MARTIN IVANOV, COO AT CT INTERACTIVE:
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With ICE London 2024 less than two weeks away, CT Interactive readies to attend the prestigious tradeshow and showcase its latest novelties for the online gaming segment.

Ahead of the event, Yogonet caught up with Martin Ivanov, COO at CT Interactive, who shared the company's plans for the event, as well as his assessment of 2023 and expectations for the year that has begun.

What will be the main novelties that your company will present and focus on at ICE London this year? Will you be showcasing any new products or services this time around?

At ICE London 2024, we will be presenting several main novelties and focusing on showcasing new products and services. In 2023, CT Interactive added 17 new games to its portfolio, including games with contemporary mechanics, old-time classic fruit games, and holiday-themed slots – all of which the attendees can witness during the exhibition.

In 2024, we will continue to release two games per month, each with striking designs and intriguing gameplay with new mechanics. People can see what we have prepared for the next six months.

Given ICE London's status as one of the major global events in the industry, what are your expectations for the expo, and what are the company's key goals for the event?

As one of the major global events in the industry, ICE London holds significant importance for CT Interactive. The company's expectations for the expo are centered around networking with industry leaders, forging strategic partnerships, and showcasing its content to a global audience. Our key goals for the event are increasing brand visibility and securing new business opportunities and with our experienced team, I am sure that we will succeed.

How would you describe the industry's and your client's current demands at the time? What markets will you focus on at the expo?

The current demands within the gambling industry are driven by a growing emphasis on personalized experiences and original products. Clients are increasingly seeking innovative gaming content, secure and reliable platforms, as well as tailored solutions that cater to diverse player preferences.

CT Interactive will address these demands by presenting its portfolio of customizable gaming solutions and services at ICE London 2024. With a catalog of more than 200 HTML games, available for mobile, tablet, and desktop devices, the brands present the customers with perfect instruments for attracting new players.

The event comes as we enter a new year for gambling. What is your assessment of how the sector developed in 2023, and what should we expect from it in 2024? What role will the company play in the upcoming 12-month period?

In 2023, the gambling sector experienced continued digital transformation, increased adoption of mobile gaming, and heightened regulatory scrutiny across various jurisdictions.

Looking ahead to 2024, the industry is expected to witness a further rise in the online segment and innovation in slot game design and mechanics. CT Interactive's role in the upcoming year will involve contributing to these developments through its product innovation, and market expansion efforts.

What other industry events does the company plan to attend this year?

CT Interactive has a busy schedule of industry events lined up for the year. Our team of experts will present our latest content at the SBC Summit, SiGMA Europe, Peru Gaming Show, and BEGE 2024. Keep an eye out for our stands at these events, as our team will be there to present our latest developments and products.