



Know every eInstant game on the market, and who's behind it.

Every day, the eInstant Games Tracker from iLottery Consultancy scans the public lobbies of nearly 50 iLottery sites, and more are added as we find them. It shows who supplies each game, what it costs to play, what it pays out, and what's new since yesterday. Built by people who have been making eInstant games since 2002.

Open the tracker – Georgia is free, no password

Talk to us

- Scanned daily · nearly 50 iLottery sites and growing, across North America, Europe, Latin America, the Middle East, Africa and Oceania
- Every stake · top prize · RTP · prize tiers · progressive jackpot flag
- Built by an iLottery team with 20+ years in eInstant games
- Approximately 4,000 eInstant titles and growing
- From £100 per site per month · capped at £2,000 a month, which unlocks every iLottery site we track

WHY WE BUILT IT

iLottery deserves its own market intelligence.

eInstant games are a major part of iLottery, yet many content decisions are still made on instinct, because there's been no single place to see what is actually live in lobbies around the world. We built the eInstant Games Tracker to change that.

It does one job carefully. Every day it reads public lottery lobbies, along with the rules pages and prize-table PDFs the lotteries publish. It keeps each title it finds and records who supplies it and how

it's built. Everything is in one consistent format, so a game in Michigan can be compared with one in Finland or New Zealand.

We work from what lotteries publish. Where a lottery states the RTP, we use it. Where it doesn't but publishes a full prize table, we calculate it from that table. Where neither exists, we leave the field blank rather than guessing. We show the lottery's own on-sale date where there is one, and say plainly when a date is only when we first detected the game. We'd rather show you less and have it be right.

SEE THE WHOLE SHELF

One catalogue, many lobbies.

Approximately 4,000 eInstant titles and growing, across nearly 50 iLottery sites, held in the same format. Sort any column, from top prize to RTP, filter by provider, and open a game straight from its launch or demo link.

KNOW WHO SUPPLIES WHAT

Supplier by supplier, site by site.

See which studio or provider is behind each game on each site. The Overview groups live games by provider and maps them, so you can zoom from the US and Europe down to individual states and countries.

SPOT WHAT'S NEW, EVERY MORNING

Today's new games, on the front page.

Lobbies are scanned daily. The Overview lists the games detected today with their lottery, name and vendor. On Portals, each lottery's newest game is one hover away (title and provider) and one click from that lottery's full Games list.

FOLLOW THE SALES SIGNAL

Performance, included in your subscription.

Where a lottery publishes remaining tickets and prize pools, subscribers see them for their subscribed lotteries in the Performance view. It isn't an add-on. You can also download any site's games as an Excel file for your own analysis.

See it for yourself. Georgia is free.

Open the tracker and explore the Overview, Portals and Games for Georgia. There's no sign-up and no password.

[Open the tracker](#)

ONE RECORD, EVERY LOTTERY

The details that matter, in the same place every time.

- **Portal and name:** which lottery lists it, and what it's called there.
- **Provider:** the studio behind the game. If the lottery doesn't show the studio, we say so; we never guess.
- **Launched:** the lottery's published on-sale date where available, otherwise the date our scan first detected it. Hover (or tap on a phone) and it tells you which.
- **Every stake:** all the price points a game is sold at, where available, or the price range of a game.
- **Top prize.**
- **RTP:** as published by the lottery, or calculated from its published prize table.
- **Prize tiers:** the number of prize divisions.
- **Progressive jackpot:** a clear Yes or No flag.
- **Themes:** grouped into a consistent, normalised list, so similar games line up across lotteries.
- **Launch or demo link:** open the game itself, where the lottery makes one available.

Every column sorts by its real value, so a £1,000,000 top prize sorts above a £500 one. The whole view works on a phone, and notes that appear on hover open with a tap.

Who it's for

Game vendors and platform suppliers

FOR VENDORS

Know the competitive shelf before you sell into it.

Vendor content monopolies are ending. The tracker shows which suppliers have titles on each covered site, the stakes they sell at, their top prizes and whether they carry a progressive jackpot, so your account teams go into lottery meetings with evidence. You'll see competitors' new titles on the Overview the day they're detected.

Game studios

FOR STUDIOS

Design for the market that actually exists.

Before you design your next eInstant or pitch it to a lottery, see how live games are built across markets: stake ladders, top prizes, RTP, prize tiers and themes. Sort to find where your genre is crowded, where your price point is missing, and which sites carry which studios. Then talk to us about turning that into well-written game requirements.

Lotteries and operators**FOR LOTTERIES****Benchmark your lobby against the world.**

See your eInstant catalogue alongside other covered lottery sites: which providers they use, how they price and structure their games, and where remaining tickets and pools are published. It's a factual starting point for your content roadmap and supplier conversations, backed by consultants who have delivered many hundreds of games.

Teams**FOR YOUR WHOLE TEAM****One company account, the right access for everyone.**

A company subscription covers up to 10 colleagues as standard, including the lead subscriber, who adds colleagues on your company email domain. Each lottery site on the account has its own access end date, so everyone sees the lotteries your company has subscribed to.

Choose the lotteries that matter to you.

From £100 per site per month, in packages of five, on a 12-month minimum, with a £2,000 cap that unlocks every iLottery site we track. Performance wherever the lottery publishes the data, Excel downloads and a company account for up to 10 colleagues as standard are all included, with no automatic renewal.

[See prices on the Subscribe page](#)[Talk to us](#)

or email info@ilotteryconsultancy.com

ALWAYS IMPROVING

A tracker that grows with the people who use it.

More sites.

We're at nearly 50 iLottery sites and growing, and new sites are added as we find them.

More data points.

We constantly review the data points we capture and are adding more.

Shaped by feedback.

We work closely with subscribers on feedback to shape how the data is presented and how our services improve.

Tell us what you'd like to see next.

[Talk to us](#)**FROM CATALOGUE TO STRATEGY**

Understand what the patterns are telling you.

The tracker shows what's live. Our consultants help you understand what it means. iLottery Consultancy helps clients understand the patterns of eInstant distribution by region: which studios, themes, mechanics, stake ladders and prize structures turn up where, and how markets differ from one another.

Our ambition is to keep normalising the data so that questions like these become easy to answer:

- *Which themes work best in a given market?*
- *Which game mechanics are most common across several markets combined?*
- *Which studios are most widely offered in a region, and where are the gaps?*

We're working towards that, and in the meantime our consultants bring 20+ years of eInstant experience to the questions clients bring us, from "what's most played in my market?" to "what should our next game be?". We help you turn those answers into roadmaps, game requirements and supplier decisions.

[Talk to our consultants](#)

Have a bigger question about the eInstant market?

From regional patterns to your next game roadmap, our consultants can help.

[Contact Us](#)

THE TEAM BEHIND THE DATA

Built by eInstant people, checked by eInstant people.

- **We were there at the start.** Our CEO, Gavin Horricks, pioneered the eInstants category in 2002. He has spent more than 20 years at GTECH, IGT, FDJ United, EQL Games and Games Global, and has run four RGS platforms.
- **Quality is in our DNA.** Our COO, Lindsay Horricks, brings more than 15 years in software QA. It shows in how the tracker treats data: published sources, consistent fields, blanks left blank, and games checked by our team.
- **Independent by design.** We're an independent UK consultancy working with lotteries, vendors, studios and regulators. The tracker records what lotteries publish; it doesn't favour any supplier.
- **Careful with AI.** We use an AI assistant to help with routine monitoring and drafting, but it works from verified data under human review, and nothing reaches clients without the team's approval. Our experts make the calls, not an algorithm.
- **More than a dashboard.** Behind the tracker is a consultancy that can help you act on what you see: game roadmaps, requirements, QA and integration.

SIMPLE, TRANSPARENT PRICING

Pay for the sites you need. Never more than £2,000 a month.

- **From £100 per site per month.** Each iLottery site sits in one of three tiers, and the price depends on its tier.
- **Packages of five.** Choose the sites you want in packages of five, so a package of five sites starts from £500 a month.
- **12-month minimum term, no automatic renewal.** You pay once for the year, in advance, and nothing renews unless you choose to.
- **£2,000 cap.** Once your subscribed sites reach £2,000 a month, whether at the start or as you add sites over time, you get access to every iLottery site we track. That's about £40 per site, and falling as we add more.
- **Performance included.** Performance data comes as standard wherever the lottery publishes it, alongside Excel downloads and a company account with up to 10 colleagues as standard.
- **Georgia is free.** No sign-up, no password.

Full prices for every site are on the [Subscribe page](#).

How to subscribe

1**Get an instant quote.**

Choose your sites on the [Subscribe page](#).
No account needed.

2**Receive your invoice.**

We email your invoice and subscription terms.

3**Pay by bank transfer.****4****Start tracking.**

Access opens as soon as your payment arrives and runs for 12 months. There's no automatic renewal.

[Get an instant quote](#)[Talk to us](#)

FAQ

How often is the tracker updated?

Lobbies are scanned daily. Games first detected that day are listed on the Overview, and each lottery's newest game appears on Portals.

Where does the data come from?

From the lotteries' own public pages: their game lobbies, plus the rules pages and prize-table PDFs they publish.

Is the "Launched" date the official launch?

It is where the lottery publishes an on-sale date. Otherwise it's the date our scan first detected the game. Hover over or tap the date and it tells you which.

How accurate is the data?

Every record comes from the lotteries' own public pages, so you're seeing what each lottery publishes, in one consistent format. Use it as a reliable guide to the market alongside your own data and judgement.

Do you estimate RTP or prize tiers when a lottery doesn't publish them?

We don't estimate. If the lottery states the RTP, we use it. If it publishes a full prize table, we calculate the RTP from that table. If neither is published, the field stays blank.

Is performance data extra?

No. Performance is included in subscriptions wherever the data is available: remaining tickets and prize pools for your subscribed lotteries, where the lottery publishes them. For Brightstar games, pool data comes from Brightstar's payable, not from whoever hosts the lobby.

Can I take the data into my own spreadsheets?

Yes. Subscribers can download a lottery site's games as an Excel file.

Can I open the games themselves?

Yes. Where the lottery provides one, each game has a launch or demo link.

Does it work on my phone?

Yes. The tracker fits a phone screen, and notes that appear on hover on a desktop open with a tap.

How many people can use it?

Up to 10 colleagues as standard, including the lead subscriber. Your lead subscriber adds colleagues on your company email domain, and each site on the account has its own access end date. If you need a different number of users, we can set it on your invoice.

How do I buy?

Choose your sites in packages of five on the [Subscribe page](#) for an instant quote. No account needed. We then email your invoice and subscription terms, and you pay by bank transfer. Access opens as soon as your payment arrives and runs for 12 months. Georgia is free for everyone. If you have questions first, [talk to us](#).

Does it renew automatically?

No. Your subscription runs for 12 months from payment and doesn't renew automatically. We'll be happy to talk about renewing when the time comes.

How much does it cost?

From £100 per site per month, so a package of five sites starts from £500 a month. Each site sits in one of three tiers, and there's a 12-month minimum term. Your monthly cost is capped at £2,000: once your subscribed sites reach £2,000 a month, whether at the start or as you add sites over time, you get access to every iLottery site we track. The year is paid in advance, and there's no automatic renewal. Performance data and up to 10 colleagues as standard are included, and Georgia is free. Full prices for every site are on the [Subscribe page](#).

What happens if I need lots of sites?

You'll never pay more than £2,000 a month. Once your subscribed sites reach £2,000 a month, whether at the start or as you add sites over time, you get access to every iLottery site we track. That works out at about £40 per site, and falling as we add more.

Will you add more sites and data?

Yes. We're at nearly 50 iLottery sites and growing, and new sites are added as we find them. We constantly review the data points we capture and are adding more, and we work closely with subscribers on feedback to shape how the data is presented and how our services improve.

Can you help us interpret the data?

Yes. Alongside the tracker, iLottery Consultancy offers consulting to help you understand patterns of eInstant distribution by region, such as which themes or mechanics are most widely offered in particular markets. [Contact us](#) to discuss your questions.

Which countries are covered?

Approximately 4,000 eInstant titles and growing, across nearly 50 iLottery sites in the United States, Canada, the UK, Ireland, much of Europe, Latin America, the Middle East, Africa and New Zealand. New sites are added as we find them, and the full current list is on the tracker page.



Stop opening lobby after lobby.

Every eInstant title across nearly 50 iLottery sites, scanned daily, in one consistent view.

[Open the tracker](#)

[Talk to us](#)

Subscriptions and the tracker: info@ilotteryconsultancy.com

Consultancy projects: <https://ilotteryconsultancy.com/contact/>