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GAMBLING PORTAL WEBMASTERS ASSOCIATION

TIMES

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iGAMING'S NEW HERO

European Commissioner
Charlie McCreevy is standing up
for the industry, making him our
Newsmaker of the Year

ALSO:

Everest Affiliates breaks the
localization mold

UTour Golf makes a splash in
the skill game market

WTO analysis:
Why politics beat fair trade

PLUS:

GPWA Affiliate
Interview Series



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Letter from the director

Wow! It's Issue Number Three! IMHO, the GPWA Times Magazine just keeps getting better and better, but of course YOU are the ultimate judge of the accuracy of that statement. So go ahead and look, read, react: we take all comments – positive and negative alike – to heart and use them to help us improve the publication.

In our cover story, we take a close look at the European Commission's Charlie McCreevy, GPWA's 2007 Newsmaker of the Year. As commissioner for the EC's Internal Market and Services, McCreevy has been fighting tirelessly for the online gaming industry's right to access markets – in Europe and in the U.S.

We also follow up on our last issue's piece dealing with Antigua's David vs. Goliath struggle against the U.S. And we're

sure you'll enjoy Gary Trask's article on Skillground's amazingly popular UTour Golf skill game. Last but not least, we've included for your reading pleasure and inspiration a fresh crop of in-depth interviews with some of our most dynamic GPWA members and with several of the best affiliate program managers out there.

Recently a member contacted us and asked if we could send him an extra copy of the GPWA Times Magazine. "I want to give one to my mom," he explained. I can't imagine receiving a nicer compliment. Thanks, everyone, for your enthusiastic response to our magazine.

Sincerely,

Michael A. Corfman
Executive Director, GPWA

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The GPWA Seal of Approval program

The Seal has now been awarded to more than 350 portal sites in 29 countries.

Scaling new heights

A target-specific marketing strategy has translated into success for Everest Affiliates

By Gary Trask

From the outside, it's an office that looks quite ordinary.

There are multiple rows of five-foot panels that form a horde of tiny cubicles, each equipped with a desk, computer and telephone. There's a cafeteria with complimentary coffee and soda and there appears to be plenty of casual "water cooler talk" going on among the employees.

But take two steps inside the glass doors that guard the first-floor entry of this Boston-area building and your impression that this is a typical office quickly fades to black. Into focus come the small international flags that are raised from each cubicle. You'll hear various discussions going on – each in a different language – and the look and attire of the employees roaming the floor are as diverse as something you'd see at a United Nations summit.

Welcome to the home of Everest Affiliates, the company that is blowing the doors off the strategy of localization marketing.

"It's always a strange feeling to come into the office in the morning and to hear all the different conversations," says Bob Land, the company's Director of Affiliate Marketing, of his Boston office, which is used primarily for the company's software development. "I get by the first row and everyone is talking in French. Then as I walk by the second row, all I can

hear is Swedish and that's followed by someone speaking in German as I get to the third row.

"By the time I get to my office [at the other end of the building], I feel like I've already traveled the world before I even sit down at my desk."

Everest began its venture into online gaming in 1997, and since then – as its Web site boasts – it has grown to handle more than \$500 million in secure gaming transactions per year while delivering "more than one million games to players from over 200 countries."

As the company matured, it took on the "blue ocean strategy" of making the competition irrelevant. Instead of jumping into the hotly contested markets of the U.S. and U.K., Everest set up shop in some areas of the world where online gaming wasn't a hot market – yet.

"We describe it as staying out from under the elephants' feet," Land says with a laugh. "We just kind of said, 'Well, we don't want to play over there where all those big elephants are playing. Let's go over there in that open prairie and do our thing.'



Bob Land - Director of Affiliate Marketing



EVEREST AFFILIATES

It was almost a case of simple basic survival."

Ironically, the picture that Land described of walking through the office and seeing and hearing dozens of different cultures is exactly the picture that Everest would rather its clientele *not* see. Because the reason this market-specific strategy has flourished is that in countries such as France, one of its biggest markets, Everest doesn't have the look or feel of a poker room that is based 3,000 miles away. The same goes for Italy, Germany, Poland or any of the 22 markets that are prominently featured on the home pages of Everest Poker and Everest Casino.

"If we're doing our job correctly, we are considered the 'local' poker room

GPWA AFFILIATE INTERVIEW SERIES



**We help each other
do what needs to
be done.**

They are three people of varied ages, interests and nationalities. They live in different corners of the globe and, quite frankly, the chances were remote that they would ever end up in one room discussing a common attraction. But thanks to the GPWA community here they are – rob3786, Maxfalcon and GamTrak – bantering on about their lives as online gambling affiliates.

In our continuing series of GPWA affiliate interviews, we present a trio of Q & A's with three people who on the surface may seem worlds apart, but by virtue of their shared interests in the Internet, gambling and business, you'll clearly see that they most certainly have a common bond.

For Robert Bray, it's just a short trip from Notting Hill to Jackpot Avenue

Current hometown: *London, England*

Age: *27*

Favorite food: *Spaghetti Carbonara*

One book everyone must read:

Machiavelli - The Prince

Site: *jackpotavenue.com*

INTERVIEW WITH

Robert Bray | rob3786

How did you become interested in online gambling? In January 2007 I realized I had enough time on my hands to set up another business. My current business, a gym, was not taking up as much of my time as it previously had. I met an affiliate manager of Jackpotjoy, Jasper, at a party where he told me (between quite a few drinks) about the industry and the benefits of being an affiliate.

How did you learn about the online gaming industry? Jasper recommended I use the GPWA forum and casinoaffiliateprograms.com as

well as attending CAP London, which I did, and that was the beginning of this industry for me.

What about the industry interests you? The speed at which it is growing. Despite many setbacks, such as the UIGEA, the industry is growing rapidly and it is up to us as affiliates to keep it this way by providing more and more places for players to gamble and by keeping them aware of the safest legal places so they can gamble happily.

When and why did you decide to become an affiliate? I decided to

become an affiliate the moment I started using the forums in January 2007. I wanted to be an affiliate primarily for the new source of income, and I liked the idea that it was a business that could be run from a computer anywhere around the world.

In addition to your work as an affiliate, you also run a gym. Which is your "full-time" occupation? How do you go about splitting time between the two? The gym is a part-time job for me in one way and full-time in another. Like anyone running any

[Continued on page 44]



Making a Difference

The headlines surrounding the online gaming industry in 2007 were a varied bunch. While there were plenty of setbacks and some significant triumphs, in our minds, there were five people whose actions stood out from the crowd, led by European Commissioner Charlie McCreevy, the GPWA's Newsmaker of the Year.

By Vin Narayanan

The online gambling industry began 2007 with a glimmer of hope. Still reeling from the U.S. adoption of the Unlawful Internet Gambling Enforcement Act (UIGEA) in 2006, players and affiliates alike held out hope that there would be little practical change for American players. After all, the logic went, if they still had NETeller, they could gamble.

But those hopes were shattered on Jan. 15, 2007, when U.S. authorities arrested NETeller co-founders Stephen Lawrence and John Lefebvre and charged them with money laundering. Two days later, NETeller exited the U.S. market. Several other payment processors followed suit, and the online gaming industry turned its collective attention – and hopes – to Europe.

In Europe, the industry found instant acceptance in the U.K. But the rest of the continent was a different matter. France, Germany, Greece, Sweden, Denmark, Hun-

Meet three amazing affiliate managers

Are you absolutely crazy about the Affiliate Managers you're working with? If not, how can you stand it? One way to set things right is to start a rewarding relationship with one of the dedicated professionals profiled here. They're conscientious, they work hard, they're obsessed – but their only obsession is doing everything they can to make you rich!

*Due to space constraints, we could not print the interviews in their entirety. See the complete text on their profile pages at GPWA.org.



Laura Kirk | BetUS

Can you tell us a little about the BetUS program? The BetUS Partners Program is pleased to offer all new affiliates 50% revenue share for the first month. Affiliates can earn up to 35% of the losses from the players they refer from the Sportsbook and Casino. BetUS will provide online marketing materials and work closely to help you be successful as an affiliate.

What kinds of marketing tools do you offer to help affiliates? We offer several marketing tools to better our affiliate's online business.

- Online reporting
- XML articles and content from our locker room
- XML sports odds and lines feed
 - Content
 - Banners and text links
 - Matchup tools
 - Scores
 - Articles and newsletters

What are your three keys to success for an affiliate? 1.) Have a marketing plan in place. 2.) Use good content and update your site regularly. There are millions of web pages on the web today. One of the greatest advantages of good content is that it helps you climb the page rankings of search engines. 3.) In order to make money you have to spend money.

How did you get started in this business? I was searching for job postings on monster.ca and my girlfriend was working for the company that posted the opening, so she hooked me up with a job interview.

What event, person, or program has influenced the way you conduct yourself and do business as an affiliate manager? I would have to say my parents. They have always told me to work hard, play hard, treat people with respect, stay positive and enjoy life.

BetUS continued to accept players from the U.S. after passage of the UIGEA. What are the differences between attracting U.S. players vs. European players vs. players from other parts of the world? The European market is very competitive and saturated, which makes it challenging for any operator moving into that market. Of course, there are several challenges when dealing with the European market, such as language barriers, time difference, currency, adding Euro-focused games into the sportsbook, eCoom and converting the site into other languages. Right now our affiliates are our key focus on marketing our brand into the European market. However, I think U.S. and European players are looking

for the same thing – attractive bonuses, reload bonuses, campaigns and fast payouts.

Please describe your ideal day off. I would spend my ideal day off in the summer by rock climbing in Squamish or spending the day at the beach playing beach volleyball. In the winter, I would spend a day off snowboarding up at Whistler Mountain.

What's the key to building successful relationships between affiliates and affiliate programs? I would have to say getting to know each other on a personal level, trust, communication and hard work.

If you could choose any five people throughout history to go hiking with anywhere in the world, who would they be and why? Where would you go and why? I'm going to pick one person and that person would be my Grandpa Dick. He passed away over a year ago and I would love to spend one more day with him. I did everything with my Grandpa. We would go snowboarding, mountain biking, water skiing . . . we played tennis and drank good wine together. I would pick the longest hike (Baden Powell Trail, 48km) so I could spend as much time as I could with him.

Your best bet
at BetUS?
Laura Kirk!

GPWA webmasters inspire trust

Marking the biggest leap since the program's launch, the GPWA Seal of Approval has been awarded to 350 gambling portals representing webmasters across 29 countries.

"It has been thrilling to see the international diversity of the program grow so rapidly. We have webmasters from every region of the globe coming together to proclaim the importance of honesty and professionalism and making that the focus of their work," said Kim DeForest, GPWA program assistant for the seal program. "It is truly inspirational."

To communicate the high review standards to site visitors,

each Seal links to a customized verification page that includes an explanation of the criteria, the name of the recipient Web site, profiles of GPWA members associated with the site and details for reporting violations to the monitoring team.

The Seal technology detects the default browser language of each portal visitor, returning both the award and verification page in the visitor's chosen language. The service also verifies the approval status of the portal, ensuring its display only on approved sites.

To apply for the Seal of Approval, visit www.gpwa.org or

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The Seal of Approval offers the knowledge that a gambling portal:

- Is managed independently of the online gambling websites it provides information about or promotes.
- Respects and upholds copyright standards.
- Does not send spam e-mail.
- Does not use malicious search engine optimization techniques such as posting spam-like comments in forums and interactive blogs.
- Does not promote or display pornography.
- Provides consumers with information extending beyond banner advertisements and links.
- Acts professionally and respectfully in its business activities.



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