

SBC | SUMMIT NORTH AMERICA

Honoring Industry Excellence: SBC Awards North America 2024 Shortlist Revealed

SBC is thrilled to announce the shortlist for the upcoming **SBC Awards North America** ceremony, part of SBC Summit North America.

The shortlist recognizes the remarkable achievements and exemplary contributions of both regional and globally recognized operators, affiliates, suppliers, and tribes, who are driving innovation and pushing the industry forward in the North American market.

The award ceremony is scheduled to take place on the evening of Thursday, May 9, 2024, the closing day of the summit, at the Hilton Hotel, Midtown, New York City.

OpenBet who lead the way with 8 nominations, return to the ceremony to defend their titles in the *'Land-Based Betting & Gaming Product'* and *'Platform Provider of the Year'* categories. Following closely are **Betting Hero** and **Sportradar**, both garnering 5 company nominations. Additionally, **FanDuel**, **Better Collective**, and **FeedConstruct** each receive 4 nominations, further solidifying their presence in the industry.

The 2024 edition of the prestigious industry ceremony received a record number of nominations, presenting the panel of independent judges with the formidable task of shortlisting the nominations across 29 categories.

In the **Affiliate** categories, **Better Collective** will aim to uphold its reign as *'Sports Affiliate of the Year'*, whilst also competing for the *'Sports Media Company of the Year'* award. Meanwhile, **Gambling.com** will be looking to maintain the coveted title of **'Casino Affiliate of the Year'** amid tough competition from the likes of **Key Affiliates**, **Game Lounge Limited** and 2023 runners-up **MediaTroopers Inc.**

The **Operator** categories will see multi-award winners **FanDuel** return to defend its title as *'Sportsbook Operator of the Year'* and *'Marketing Campaign & Sponsorship of the Year'*. Additionally, they will compete with reigning winners **BetMGM** for the *'Casino Operator of the Year'* award.

In addition, the likes of **Hard Rock Games**, **Choctaw Casinos Resorts**, and **Rush Street Interactive**, among others, will attempt to dethrone **SciPlay** and claim the *'Social Gaming Operator of the Year'* award.

The **Operator & Supplier** categories will see a formidable battle between **Ontario Lottery & Gaming Corporation (OLG)**, **IGT**, **Entain Foundation**, and **EPIC Global Solutions** for the ‘*Socially Responsible Initiative of the Year*’ award.

The **Supplier** categories will witness **Low6**, **Evolution**, **Bragg Gaming**, **OpenBet**, **Sportradar**, **Scientific Games**, **Chalkline**, **EPIC Global Solutions**, and **IGT PlaySports**, all seeking to uphold their respective titles.

Furthermore, in the supplier categories, nominees **Oddin.gg**, **Genius Sports**, **Optimove**, **BetConstruct**, and **SUZOHAPP** have been recognized across multiple award categories.

In the **Payment & Compliance** categories, contenders like **Radar**, **Mindway AI**, and **Vixio**, among others, will compete against reigning champions **Gaming Laboratories International (GLI)** for the prestigious title of ‘*Compliance Solution & Partner of the Year*’. Additionally, nominees such as **Paramount Commerce**, **Trustly**, and **Nuvei** are vying for the esteemed ‘*Payment Solution & Innovation of the Year*’ award.

The ceremony will also play host to three **Rising Star Awards**, honoring the remarkable accomplishments of emerging and innovative brands that are making significant strides in their respective verticals. These categories encompass *Rising Star in Casino*, *Rising Star in Sports Betting*, and the distinguished *Rising Star of the Year* award.

The **Tribal** categories, a staple of the SBC Summit North America Awards, will see the likes of **Notawaseppi Huron Band of the Potawatomi Gaming Commission**, **Comanche Nation**, **Seminole Tribal Gaming Commission**, and **Snoqualmie Casino** battle for the *Tribal Gaming Operator of the Year* and *Tribal Regulator of the Year* awards.

The *Leader of the Year* award, recognizing inspiring, industry-defining leadership, will be fought between **14** nominated leaders from notable organizations such as **Fast Track**, **Playtech**, **Wazdan**, **Light & Wonder**, and **Entain**. Additionally, **13** industry heavyweights will seek to lift the esteemed *Employer of the Year* award.

The complete list of shortlisted companies is available on the **SBC Summit North America Website**.

Please note that a separate ticket is required for attending the ceremony. Details regarding available table and ticket options can be found [here](#).