



# Best Bingo Software

**Name of the brand / organization:**

Entain

**Email:**

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**Background Information about the Software:**

<https://entaingroup.com/>

All Entain Bingo platforms

**Innovations made to the Bingo Product in last 12 months:**

Entain aims to bring people moments of excitement. We want them to feel thrills that can only be experienced in the world of bingo. This is why we provide engaging and rich experiences for all our players, experiences that are smooth, safe, and enjoyable.

In the last 12 months, we introduced innovative game mechanics and in Q2 2023, we will launch an exclusive, first-to-market Slingo Bingo product. These, along with the speed and stability of our platform, will change the way Bingo is played and become the software of choice for players.

The first innovative game, Bingo Boom, combines the classic game of Bingo with the rich experience of Tetris and is played in a themed room. Each number called is assigned a specific colour and shape (gems). Players have to match a minimum of three and a maximum of five 'gems' according to their colour and against preset patterns (vertical, horizontal and diagonal). Once the patterns are complete, they "BOOM". A player earns points based on the number of gems in each pattern and a multiplier is allocated based on the number of points won. The level of the multiplier increases as the player wins more points. At the end of the game, if a player is a full house winner, their winnings are multiple by the level of the multiplier and awarded.

The second novel game, Battle Royale Bingo, is a new and exciting way to play the game we all know and love. Battle Royale Bingo turns bingo on its head and makes it an elimination game, as opposed to a collection one. Instead of traditional bingo tickets, players purchase single numbers between 1 and 90. Numbers are called one by one, and players are knocked out if their number(s) is called. The goal is to be the last player standing and the tension rises as the pool of numbers gets smaller and smaller. The game also includes an insurance feature which is activated after the 50th, 60th, and 70th ball calls. A random number is chosen from the remaining uncalled numbers and this number is then 'insured' for the next five ball calls. The player who purchased this number will receive their money back for that number if the number is called and eliminated during the next 5 ball calls. These are both one-of-a-kind innovations as no other software has reverse bingo or a mechanic that safeguards a player's purchase.

Our goal with Battle Royale Bingo was to differentiate ourselves from the competition with an approach to gameplay which disrupts the traditional experience. It has broken several records, reinforcing our ability to give players what they want. In the four months



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since launch, Foxy Bingo saw a record-high day for turnover, and a record-high week for turnover and Gross Gaming Revenue. We had a 23% increase in turnover just one day after the game's release. We've also seen a significant increase in the number of active players for special games on our site versus Battle Royale Bingo, where we had a record increase in player actives of 20% along with a 3% increase in player retention.

## Annual player numbers on the bingo platform

The highest daily number of players is 130k+.

## Top Games and any New Games in 2022:

Our top game is £100k Big Game, where £100k is split amongst multiple players based NTG and roll on Bingo, giving more players the chance to win big games. Our games create more winners, effectively spreading the wealth whereas others only reward a handful of players. Recent new games include Bingo Boom and Battle Royal Bingo.

## Why do you deserve to win this award?

### \*Include any new partners or collaborations or enhanced existing partnerships

We deserve to win this award based on how we ideate and develop games that quickly become player favourites.

We know we have a winning formula when we combine in-house development with industry-leading partners and Slingo Bingo, launching in Q2 2023, is a key example of that.

As a result of an exclusive, multiproduct collaboration with mobile-focused gaming developer, Gaming Realms, we're bringing to market a bingo version of the popular Slingo slot. It was developed in-house by and leverages the iconic Slingo I.

We've built a truly unique and innovative multiplayer bingo game, the likes of which have never been seen before.

The partnership brings a hugely successful brand to Entain's already-varied bingo offering and showcases our continued commitment to evolving and innovating for customers in the online gaming world.

## Supporting Images or Video (optional) \*Please add link to the source

Bingo Boom:

<https://www.dropbox.com/scl/fo/5z9tbkj5fb3gthi68uhid/h?dl=0&rlkey=6ibvwqsyw9hpy2ranka86a9hd> Battle Royale Bingo:

<https://www.dropbox.com/scl/fo/lfdsy08p6iwcnti1ofzp8/h?dl=0&rlkey=i58llgkdaslq434k131z9bm7t>