

SUPPORTED EDITORIAL

Advancing igaming through AI

Antonio Cesari, CEO at 1Stop Translations, explains the importance of artificial intelligence to igaming and the growing industry trends across Europe

INTERGAMINGi: What are your plans for 2023?

AC: Our plans for 2023 are first and foremost to strengthen our traditional and established markets by forging partnerships with the industry's big names. We also aim to grow more and more in high-potential extra-European markets – Asia, Africa, LatAm – where we have already been present for some time. At the same time, we are focused on the development of AI technologies applied to multilingual content management for igaming.

The challenges we anticipate mainly concern the increase in the number of competitors. The igaming world now interests more and more companies and there is a need to keep up with the rapid changes in the industry and technological innovations. However, these challenges do not frighten us.

On the contrary, they are an incentive for us to do better and better and we are confident that our expertise and attention to clients will allow us to maintain our reputation and market leadership.

Were any of 1ST's services more popular across Europe than others in 2022?

In 2022, in addition to professional translations, two services in particular were in high demand: content writing and SEO outreach. They were often combined to strengthen our clients' marketing strategies.

On the other hand, as far as services that we expect to become increasingly popular in Europe are concerned, we cannot fail to mention influencer marketing - with its huge potential already seen in 2022 - accompanied by digital and international marketing services such as digital PR and advergaming.

Do you have any new products or services in the pipeline?

Speaking of innovations, I would again mention the innovative marketing services related to Web3 such as advergaming, which were premiered at ICE London 2022 and immediately received great interest.

In addition, we are developing an AI technology to significantly decrease the quality gap between human and machine translation, as well as systems that improve and speed up internal processes to guarantee an increasingly advanced service to our clients.

What areas in Europe are you focusing your growth on as a company?

We are already present throughout Europe, particularly in the Mediterranean basin where our offices are located. The main one is in Italy

(in the beautiful Apulia) and the operational one is in Malta. We are consolidating our presence in the Balkans, an area with great potential, and in the Scandinavian countries.

THE EUROPEAN LEGISLATIVE LANDSCAPE IS VERY LIVELY AT THE MOMENT

Igaming in Europe may be growing, but do you believe there are any concerns in the region that need tackling?

The European legislative landscape is very lively at the moment. It is important to monitor in particular the situation in countries such as Belgium, Germany and Albania with regard to the limits imposed, the management of licenses and enforcement mechanisms, as well as the renewal of the legalisation of sports betting as of 2023.

What other markets is 1ST focusing on?

As previously mentioned, although Europe remains our core market, we are rapidly reinforcing our presence in other continents. Starting from 2023, our goal is to become a benchmark for global igaming in language localisation combined with international digital marketing.

1Stop Translations has been in igaming for 17 years now. How do you and the company reflect on the growth of the industry since then?

Year after year, the igaming market has become more mature and aware of the crucial role of language localisation for business growth. The explosive development of the industry has gone hand-in-hand with the increasing importance given to professional translation, managed by structured and reliable partners.

It is no coincidence that in recent years, more and more clients have turned to 1ST not only for the management of multilingual content from scratch, but also for the revision of glossaries, translation memories and texts that so far had been translated by improvised translators – therefore without proper attention and quality control. As a reminder, 1ST is ISO 9001, ISO 17100 and ISO 18587 certified for the quality of language services.

How are you dealing with cryptocurrency, blockchain and other emerging technologies?

We have seen an increase in the number of crypto and blockchain companies turning to 1ST for localisation and digital

marketing services. In addition, we have long been equipped to accept and handle payments in numerous cryptocurrencies.

How do you reflect on 1ST's work in 2022 and what have you learned?

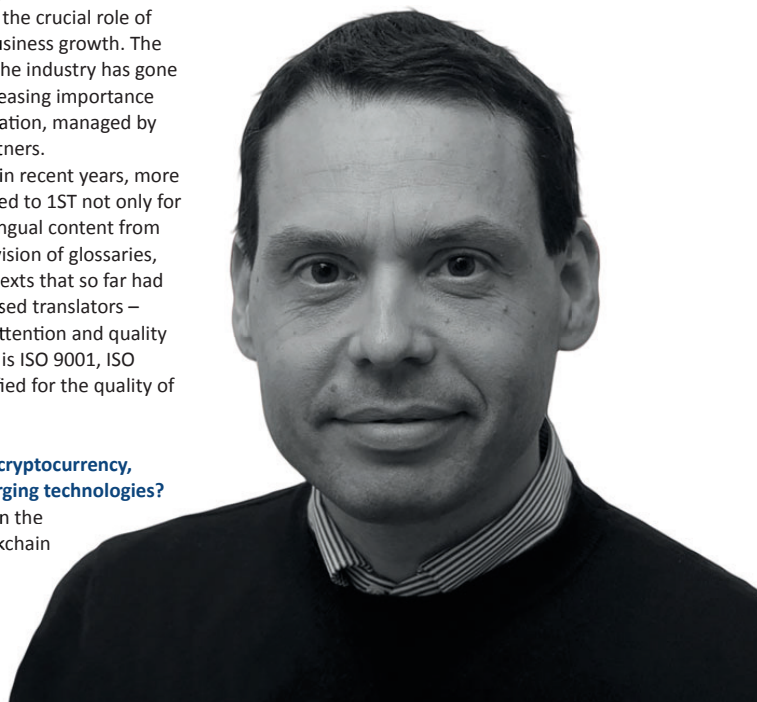
2022 brought us great satisfaction. The number and importance of acquired clients has grown exponentially and the range of services has been expanded. In this regard, the intuition of integrating language localisation with digital marketing is the natural evolution of our offer.

Almost 20 years of experience in multilingual content management, combined with the talents of our digital marketing division, represents the great added value that 1ST offers to its clients.

2022 confirmed that in-person events and networking play a crucial role. The importance of human relations is a given, hence our willingness to participate in all major igaming events globally. Localisation proves to be decisive in business growth and internationalisation processes and in 2022 we noticed a growing awareness not only from large companies, but also from small and medium-sized ones.

Where do you expect to be as a company by the end of Q4 2023?

We certainly expect further growth. We are already a benchmark in Europe and our goal is to replicate that in Asia and America as well. We also aim to establish partnerships with the biggest names in the industry worldwide.



Discovering 1Stop Translations

INTERGAMINGi spoke with **Antonio Cesari**, CEO of 1Stop Translations, the language localisation and international marketing company, leader in the igaming, esports, fintech and crypto sectors



CAN you tell us what the company offers exactly?

1Stop Translations is a company belonging to the Qontent Group, a long-running Italian company leader in the management and localisation of multilingual content. Qontent serves multinational companies in various sectors, but for the igaming market we needed to create a unique business unit, highly specialised and focused on this one sector.

Today's gaming industry, as you know, is very demanding. It no longer accepts the improvisation style of work from a few years ago, and it's now perfectly aware of the fact that professionally managed content can give real push in the market. Players want to feel at home. The gaming experience must be perfectly adapted to their own language and culture: all of this makes a tangible difference.

Browsing your site, one discovers over 30 services that aren't strictly related to linguistic localisation. Could you tell us more about that?

Through our long-term collaboration with the most important players in the sector and managing a community of over 20,000 translators and 2,500 professional writers around the globe, we have acquired enormous experience in this sector, and we have consolidated a network with the best igaming suppliers in the market. We have a 360-degree view of the needs of both established companies and start-ups entering the industry.

In recent years we have received a large number of requests for advice and suggestions on how to move forward and what steps to take to enter new markets and internationalise, with the frequency of these requests increasing, so much so that we've been encouraged to create an internal International Digital Marketing department. Today we are able to offer companies complete marketing and

“IN RECENT YEARS WE HAVE RECEIVED A LARGE NUMBER OF REQUESTS FOR ADVICE AND SUGGESTIONS ON HOW TO MOVE FORWARD AND WHAT STEPS TO TAKE TO ENTER NEW MARKETS AND INTERNATIONALISE”

communication strategies and all the essential tools to set them up.

What is your methodology?

Let's start with a key concept: trust. It's the foundation of any successful business, and it's crucial in this niche sector. Our customers trust us, they know that we are allies because of our common interests and goals. And above all, we're always by their side throughout the process.

Many companies seek our support after trying traditional marketing agencies and complaining about the lack of industry-specific expertise and lack of support in critical moments. In other words, they don't feel properly supported in their key projects. Our goal is to walk side by side with the company by building, step by step, a bespoke strategy that leads to meaningful and measurable results. We're not interested in selling as many services as possible—instead, we're focused on helping igaming, esports, fintech and crypto companies fulfil their ambitions.

To achieve these results, the internal departments of 1ST collaborate closely with one another. Our broad experience in linguistic localisation is a differentiating and crucial element for the achievement of company objectives and represents our added value. You won't believe the number of ideas and synergies that take place in the meeting room when it comes to defining the right strategy for a customer—the presence of marketing specialists,

creatives, social media managers, industry experts, translators and native speakers who are fluent in the target market and culture creates an explosive atmosphere that is very difficult to recreate in other contexts.

I'll give you an example to clarify our method and to help you understand its value: imagine having to create a marketing campaign for a customer who wants to enter the German market. After the case analysis (SEO positioning of the website, competitor analysis, SWOT analysis and other standard preliminary actions), the creative team defines the strategy and marketing plan. The plan is analysed and examined together with native translators who are experts in igaming, esports, fintech and crypto. Practically speaking, our meeting room turns into an office in Berlin where we literally drop the idea into German culture, we test reactions, we check the plan and the success directly on the site. We validate the strategy even before we test it in the target market, because it's as if we've already tested it in a simulator. Having an internal team at your disposal together with a selected network of specialised native translators (who are also experts, testers, players, betting site users, true connoisseurs of the local market) gives you an advantage that's beyond comparison. The result and value of the marketing proposal are of a high level, and the probability that it will also be effective is very high.

And do you apply this method equally to all customers, whether they are SMBs, multinationals or start-ups?

Absolutely: for us there are no series A and series B customers. It's a matter of professional ethics. What's more, we believe that today's start-ups are tomorrow's multinationals, and we want to give them a big leg-up in taking that leap: that way, we grow together and strengthen our relationship of trust which, I'll never get tired of saying it, is our mission.

There's a lot of talk of Web3. What's your opinion and how can it change the gaming market?

We'd need a crystal ball, a palantir! (the seeing-stone from *The Lord of the Rings*—ed). I don't think we'll see a sudden transition to Web3 as we did for Web2. I see a more gradual and less detectable process that has in fact already begun. It's an innovative, revolutionary and disruptive phenomenon. The new generations are already immersed in the virtual world, just think of skins, digital goods such as NFTs or the Sandbox phenomenon. I believe the world of gaming needs to start getting ready because many things are about to change. Obviously here at 1ST we're ready to talk about it with our customers!

