THE iGamingFuture

MAGAZINE

SERIES

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THE FUTURE OF AFRICAN iGAMING

MARKET OVERVIEW

The African gambling market is expected to be worth US$20.43 billion (£15.06bn) by the end of 2025, according to *Statista*. Moreover, revenue is predicted to show an annual growth rate of 2.07 percent to reach US$22.17 billion (£16.35bn) by 2029.

Statista* doesn't reveal how much** of that total **is iGaming, but a survey** published **by *GeoPoll in April **suggests** that **91 percent of** its **respondents** from nations **across Africa**, **who** said they **participate in gambling,** reported they **do so using a mobile phone**.

The **popularity of mobile gambling in Africa** can be **part-explained by** the **ubiquity of smartphones across the continent and** the **relatively cheap cost of mobile data** in most African countries. Mobile phones, **furthermore**, are **already commonly used to make payments** on the continent.

The **prevalence of gambling in certain African nations** had **changed this year**, compared to previous years, the ***Statista* survey found**.

In 2022 and 2024, for example, **Kenya topped** the **table for gambling participation with 83.9 percent and 82.8 percent**, respectively. **But this year** the East African nation **has dropped to third position with 79 percent**. **Ahead of Kenya was South Africa, with** a notable **90 percent and Uganda with 87 percent**.

In 2024, these two countries had been in **second and fourth** place, **with South Africa recording 73.9 percent**, **Ghana in third** place **with 73 percent, and Uganda fourth with 71.4 percent**.

According to ***SoftSwiss's* 2025 iGaming Trends Report, sports betting makes up** some **60.5 percent of South Africa's gambling revenue**, bringing in ZAR 35.91 billion (£1.48bn/€1.76bn/US$2bn). **Esports** are **also a strong growth area** in the region.

Meanwhile, in **Kenya, Uganda, Ghana, Tanzania and Nigeria** iGaming **continues to flourish and expand. Each** African **region has its own distinct characteristics**, a factor of immense importance **which we explore** in this edition – **as well as** asking **how international suppliers can make** the **most of** their **relationships with** African **operators**.

Curtis Roach

HEAD OF CONTENT
iGF

OUR EXPERT SPEAKERS

Alexander Ezekiel
Director
MelBet Nigeria

Lukman Rahman
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Eric Mwai
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INDUSTRY INSIGHTS

As the market landscape evolves and adapts to new trends, **our industry has** now **been compelled to react accordingly**.

In this Edition **iGaming**Future **brought together key global and regional experts to explore how** African **operators can unlock** the **full potential of international partnerships**. Discover how to **drive sustainable growth through** strategic **collaborations, advanced tech and knowledge-sharing** frameworks - whilst **tapping into proven models for player engagement, customer acquisition, and long-term value creation** in local markets.

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UNRAVELLING THE FUTURE **of Game Content in Africa**

Mark Schmidt

MANAGING DIRECTOR - AFRICA
EveryMatrix

The **last few years** may have **seen LatAm claim all the headlines and, while it's true** that to really make a lasting impact across vast continents **you need local experts on the ground, Africa**, not LatAm, **is the ultimate test of products regionalisation**.

The **stats speak for themselves. Fifty-four countries, more than 2,000 languages, minute cultural and behaviourial differences** in every country let alone north, south, east and west in each nation, **it is a colossus when it comes to the vast variety of betting and gaming trends**.

Little is known, still today, **across our industry, about these behaviours and differences**. This is **largely because** many have either **never set foot in an African country or**, if they have then they **have gone in blind with a copy and paste mentality, pushing** their **technologies and** their **strategies without considering** those **local nuances, failing by over promising and under delivering, only to find none of it works unless you have regional teams with local knowledge** of operator pain points **and local relationships**.

They **need to have placed a bet** in a bustling shop **in Kenya, deposited money** with a street seller **in Uganda or won a wager online on a Friday** night **in South Africa only to be paid out on** a **Monday** morning. **Soaking up the true essence of what people across** this great **continent do when it comes to pay day, a local derby or spinning slot reels from their phones on** the mass of **pre-smartphone devices** that **only Africa has**.

Unless you've done any of these, then **it's a maze of disparate offerings and experiences** that **no one outside Africa can understand** until they've lived and breathed it themselves.

Mobile-first generation

The **most common phrase** I hear **when talking about iGaming in Africa is mobile is "big"**. While **it's true most people have access to a mobile** device, **in respect to betting and gaming** the **differences are far more subtle**.

For example, while dedicated apps are **more prevalent in more mature markets**, such as South Africa, **where players are increasingly regarding operators that have one as a sign of credibility, they are not**, by any means, **a necessity. In SA, despite** their **widespread availability, apps generate low numbers, whereas in Kenya** the offering is browser based and **apps barely feature**.

You **must ensure** you have **a top-down, bottom up approach** looking at all angles. **Focus on players who are mobile-first, tech savvy and** who **play a variety of games, while also catering to** the **lower end of the market** where you **need to consider *Opera Mini*, a popular mobile browser in Africa that offers a range of features** including data saving, rapid browsing, and a personalised news feed. **This covers the average punter** on the street, **as well as the middle player segment**.

Shared responsibility

At *EveryMatrix*, before approaching any **customer or partner we spend** a long **time understanding their target market and** its **local players**.

The **onus is a shared responsibility between operator and provider** and this is where we excel. **Business, especially here, can't just be transactional**. It **must be built on strong relationships. We have teams** that **conduct deep market analysis, tracking game metrics and popularity and** that **advise customers which games are best suited** where **and why** that **specific mix will have instant success**.

The **most popular games** across Africa as a whole, **remain simple yet effective, low data, lightweight titles**. It's pointless having hundreds of providers, **therefore understanding that crash games**, such as *Aviator*, **are hugely popular in certain countries, while specific slots do well in Kenya, is key**.

Certain slots take upwards of 1-2 mins to upload correctly on mobile device **in parts of Africa. If that happens** then **you've already lost the player. Casino games should be** about **quick interaction and quick wins**. It **must be instantaneous**.

Localised versions of *Aviator* haven't been able to replicate its **success. Crash games** are a **dime a dozen** here. **New ones appear but get very little traction**. Crash **players know what they like and** they **trust that game. The next vertical we believe is on** the **cusp of sharp growth is live dealer, however most providers** are **European. What is needed is local dealers, who speak** the **local language** and that isn't far away.

Can omnichannel make an impression in Africa

True omnichannel is rare across our industry. Historically, **certain countries have been good at one or** the **other, but** there is **rarely a like-for-like experience**. **To be successful in both** you **need a strong understanding of retail** and **online and** to make it even harder **no one size fits all**, so **each solution needs to be bespoke, like how we build our turnkey technology** for tier-1 clients. **For example, a cashier interface** will be **different in Kenya than** it is in **Nigeria**. You **must** also **have a stable retail platform that can handle large betting volumes**, while **connectivity is paramount, and** in **many countries here** you're not just dealing with bricks and mortar, it **also involves betting 'agents'** walking the streets **who need to always be connected to take deposits and print out bet slips**.

Again, **operators and providers must work together** with all touch points working as one. It's **too big an ask for many, hence** the **lack of omni experiences** in Africa. **Our first omnichannel customer**, *Arena Casino*, **launched last year**. This **was a long time in the making with extensive planning, bespoke features, solutions and products** being **built by multiple teams** across the business, **thorough testing and careful delivery across** a **large retail estate and online presence**. Getting it right is not easy.

We are, however **on the verge of announcing** our **first Africa turnkey customer who** we truly believe **has huge potential to grow even further, building on** its **existing popularity with player** so watch this space. **We are just getting started here and have huge plans**.

Increase in Retail Expected between 2024 & 2029
(across all 3 territories)

Top 3 Betting By Sport
(in these Regions)

1 Football
2 Tennis
3 Basketball

Online Betting (Sportsbook) in KENYA Will Rise By **76%** over next 5 Years

Online Casino in TANZANIA Will Rise By **150%** over next 5 Years

Online Lottery in UGANDA Will Rise By **100%** over next 5 Years

Football Represents **73.2%** of all Sports Bets

H2 Gambling Capital

March 2025
- All data reflects Gross Win
(Stakes Less Prizes but inc. Bonuses)

iGF 12 June 2025 | Carnivore | Nairobi, Kenya

East Africa

Check Out Our Event Highlights!

GIANT STEPS,
iGaming Africa Rising!

André Dubronski

EDITOR IN CHIEF
iGamingFuture

Big in stature. Big in **presence**. Big in **ambition**. **Serial entrepreneur Ayofemi Akinlaja personifies the direction and future** of African gambling.

For **too long living and playing in the shadow of foreign dominated entities, the** vast, potentially fabulous **Africa market** - particularly iGaming - is **now poised to seize today's tech advantage and take its rightful place** at the top betting industry table. **And Ayofemi**, still only 30-years-old, is **one of the new generation of African movers and shakers** who are **leading the way**, by literally owning the game: **African gambling for and by fellow Africans**.

CEO of *Shacks Evolution Studios* in his nation's commercial capital, Lagos, Nigerian **Ayofemi** has **just struck a major partnership deal with B2B iGaming software and platform providers *EveryMatrix*, to launch** across the African continent the very first suite of **games** that have been **created and developed by local talent**.

It's a giant step for African iGaming and one that was **celebrated at iGamingFuture's recent East Africa event, iGFEA25**, **attended by** close to **200 African gambling industry leaders** in Nairobi, Kenya.

The ground-breaking all-day summit, that **drew participants from every corner** of the Mother Continent, was **formally opened by Sasa Krneta, Chair of the *Kenya Gaming Association (AGOK)*** at the prestigious Carnivore restaurant and conference centre.

He warmly **welcomed delegates and urged them to embrace** the **"amazing possibilities" of one of** the world's **"most dynamic online gambling markets"**.

According to latest available reports, the 360 **Africa gambling market** - embracing digital, retail and lottery - is **expected to reach a total value of US$20.5 billion** (£15.10bn) **this year, 2025**; with a compound annual growth rate of over two percent. **South Africa, Nigeria and Kenya** are the **biggest markets.**

And iGaming - super-charged by the Covid-19 pandemic lockdowns and the explosion of mobile phone use and coverage - **now dominates the nascent market**.

"Before Covid, retail was the major force in African gambling", podium speaker **Praveen Sadalage**, Chief Business Development Officer **of Uganda-based *ServTech*, told attendees**.

"But now the balance has completely shifted. Today 85 percent of the market is online", he affirmed.

In a sports-mad continent, where African athletes and, increasingly, African football players are emerging as superstars in their respective sporting fields, **sports betting is the major vertical**.

So it was unsurprising that the podium appearance of Kenya and Spurs footballing legend **Victor Wanyama, with his brother McDonald Mariga**, Deputy President **of the *Football Kenya Federation***, promoting Safe Gambling, **was among the day's highlights**.

Principal sponsors of iGFEA25 **were *BetConstruct, SOFTSWISS, Genius Sports, EGT*** and ***Amusnet***.

"Africa is a huge opportunity for [international] operators,* Job Weku**, a leading Kenyan iGaming consultant, **told *iGamingFuture.

"But it also presents many unique challenges," he cautioned.

"Many operators are new and learning as they go. It's critical to have good local partners to help navigate the regulatory bureaucracy and build a profitable business," said Weku, a former General Manager for *Betika* and *Kwikbet*.

Kenya, population 53.35 million, **is East Africa's biggest gambling market**; **with over 80 percent** of adults **having betting experience**.

The **country has 30 licensed land-based casinos and**, with an estimated Internet penetration of almost 50 percent, **225 licensed online operators**.

Last year the gambling industry, with a tax rate of 15 percent on GGR, **generated the equivalent of £138.24 million** (US$187.64m) in revenue **for the state**.

Tanzania and Uganda, smaller regional markets, with less mobile phone and Internet penetration, **generated less in taxes** from their gambling industries, **£59.54 million** (US$80.83m) **and £32.62 million** (US$44.3m), **respectively**.

At the top of the **iGFEA25 agenda were presentations exploring** the **"Future of Game Content"**, the **"Evolution of Sportsbook"**, moderated by Will Westcott, of *Genius Sports*; **"The Power of Women in iGaming" and "Navigating The Future of East African Regulation"**.

Among the 100 attendees were Alisa Alisa, Head of Africa at ***22Bet***; Zorair Asadour, Business Development Manager at ***SOFTSWISS***; Matt Barker, Business Development Manager at ***Genius Sports***; Lois Bright, Founder at ***Women in Gaming Africa***; Graham Etyang, Commercial Manager Africa at ***EGT Kenya***; Erick Gerald, Head of Operations at ***Parimatch***; Maksym Golubiev, CEO at ***N1Bet*; and** Jimmy Kenneth, Country Manager at ***Betway Tanzania***.

Jeremiah Maangi, CEO at ***iGaming Afrika***; Colin McDonagh, Chief Strategy Officer at ***Gamma Gaming Group***; Sabrina Msuya, Chief Communications Officer at ***SportPesa (TZ)***; Sabrina H. Msuya, Chairperson at ***Tanzania Gaming Association*; and** Clive Muchoki, CEO at ***ProSport Africa* also attended**.

What issues affect successful working relationships between African operators and international suppliers?

Q+A

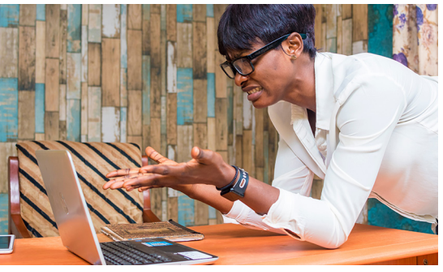
MARK

The **biggest one is over-promising** and **under-delivering**.

International providers have **often entered** Africa **and then left, because** they **feel** like **there's nothing** there **for them**. But that's **because** the **relationship has broken down. It's one thing getting a deal signed and** getting the **business up and running, but** then it's **pointless forgetting about the operator**.

That **leads to** a lot of **dissatisfaction from** the **operator** side.

A lot of the **African operators aren't treated with** the **respect** that **they deserve**.



The **GGR coming out of** some of the **markets within Africa** is **more significant than** some of the **established European markets**.

The **days of calling Africa an emerging market** are **far gone**. The African market **needs to be treated with respect**.

Africa and Europe work in **different ways**.

In Africa, it's not a **transactional** way of doing business, **it's relationship building**.

African operators, from my experience over the last 17-years, **appreciate flexibility and agility** in getting stuff done.

Often providers have very **rigid roadmaps and** are **not flexible**. It **can lead to** a **breakdown in** the **relationship**.

Sometimes transferring money from certain parts of **Africa into Europe takes** a lot of **time**.

If you look at **Nigeria, for instance**, it's **a difficult market to get money in and out of. If** you don't understand

that, and **you're shutting off** an **operator because** they are a **couple** of **days late on** the **invoice, that's no way to treat anyone**.

It's **important** that **you do the basics well** in terms of respect, **then** that **relationship will eventually develop into a real powerhouse** going forward. **But** I feel that **a lot of the basics** are **not even considered by providers** in the market today.

ERIC

One of the **main issues** I see **is** the **generalisation of** the **African continent as one whole bloc**.

When international companies develop a product, they **build it with** the **mindset** that **it will work** the same **across all African countries**. And **yet Africa is diverse** in all regions.

In Kenya specifically, we are **more into mobile money, as opposed to South Africa** where I believe everyone uses online bank transfers. **Therefore, when** the **providers come up with a solution** for each country, **they should factor in** the **cultural differences.**

Do you think they need to have a team, or an office, on the ground?

LUKMAN

They **need to invest more in research and development** teams, **to research the culture** of these people.

We **understand everybody is interested in sports**, like football is a general language and all of that, **but** there are **some local games** that **get people more invested**.

ALEXANDER

The **product has to be relatable** to what we have **locally**.

It's **one thing to bring already made products from Europe** to Africa. **Even products from South Africa might not be that relatable** with a product **in Nigeria or Ghana**.

So, **you have to come and do proper research** before you bring a product.

Another problem is because most of the **bookmakers in Africa** are **using turnkey solutions, very few** of them are using **products built from scratch**.

Because of that we **have concerns over shortages of developers, support concerns, and that causes problems**.

The **other thing is financial concerns**, we **need foreign suppliers to consider building** things **locally, bringing resources into** the **country**.

Trust me, it's **cheaper to get developers locally** here, **so** the **money you spend will get you more**.

This **will reduce** the **friction** that **we have between** the **local** companies **and international companies**.

Is there more that can be done to ensure betting products are meeting the needs of the local operators?

Mark

You **have to understand who you are dealing with**. It's **not just the operator, it's** the end-user. And there are **varying end-users**.

There's the man on the street, **your mid-level player**, your **tier one player**, your **VIP player, and so on**.

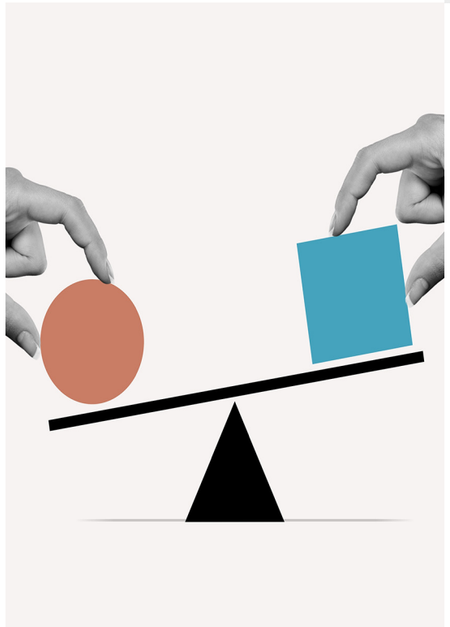
If you tried to **take a product from** a **Nigerian platform, and sell** it **into the UK, it's not going to work. So why** would you **take a UK platform and force it** down the throat of an operator **in Africa?**

Eric

Most of these **international providers think** that **localisation is all** about **text translation**. But **that's not the case**.

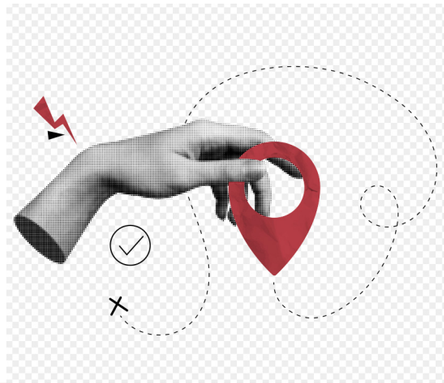
Take the case of **Kenya**, we **have our own nuances, things** that **we love**. Kenyans are **passionate about sports**, they're passionate about **giveaways**, they're passionate about **instant gratification and huge winnings**.

Another thing that we need **to consider is** also **the habits of people**.



We have the **habit of placing low stakes. As opposed to** guys in the **European market**, **our bettors** mostly **place very low micro bets, but in very high volumes**. So, we **need to factor in** all **those points when** we're **making our products**.

And **by doing that we** will **tend to localise** the **product as per** the **region we** want to **market to**.



Alexander

To your everyday customer when you say **things like 'both teams to win', 'double chance'**, these terms **are strange to them**.

To make a platform more **flexible for players to use easily**, you **need to use** a **term they're used to**.

For example, **here somebody will say, 'gogo'**. It's different to what you're used to. **It means "both teams to score"**. Gogo **means both home and away will score** a goal.

So, the **first step of localisation is translation** of markets.

Early in the industry, when we started bringing back what we found in Europe, **saying 'both teams to score'** might have been **fine for somebody at a tertiary level, but** might be **a bit tough for "the low hungry fruit"**.

And then the guys at the top, **the elites**, they **come to your platform occasionally. But** these guys **are the chasers of hope**. They **want to change their situation very fast. So**, you **want to make sure it's easy** for them **to understand**.

That's the **first level of localisation**. The **other level is** why not **bring something** that **we know from the local markets**? **An everyday game**, something **we're used to**.

It **shouldn't just end with football, basketball, and cricket**. You **need to ask questions**.

Do you need international suppliers to help you with payments? Or is that something that you can manage in-house?

ERIC

The **good thing about Kenya is** that **we have so many tech developers**. **So, integrating** our **local systems with international products is quite easy**. But, **at the same time**, the **international companies should** also **put in more effort to allow third-party integrations**.

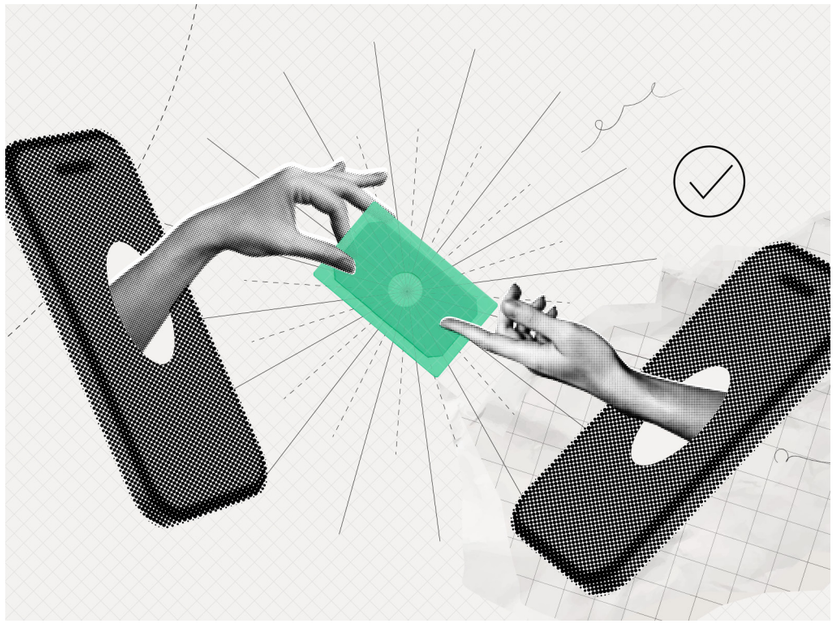
Most of our **transactions are mobile money. As such**, the **KYC process should also be factored in**. Mobile money is **quite easy because to have** a mobile money **account, you need to have done** your **KYC with** your **mobile money provider**.

MARK

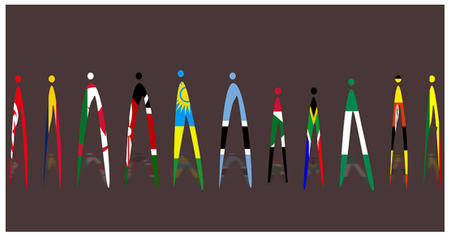
I'm incredibly proud when I speak to **people** that **come into Africa, a bit naïve, thinking** that **we are a bit behind**.

If you **look at Kenya, there is nowhere else** in the world that is **better set-up for payments in iGaming**.

The way that **Kenya has done it is incredible**. The **transfers are instantaneous**; it's a **completely cashless** society. They **are** the **leaders in ensuring** that **their product is stepped up continuously**.



If you can't get your **payment set up properly, and** the **payment journey** is **not tailored to what is required** in the country, **and** you're taking a payment journey that's **currently working in Nigeria** and **trying to make it work in Uganda, it's just not going to fit** the **local needs of the player. They're going to get frustrated**.



At the same time, if a player does a withdrawal and it **takes an hour for** that **money to hit** his **account when it takes** the **client a minute to** do the **deposit, it's not fair**. A lot of **people think** that **South Africa is the most developed market**. In **some respects, it is**, but **in others it's way behind**.

Some of the **big operators in South Africa don't do payments over** the **weekend**. So, **if you do a withdrawal**, you **only get paid on a Monday, which is crazy**. **Sometimes** you **can wait three to four days** during the week **to get** your **payments**. **There's no way** that **I'd ever play with those operators**.

Africa is quite fragmented in terms of the **payment landscape. Kenya has mobile money, and KYC is** very **easy. But** then you **look at Nigeria, it's** a lot **more difficult. And South Africa has** a **very stringent and rigid AML policy**.

So, **for an operator that wants to go multinational**, it's **not a one-size-fits-all approach**.

LUKMAN, AS HEAD OF OPERATIONS, HOW MUCH DO KYC CHALLENGES AND PAYMENTS COME INTO YOUR ROLE?

LUKMAN

Compared to years ago, **payments and KYC have improved**.

A few locals are **yet to have a bank account**, and **that's a challenge**.

For online operators, there are a **lot of fintechs in Nigeria**. Just **like mobile money**, people **can now make deposits using airtime**. People **can walk into local shops, give** them **money and** they **make a deposit** into your account.

When it comes to KYC, literally **everyone has a national ID**, which is **linked to** their **passport, and bank account.**

So it's **less of a challenge**.

Are turnkey solutions the best strategy for ensuring fast track growth?

ALEXANDER

I would say **start with a turnkey solution. But going forward** – because you **want your platform** to be **as flexible as possible** –you **cannot stay with** the **turnkey solution**.

Over time, my suggestion would be **as you're coming into** the **industry**, you **might want to take** the **turnkey or white label solution. But to stand out, design something to fit** your **market**.

It **has to be a bespoke experience for every player** on your platform.

I was having a conversation with some top leaders in the industry, and they said **it's not just about bonus, bonus, bonus, all the time**. You **can't just keep giving bonuses because if** you do, **another company comes up** tomorrow **and offers a higher bonus and it takes** that **customer away from you**.

You **must create a bespoke experience for each player**. Then **they understand 'this platform was created for me' and** they **won't just jump onto** the **next platform, even if** the **bonus seems great**.

ERIC

Turnkey is the easiest and the **quickest way to enter** the market. **But** at the same time, **it's good to work with a partner on** the **turnkey solution**, one **who's able to listen to** your **feedback and** is **willing to work with you to develop the product** as per your wishes.

We **are a young market, that's why we have** so **many changes, due to** the **government and other regulatory authorities**. As such, you **need to have a partner** that is **able to adapt to the market**. So having **a partner that can work with you through that journey** is a very good thing.

At the end of the day, **if you have your own in-house product, that's the future**.

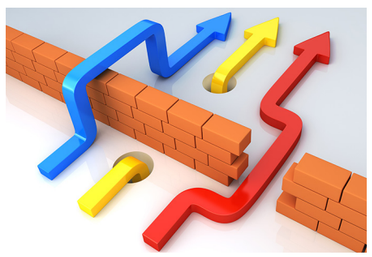
MARK

I **don't necessarily agree with everything** that's **being said**. And that's fine.

It's a generalisation.

If we look at **the history of turnkey platforms** that have been **prevalent in Africa**, they **have not been good**. The **ones** that are **still around today are below average**. There are **a few providers** that **only lasted a couple of years**.

But **in the last 10-years, we haven't lost one of our top 10 clients** around the world **and these are big international tier ones using a turnkey platform**. That's **clearly down to understanding** exactly **what** the **operator wants**.



Turnkey offers ease to market, lower overheads, initially they're **pre-integrated products in** terms of **casino, sportsbook, bonuses**. **But** there's **also a hybrid approach**.

It's a relationship with the operator, making it very **clear what you** can **offer but also saying:** 'look guys, **we feel** that **you need to handle the following**'.

It **sounds great to control everything in-house but** if you want **to be a national tier one, or** a **regional tier one, or** the **number one operator in Africa**, **how many developers do you need? How big is** that **salary cheque** that you have to write **at the end of every month?**

What do you think is the key to building long-term, high-impact partner relationships?

ALEXANDER

It's **not enough** for you **to have money. Human capital** is **also necessary**. We **need to advise people to do mergers**.

This is the only industry where **I hardly hear about mergers**. I'm good in retail, you're good online. **Why not?** We **should pull our resources together and** be able to **grow** this **business**.

It's **not just about** putting **money** in your pocket; **it's about driving the vision of** making **a proper gaming industry**. So, **relationships matter**.

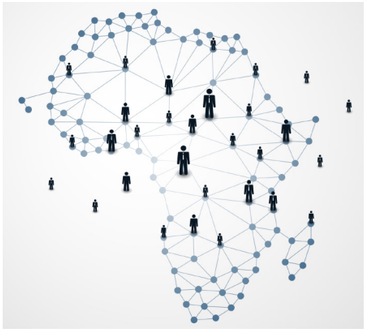
I **would push companies to consider mergers and**, before you come into the industry, **spend** some **time understanding what has been done before**.

LUKMAN

I agree, **you have to know the market you're coming into, and** there **should** also **be cultural investment**.

ERIC

Those that have lasting partnerships are the **vendors who stay** even **post-launch**.



Because **most vendors** will **just provide** you with **a product. And after** that **you are on your own. If you stay with** the **operator from launch, provide all** the **necessary support**, including customer service, **always listen to feedback and work together to develop and make** the **product understood by** the **local market**, that way **you'll end up having a lifetime partnership**.

MARK

Entering Africa, respect must be at the forefront of your mind. You **must enter with an open mind**. The **operator knows best**.

Who better to learn from than the **people who live there** and **see what happens and speak to** the **clients day-after-day**.

Having a local team makes a difference – having **people** that are **from Africa, that understand** the **cultural nuances**, understand the **best way to communicate with** their **partners, but** then **also having technology** that's **leading in the tech space**. You **merge those two together, and** you **have a winning ticket**.

For me, **there's no one better** that **you can learn from than** the **operators in Africa**, **because**, as I said earlier on, **if you look at** some of the **success stories across the continent – they're staggering**.

EDITOR'S CONCLUSION

The **overriding message** of this discussion **is that international suppliers should never under-estimate** their **African counterparts**.

As Mark Schmidt puts it: **"The days of calling Africa an emerging market are far gone."**

The panel was **unanimous in calling-out suppliers that use 'localisation'** as a buzzword **to make** the **bare minimum effort in catering for African markets**. In fact, **Ezekiel was keen to highlight opportunities for mergers** in the region, **pointing out** that, unlike other iGaming markets, **Africa has seen very little M&A**.

Payments are **a prime example of** how **different** the **operating environment** can be **in one African nation compared to another. In Kenya**, for example, a **sophisticated mobile money system enables super-fast payments**, which are **ultra compliant with KYC requirements. In Nigeria, financial transactions** can be **more difficult, while** in **South Africa operators** have been **known to take days to action withdrawals**. In Africa, **the differences are vast**. And **understanding them is critical to success**, according to our panel.

Finally, **while turnkey and white label solutions** have been **used to great effect** across Africa, **some of our panel** are **sceptical of** the **long-term benefits of operating** a platform **this way**. For his part, **Schmidt was unconvinced by** the **arguments against turnkey solutions, suggesting** that while there had undoubtedly been some poorly-delivered turnkey solutions in the market's fledgling years, **more sophisticated products offered ease-to-market, lower overheads and** a **real partnership in building a successful platform**.

> AFRICA IS A COLLECTION OF DISTINCT MARKETS, OFFERING DISTINCT OPPORTUNITIES, AND FOR EXTERNAL PARTNERS TO MAKE THE MOST OF THEM, THEY NEED TO BECOME CLOSELY ACQUAINTED WITH THE MARKET THEY'RE TRYING TO ENTER.

> IT'S NO LONGER ENOUGH TO TRANSLATE WHAT IS ESSENTIALLY AN EXISTING EUROPEAN PRODUCT INTO AN AFRICAN LANGUAGE, AND THEN TRY TO CLAIM IT'S A BESPOKE OFFER. NOT ONLY IS IT UNLIKELY TO BE A VIABLE OFFER IN A SWIFTLY MATURING SET OF MARKETS, IT'S A SURE-FIRE WAY TO INSULT OPERATOR PARTNERS AND ERODE WORKING RELATIONSHIPS.

The future of the industry relies on the ability for great minds to share powerful ideas."

- iGamingFuture

iGamingFuture