL' is displayed on the wild symbol (2).
- On the wheel, players win free spins, credits, or jackpots (3).
- Before triggering a wheel, a movie clip plays within the reel set (see [this video](#) and image 4).

Video References

- [Base Game](#)
- [Wild Wheel Bonus](#)
- [Wild Credit Award & Wild Wheel Bonus](#)
- See more images and videos in the [007 Goldfinger](#) Library



EXPERT INSIGHTS

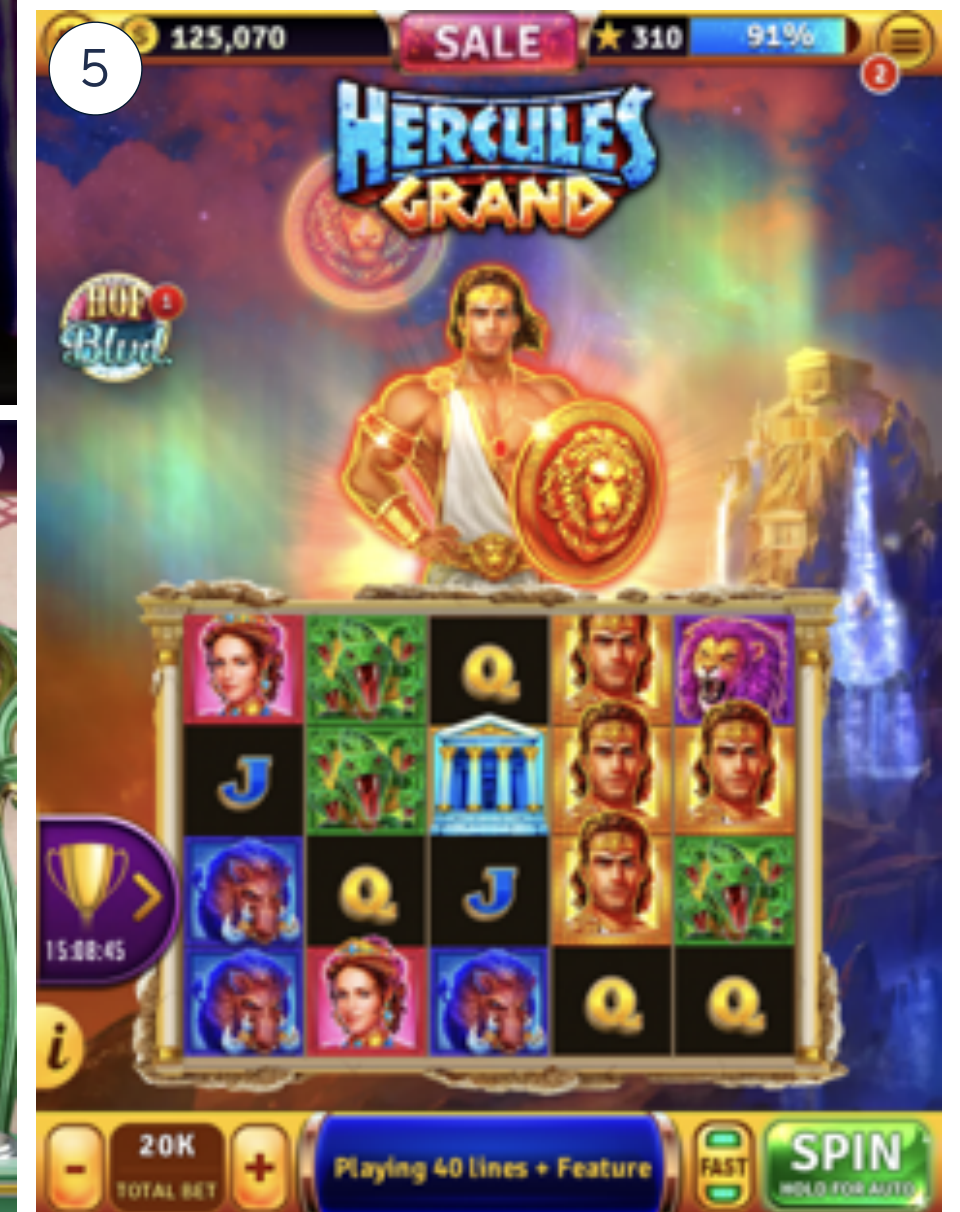
Adopt an RMG trend that combines stepper machines with video content. To create more video real estate, launch a stepper machine in *portrait mode*. Then, test even *more elaborate bonus games* within steppers ... to introduce more casual players to lower RTP/faster spinning machines.

Insight Details

- The extended cabinets in RMG add video display above the reel sets. See Aristocrat's [Motown](#), showcased at G2E 2018, and the RMG version of SG Gaming's [Goldfinger](#), showcased at G2E 2017 (1 & 2).
- Social apps are adding video integration on top of the reel sets. In addition to 007 [Goldfinger](#), POP! Slots recently released [Reel Dragons](#), and Classic Vegas Casino released [Chips Blast](#) ... two more examples of video elements on top of stepper reel sets (3 & 4).
- Portrait mode display allows for videos to play while reels spin. As an example, see how [Hercules Grand](#) used portrait mode to showcase *Ghost Symbols* and *Hercules* above the reel set (see [this video](#) and image 5).

Player Persona Intelligence

- Consider video-style bonus game mechanics in stepper machines. Money Mike player types like [Mini-Game Features](#) ... and are more interested in stepper machines. As an example, see the *High Low* bonus game in the [May 2019 Slots Design Report](#).
- For more information on the Player Personas, see the [L&G Slots Personas Report](#).



ADVANCED BONUS GAME PROGRESSIONS

Magnificent Mysteries in Caesars Slots

MECHANIC TEARDOWN

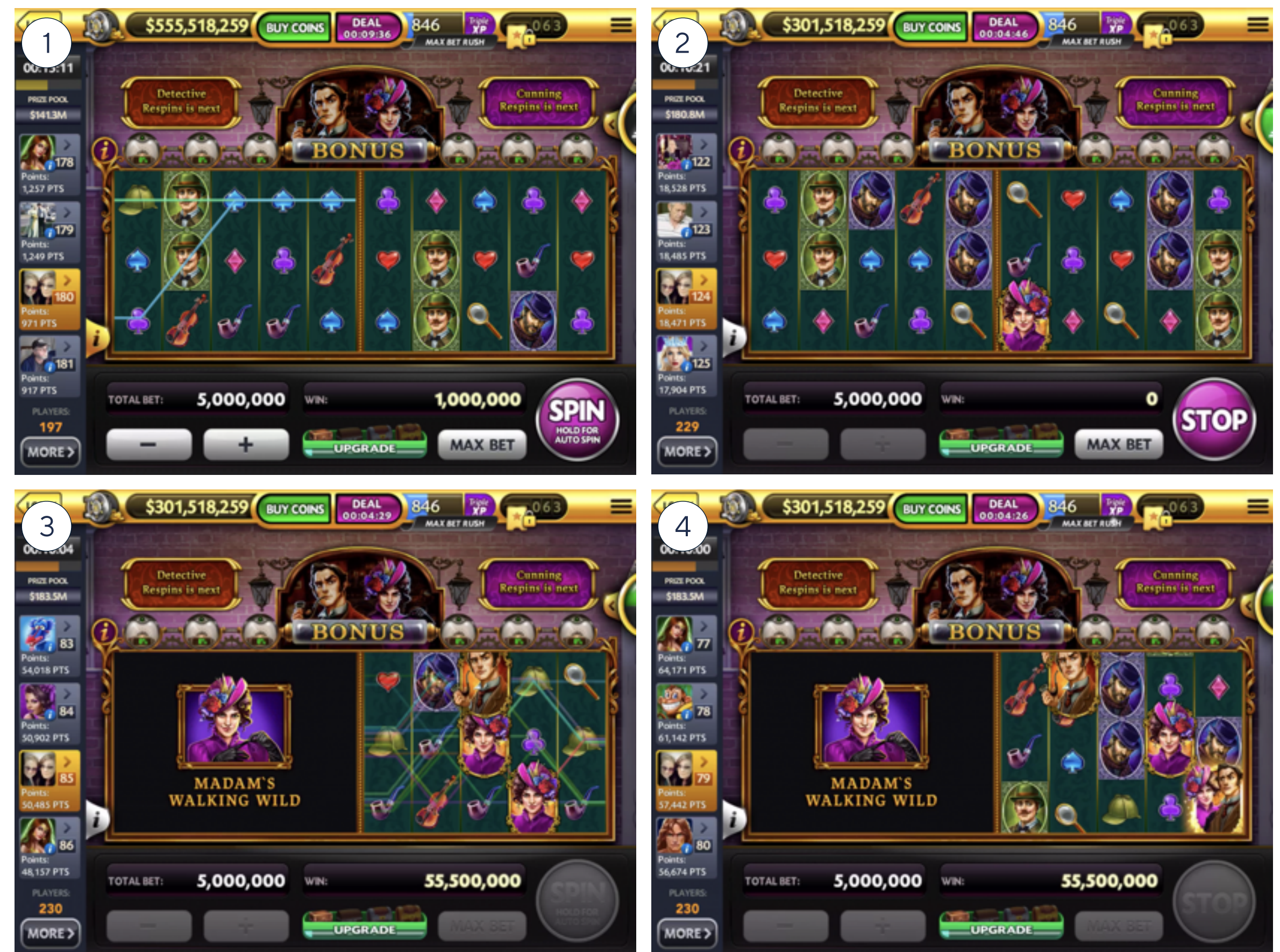
In *Magnificent Mysteries*, walking wilds during respins move *towards* each other. When walking wilds collide, the progress meter is filled ... eventually triggering a bonus game.

Feature Details

- There are 3 meters above each reel set (1).
- Landing *Detective* or *Cunning* wilds anywhere on the reels triggers the walking wilds respins (2).
- During the respins, *Detective* wilds land on reel 1 and travel right ... and, *Cunning* wilds land on reel 5 and travel left (see [this video](#) and image 3).
- Walking wilds that collide on a slot position fill the progress meter above that reel set (4).
 - Filling the outermost meters awards a *Respin Bonus*.
 - Filling the middle meters awards a *Free Spins Bonus*.
 - Filling all innermost meters awards a *Pick 'Em Bonus*.
- Players must fill the outermost meters before advancing to inner meters.
- Completing the meters above either reel set triggers a *Clue Finder* bonus.
- All meters reset at the conclusion of the *Clue Finder* bonus.

Video References

- [Promo](#)
- [Walking Wilds Respins & Progression Points](#)
- [Respins Bonus Unlock & Trigger](#)
- [Madam Mystery Free Spins](#)
- [Detective Free Spins](#)
- [Clue Finder Bonus](#)
- See more images and videos in the [Magnificent Mysteries](#) Library



EXPERT INSIGHTS

Continue to expand the complexity of slot machine-based progression systems. Then, build in logic that unsticks players, making progression a stress reliever (and not another *seemingly insurmountable* challenge that players are trying to avoid by playing games).

Insight Details

- **The more complex the progression ... the more monetization opportunities.** In House of Fun's [Swiss Alps](#), the progress meter awards *Regular*, *Super*, and *Grand* spins, depending on the location of the player's progress (see [this video](#) and image 1).
- **In the progression system, reward players for effort, skill, and luck.** In Bingo Bash's [Goblin' Candies](#) bingo room, players advance in the bonus game for *Skill* (hitting a bingo), *Effort* (gathering items on the board), and *Luck* (collecting a rarer item that awards an immediate prize). See the [October 2018 Casino Report](#) for details (2).
- **Start players on the progression system for free.** In Caesars Slots' [Thirst for Riches](#) (a [Mini-Game Feature](#)), players can advance in the board game for free (without the need to spin a slots machine). See the [April 2019 Casino Report](#) for details (3).

Player Persona Intelligence

- **Build logic within progress systems to relieve stress.** *Daydreamer Denise* wants challenges, collections, and quests ... but also wants to escape from the pressures of everyday life. So, award boosts to players who appear to be struggling to ensure they are not overwhelmed or stuck.



SLOTS TRENDS



TRENDS SUMMARY

Quick Hit Slots released 19 machines (9 were Dragon-themed ... likely in response to Zynga's release of Game of Thrones Slots). 2 x 3 reel configurations are trending (9% of total machines tracked). Roaming symbols is potentially an upcoming trend (2 machines in May, and 1 in April).

- Check out all of Quick Hit Slots' releases in the [Data Tool](#) (filtered on Game: Quick Hit Slots, Type: Content). Two apps released 5 machines in May, the second-most machines released.
- 2 x 3 stepper machines were released in several top grossing apps, including Classic Vegas Casino, Gold Fish Casino, Quick Hit Slots, and Huuuge Casino. Review all the 2 x 3 machines in the [Data Tool](#) (Reels: 2 x 3).
- There were 2 machines released with roaming symbols in May ([Johnny Cash](#) and [Magnificent Mysteries](#)) ... and 1 in April ([Dance Rabbit Dance](#)). See all the recent roaming symbol machines in the [Data Tool](#) (Symbol Feature: Roaming).



[Johnny Cash](#) - Quick Hit Slots



[Magnificent Mysteries](#) - Caesars Slots



[Dance Rabbit Dance](#) - Slotomania

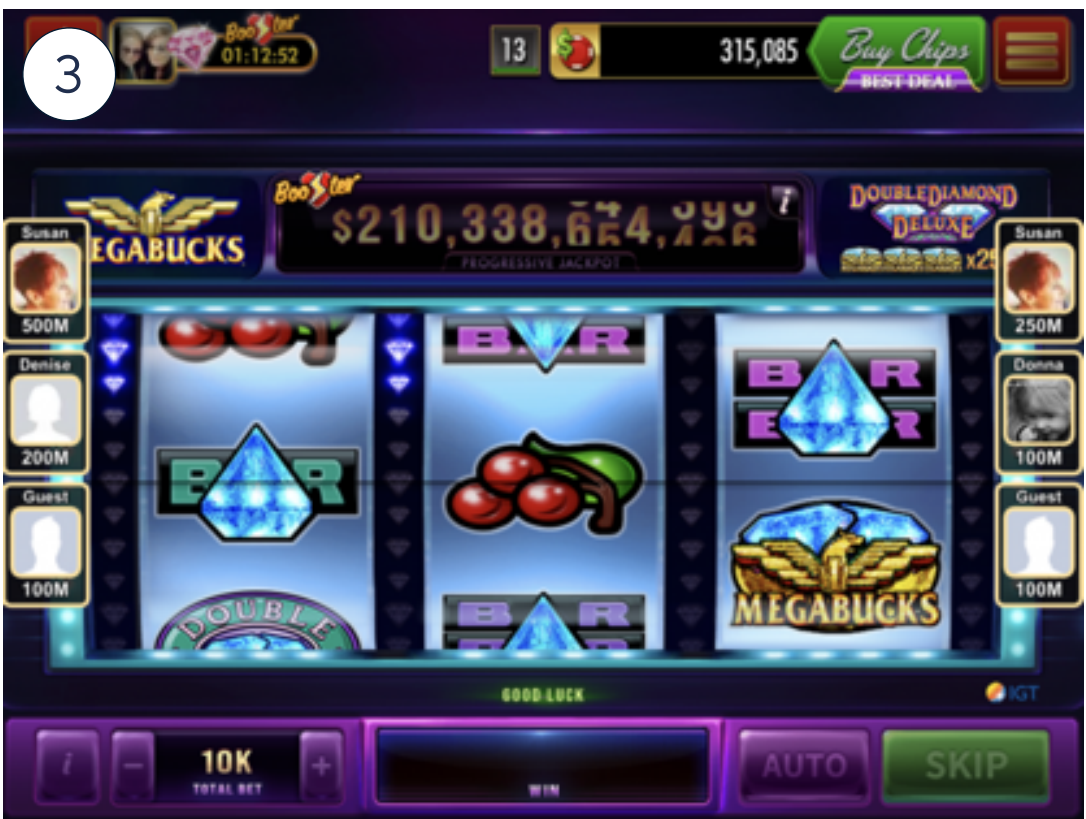
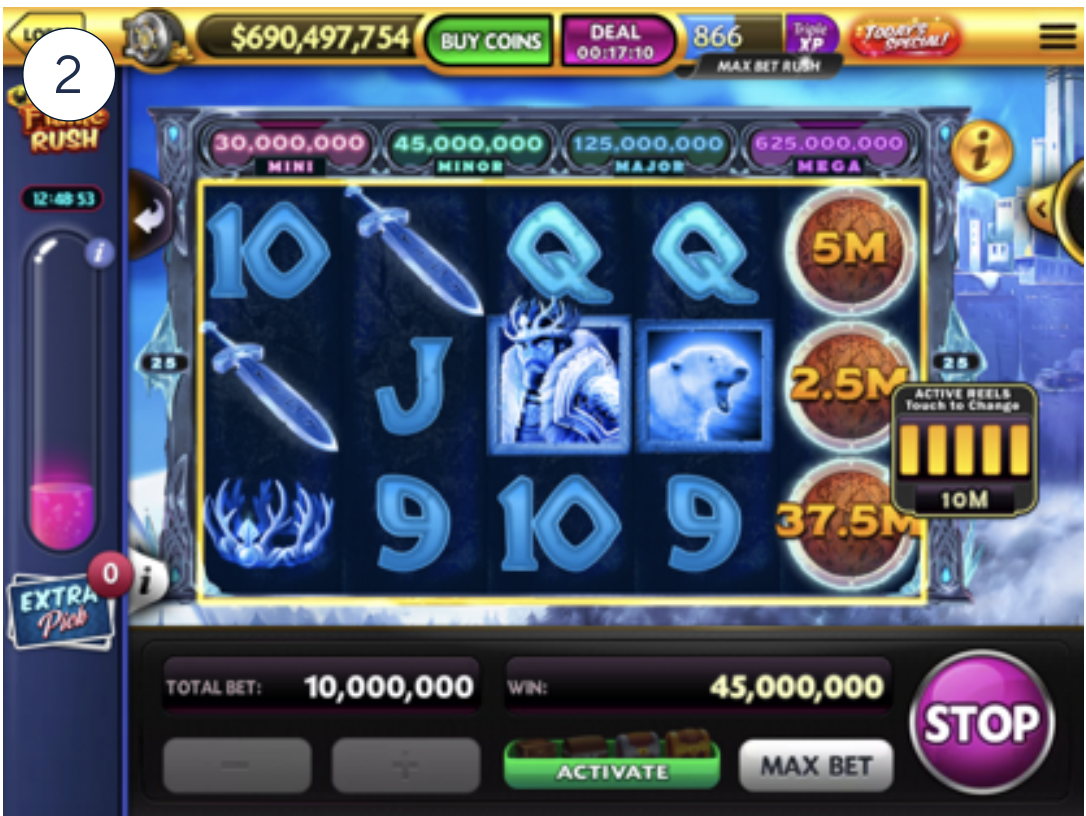
MARKET WATCH



5/1/19 - 5/31/19

GENERAL RELEASES I

App	Machine	Description
Jackpot Party	Anchorman: The Legend of Ron Burgundy	<ul style="list-style-type: none">In an IP-integrated wheel bonus, players can earn jackpots and multiple bonus games.
Heart of Vegas	Peacock Riches Cash Fusion	<ul style="list-style-type: none">During the <i>Cash Bonus</i> and <i>Cash Fusion Bonus</i>, players earn free spins with the chance to land special wild symbols that award prize amounts (1).
Gold Fish Casino	Kronos Unleashed	<ul style="list-style-type: none">Filling reel 1 with <i>Kronos</i> symbols will freeze the reel and trigger the <i>Lighting Respin</i> bonus, which includes only <i>Kronos</i>, power-up, or blank symbols.Power-up symbols award either additional <i>Kronos</i> symbols, increased value for <i>Kronos</i> symbols, extra rows to the reel set, or jackpots.
Caesars Slots	King of the North	<ul style="list-style-type: none">Players can increase their bet to activate reels.<i>Mystery Pay</i> symbols that land on active reels award coins, jackpots, or wheel spins.When all reels are active, <i>Mystery Pay</i> symbols that land on reel 5 can also award <i>Super Wheel</i> spins (2).
DoubleDown Casino	Double Diamond Deluxe Mega Bucks	<ul style="list-style-type: none">Certain symbols can land marked with <i>Diamonds</i>.If a symbol above/below the payline is marked with a <i>Diamond</i> pointing downwards/upwards, it is nudged that direction towards the payline (3).



GENERAL RELEASES II

App	Machine	Description
Huuuge Casino	Spinner Spinner Chicken Winner	<ul style="list-style-type: none">• Landing a wild symbol can randomly trigger the <i>Chicken Race</i> bonus game.• Players select 1 of 4 <i>Chickens</i>, each representing a different jackpot, before watching the <i>Chickens</i> race.• Players are awarded 2x the jackpot, if the winning <i>Chicken</i> is selected (1).
Classic Vegas Casino	Chips Blast	<ul style="list-style-type: none">• Landing 3 bonus symbols lets players choose between a respin or free spin bonus (2).
Cash Frenzy	Mysterious Scarab	<ul style="list-style-type: none">• Each reel has its own <i>Wild Bank</i> that can be filled with <i>Scarabs</i>.• Landing a <i>Pyramid</i> symbol adds <i>Scarabs</i> to that reel's <i>Wild Bank</i>, and landing a <i>Pharaoh</i> symbol fills up to 2 random <i>Wild Banks</i>.• When a <i>Wild Bank</i> is filled, the entire reel below the <i>Bank</i> turns to wilds for two spins.
POP! Slots	Reel Dragons	<ul style="list-style-type: none">• In a social bonus, players compete against each other over 3 rounds.• Rounds begin with players selecting a prediction about the reel outcomes.• After each reel spin, points are awarded for correct predictions.• When the round ends, the prize pool is distributed amongst players based on point rankings (3).
All Features Released		
Use the Data Tool in the Feature Database to see all the machines recently released.		



APPENDIX



DEMOGRAPHICS

A survey of 1,299 participants from the U.K. and U.S. were recruited to respond. The data formed patterns of game choices, slots preferences, and playing habits ... producing five distinct personas.

Demographics*					
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education*	3.5	3.3	3.5	3.2	3.3
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5



* The Education, Money Spent, and Play Time numbers are representative of the strength of each player persona.

PREMIUM PARTNERSHIPS

Liquid and Grit partners with these premier market research and analytics companies to infuse our reports with the most relevant and detailed gaming user personas, data, and statistics available.

Quadrant Strategies	Kinrate Analytics	Sensor Tower
<p>Market Research</p> <p>Quadrant Strategies website</p> <p>Quadrant Strategies is a market research consultancy that uses research to help the world’s most prominent technology, gaming, and entertainment companies develop strategies for building their user base, increasing user engagement and spend, and strengthening their marketing and brand plans.</p> <p>We do that using a range of quantitative and qualitative methodologies, including gamer segmentation and persona development, feature testing, message creation, and loyalty and engagement modeling. The work of our senior leadership goes back many years, and includes long-term engagements for console and gaming-PC hardware-makers, individual games in a range of genres, and across consoles, PCs, and mobile, and for some of the top game franchises.</p>	<p>Player Personas</p> <p>Kinrate Analytics website</p> <p>Kinrate Analytics offers game developers, consultants, publishers, and cloud gaming operators the best cross-platform game recommendation engine for targeted marketing, as well as a novel profiling-as-a-service solution for intelligent market segmentation and social networking.</p> <p>Other services include advanced market prediction analyses for identifying emergent gaming trends, and access to unique AI-enhanced data of 140 thousand game titles and 48 million game players.</p> <p>The products of Kinrate Analytics have been developed in university-led research projects in collaboration of economists, psychologists, game scholars, and data scientists.</p>	<p>Mobile App Store Intelligence</p> <p>Sensor Tower website</p> <p>Sensor Tower is relied upon by financial analysts, VCs, and publishers who need to leverage data to identify the fastest growing apps, emerging markets, and more.</p> <p>Clients harness Sensor Tower’s suite of app intelligence tools to...</p> <ul style="list-style-type: none">▸ Evaluate app economies and app vitality▸ Drive organic growth with the leading App Store Optimization platform▸ Get the best global download and revenue estimates for the App Store and Google Play▸ Discover top creatives and better shape user acquisition strategy



“Art washes away from the soul the dust of everyday life.”
– Pablo Picasso

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