

Pop Culture Phenom to Thrill U.S. Players

Ninety-nine lottery players will soon have the experience of a lifetime. As GAME OF THRONES scratch, Fast Play and digital games launch in the U.S., Scientific Games is gearing up for a Linked Games winners' event for the ages.

The Linked Game is a virtual sell-out, with 99% of the available spots in THE SEVEN KINGDOMS EXPERIENCE winners' event already reserved by participating lotteries.

GAME OF THRONES Linked Games trip winners are in for a thrill. THE SEVEN KINGDOMS EXPERIENCE will be set in a medieval-style castle winery in Napa Valley, California in 2025. Trip winners will be divided into seven themed 'Houses' inspired by the HBO Original series. The event will include multiple rounds of brand-immersive games – including a jousting tournament – giving trip winners a second chance to win their share of up to \$7 million.

“Each time we create a Linked Game winners' event, we learn. We also try to create an experience different than the last event. This one is very different because the trip winners will play as a team, and win money as a team,” shares Kyle Rogers, Senior VP, Instant Strategy and Licensing for Scientific Games, who has worked with brands in the lottery industry for 30 years.

The Colorado Lottery was the first to bring the epic GAME OF THRONES brand to its players. Launching in April, at 12 weeks the game was performing more than 20% higher than any of the Lottery's \$10 games launched in 2024—and it's currently the Lottery's No. 1-selling \$10 game.

“And while GAME OF THRONES is performing even better than expected with a near sell-out for the Linked Game, we can always add one or two smaller-sized lotteries before the actual event,” Rogers adds.

Next to launch GAME OF THRONES scratch-offs are the Massachusetts Lottery and North Carolina Education Lottery in August, followed by the Pennsylvania, Maryland and South Dakota lotteries in September. The Texas and Delaware lotteries launch

LET YOUR REIGN BEGIN

GAME OF THRONES
WIN UP TO \$100,000

WIN UP TO \$100,000!

WINNING NUMBERS

10 FOR HEAVEN	13 FOR THE DRAGON EGG	26 FOR THE FEET
14 FOR THE FEET	15 FOR THE ONE THRO	18 FOR THE TEN DOG
21 FOR THE FEET	23 FOR THE FEET	28 FOR THE FEET

HOUSE BONUS

Match 3 **STARK** symbols in the HOUSE BONUS area below, win \$100 automatically! HOUSE BONUS is played separately.

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in October and the Connecticut Lottery in December. The Pennsylvania Lottery is offering players omnichannel play with scratch, Fast Play and iLottery games.

It's the first time GAME OF THRONES – one of the most-watched HBO television series of all time – has ever been featured in lottery games. And because of the passionate fan base that spans generations, the brand is bringing younger adult players to lottery.

“GAME OF THRONES is a pop culture phenomenon. And that makes it a great brand for lottery games and even more exciting for a multi-state Linked Game,” says Rogers. “The brand continues to grow, and the symbology associated with GAME OF THRONES works particularly well for our game and event designers. It's also proving to have international appeal with a number of lotteries outside the U.S. launching successful games.”

All told, GAME OF THRONES Linked Games have the potential to top

a whopping \$320 million in total retail sales.

Rogers wraps some perspective around his excitement. “When we started doing branded Linked Games 17 years ago, sales potentials were in the \$200 million range,” he explains.

As for the next blockbuster Linked Game after GAME OF THRONES, he's keeping the announcement under tight wraps for now. “All I can tell you right now is that it's another big brand the lottery industry has never been able to offer players,” says Rogers.

He's willing to share a parting thought, though. “There's no question in my mind that as lotteries try to remain relevant in an increasingly competitive entertainment marketplace, they need to look to what's relevant in pop culture.”

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