



PRESS KIT

Monaco iGaming Exchanges
10 - 12 October 2011
Grimaldi Forum, Monaco





WHAT IS MiE?

Monaco iGaming Exchanges (MiE) is an international Convention for the Online Gaming and Betting industry. MiE features a professional trading Market with key executives from the online gaming community, as well as a series of conferences and an Awards Ceremony.

MiE provides attendees with a unique forum of exchange on the global online betting & gaming market

MiE offers:

- An exhibition gathering key figures from the online gaming industry.
- A series of international conferences, led by speakers of the very highest calibre and focused on main online gaming issues.
- The Monaco iGaming Awards to prize the competing operators.

An incomparable media coverage:

MiE benefits from extensive press coverage (400 coverage), with 250 accredited journalists from trade, business and general-interest press.



**In 2010, MiE welcomed 395 delegates,
representing 221 companies from 24 countries**





FREQUENTLY ASKED QUESTIONS

Why hold an online gaming and betting event in Monaco?

The Principality of Monaco has an international gaming reputation and is currently standing at the crossroads of countries that have recently opened their betting markets (i.e. Italy, Spain and France) and those European countries that are due to open their markets in the near future.



Who organizes Monaco iGaming Exchanges?



Monaco Mediapx, a Monaco-based organisation that operates under the Honorary Presidency of HSH Prince Albert II. Monaco Mediapx organises and develops a number of events for the Principality of Monaco, notably SPORTELMonaco, SPORTELASia and SPORTELRio.

Why holding Monaco iGaming Exchanges alongside SPORTELMonaco (same dates and venue)?

SPORTELMonaco is the leading international Convention for Sport, Television and New Media. In 2010, it welcomed 2,188 participants representing 922 companies from 68 different countries. Online gaming concerns the majority of Sportel participants – this is particularly true for sports rights holders. For this reason, we felt it would be worth running a parallel event dedicated to online gaming, allowing Sportel attendees and their MiE counterparts to meet. In addition, MiE participants benefit directly from Sportel's over 20 years of know-how.





Who attends the event ?

MiE seeks to facilitate exchanges between the various players of the online gaming business:

- **Current and future operators** of online gambling sites: sports gaming, horse betting, bingo, casino games, online poker;
- **Service providers** to online gambling operators: content suppliers, payment solutions services, technology, software packages, recruitment agencies, online marketing companies;
- **Mobile phone gaming specialists**: mobile phone operators, content suppliers, mobile phone suppliers;
- **Affiliates**: law firms, advisers, consultants;
- **Investors**: banks, investment funds;
- **Legislative representatives**: state representatives, regulatory bodies, the European Commission, European deputies, the politicians and institutions from European countries involved in online gaming;
- **ISPs and all online companies** involved in internet gaming;
- **Multimedia groups**;
- **Suppliers of white-label products**;
- **Radio and TV networks** (operators' future partners);
- **Online gaming comparison websites**;
- **Sports Federation** ;
- **Professional of Sports** ;
- **National and international online gaming press services**;
- **General-interest press groups** (reporting operators' activities);
- **Associations** involved in online gaming activities;
- **Advertisers** (online gaming operators' future suppliers);
- **Land-based casinos** and **bookmaking networks**.





What are the main advantages for those attending MiE?

- Attractive entrance fees for exhibitors and visitors alike, giving access to 2 events for the price of one (MiE and SPORTELMonaco)
- Panels and speakers of the highest calibre
- An exceptional range of marketing services: event guide, daily newsletter, networkingtool.
- Media coverage and visibility in the presence of many personalities from the worlds of media and sport
- A prestigious location: the Principality of Monaco
- A prestigious venue: the Grimaldi Forum Congress Centre
- The same organisational expertise that has ensured Sportel's success for two decades

Do MiE participants benefit from wide media coverage?

In spite of its B2B character, MiE benefits from extensive press coverage. The MiE Press Centre, with 250 accredited journalists from trade, business and general-interest press, and the presence of media, sports, online gaming celebrities at the Monaco iGaming Awards ceremony are a guarantee of wide coverage on both specialized and general-interest press.





CONFERENCES PROGRAM

as of 12 August 2011
Grimaldi Forum – Espace Diaghilev, Salle Nijinsky, level -1

MONDAY 10 OCTOBER

Panel

11:00 – 12:30 Report by ARJEL on the Online Gaming in France and the Revision Clause

Moderator: Sandrine Cassini, Journalist, La Tribune

Confirmed speakers:

- Jean-François Vilotte, President, ARJEL
- Patrick Spilliaert, Vice Chairman, French Competition Authority
- Nicolas Béraud, President, Betclac Everest Group

Foreseen speakers:

- François Trucy, French Senator
- Aurélie Filippetti, Deputy, French National Assembly
- CEO of FDJ, PMU and ZEturf

Round Table

14:00 – 14:45 The European Scenario of the Online Gaming and Betting

Moderator: Martina Barcaroli, Lawyer at Paris and Rome Bars

Confirmed speakers:

- Damien Abad, Member of the European Parliament
- Philippe Vlaemminck, Head EU Regulatory and Trade Practice group, Altius

Foreseen speaker:

- Jean-Claude Bonichot, Member of the European Court of Justice

Panel

15:15 – 16:15 The International Online Poker Market

- ▶ A report on online poker in Europe and worldwide
- ▶ What are the different European online poker legislations?
- ▶ Which synergy between online and terrestrial poker?
- ▶ Which countries will open their markets?
- ▶ What market share for online poker?

Moderator: Olivier Karsenti, Lawyer at the Paris and New York Bars

Confirmed speaker:

- Neil Barrett, General Manager, World Poker Tour
- Alexandre Balkany, General Manager, PokerStars France

Foreseen speakers:

- Malcolm Graham, CEO, PKR Technologies
- Canet Frichet, General Director, Winamax





Round Table

16:45 – 18:00 The Online Gaming Regulation in Different European Countries

- ▶ What are the different European online gaming regulations?
- ▶ The main differences between European legislations
- ▶ What's the role of national authorities?
- ▶ What evolution perspectives for the different online gaming markets?

Moderator: Martina Barcaroli, Lawyer at Paris and Rome Bars

Confirmed speakers:

- Juan Carlos Alfonso, Deputy General Director, General Direction of Gambling, Spanish Ministry of Finance
- Frédéric Epaulard, General Director, ARJEL
- Etienne Marique, President, Belgian Gaming Commission
- Reuben Portanier, CEO, Lotteries and Gaming Authority (LGA), Malta
- Birgitte Sand, Director, Danish Gambling Authority
- Rolf Sims, Senior Legal Advisor, Ministry of Culture, Norway
- Antonio Tagliaferri, Games Division Director, AAMS, Italy

20:30 Monaco iGaming Awards Ceremony

TUESDAY 11 OCTOBER

Panel

11:00 – 12:00 Sports Betting Rights, Fighting and Preventing Fraud during Sporting Events

▶ The agreements between online gaming operators and sports rights holders

- Report
- Perspectives of internationalising this measure
- ▶ **The risks of online sports betting fraud**
- The ARJEL 2011 report on anti-fraud measures
- The situation in other countries
- Establishing international regulations

Moderator: Marc Chevrier, Journalist, L'Equipe

Confirmed speakers:

- Mathieu Moreuil, Head of European Public Policy, Premier League
- Jean-François Vilotte, President, ARJEL
- Marius Vizer, President, International Judo Federation

Foreseen speakers:

- Khalid Ali, Secretary General, ESSA (European Sports Security Association)
- Chantal Jouanno, Minister of Sport, France
- Steve Plasto, CEO, ATP Media/Tennis Properties Ltd.

Panel

14:00 – 15:30 Focus on New Online Gaming Markets

- ▶ USA: what impact in Europe?
- ▶ Germany, Netherlands, Spain, Greece, Belgium, Denmark, Norway

Moderator: Michael Caselli, Managing Editor, iGaming Business

Speakers: Market specialists in these countries





Round Table

16:00 – 16:45 The International Online Sports Betting Markets

- ▶ What's the situation of sports betting in Europe: regulations, bet types, market appeal, results, market share?
- ▶ Can the French measure of paying sports rights to rights-holders be adopted in Europe?
- ▶ What are the perspectives of development for sports betting on mobile phones?
- ▶ What market share for online sports betting?

Moderator: Emmanuel Bénichou, Online Gaming Expert

Confirmed speaker:

- Fabrizio D'Aloia, President, Microgame SpA
- Nicolas Béraud, President, Betcliv Everest Group

Foreseen speakers:

- Paolo Di Feo, CEO, Bwin Italia
- Andrew McIver, Group Chief Executive, Sportingbet

Round Table

17:00 – 17:45 The International Online Horse Betting Markets

- ▶ What's the situation of online horse betting in Europe?
- ▶ What are the perspectives of development for online horse betting?
- ▶ What's the future of horse racing mobile betting?
- ▶ What market share for online horse betting?

Moderator: Diane Mullenex, Lawyer

Confirmed speaker:

- Willi Zwingmann, Director of Development, Onextwo

Foreseen speakers:

- Emilio Giovanni Maggi, Institutions Dept. Director
- Hubert Monzat, General Manager, France Galop
- Maurizio Ughi, President SNAI (Sindacato Nazionale Agenzie Ippiche Spa)

WEDNESDAY 12 OCTOBER

Round Table

11:00 – 12:00 The Future of Land-Based Gambling: Casino, Lotteries and Bingo

- ▶ The governance of offline casinos
- ▶ The opening of online casino games
- ▶ Should video lotteries remain land-based?
- ▶ Is online bingo an alternative to land-based bingo?

Moderator: Jean Rognetta, journalist, Les Echos / Capital Finance

Confirmed speaker:

- Carlo Pagan, President, Federgiooco

Foreseen speakers:

- Manu Mewissem, CEO, Groupe Circus Belgique

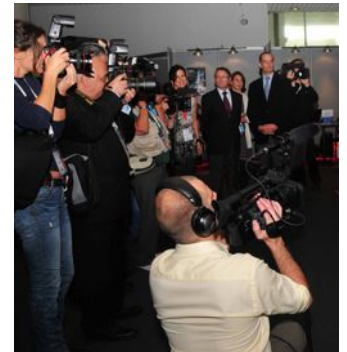




PRESS & MEDIA CENTER

For journalists, the Press Office provides :

- A **Press Kit** (MiE information, logos, posters to download)
- The Press Releases** informing on the latest information on the event
- The iGamingNews**, the official Daily of the MiE including all relevant information on the market, reports on the conferences, highlights for the day, interviews of VIP...
- An equipped Press Room** with computers and internet connections available from 9 am to 7 pm during the event
- A Planning of interviews** with personalities attending MiE, updated every day
- A TV Center** with TV interview set, 3 technical crews and 2 editing tables
- A Radio Studio** equipped for live and recorded programs
- Right-free sequences** for TV broadcasting
- Online **Photo Gallery**



For MiE participants, the Press Office provides:

- The distribution of your Press Release** on the Press Office Display & in the Press Room, to promote your business
- The latest Press list** to send your information directly to the journalists attending the MiE and ensure optimal exposure during the event
- For exhibitors only: a free editorial published in the iGamingNews**, the official Daily of the event distributed to all participants
- An online **photo gallery**
- Right-free sequences**: summary of the event, Official Opening, iGaming Awards, Interviews...

For any request:

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