



COMMENTARY

Our forum for key speakers in the industry and a place for direct comment on the main issues in the current market

So, why Alderney?

Ian Hogg, CEO, Attheraces

When we decided we were going to launch our own online casino, betatthecasino.com, we looked at the different options in the market. One area we were concerned about while choosing our casino partner was the jurisdiction that they are licensed from.

We needed a jurisdiction that offered us flexibility but at the same time a credible licensing criteria. We researched the various options available to us and decided Alderney fitted our needs the best.

Alderney's gaming license criteria have been very well-thought through, pin-pointing the areas that are crucial to any online gaming company. They have also been cautious initially in limiting the number of licensees and learning from the experience of regulating the online gaming market.

The process of the application was extremely thorough, and gave us comfort that the Alderney Gambling Control Commission was serious in maintaining the highest criteria for licensee applications.

Paul Matthews, CEO, WagerWorks

When selecting a jurisdiction to operate our managed service business unit from, WagerWorks listed a number of prerequisite requirements:

- The jurisdiction had to have strong licensing criteria so others licensees would share our approach and commitment to compliance.
 - The jurisdiction had to have in place strong technical standards (and the ability to enforce them), so consumers who value well-tested and highly-regulated systems could find them.
 - The jurisdiction had to have itself, and enforce for its licensees, respect for regional and local laws in other countries. Put another way, it discourages its licensees to conduct business in markets where it shouldn't.
 - The jurisdiction had to have in place a licensing structure for system suppliers so those who make the critical systems that operators and consumers rely upon would be required to demonstrate strong business probity.
 - The jurisdiction had to be non-bureaucratic and able to respond quickly to the needs of their licensees in cases where appropriate.
 - The jurisdiction had to have a sensible approach to taxation and recognise the competitiveness of the internet gaming landscape.
- As a result of the above list of requirements, only one market in the world fit our needs:

Alderney. Alderney has built in only a few short years, a first rate regulatory model I believe rivals those found in some of the world's most mature regulatory environments.

Alderney has a strong and thorough licensing system in place, it has created and adopted the world's most comprehensive set of technical standards, and licenses both software providers and those who are significant 'business associates' of licensees.

In addition, Alderney understands the commercial realities facing the egaming industry and therefore has adopted a commercially realistic approach towards regulating the industry. This is evident from the Commission's practical approach towards matters such as multi-player games, for example, poker and jackpot games, approvals applicable to ongoing changes to the live egaming system and the exclusion of players.

It is extremely responsive to industry trends and adjusts its process and procedures when it makes sense to do so. Most impressive, however, is that it is able to do all this and still remain focused and committed to the task at hand, namely regulating effectively in order to protect the public and the reputation of the Alderney government.



Ian Hogg from attheraces and WagerWorks' CEO Paul Matthews spotlight their joint reasons for a perfect partnering in Alderney

