

# SLOTS FROM ASIA

Asian players think about their slot games very differently, says **Rasmus Gross**. Here he looks at the challenges and opportunities in the region

It's easy to generalise when talking about gambling in Europe or Asia. What is often overlooked, though, is the sheer size of these respective continents and therefore just how different players' habits are across each. Take Europe, for example, where two neighbouring countries may have wildly different gambling regulations, habits, interests and popular types of game, making it extremely difficult to define European gambling as a whole.

Broadly speaking, when it comes to slots, Europe has a longer history of slot games as we know them and therefore a more pronounced culture. Gambling in Asia has historically taken quite a different path, meaning the type of slots common in European countries are still considered relatively new for Asian players.

This also helps to explain why Asian math models are typically more straightforward and simpler to understand. Many Asian countries find a type of gambling that works for them and stick with it for generations. Take Japanese pachinko, for instance. The Japanese have been playing pachinko, the simple mechanical pinball game, since the early 20th century and still are today, maybe more than ever.

European markets, on the other hand, tend to favour more complex math models, since European players tend to keep searching for the next wow factor in every new game. They are generally harder to impress with slots and are unlikely to be satisfied with the simple turn of the reels alone.

**“There is a new generation of player who is constantly looking for something original”**



**RASMUS GROSS**

*joined the igaming industry in 2006 when working for Entraction. He later worked for IGT and Snowcat Games, where he was head of design. As creative director of Ganapati NEO, Rasmus is responsible for game logic, art, sound and animations. He conceives and implements concepts, guidelines and strategies in various creative projects.*

In the same vein, Asian slots tend to be less volatile, while the highest percentage of high volatility games are chosen by both players and operators in Northern Europe.

That being said, there will always be a certain number of loyalists in Europe who prefer the classics. But at the same time, there is a new generation of player who is constantly looking for something original. These people grew up playing computer and video games, know their way around a console and are familiar with arcade games, which more often than not were a part of their childhood.

This same generation also had access to distinctive Japanese cartoons and comics, anime and manga, from an early age. The high-quality graphics and characteristic Asian style of art have always appealed to the Western audience and in recent times can be found in more and more aspects of popular culture, including slot games.

These days, almost all slot providers are adding Asian-style games to their portfolios, but most are only Asian on the surface. There is an abundance of Chinese or Japanese-themed games, based around stereotypical motifs and featuring clichéd designs. What the European market needs are authentic Asian games, created by developers, artists and storytellers from the very culture they are portraying.

Bringing this inherent Asian flavour to the European igaming markets in a way that will suit players' traditional tastes is a challenge, but beyond doubt a winning combination. The modern-day players of slot games most likely grew up playing Japanese video games and watching Japanese cartoons; therefore a truly authentic experience is sure to be appreciated and will only enhance their gameplay. ☺

## COMPANY PROFILE

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