

# Examining Slingo: An Online Casino Phenomenon

You may have heard of Slingo; a relatively new game at online casinos. It's become one of the most popular gaming genres in the sector in a short space of time. So, let's take a look at why it's been such a success.

## How to play

Slingo – as the name might suggest – is a hybrid of bingo and slot machine gaming. Players are assigned a bingo card with five rows of five numbers – the game follows the conventions of [American 75-ball bingo](#) rather than the British 90-ball version. They then press a button to activate the numbered balls being drawn – 5 at a time – and if a ball matches the number on the card it is starred out – the digital equivalent of a paper being marked off with a pen. Sounds simple, and it is...ish. However, the computerized element means many more features are available – such as the joker ball which allows the player to mark off a number of their choice in whichever line it corresponds to in their quest to make lines and full houses. More advanced versions may feature characters like cherubs, devils and super jokers, which act can act as wild cards both for and against the player.



## History

Slingo was invented in 1994 by a businessman named Sal Faciglio Jr. [Giantbomb](#) reports he initially saw it as being able to be housed in a traditional mechanical slot cabinet, however, rethought it as a computer game. Alongside AOL picking it up in 1996 for online play, many standalone video game versions were released, with publishers Funkitron releasing a series of Slingo titles for PC, console and mobile from 2002-2012. Video cabinet slot machines based on Slingo started to appear in American casinos. Sal's home state of New

Jersey offered lottery scratchcards based on Slingo. Faciglio's *Slingo Inc* company licensed the rights for a game show in the Philippines. Broadcast in 2007, it was the first Filipino TV show to allow viewers to interact via texting into the show. This mass marketing of the game provided the spur for Slingo to appear first as a Facebook game (2012) and finally at online casinos.

### **Game variants**

Today, Slingo is both global and local. The concept of the game leads itself to be themed on almost anything that's popular with players. In the UK, the [Slingo games from Gala Bingo](#) include *Rainbow Riches* – popular from the slot machine in both amusement arcades and bingo halls – and [Deal Or No Deal](#), where the numbers mimic the boxes of the famous show. In the US, you'll find a variety of video Slingo cabinets lining the floors of the glitziest casinos, from Paris Las Vegas to Caesars luxury hotel and spa in Atlantic City. In cyberspace, players will stream their Slingo successes (sometimes!) on platforms like YouTube and Twitch (which [The Edinburgh Reporter](#) has recently covered).

Despite being a relatively new entrant to online casino gaming, which has traditionally gone heavy on games such as poker, Slingo has become a firm favourite. It could be because it's seen as new and innovative. Alternatively, it could be the combining of two very familiar games that gives it an appeal to both sets of players. Some credit it with introducing bingo beyond its traditional audience – there's no need to know your [two little ducks](#) from your two fat ladies. Whichever side of the coin (or card) you fall on, Slingo's rise seems set to continue.