



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.



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

REGULATIONS

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 access 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

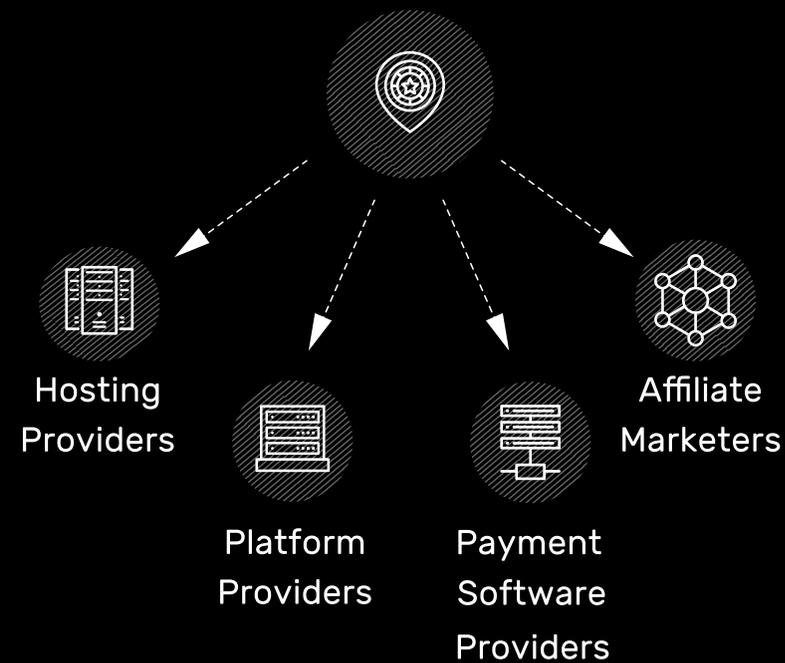
Service Providers operate sportsbook or casinos, and have different tiers of licenses, certification or registrations.

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

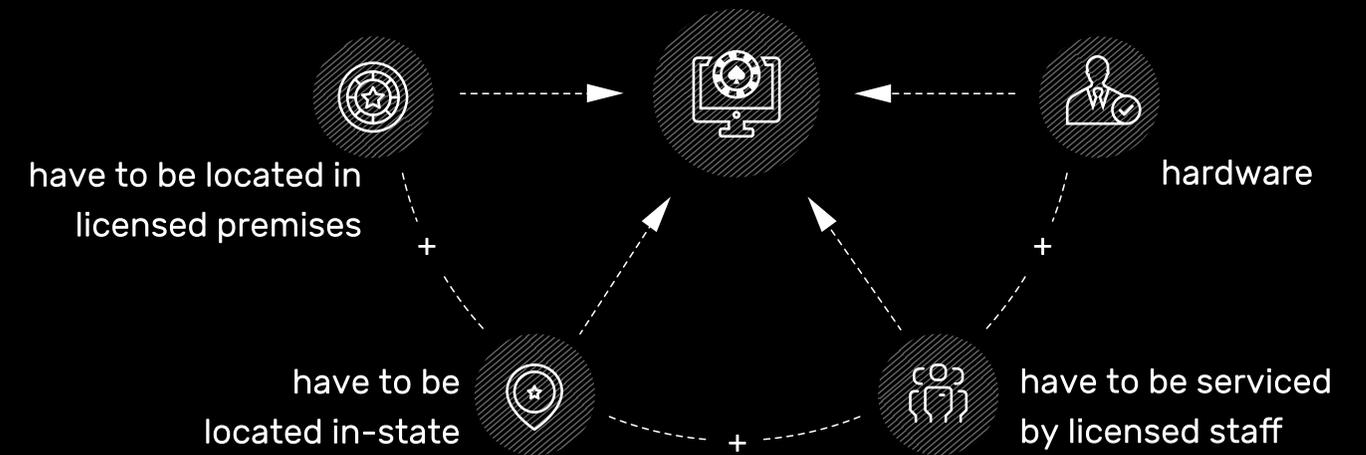


THE COST OF SUCH LICENSES
\$15,000 - 200,000
depending on the nature of the business

SERVICE PROVIDERS



ONLINE GAMBLING OPERATORS



Registering 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.



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



Agreement with a land-based casino



OPERATOR LICENSE

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 centers

Malta
Netherlands
Sweden
Belgium

Offices & Representatives

Sweden
Malta
Ukraine
Bulgaria

DATA CENTERS SPANNING THE GLOBE

DISASTER RECOVERY ZONE

AFRICA

Offices & Representatives

South Africa



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