

**Ed Andrewes,  
Commercial Director of  
Blue Square and Rank  
Interactive Gaming,  
talks about his personal  
experience and his  
iGaming company's  
move from the Isle of  
Man to Alderney**



# ALDERNEY EXPERIENCE

Is Alderney the new Isle of Man?

From the early days, Alderney's approach to online gaming regulation has been very sensible. The government and regulators understand that online gaming is a new type of business and an evolving industry. The Alderney Gaming Control Commission is willing to talk openly about problems in their gaming regulations and tend to keep an open mind regarding the specific demands of their license holders.

Rank/Blue Square moved from the IOM to Alderney very quickly as a result of a changed commercial agreement with our software provider. We were under pressure and we were working to very tight deadlines. The Alderney Gaming Control Commission did everything they could to take a sensible approach in licensing us.

Our commercial agreements aside,

Alderney has emerged as a more favorable jurisdiction to conduct business since it is a less restrictive jurisdiction for players. Setting up a player account at an Alderney licensed casino is less intrusive. Likewise, withdrawing funds at an Alderney casino is also simpler for the player. Players can withdrawal funds at any time without the delays that occurred from the Isle of Man. Of course Rank/Blue Square apply the same fraud and money laundering checks as we have for our customers in Great Britain, but our internal processes handle those requests almost instantaneously. It's important to remember that a lot of the player gratification in an online casino comes from it being instantaneous and convenient. The Isle of Man didn't allow for those two qualities, Alderney does.

The Isle of Man approach to

gaming regulation was indeed groundbreaking and I wouldn't exclude the Isle of Man as a jurisdiction to consider. Its technical infrastructure is currently superior to Alderney's and a portion of the Isle of Man's initial over-regulation resulted from international scrutiny when they first announced that they would license online gaming. As a major international financial services provider, the Isle of Man had to be 100% certain there would be absolutely no money laundering through their online casinos.

But with lessons learned from the Isle of Man, I think Alderney is as strict on money-laundering as the Isle of Man. Alderney is a premiere iGaming jurisdiction that hasn't over-regulated. They have a sensible approach to online commerce and a player protection manifesto that supercedes most others. ■

## IGGBA'S VIEW ON ALDERNEY

Alderney is on the forefront of iGaming licensing. With a zero percent tax rate and a growing infrastructure, thanks to investment by one of the major telcos, Alderney is fast becoming a desirable place to do business. One of the key reasons for their success is the credibility the Alderney Gambling Control Commission (AGCC) is bringing to the industry. Holding an Alderney gaming license reflects an operator with a high standard of responsibility and obligation. At the same time, The AGCC realises that as technology changes it requires a constant reconsideration of regulatory terms to insure the feasibility of the license in the face of changing conditions. The AGCC has set a business liaison group of licensees to help keep a track of constant changes in the industry.

The competitive effects of taxation, license standards and flexibility make Alderney a serious competitor to UK (future) online casino regulation. The broader the difference in the two license and tax regimes, the more cautious Alderney operators will be in deciding to move to the UK. This will determine Alderney's fate as either a stage post to the UK or a permanent thriving licensing body.



### ED ANDREWS

Ed Andrewes joined Blue Square in December 1999 as Head of Business Development. In September 2000 he was appointed to the board as Commercial Director. Originally founded by Intercapital Private Group Ltd, Blue Square was sold to Rank Plc in January 2003. Blue Square is now the largest

interactive betting service in the UK with over 400,000 registered accounts. As part of the acquisition by Rank Plc, Blue Square merged with Rank Interactive Gaming and Ed's role as Commercial Director now extends to the Rank.com and Hardrockcasino.com brands.