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HOW TO ENTER

**THE U.S. iGAMING MARKET**



# HEADING TO THE STATES?

Come explore the booming U.S. market with your strategic partner,  
Internet Vikings, uniquely offering free legal consultation.

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# iGAMING HOSTING IN THE U.S.

## PERFORMANCE-DRIVEN SET UP

Experts dedicated to supporting a smooth transition for your application, minimizing customer frustration, supply chain shortages, and downtime.

## ACCOUNT MANAGEMENT AT ITS BEST

Superior and attentive experts by your side who know the industry and your customers' needs with first-hand experience and have the ability to assist in necessary discussions with regulators.

## EXPERTS WITHIN REACH

With 24/7 technical support using a real time chat support system, you can have peace of mind knowing that any technical issues will be promptly taken care of.

## RAPID DELIVERY ACROSS THE U.S.

With our secure U.S. footprint, your business has the ability to grow and deliver across the United States, with fewer vendor delays and a guaranteed faster launch.



# GAMBLING IN THE U.S.

## THE INTERSTATE WIRE ACT OF 1961

forbids interstate gambling – operators must be licensed with a “brick-and-mortar” establishment in each state where they wish to conduct business.



## 39 STATES

legalized online  
Sports Betting

## 7 STATES

online casino is legal

## 8 STATES

online poker is legal

# QUESTIONS

## THE MAIN QUESTIONS ASKED BY B2B SUPPLIERS



# QUESTIONS

- Do we need to get a license?
- How soon can we go live?
- How much does it cost?
- What hosting should we use?
- What documents need to be submitted?

# REGULATIONS

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## ENTRY REQUIREMENTS



## PROVISIONAL LICENSES

OFFERED **1-4**  
IN months  
in most states

The application process is similar for most states, making it easier to get set up in several of them simultaneously.

While heavily regulated, the online gambling industry in the U.S. has prospered over the years and attracted many European companies.



# 4 MAIN TIERS

## OF GAMBLING LICENSES IN THE U.S.

# 4 MAIN TIERS



### OPERATOR

#### FUNCTION

Entity that handles stakes, odds, payouts; has access to everything

#### ENTITY

- | casinos
- | sports books
- | poker operators
- | fantasy sports operators

#### LICENSE NAMES IN DIFFERENT STATES

- | casino operator
- | sports betting operator
- | internet gaming operator



### SERVICE PROVIDER

#### FUNCTION

Entity that provides software, hardware; has access to part of data, or has stake in operator's success

#### ENTITY

- | software, platform, **hosting providers**
- | slot machine providers, junket enterprises
- | affiliates that work on % from revenue basis

#### LICENSE NAMES IN DIFFERENT STATES

- | gaming service provider
- | gaming-related provider
- | gambling licensee
- | ancillary gambling licensee
- | gambling-related supplier



### VENDOR

#### FUNCTION

Entity that provides goods or services to operators or service providers, that are not necessarily designed for gambling

#### ENTITY

- | **server suppliers**, computer suppliers
- | **affiliates and marketing agencies** that work on flat fee model

#### LICENSE NAMES IN DIFFERENT STATES

- | vendor minor
- | non-gaming related supplier



### EMPLOYEE

#### FUNCTION

Person that is a gaming key decision maker has acces to gaming equipment, or works in proximity to such

#### ENTITY

- | operator or service provider
- | gaming server manager
- | dealers
- | servers, waiters

#### LICENSE NAMES IN DIFFERENT STATES

- | gambling employee
- | gaming support employee
- | gambling occupational licensee

# REQUIREMENTS

## FOR AFFILIATE MARKETERS

As the U.S. regulatory landscape shifts in favor of allowing online gaming and sports betting, operators are actively seeking to increase their customer base.



### ATTRACTING TRAFFIC



### PAYMENT SCHEMES TO AFFILIATES

#### REVENUE SHARE MODEL

- Service Provider license required
- Longer licensing process
- More lucrative on a long-term basis

#### CPA MODEL

- Vendor registration required
- Shorter licensing process
- Less lucrative

# REQUIREMENTS

## FOR SERVICE PROVIDERS

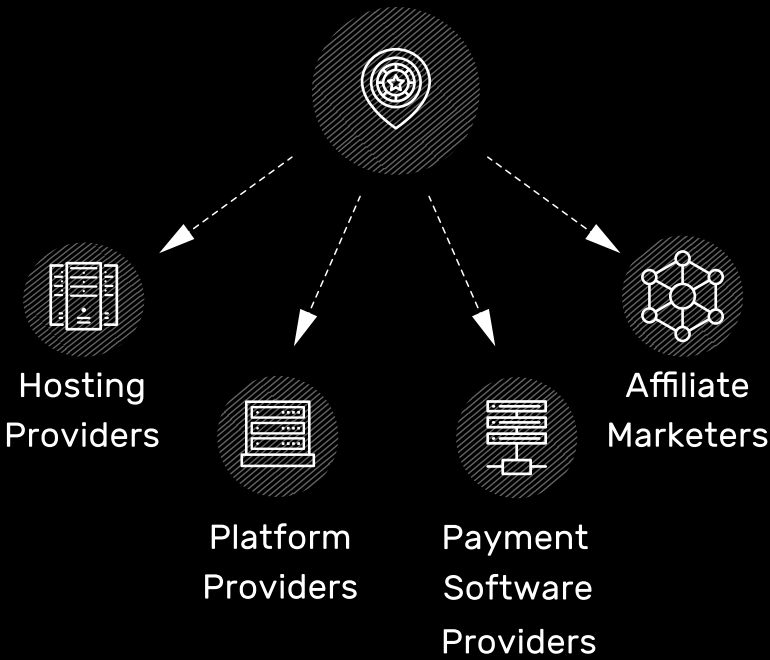
Service Providers operate sportsbook or casinos, and have different tiers of licenses, certification or registrations.

Many sportsbooks, casinos, and platform providers opt to host on the servers located inside the casinos to comply with this regulation.

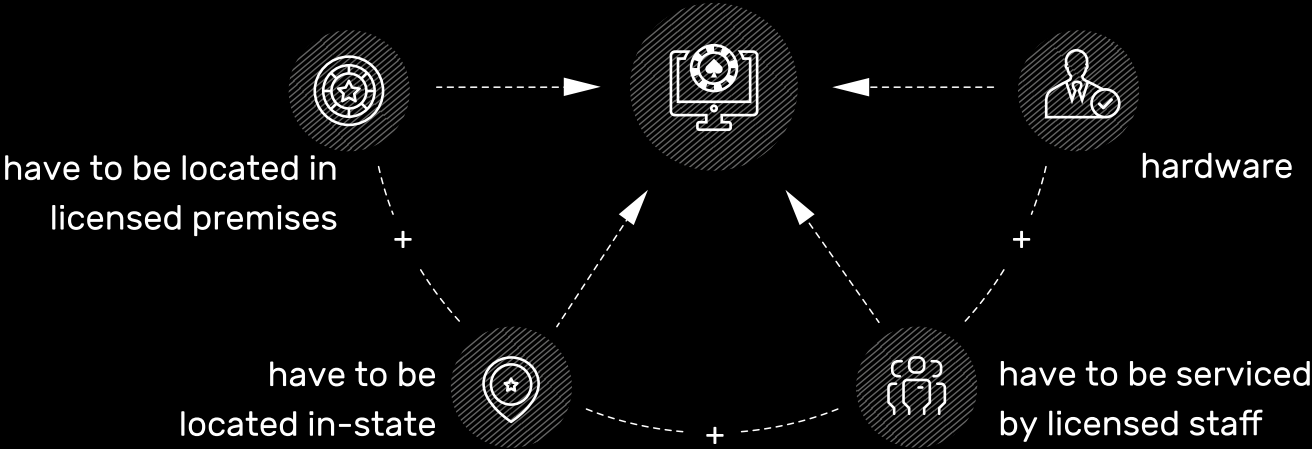


THE COST OF SUCH LICENSES  
**\$15,000 - 200,000**  
depending on the nature of the business

### SERVICE PROVIDERS



### ONLINE GAMBLING OPERATORS



Registrtering a vendor can cost up to \$500 and usually takes no more than 30-45 days, but it does require filling out disclosure forms with the casino and state gambling commission.

# REQUIREMENTS

## FOR SPORTBOOKS & CASINOS

An Operator License to run an online sportsbook or casino is the most complex tier of licensing.

The number of online gambling websites permitted in each state is limited by so-called SKINS.



Agreement with a land-based casino



**OPERATOR LICENSE**

THE COST OF SUCH LICENSES  
**\$100,000 - 2,000 000**  
depending on the state

from **1** to **5**  
**THE NUMBER OF SKINS**  
per operator license  
varies state by state

# iGAMING HOSTING

in the U.S.

# iGAMING HOSTING



LIVE IN 24 STATES

Internet Vikings began their pivotal expansion into the U.S. in July 2021. Having already established a firm position in 24 states, their assertive and bold project to offer the finest in bespoke iGaming hosting solutions across the country is fast becoming a reality.

# CONCLUSIONS

The recent advancements in U.S. legislation introduce an exciting new phase for online gambling. Despite heavy restrictions, more and more businesses are entering the American market as the industry becomes more popular nationwide.

Adding more payment processors and methods, like cryptocurrencies and carrier billing, and ultimately repealing the Wire Act would benefit the industry significantly.

However, the latest regulation wave is already creating an entirely new market with enormous scalable business opportunities for operators, investors, innovators and supporting industries.

With the potential to become the biggest gambling market in the world, the future of interactive gaming in the United States has never looked brighter.





NORTH & SOUTH AMERICA

Licensed Hosting in 24 U.S. states, Canada and Colombia

USA	Arizona	Iowa	Missouri (upcoming)	Tennessee
	Arkansas	Kentucky	Nevada	Virginia
	Colorado	Louisiana	New Jersey	West Virginia
	Connecticut	Maine	New York	Wyoming
	Delaware	Maryland	North Carolina	
	Illinois	Michigan	Ohio	
	Indiana	Mississippi	Pennsylvania	
Canada	Ontario			
Colombia				

EUROPE

Data centersOffices & Representatives

Malta	Sweden
Netherlands	Malta
Sweden	Ukraine
Belgium	Bulgaria

AFRICA

Offices & Representatives

South Africa

DATA CENTERS  
SPANNING THE GLOBE

DISASTER RECOVERY ZONE



Services Provider  
of the Year  
**2022**



Data Centre  
of the Year  
**2021-2022**



Hosting Provider  
of the Year  
**2022**



Corporate Service  
Supplier of the Year  
**2022**



Best Hosting Provider  
in the Nordics  
**2023-2024**



Cloud and It Services  
Partner of the Year  
**2024**



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