Gamification of casino games: a new round of the iGaming industry

The online gambling industry has achieved significant success over the past few decades, driven by the introduction of innovative technologies and novel approaches to player interaction with slot machines. To further elevate the gaming experience and gaming player engagement, providers and licensed casinos have begun to incorporate casino gamification, a relatively new concept in the gaming industry.

Today, we delve into this topic, exploring its capabilities, advantages, and potential drawbacks with Olena Bylytsia, editor-in-chief of the https://www.prointernet.in.ua/ ProInternet website.

The term "gamification" has been heard more and more lately. What does it mean?

Let's start with the fact that this term is not that new, as it appeared more than twenty years ago. The concept we now call gamification has roots even further back, with the use of game elements in non-game settings like training and advertising. Today, the principle of gamification is usually understood as the process of introducing elements of computer games into various areas, including online gambling. In the context of casinos, gamification is the addition of game elements to slots and other types of gambling entertainment in order to make them more interactive and exciting.

Could you tell us more about how gamification works?

The easiest way to understand this is with examples of the most popular casino games. To make the gameplay more exciting, an achievement system is added to the slot. Players earn points through wagers, allowing them to progress to new levels that unlock exciting bonuses and features, further enriching their experience. For the same purpose, gambling developers also use other gamification tools. These include narratives, storylines, quests, badges and leaderboards, multiplayer elements, progress bars, and the ability to personalize settings.

How can gamification transform the gambling industry?

The concept of a simple game is gradually becoming a thing of the past, as users are looking for new sensations. And only those online gambling games that use new gaming mechanics, new design and a new approach to the implementation of the gameplay itself can provide them. Gamification will allow gamblers to get more pleasure from games, improve their personalized player experience and increase their loyalty.

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Do you think gamification can make gambling more attractive to those who have not previously been involved in it?

Yes, of course. Consider traditional gambling, where the allure for players lies in the prospect of winning real money. For a gambler, the main incentive to play is the very possibility of winning real money. Now compare that to a modern, certified slot machine that is powered by a [random number generator](). Beyond the potential for monetary rewards, the gameplay itself holds intrinsic value. Its evolving storyline, leveling and reward schemes, interactivity and the ability to interact with other players create an atmosphere of deep involvement, allowing you to enjoy the gameplay itself.

What difficulties do you think may arise when implementing gamification technology?

There are two main problems that gaming providers will have to face: technical and the problem of gamblers' attitudes toward gamified games. Firstly, significant modernization of the infrastructure of internet casinos will be required. And this is not only new software, you will also have to invest in training the personnel of the gaming platform. The second problem is that modified games may seem too complicated to players accustomed to traditional entertainment. Therefore, it is very important to find a balance between the functionality of the game and the ease of its perception.

Are there any disadvantages to gamification?

As I have already said, for providers, the integration of a new approach is associated with significant costs for updating the infrastructure, and for players, it comes with a potential risk of rejection on the one hand and an increased risk of developing addiction on the other. Too many game elements can complicate the game and make it unattractive since the main goal of the player is to receive not just moral satisfaction from online casino games but also winning money. If the gambler turns out to be less practical, the desire to move to a new level or rise in the leaderboard can become an obsession and encourage him to commit rash acts, for example, betting too much.

How do you see the future of online

casinos using gamification?

The future seems to hold a blurring of the lines between gambling and video games. And this effect can be enhanced by the introduction of other casino technologies, in particular augmented and virtual reality. This will allow gaming platforms to increase the number of visitors due to gamers and gamblers of the new generation striving to get a new interactive and exciting gaming experience. What awaits the good old classic slots, and will they become less relevant? This is unlikely, because casinos need to cater to a broad audience, and there will always be players who view [online gambling](#) more as a chance to win than pure entertainment.

The term "casino gamification" has been widely touted as a revolutionary concept in the realm of online gambling. However, as evidenced by our recent interview with Olena Bylytsia, the notion of gamification as a groundbreaking innovation may be an overstatement. Nonetheless, it is undeniable that gamification will continue to play a pivotal role in shaping the future of the gaming industry, propelling it to unprecedented heights.