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The Evolution of Lottery Technology to Support Retail Players

The lottery industry stands at an inflection point. While digital transformation has revolutionized nearly every sector of entertainment and commerce, lottery operators face a uniquely complex challenge. With a rapidly changing digital landscape and evolving consumer behaviors, lotteries must thoughtfully reconcile how to connect their long-standing, highly-successful retail operations with the expectations of modern digital consumers—all while maintaining the public trust, regulatory compliance, and retail partnerships that have made them successful for decades. This isn't a simple technology upgrade; it's a careful evolution that requires the right partners and purpose-built solutions.

Innovative lottery technology focuses on solving the specific problems lottery operators face every day. Consider the traditional approach to retail and digital sales. Often these can be seen as competing channels, with resistance experienced from the retail sector to the introduction of iLottery and digital sales.

With more than two decades of lottery operations experience across seven countries, Allwyn understands the importance of digital integration. The driving force behind our technology, which is purpose-built for the lottery industry, is addressing the challenges and frustrations experienced by lottery operators.

Allwyn is a leading multinational lottery operator, technology provider, and game developer, recognized for our innovative, responsible, and engaging lottery experiences. Allwyn's iLottery platform in Illinois has delivered year-over-year growth in active players and sales. It generates the highest draw-based game sales online of any U.S. lottery.

Digital Lottery Experience

Providing players with a modern digital experience is not just about the ability to sell games online. Online sales have been transformative for lotteries operating in jurisdictions with enabling legislation. But digital transformation should be an expectation for all lotteries, regardless of e-commerce ability.

Players are used to digital engagement with service providers—whether checking a bank balance, scanning a QR code, or receiving a personalized offer from a favorite retailer. Digital engagement should not be considered as a “nice to have” but as an expectation from today's players. Creating meaningful digital experiences doesn't require the ability to sell online.

In fact, some of the most valuable digital touchpoints have nothing to do with e-commerce. This includes enhancing the player journey after purchasing a retail ticket with ticket scanning through mobile apps and keeping players engaged with jackpot alerts, personalized notifications, and loyalty programs that turn occasional players into regular customers.

Connecting Retailers to Digital Sales: The Relay solution

For lotteries that are able to sell online, retail and digital channels are complementary, with digital access promoting

sales lifts across both channels by increasing convenience, relevance, and participation. Allwyn's Relay™ solution takes this relationship even further by enabling retailers to directly participate in, and benefit from, digital sales.

Relay provides a modern e-commerce platform that enables existing retailers—such as convenience stores and grocery stores—to securely sell lottery tickets through their own websites and mobile applications. With a turnkey solution, Relay allows digitally-enabled traditional retailers to seamlessly incorporate lottery products into their online shopping carts—creating a new revenue stream for both the retailer and the lottery, increasing marketing penetration and accessibility. Relay offers retailers direct participation in the iLottery program, empowering them to engage with new customer segments and drive incremental sales.



This capability not only diversifies the retailer's offering but also enhances the customer experience by integrating lottery purchases into everyday shopping experiences. Another advantage of the Relay solution is that its integrated approach provides a unified mechanism for oversight for all participants, including third-party lottery resellers and couriers, if operating within the state. Relay ensures compliance for the state lottery operator and maintains the integrity of the lottery ecosystem.

Relay is designed with the flexibility to accommodate varying levels of technical capabilities among lottery retailers with multiple integration options. This creates new revenue streams for retailers while expanding player convenience—complementing rather than cannibalizing traditional retail networks.

The Real Digital Imperative

Lottery's digital imperative isn't just about e-commerce. It's about meeting players where they are, with the experiences they expect, using the tools they already have in their pockets. The lotteries that thrive in the next decade will be those that recognize digital engagement as a fundamental operational requirement, rather than a nice-to-have feature.

The question isn't whether your lottery can sell online. It's whether you're giving players the modern digital experience they deserve today. A lottery's success is not just measured in sales. It's measured in the revenue generated for good causes, the positive player experiences created, and the combined strength of retail and digital channels.



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to Build Lotteries of The Future**



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