



AGENDA

Welcome the fourth iteration of Gaming Insights in Latin America, presented by the CGS Group and generously supported by leading brands and international associations.

March 4th, 2024

7:30 to 8:00 **Registration and Welcome Coffee (30 mins)**

8:05 to 8:20 **Welcome (5 mins)**

Gaming Insights Superhosts of the second edition, CONTROL F5

Welcome Message (10)

SERGIO RICARDO MARTINS DE ALMEIDA, Presidente TURISRIO

8:25 to 9:05 **PANEL DISCUSSION: The major absentees of the recent sports betting law in Brazil. A deep, objective analysis aimed at addressing the key issues pending in legislation with the entertainment industry. (40 min)**

In this panel, we will address the complex legal landscape of sports betting in Brazil, highlighting the existing gaps in current legislation. We will analyze the implications of current regulation as well as areas lacking clarity and specific guidelines. Additionally, we will discuss the impact of the lack of comprehensive legislation for casinos and other forms of entertainment in the gaming industry. Our goal is to provide a deep and holistic insight into the legal issues affecting the gaming sector in Brazil and explore possible solutions and paths for future development.

9:10 to 9:35 PANEL DISCUSSION: THE IMPORTANCE OF DIGITAL IDENTITY AND FRAUD IN BETTING. (25 min)

The panel titled "The Importance of Digital Identity and Fraud in Betting" delves into the critical role of digital identity and the challenges posed by fraud in the realm of betting. It explores how digital identity verification methods can enhance security and trust within the industry while addressing emerging fraud tactics. The discussion will cover topics such as the verification of user identities, the impact of fraud on the integrity of betting platforms, and strategies to combat fraudulent activities effectively. Participants will gain insights into the significance of digital identity management and the measures needed to mitigate fraud risks in the realm of betting.

9:40 to 10:00 KEYNOTE: "SPORTS BETTING LANDSCAPE IN BRAZIL: GGR, FORECASTS, AND GOVERNMENT AND OPERATOR EARNINGS" (20 min)

Delve into the dynamic world of sports betting in Brazil with our expert panelists. We'll explore Gross Gaming Revenue (GGR) trends, provide valuable forecasts for the industry's future trajectory, and examine the financial implications for both government entities and operating companies. Gain invaluable insights into this rapidly evolving sector and discover strategies for navigating its complexities. Don't miss this opportunity to gain a comprehensive understanding of the sports betting industry's dynamics in Brazil.

10:05 to 10:25 KEYNOTE: TRUST YOUR PLAYERS IN THE NEW ERA OF FRAUD IN ONLINE GAMING AND BETTING: AGE VERIFICATION, AI, AND BIOMETRICS (20 min)

This panel focuses on strategies to trust players in the face of emerging fraud in online gaming and betting. It explores various methods such as age verification, artificial intelligence (AI), and biometrics to enhance security and trustworthiness in the gaming industry. Participants will delve into the challenges posed by evolving fraud tactics and discuss innovative solutions to ensure the integrity of online gaming and betting platforms.

10:30 to 10:55 COFFEE BREAK and RECESS (25 mins)

11:00 to 11:45 UNVEILING BRAZIL'S REGULATORY FUTURE: INSIGHTS FROM OPERATORS AND LEGAL EXPERTS (45mins)

This panel brings together key stakeholders including operators and legal experts to discuss the current state and prospects of gaming regulation in Brazil. From analyzing the regulatory

landscape to exploring potential pathways for development, this session aims to provide a comprehensive overview of the challenges and opportunities in one of the world's most dynamic gaming markets. Participants will gain valuable insights into the evolving regulatory framework, legal considerations, and industry perspectives shaping the future of gaming in Brazil.

11:50 to 12:20 PANEL DISCUSSION Artificial Intelligence Segment: "AI Revolution in Gaming: Personalization, Security, and Customer Engagement" (30 mins)

The integration of AI technologies facilitates tailored gaming experiences and suggestions, while also enabling AI-driven tools for identifying and preventing fraudulent activities within online betting platforms. Furthermore, AI is leveraged in game development for predictive analytics, contributing to the enhancement of game design and user engagement. Additionally, AI-powered chatbots play a crucial role in enhancing customer support and interaction, providing users with seamless assistance and guidance .

12:25 to 12:45 MARKETING SEGMENT: WHAT STRATEGIES AND TECHNOLOGIES ARE AVAILABLE TO FACILITATE RETURN ON INVESTMENT IN TRAFFIC AND AFFILIATE ACQUISITION? (20 min)

Within the Marketing Segment, this panel will dissect the available strategies and technologies to optimize return on investment in traffic and affiliate acquisition. Explore innovative approaches and cutting-edge tools designed to enhance the efficiency and effectiveness of marketing campaigns in the dynamic landscape of online gaming and betting. Participants will gain insights into key trends, best practices, and emerging technologies driving success in traffic acquisition and affiliate marketing within the gaming industry.

12:50-13:00 PyR (10 min)

13:05- 14:15 DELEGATES EXECUTIVE LUNCH (1:10 hour)

14:20 to 15:00 e-SPORTS SEGMENT: DRIVING GROWTH AND SUSTAINABILITY: THE EVOLVING LANDSCAPE FO eSPORTS IN BRAZIL (40 min)

The expansion and financial development of the esports sector in Brazil is accompanied by the implementation of effective strategies for orchestrating prosperous esports events and competitions. Esports play a pivotal role in broadening the audience base for online gaming and betting, highlighting its significant influence within the industry. Additionally, fostering sustainable environments for professional esports players is recognized as a critical component in nurturing the growth and stability of the esports ecosystem.

15:05 to 15:45 LOTTERIES SEGMENT: COMPARATIVE ANALYSIS OF THE LOTTERY MARKET IN BRAZIL. (50min)

It promises to be an enriching and essential discussion to understand the current and future panorama of lotteries in the country, led by four of the most influential voices in the Brazilian lottery industry, including the president of LOTERJ, the president of LOTEMA, the president of ANJL, and the executive director of Hebara. Current challenges and opportunities faced by the lottery industry in Brazil, from regulation and innovation to player participation and social responsibility, will be the central theme. These authorities will offer a unique and insightful vision on how to advance towards the future, leveraging the experience and accumulated knowledge in the Brazilian lottery market.

15:50 to 16:10 KEYNOTE : INNOVATION: A SECURE PATH FOR FOREIGN iGAMING COMPANIES TO OPERATE IN THE BRAZILIAN MARKET THROUGH STABLECOINS (20 min)

This panel delves into innovative strategies for foreign iGaming companies seeking to establish a secure presence in the Brazilian market using stablecoins. With the emergence of stablecoins as a reliable digital currency, there's a growing interest in exploring their potential applications in the iGaming sector. The discussion will focus on the advantages, challenges, and regulatory considerations surrounding the use of stablecoins for facilitating iGaming transactions in Brazil. Experts will explore the technical aspects of stablecoins, their stability, and how they offer a secure alternative for financial transactions within the iGaming industry. Furthermore, the panelists will address the legal and regulatory framework governing stablecoin usage in Brazil, offering insights into compliance requirements and risk mitigation strategies for foreign companies entering the market. Attendees can expect to gain valuable insights into leveraging stablecoins as a means to navigate regulatory challenges and ensure operational security in the Brazilian iGaming landscape.

16:15 to 16:55 SEGMENT TO MONITOR: UNDERSTANDING THE EMERGENCE AND LEGAL RAMIFICATIONS OF BRAZIL'S UNREGULATED GAMBLING BLACK MARKET: EXPLORING POLICY, LAW ENFORCEMENT, FRAUD PREVENTION, COMPLIANCE, AND MONEY LAUNDERING STRATEGIES. (40 min)

Delve into the complexities surrounding Brazil's unregulated gambling black market as this panel explores its emergence and the legal ramifications it entails. Gain insights into policy implications, law enforcement challenges, fraud prevention measures, compliance issues, and strategies to combat money laundering within this evolving landscape. Through comprehensive discussions, participants will uncover the intricacies of navigating regulatory uncertainties and implementing effective measures to address the risks associated with the black market.

17:00 to 17:45 **INNOVATION SEGMENT: REVOLUTIONIZING GAMING AND BETTING: EXPLORING THE INTERSECTION OF CUTTING-EDGE TECHNOLOGIES AND USER EXPERIENCE ENHANCEMENT** (40 min)

Cutting-edge technologies are reshaping the trajectory of online gaming and betting, integrating virtual and augmented reality to enrich user experience. Blockchain technology is increasingly prominent, ensuring transparency and fitness in online betting. Simultaneously, the development of interactive gaming platforms is creating immersive environments. Gamification trends highlight the evolving game design and the importance of balancing mechanics for player engagement, with a focus on skill-based gaming in online betting for a more interactive user experience.

17:50 to 18:50 **CHAT & WINE, by Pay4Fun**

A fresh segment is introduced to encourage open inquiries and facilitate an open dialogue between hosts and the audience. The allotted hour provides a platform for expressing, communicating, and deliberating on the primary issues impacting the gaming industry in Brazil. This designated time serves as an opportunity to freely voice opinions and raise awareness about the key concerns at hand.

19:30 to 21:30 **"FAREWELL COCKTAIL"** (2 hrs)

Cocktail for Gaming Insights 2024 delegates and speakers, at the finest terrace in Rio de Janeiro. Enjoy the best food, company, and music at this closing event, CGS-style.