Pragmatic Play's Franchise Playbook

Idea In Short

Suppliers with recognizable brands should extend them through four routes instead of replacing them: supercharged editions, themed variants, live formats and casual editions. Pragmatic Play applies all four to Big Bass, Sweet Bonanza and Gates of Olympus, and its fourth-quarter [Q4] 2026 roadmap shows two of the three headline releases extending established franchises. The commercial logic is recognition. Premium live game shows are common, but slot brands familiar enough to anchor one are scarce. Decision-makers should protect each brand's core mechanics, weigh the dilution risk and test new audiences with lighter editions such as the POP range. Every extension must also meet licensing and game design rules in each regulated market.

Three slot brands carry most of the play across Pragmatic Play's catalog, and the company has spent years finding new ways to extend them rather than replace them. The fourth-quarter [Q4] 2026 roadmap, released ahead of SBC Summit Lisbon, is the clearest illustration yet. Gates of Olympus 2500 arrived on September 28. Sugar Megarush follows in November, and Sweet Bonanza Xmas 2500 is timed for the festive period. Two of the three headline releases extend franchises that were already established.

The three franchises behind the catalog

The franchises are Big Bass, Sweet Bonanza and Gates of Olympus. Toward the turn of the decade, Sweet Bonanza had established itself as an industry-leading title, according to the company. Big Bass Bonanza and Gates of Olympus emerged as player favorites soon afterward, and all three have remained top performers since. Gates of Olympus Super Scatter led the global performance charts at the close of 2025. Fortune of Olympus, released that December, held a high position through 2026.

Brand extension is not unique to games. MIT Sloan Management Review describes extensions as the predominant new product strategy of the past two decades. It also notes

that research mostly finds parent brands not very vulnerable to failed extensions, although a lower-quality extension in a similar category can lower perceived quality of the parent.1 That balance explains why a supplier would extend established franchises carefully, one variable at a time, instead of launching an unrelated title for every release.

Four routes to extend a franchise

Pragmatic Play uses four routes to extend its franchises, and 2026 has used all of them. Each route changes a different variable: the math, the theme, the format or the audience. Keeping the core identity fixed while changing one variable at a time limits the risk that players stop recognizing the brand. The routes also reach different players, from high-volatility specialists to casual audiences. Taken together, they form a repeatable playbook. A release team can decide which variable to change, apply a matching naming convention and schedule the launch against the calendar. The sections below take each route in turn.

Supercharged editions

Supercharged editions come first. Sweet Bonanza 2500 arrived on April 30, and Gates of Olympus 2500 landed on September 28 as a supercharged edition of the award-winning series, with multipliers up to 2,500x, several free spin modes and 25,000x win potential. The company describes the series as award-winning, and the claim comes from its own release. The 2,500 in the name tells returning players what has changed before they open the game. Sweet Bonanza Xmas 2500 carries the same label into the festive period. A shared naming convention lets one idea travel across franchises without a new explanation each time.

Themed variants

Themed variants come second. Big Bass Trophy Catch launched on April 16, and Big Bass Football Bonanza followed on May 25 around the World Cup. Big Bass Halloween Splash 1000 just landed, with Sweet Bonanza Xmas 2500 set for the festive run. Each theme ties the franchise to a moment in the calendar, which gives players a fresh reason to return. The Big Bass line shows the pattern most clearly, since three of the four variants named here carry its name.

Live formats

Live formats come third. Sweet Bonanza was the first slot title to cross into the live casino

environment, through the fan-favorite game show Sweet Bonanza CandyLand. Zeus made his debut in Gates of Olympus Roulette when that game launched earlier in 2026. Each crossover takes a character or mechanic that players already know and places it in a studio setting with a presenter. The slot brand does the work of introduction, so the live product starts with an audience that recognizes it.

Casual editions and the POP collection

Casual editions come fourth, and they are the newest addition. The POP collection is a range introduced in July, built around straightforward gameplay, casual appeal and fast-paced action. It aims at players who want something lighter than the high-volatility content the studio is known for. Sweet Bonanza POP, Zeus vs Hades POP and Starlight Princess POP are joining it. These are the same franchises, reworked for a different type of player, which widens the audience without splitting the brand. Sharon McHugh, Director of Public Relations at Pragmatic Play, said of the roadmap:

> reflects both the strength of our established franchises and our ambition to continue exploring new formats and experiences

Why franchise depth matters commercially

Recognition is the scarce asset in live casino. Premium game shows are widespread across the sector now. What is rare is a supplier with slot brands familiar enough to anchor one. Pragmatic Play has that library, and with two major intellectual property [IP] franchises already converted, a third would make the crossover a settled part of how it develops content rather than a pair of experiments. The roadmap names no live format for Big Bass, the remaining franchise. A new studio product built on an unfamiliar idea has to win attention from nothing, while one built on a known slot starts with players who already care. Operators can also benefit, because a familiar title shortens the explanation they owe players on a lobby page. A franchise with several editions gives them more to schedule across the year without adding unrelated brands.

Original releases alongside the franchises

Franchises sit next to a wider portfolio of original work. Mr Null's Wicked Wares arrived on May 5, and Seotda Baccarat followed on May 18, working a Korean-inspired Seotda mechanic into traditional baccarat. Fury of Anubis came on June 25, set in the realm of the ancient Egyptian god of the afterlife, and it is high volatility and feature-rich. The company says it has performed exceptionally well since launch. The fourth quarter adds Keno+, Pump+ and HiLo+ to a growing arcade collection. It also brings a new live game show format called Guess the Number and Mega Wheel Latino in October, with Spanish-speaking presenters.

Scale of the catalog

By the company's account, Pragmatic Play distributes thousands of titles through a single application programming interface [API] integration to operators across more than 30 regulated markets, in over 30 languages and more than 170 currencies. Partners run from major gaming groups such as Flutter Entertainment and Entain to regional brands and aggregators. Releases arrive at around nine online slots a month, with a top-tier or mega title each quarter. Live casino launched in 2019 with about 50 tables and now runs more than 500, with plans to grow that to over 1,000 and studios going from five locations to nine.

Scale of this kind carries regulatory weight, because each edition must fit the rules of every market it enters. In Great Britain, the Gambling Commission announced in February 2021 that online slots could no longer include autoplay or spins faster than 2.5 seconds, with full implementation due by October 31, 2021.2 A supercharged or casual edition built for one market therefore has to be checked against rules in the others. The release cadence matters as much as the count, since a steady flow gives each edition room to find its audience before the next one arrives.

Ownership, licensing and leadership

Pragmatic Play is based in Gibraltar and privately owned by investors led by Veridian (Gibraltar) Limited. Co-founder Julian Jarvis has been chief executive since 2015. Licensing comes from the Gambling Commission of Great Britain, the Gibraltar Gambling Commissioner and the Malta Gaming Authority, with support from ARRISE, a separate international services group. Gibraltar's government states that all gambling operations in Gibraltar require licensing under the Gambling Act 2005.3 For a supplier whose franchises reach operators in dozens of markets, that licensing base underpins every new edition it

releases.

- 1Brand equity dilution
- 2Gambling Commission announces package of changes which make online games safer by design
- 3Remote gambling

Summary

Pragmatic Play's approach shows how a supplier can grow without abandoning proven assets. Three slot brands carry much of its play, and four routes keep them current: supercharged editions, themed variants, live formats and casual editions. Recognition is the scarce asset in live casino, so a library of familiar slot brands gives the company an advantage that originals alone cannot supply. Original releases, arcade titles and new live formats widen the portfolio around that core. The model carries its own discipline, because extensions must respect each brand's identity and meet licensing and design rules in every regulated market. Leaders in any content business can ask which assets audiences already know and which formats would reach new audiences without splitting the brand.