**Howzat! Authentic Gaming launches Cricket Roulette Live with Betway**

***Exclusive live roulette title will allow operator to leverage the huge interest in the Indian Premier League which got underway last week***

**Malta: 13th April 2021 –** Authentic Gaming is hitting for six after launching Cricket Live Roulette exclusively with Betway just in time for the start of the Indian Premier League season.

Cricket Live Roulette is a one-off, dedicated-environment table only available to players at Betway. It is the first cricket-themed live casino title in the world and has been developed for fans of the sport.

The table is set against the backdrop of a live scoreboard where players can keep up to date with all of the action and scores from the Indian Premier League and other cricket leagues and tournaments.

This means players can kill two birds with one stone; they can stay on top of the latest scores while also enjoying a few rounds of live roulette and all from their smartphone or tablet.

Authentic Gaming also has a series of upgrades and enhancements planned for the table over the coming months so that returning players will have something new to enjoy.

Cricket Live Roulette is the latest operator exclusive live environment from Authentic Gaming, which sees the provider work closely with an operator to design, develop and launch bespoke games.

For Betway, Cricket Live Roulette presents an incredible opportunity to acquire roulette players that are also fans of cricket, while also strengthening its impressive live dealer offering.

**Magdalena Podhorska**, **Chief Commercial Officer at Authentic Gaming**, said: “We are dedicated to deepening our relationships with our operator partners, and our operator exclusive live environments are a great way of doing this.

“We have worked incredibly closely with the Betway team to create a dedicated table environment that will meet the requirements of the operator’s players and deliver a fun and thrilling experience.

“The Indian Premier League is a major sport event followed by millions of people around the world, and with Cricket Live Roulette Betway has the perfect, bespoke product to leverage this interest.”

**Paul Adkins**, **Marketing and Operations Director at Betway**, said: “We are committed to growing our live casino game portfolio with quality content, and Cricket Live Roulette demonstrates this perfectly.

“Authentic Gaming has understood our vision and requirements for the game and delivered a product that has surpassed all expectations and will undoubtedly be a big hit with our players.

“The IPL has become one of the most popular sports tournaments in the world and we have a product that captures the fun and excitement it delivers, combined with the thrill of live roulette.”

ENDS

**Editor’s notes:**

**About Authentic Gaming:**

Authentic Gaming is a leading supplier of live roulette, offering the widest variety and the most innovative roulette products on the market. The games are offered from state-of-the-art studios or directly from luxurious casino floors. The company was founded in 2015 and is headquartered in Malta.

**For Sales Queries, please contact:**

Magdalena Podhorska-Okolow | Chief Commercial Officer

[magdalena.podhorska@authenticgaming.com](mailto:magdalena.podhorska@authenticgaming.com%20)

**For media enquiries, please contact:**

Sarah Blackburn

GameOn Marketing

[sarah@gameon.im](mailto:sarah@gameon.im)

**About Betway Group**

Betway Group is a leading provider of innovative, entertaining and exciting entertainment across sports betting, casino and esports betting. Launched in 2006, the company operates across a number of regulated online markets and holds licences in countries including the UK, Malta, Italy, Denmark, Spain, Belgium, Germany and Ireland. Based in Malta and Guernsey, with support from London, Isle of Man and Cape Town, the Betway team comprises over 1,500 people.

Betway prides itself on providing its customers with a bespoke, fun and informed betting experience, supported by a fair, safe, secure and responsible environment. Betway is a member of several prominent industry-related bodies, including International Betting Integrity Association (IBIA), iGaming European Network (iGEN), the Independent Betting Adjudication Service (IBAS), and the Betting and Gaming Council (BGC), and is ISO 27001 certified through the trusted international testing agency eCOGRA. It is also a partner of the Professional Players Federation (PPF) and is a donor to many responsible gambling charities, including GambleAware.