



XCM Partners with Richmond Atlantic to Support the Launch of ITV Win

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XCM are delighted to announce a strategic partnership with **Richmond Atlantic** to support the launch of **ITV Win**, ITV's new soft gaming proposition entering the UK market.

As part of the partnership, Richmond Atlantic is deploying XCM's Horizon Customer Data Platform (CDP) to underpin data integration, customer insight and activation across the ITV Win experience. Horizon will enable a player-first, responsible and highly personalised approach from launch, supporting ITV Win's ambitions in a regulated market.

Through Horizon, ITV Win will benefit from:

- Unified data integration across platforms and touchpoints
- A real-time Single Customer View
- Advanced segmentation and behavioural modelling
- Embedded AI models to support insight and decision-making
- Data activation across marketing and engagement channels
- Intuitive reporting and visualisation to support performance management

Together, Horizon's real-time data and activation capabilities will enable Richmond Atlantic and ITV Win to gain a deeper understanding of player behaviour, tailor engagement responsibly, and optimise experiences across the full customer lifecycle.

Luke Ibbetson, CEO of XCM, said:

"Our partnership with Richmond Atlantic is a great example of how Horizon supports the launch and growth of ambitious, high-profile brands in regulated markets. By combining Horizon's real-time data integration, AI-driven insight and activation capabilities with Richmond Atlantic's deep industry expertise, we're enabling ITV Win to truly understand its players and deliver engaging, responsible experiences from day one."

Adam Joseph, CEO of Richmond Atlantic, added:

"ITV Win is a high-profile launch in a highly regulated market, and getting the data foundations right from the outset is critical. Horizon enables us to unify player data, generate actionable insight and activate responsibly across the customer lifecycle. XCM's technology and expertise make them a natural partner as we bring ITV Win to market."

The launch of ITV Win represents ITV's first move into the soft gaming market. The platform is currently in the final stages of development, with a soft launch imminent ahead of a full roll-out in the new year, supported by a major TV advertising campaign.