NOVEMBER 2026

The Content-Visibility Paradox

Why more games don’t necessarily create a competitive advantage — October evidence from 23 Philippine operators and 10,646 mechanics-mapped games.

23
operators observed daily

47,558
active lobby positions · 2 Nov

723
distinct mechanics families

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RESEARCH SCOPE

Two lenses, one question: does a bigger lobby buy an advantage?

ENDA combines daily observation of public game lobbies with a composite public-visibility index — kept separate, dated explicitly, and joined only where defensible.

23
PH-facing operators monitored daily

47,558
active positions · 13,333 canonical games (2 Nov)

65
suppliers at the most diversified operator

10,646
games with mechanics evidence (of 13,449 in the clustering universe)

723
hierarchical mechanics families + 1,050 near-duplicate groups

0–100
public-visibility index, 22 scored operators

As-of dates are stated per figure: catalogue & visibility index 2 Nov 2026; mechanics clustering 27 Oct; October ledger 1–31 Oct; modeled traffic Sep→Oct collected 10 Nov. The visibility index is a public proxy — never player counts, revenue or GGR. Panel = 23 monitored operators, not the whole market.

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FINDING 1 · CATALOGUE SIZE ≠ VISIBILITY

A 158-game lobby leads the market in public visibility



Across 22 scored operators, larger catalogues show **almost no rank association with public visibility — Spearman ρ = 0.06**. NuStar pairs the panel's smallest captured lobby (**158 games, 18 suppliers**) with its highest index (**62.5**), while SG8, S5 Arena and InPlay carry **13×–21× more titles** with less than half the visibility.

ρ ≈ 0 = little observed monotonic rank association in this sample (n=22) — not proven independence. NuStar's 62.5 is the 2 Nov index shown in the chart; the 9 Nov rebuild reads 62.9 — still #1, different as-of. The index blends domain ranks, app signals and crawl footprint; modeled web visits are a separate monthly estimate — different inputs can rank operators differently (p.8). ρ = 0.01 excluding CasinoPlus (flagged shared-CDN domain, dashed marker); vs Oct Tranco rank ρ = −0.28; vs Oct modeled visits ρ = 0.21 (n=21) — same conclusion.

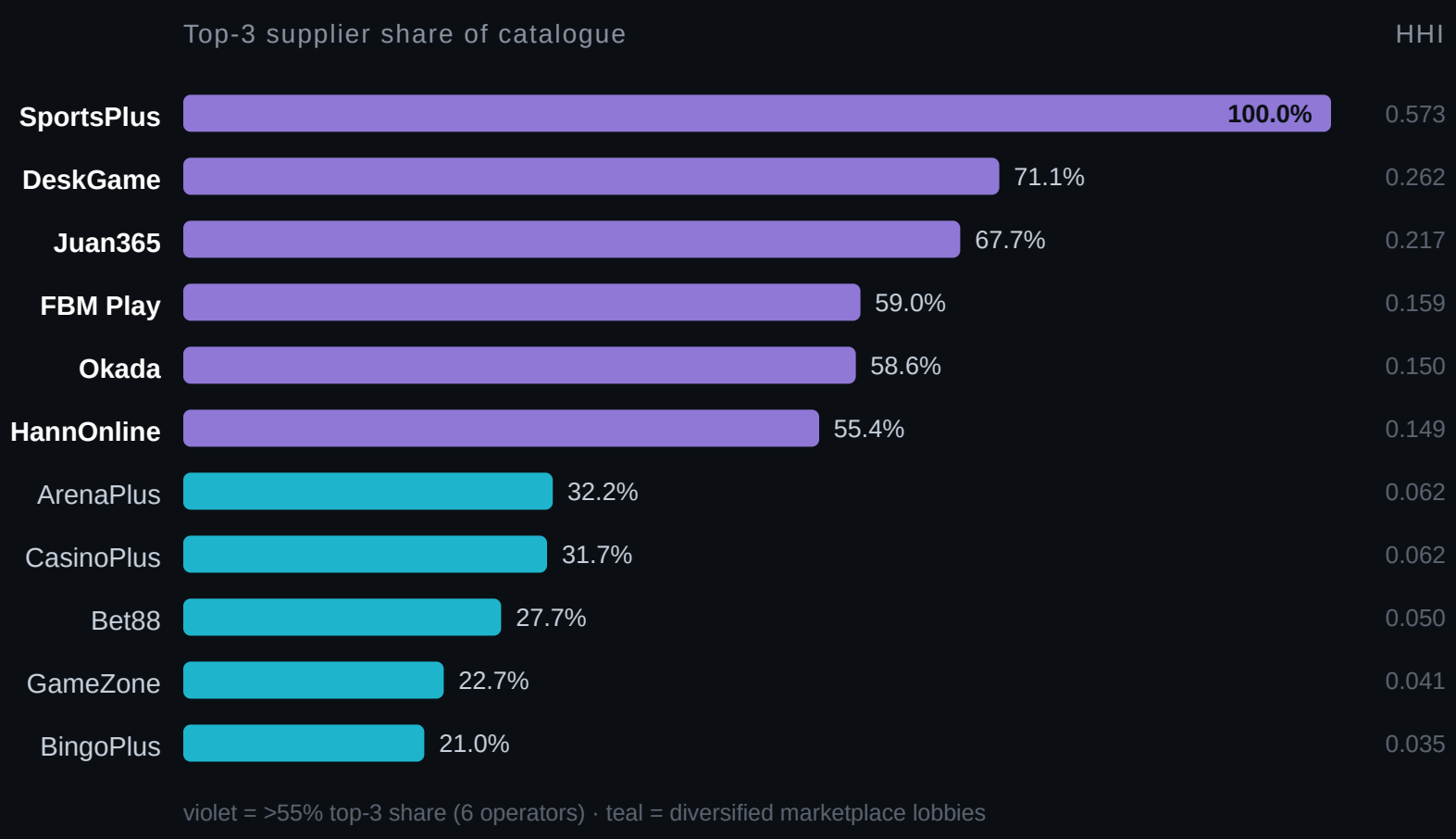
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FINDING 2 · THE UNIVERSAL BASELINE

Six suppliers anchor almost every lobby — concentration decides what’s left

HHI sums squared supplier shares: near-0 = evenly diversified, 1.0 = single-supplier concentration. The six below are near-universal distribution — carrying them is table stakes, not differentiation; the mix around them is what separates lobbies.

SUPPLIER	OPERATORS	CANONICAL GAMES	SHARED-CORE TITLES
Pragmatic Play	23 / 23	1,015	508
JILI	22 / 23	387	241
PG Soft	22 / 23	205	156
Fa Chai	22 / 23	102	81
JDB	21 / 23	236	91
Evolution	20 / 23	841	143



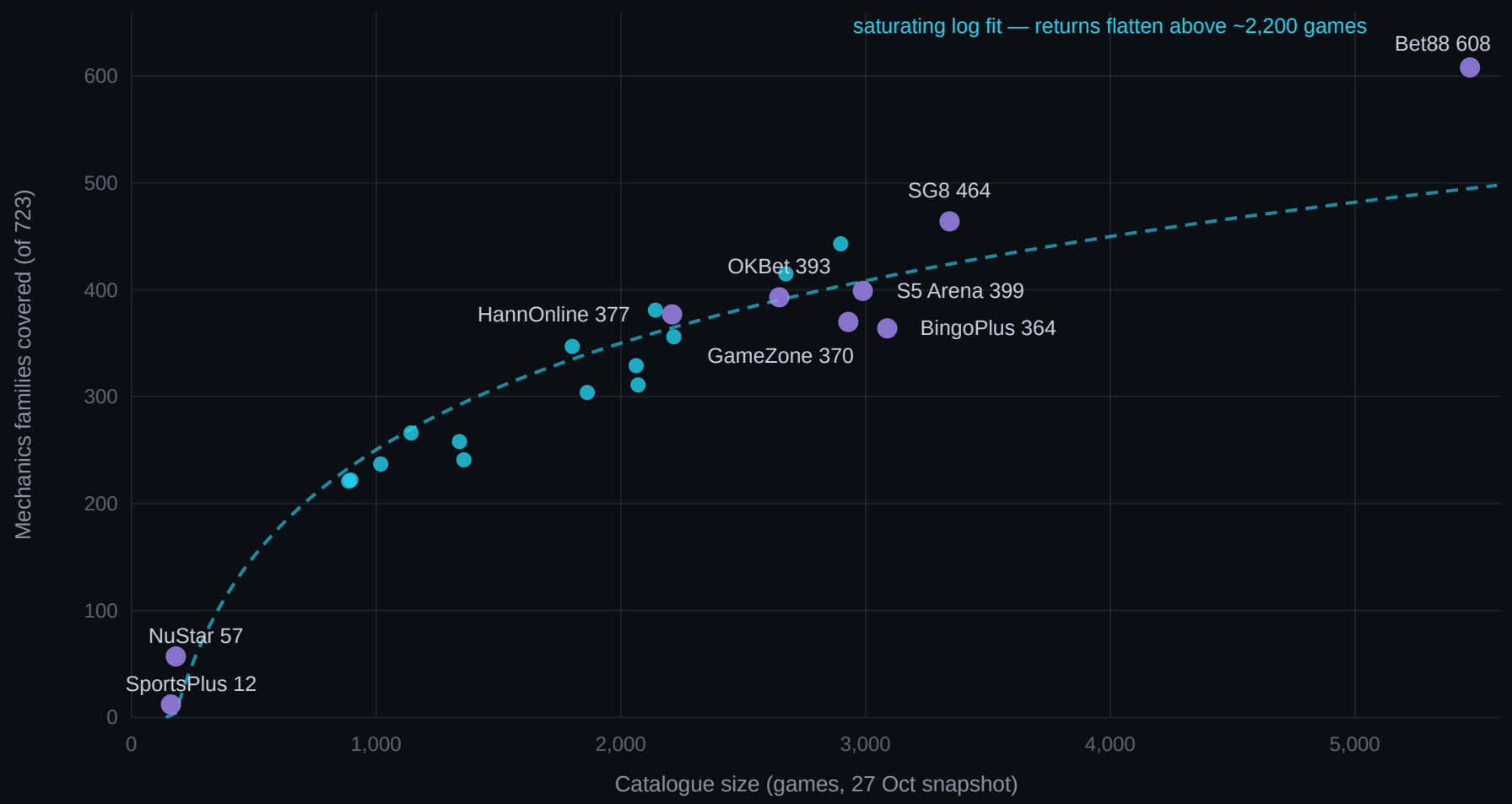
violet = >55% top-3 share (6 operators) · teal = diversified marketplace lobbies

Penetration = operators carrying ≥1 observed title (2 Nov); shared-core = titles at ≥8 operators; ±30d flows in evidence pack. Concentration recomputed on the 31 Oct catalogue. HHI↔visibility ρ = −0.35 (n=22) — concentrated lobbies modestly less visible, observational only.

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FINDING 3 · DIMINISHING RETURNS TO SCALE

Bigger lobbies still add variety — each extra title buys less



Catalogue size and mechanics coverage correlate strongly (ρ = 0.93, n=23) — **but returns diminish as catalogues grow**. More games can still add coverage; in this sample the observed gain falls to ~14 new families per extra 100 titles beyond ~2,200 games. BingoPlus (3,088 games) covers 364 families — fewer than HannOnline's 377 on 2,209 games — because bulk integrations repeat the same free_spins + wilds + scatter + multiplier templates.

10,646 mechanics-verified games → ~80 controlled tokens → 723 hierarchical families (549 multi-game + 174 singleton, Jaccard cut 0.40; 27 Oct snapshot — operator counts shift modestly since, e.g. Bet88's RTG removal).

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PRODUCT SHOWCASE

ENDA-AI LABS · INNOVATION PREVIEW

Stop adding games.
Start adding value.

Gaming Portfolio Intelligence — understand catalogue redundancy, discover mechanics gaps and make more informed game-acquisition decisions.

portfolio-intelligence · gated client portal

INNOVATION PREVIEW

Operator: OKBet ✓ verified | Market-Aligned | **Balanced** | Diversified | 10 | **20 picks** | 50 | 100

supplier cap 0.35

NEW MECHANICS FAMILIES	REDUNDANCY (MAX SIMILARITY)	TOP SUPPLIER SHARE	PEER EVIDENCE
+12	**0.748**	**20.0%**	**1.59**
covered by slate, absent today	lower = less like held/selected games	within additions, cap-enforced	peer-weighted market alignment

#1	Alien Wins	rtg	NEW FAMILY
#2	5 God Beasts	cq9	NEW FAMILY
#3	Bounty Hunters xNudge	nolimit city	NEW FAMILY
#4	Aloha! Cluster Pays	netent	NEW FAMILY
#5	Athens Megaways DNT	red tiger	NEW FAMILY

MECHANICS COVERAGE

OKBet covers **393 / 723** families — the slate targets what the lobby lacks, not what the market already sells.

MARKET ALERT RAIL

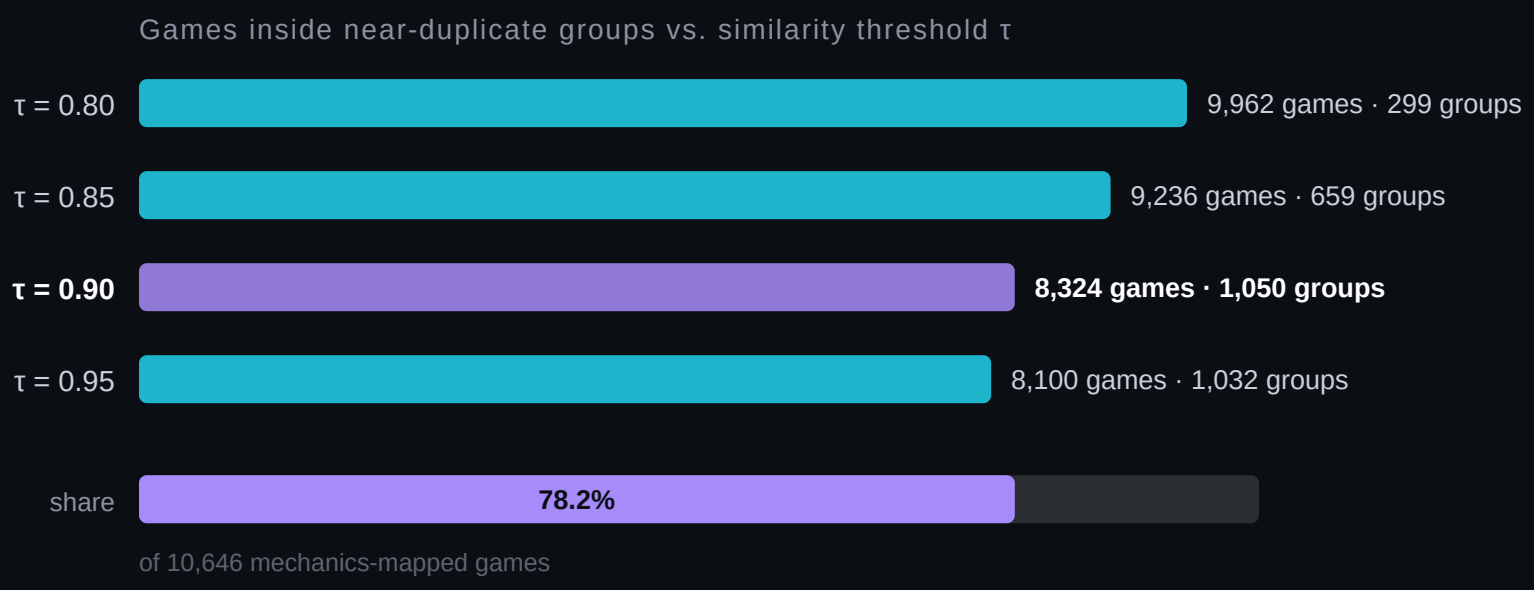
Bet88 removed 234 RTG titles (31 Oct) — flagged same-day to monitored operators.

Capabilities shown are live in ENDA's gated client portal (owner pilot release candidate) — operator selection, strategy & supplier-cap controls, cluster-scored slates, validated explanations. Layout is illustrative; figures are a real validated run.

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FINDING 4 · THE HIDDEN DUPLICATION

8,324 games collapse into 1,050 near-duplicate groups



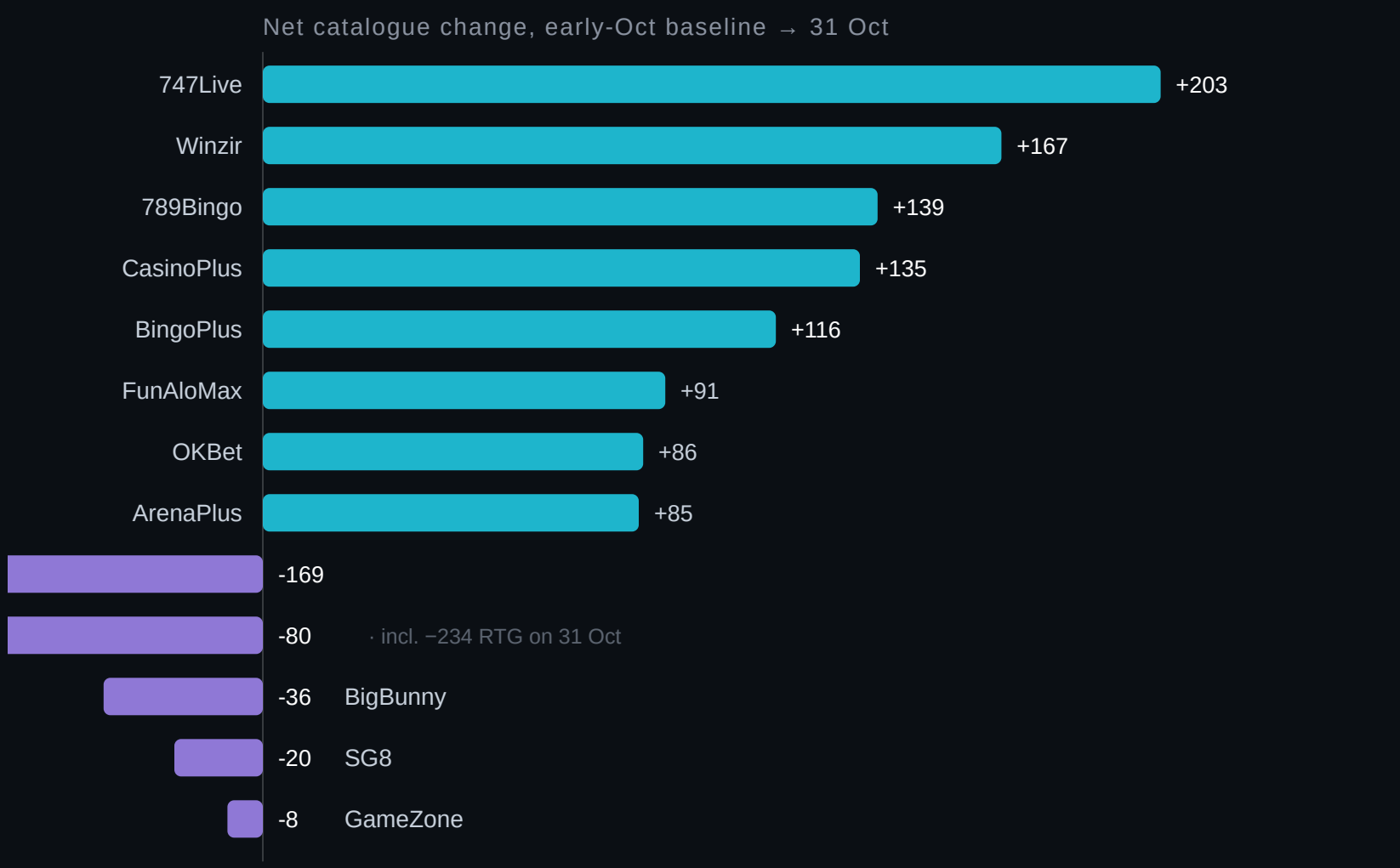
Comparing *observed mechanics features* at Jaccard similarity **τ ≥ 0.90**, **78% of mechanics-mapped games** sit inside 1,050 groups of near-identical titles. Studios ship re-skins of the same templates — operators integrating whole feeds accumulate dozens of copies of the same game.

Groups are connected components over the similarity graph — membership means a chain of ≥0.90-similar neighbours on observed features, not that every pair is identical or that RTP, math behaviour or play experience match. Threshold-dependent (τ=0.80: 9,962 / 299; τ=0.95: 8,100 / 1,032). 27 Oct run.

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OCTOBER MARKET LEDGER

16 of 22 comparable operators expanded — led by live-dealer and challenger feeds



747Live +203.

Red Tiger +96, NetEnt +71, CreedRoomz +26 — an Evolution-group slot buildout.

Winzir +167 · 789Bingo +139.

Nolimit City +62 / NetEnt +51 at Winzir; an Evolution live-dealer buildout at 789Bingo (+150 gross).

S5 Arena −169.

PG Soft and JILI variant consolidation — deduplication, not supplier exits.

October traffic pulse.

Modeled visits Sep→Oct:

BingoPlus leads +20%, Bet88 +30%; NuStar −18% yet still #1 index (62.9, 9 Nov)

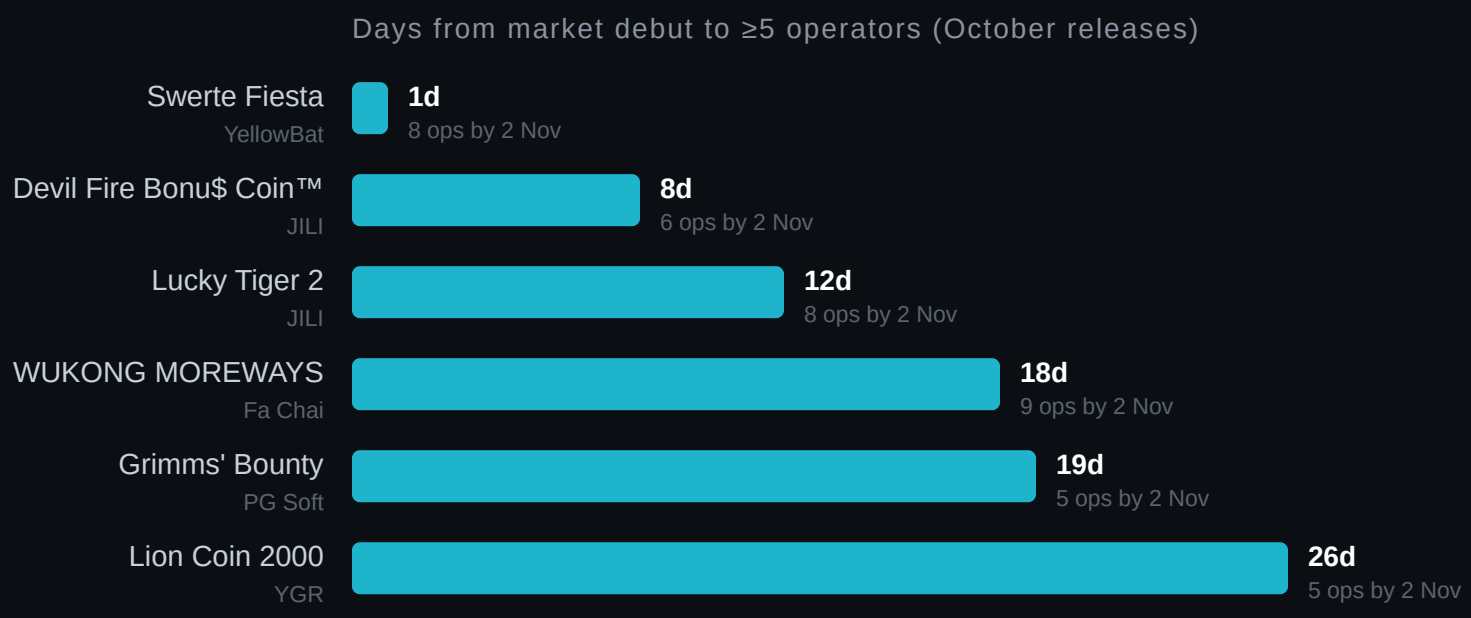
— site traffic vs multi-signal index: different measures (p.13).

Comparable snapshots only. FBM Play +264 = endpoint migration (p.11); Bet88 −80 nets +155 vs −234 RTG (p.9).

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COMPETITIVE DIFFUSION

New games spread market-wide in weeks — observed exclusivity windows are short



Challenger waves.

AdvantPlay launched 65 titles at Bet88 (30 Oct) after +15 at ArenaPlus — flipping 7 titles previously seen only at BingoPlus/OKBet for 35–38 days into shared titles (observed presence, not contract terms). Booongo entered Solaire (+57) and FunAloMax (+51); InOut onboarded at BingoPlus (+53).

Bet88’s RTG removal — verified, provisional.

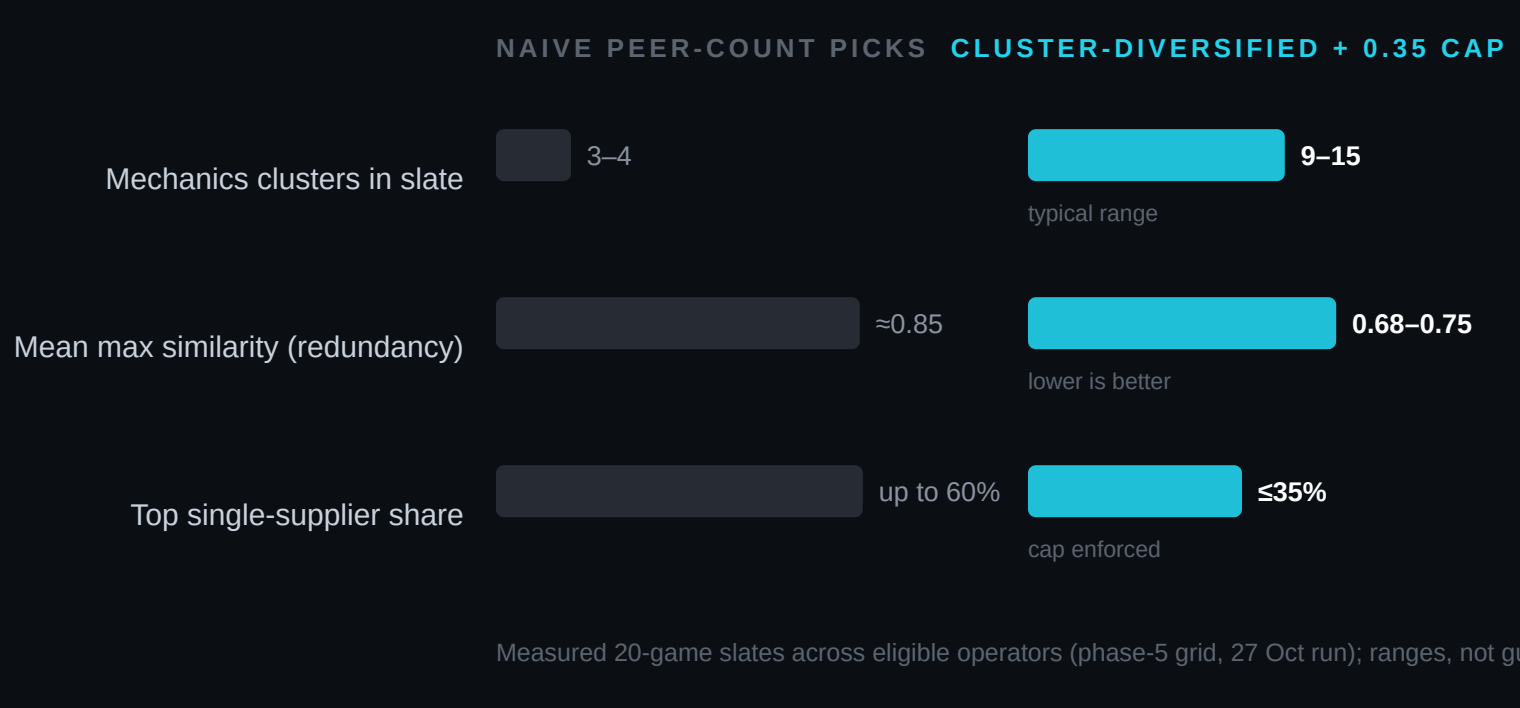
234 canonical RTG titles absent across nine consecutive snapshots (31 Oct–9 Nov). 143 stay live at 7 peers; 91 leave the observed market (365→274 titles, 8/23→7/23 penetration). An observed catalogue removal — whether it is a commercial exit remains unconfirmed.

Cross-operator presence is a catalogue observation, not evidence of contract terms. Several AdvantPlay titles exist as unresolved split identities across operators; title-level sharing counts them once.

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FIXING THE ACQUISITION QUEUE

Popularity-ranked gap lists waste the integration budget



Measured 20-game slates across eligible operators (phase-5 grid, 27 Oct run); ranges, not guarantees.

Copying competitors' most-carried titles mostly buys what the lobby already has: peer-ranked top-20 gap lists yield **26–44 mechanically redundant pairs** (J ≥ 0.50) across 3–4 families. Cluster-diversified selection targets *uncovered* mechanics instead — typically **9–15 families** at ~0.68–0.75 mean redundancy: more distinct game types per integration slot.

Modelled slates on the 27 Oct grid — a planning tool, not a launch guarantee. Measured range is 0–20 added families: Bet88 already spans 608/723, so its slate adds none. Top-10 overlap under ±30% weight jitter is 0.60–1.00 — moderately fragile; direction robust, magnitudes operator-dependent. An efficiency lens — no revenue, engagement or retention outcome is claimed.

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DATA QUALITY LESSONS

Three October traps a naive scrape reports as “market shifts”

1 · Studio-alias overlap — Bet88 RTG.

Counting raw studio feeds (177 *Real Time Gaming* + 99 *RTG Slots* = 276 rows) overstates the true removal — 234 distinct titles with 42 dual-listed. Naive ingestion reads +18% more RTG games than existed.

2 · Endpoint migration — FBM Play +264.

October’s jump (1,817 → 2,081 on 24 Oct) came from FBM migrating its consumer stack to a new API — collection-visibility recovery, not a launch wave.

3 · CMS index cleanup — DeskGame −70.

On 2 Nov, duplicate provider-hall section IDs were zeroed (899 → 829) while all 9 suppliers stayed active — an index tidy-up, not a supplier exit.

Each artefact is detectable only with **source-aware identity storage and daily reconciliation** — the same controls behind every figure in this brief.

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PRODUCT SHOWCASE

ENDA-AI LABS · INNOVATION PREVIEW

Smarter pricing starts with better models.

NFL Pricing & Trading Intelligence — independent NFL probability modelling and fair-price intelligence for sportsbook trading teams.

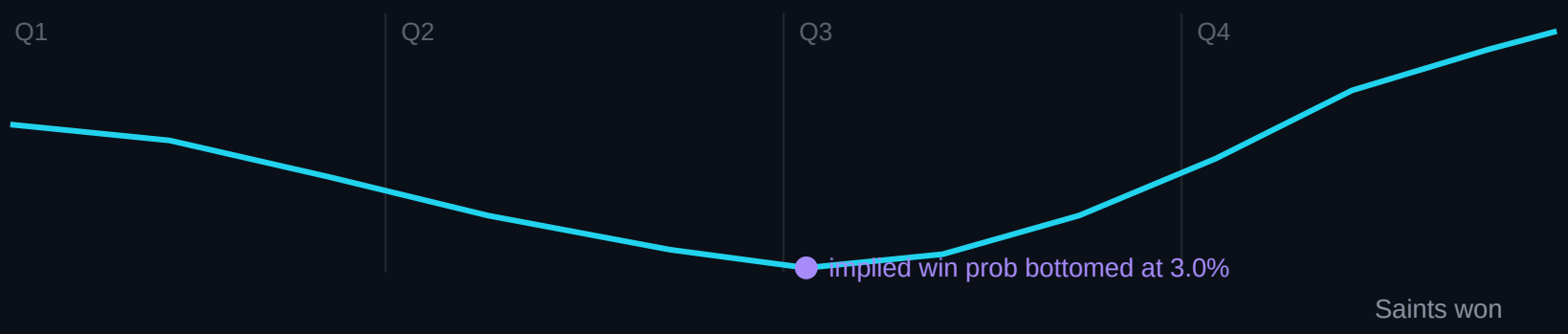
pricing-engine · internal deployment

PRODUCT IN DEVELOPMENT

FIXTURES PRICED	MODEL	CALIBRATION
152	enda-nfl-elo	0.226
READY this pricing cycle	sequential ELO · season-regressed	Brier score, n = 7,072 games

DATE	MONEYLINE	HOME · AWAY	STATUS
2 Nov	Seattle @ Chicago	52.6% · 47.4%	READY
5 Nov	Baltimore @ Jacksonville	59.5% · 40.5%	READY
8 Nov	Atlanta @ Cincinnati	64.1% · 35.9%	READY
—	Spreads · totals · team totals	in development	PLANNED

IN-PLAY REPLAY — SAINTS @ RAVENS (HISTORICAL)



Market-implied win probability aligned to scoring state — replay of the Week 1–3 corpus (48 games, 5.4M observed price ticks).

Pregame moneyline pricing is live in ENDA's internal engine; probabilities shown are real engine outputs from the 3 Nov cycle. The in-play panel replays a historical corpus — it is not a live feed, and live in-play modelling is not yet commercially offered. No profitability or coverage claims.

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METHODOLOGY, LIMITATIONS & DISCLOSURE

Catalogues.

Daily first-party public-lobby observation of 23 PH-facing operators (source identities preserved). Positions 47,558 / active canonicals 13,333 at 2 Nov (47,616 at 31 Oct; the 13,449 clustering universe is the 27 Oct snapshot). Observed listings — not release dates; panel ≠ whole market.

Visibility index.

0–100 composite of public signals — Tranco, Cloudflare Radar, Majestic and HyperRank domain ranks, app-store ratings/install tiers, Common Crawl footprint; mix varies by operator (2–7 inputs). Visibility proxy only — never player counts, sessions, revenue or GGR. SportsPlus & DeskGame Tranco means rest on single October observations. Modeled web visits (licensed monthly estimates, Jul–Oct 2026, refreshed 10 Nov) are reported as relative changes only and are never an index input.

Mechanics & clustering.

10,646 games with mechanics evidence (79.2% of the 13,449 clustering universe; 86.2% within the slot domain) → ~80 controlled tokens → 723 families; 2,803 games without evidence are disclosed, not filled. Oct-27 snapshot.

Statistics.

All ρ values are Spearman rank correlations on n ≤ 23 — cross-sectional associations, no causal or significance claims. Near-duplicate counts are always cited at τ=0.90.

Exclusions & flags.

CasinoPlus's index input rides the flagged casinoplus.com.ph domain (shared-CDN artefact); the finding is unchanged when excluded (ρ 0.06 → 0.01). Okada has no mappable consumer domain. FBM Play's endpoint migration and DeskGame's CMS cleanup are excluded from commercial readings. InPlay's October modeled-visit estimate (−77% MoM) is treated as an attribution artefact pending review. ArenaPlus/GameZone/FBM Play lack canonical-domain September baselines; their October levels are noted but no MoM is computed.

Redistribution.

No third-party modeled visit figures or raw vendor payloads are republished; traffic statements use ENDA-derived indices, relative modeled-traffic changes and public rank datasets only.

Product previews (pp. 6, 12).

Marked promotional material — separated from the research, and not a factor in any finding.

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CONCLUSIONS

More games don’t automatically mean greater reach or variety

Size isn’t the lever.

Catalogue size shows little observed rank association with public visibility (ρ ≈ 0.06), October Tranco rank (ρ ≈ −0.28) or modeled web-visits (ρ ≈ 0.21) — three independent signals.

Functional variety saturates.

Returns to mechanics coverage flatten above ~2,200 titles — the credible levers left are mechanics coverage and supplier mix.

Most of a feed is already inside.

78% of mapped games sit in near-duplicate mechanics groups; naive gap lists spend the budget on re-skins.

October rewarded precision.

The month’s winners shipped live-dealer and challenger-studio waves — and the market’s largest catalogue dropped a 234-title legacy supplier.

ENDA Gaming Intelligence measures how much of a lobby is functionally redundant — and what to do about it. Ask for an operator redundancy & mechanics-gap audit.

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