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The Connected Future of iLottery

As lotteries across North America accelerate their digital transformation, iLottery is emerging as a core driver of growth, modernization, and long-term sustainability. In 2025, Brightstar Lottery supported some of the fastest growing iLottery programs in the United States. According to Srini Nedunuri, Senior Vice President of iLottery Global, that momentum is built on a simple but disciplined foundation: strong partnerships, modern technology, and an unwavering focus on the player.

“Collaboration with our customers is paramount,” Nedunuri says. “Our role is to be a proven partner, one that aligns closely with each lottery’s objectives and delivers meaningful results.”

Brightstar’s approach combines dedicated Player Marketing Services, data-driven game design, and technology platforms built to scale. Winning themes, engaging mechanics, and thoughtful design continue to resonate with players, while cloud-based solutions have helped lotteries streamline operations and accelerate innovation. The payoff has been tangible. In 2025, Brightstar delivered strong double-digit growth to customers and achieved a record year across its iLottery portfolio.

“We’ve continued to align the pace of innovation so we can meet the needs of customers, players, and stakeholders,” Nedunuri explains.

The Next Chapter of iLottery Growth

Looking ahead, Nedunuri sees the next three to five years as a pivotal period for iLottery, one defined less by channel disruption and more by integration. As player behavior evolves, iLottery is uniquely positioned to connect digital innovation with the enduring strength of retail environments.

“Retail will remain a foundational element of the lottery landscape,” he says. “The real opportunity lies in how digital platforms enhance and extend that relationship, rather than replace it.”

A central enabler of this evolution is Brightstar’s Connected Play solution, which links a retail player’s identity to the same wallet they use online. When executed effectively, this unified view of the player creates new opportunities for personalization, loyalty, and engagement across channels.

“The ability to link a retail player to the same wallet they use on their mobile device unlocks powerful possibilities,” Nedunuri notes. “Personalized promotions, seamless incentives, and true cross-channel engagement become achievable at scale.”

“In early 2026, we launched Connected Play in Kentucky,” Nedunuri notes. “Our solution features digital play slips, mobile claims, and eWallet at retail.”

As lotteries deepen retail/digital integration, player data will become a critical differentiator. Unified platforms allow operators to deliver modern, engaging experiences while maintaining consistency, security, and trust across all touchpoints.

Responsible Gaming at the Core

iLottery continues to expand across North America, and responsible gaming remains central to its long-term success. Digital platforms provide powerful tools to support players' wellbeing, including limits, transparency, and data insights that help identify risk earlier.

"Responsible gaming must always set the standard," Nedunuri says. "Keeping the player's perspective at the center of every decision is key. Entertainment should always come first."

For Brightstar, responsibility is not viewed as a limitation, but as a prerequisite for sustainable growth. Maintaining trust with players, regulators, and the public is essential as digital play becomes an increasingly prominent part of the lottery landscape.

Innovation Beyond eInstant

eInstant games have fueled much of iLottery's growth to date, driven by constant innovation in new games and features. Nedunuri sees significant untapped opportunity particularly within draw games. Lotteries are becoming more open to innovation in how these legacy products are presented and experienced in digital environments.

"We're seeing lotteries become increasingly willing to explore new approaches, especially within draw games," he says. "This represents a major opportunity area, and one we expect to play a leading role in advancing."

Innovation across the full iLottery portfolio will be shaped by deeper data capabilities, evolving player expectations, and a willingness to rethink traditional assumptions, while preserving the core appeal of lottery games.

Guidance for Lotteries Beginning Their Digital Journey

For lotteries that have not yet entered the iLottery space, Nedunuri emphasizes the importance of mindset as much as technology.

Entering the digital space requires a shift from traditional lottery thinking. Once games are available online, players can engage anytime



The next phase of iLottery growth will be defined by deeper retail and digital integration, enhanced player data capabilities, continued innovation across game portfolios, and a commitment to responsible play.

and anywhere, making an omnichannel strategy essential from the outset.

"At its core, iLottery is a digital software ecosystem that connects players to lottery games online while keeping them connected to retail," Nedunuri explains. "When digital and retail channels are unified through Connected Play and player identity, lotteries can deliver seamless experiences, stronger loyalty, and better incentives." Brightstar's Connected Play solution can lay the groundwork with the central system for iLottery, enabling players to incorporate lottery in their daily digital lives.

Starting the digital journey, he adds, is about building a player-first, future-ready framework, one grounded in collaboration, data, and responsible engagement.

"My advice is to stay open-minded, embrace collaboration, and keep the player's needs at the center of every decision," he says.

As iLottery continues to mature, its path forward is becoming increasingly clear. Deeper retail/digital integration, enhanced player data capabilities, continued innovation across game portfolios, and a commitment to responsible play will define the next phase of growth. Together, these elements will enable lotteries to modernize, strengthen player relationships, and deliver sustainable success in a rapidly evolving digital landscape.

To learn more, contact your Brightstar representative.

