marvnBoost Puts Fact-Checked iGaming Content Generation on the Floor at SBC Summit Lisbon 2026

Thursday 23 July, 2026

Marlin Media's B2B AI content engine brings structured, fact-checked content generation to operators, affiliates, and providers.

LISBON, Portugal, [23rd July 2026]

marvnBoost (boost.marvn.ai), the iGaming AI content generation platform from Marlin Media, today announced its presence at SBC Summit Lisbon 2026, taking place 29 September to 1 October at the Feira Internacional de Lisboa and MEO Arena.

The summit is one of the industry's largest gatherings, with organisers projecting 35,000 professionals from across the betting, gaming, payments, marketing, and technology verticals, plus the co-located Affiliate Leaders Summit for performance marketing teams.

The event also fields a dedicated Casino & iGaming Zone on an exhibition floor spanning over 100,000m². marvnBoost will be positioned as a purpose-built content solution for this audience.

Where marvnBoost Fits in the iGaming Landscape

The iGaming content market has a structural problem. Operators, affiliates, and providers need slot reviews, casino reviews, news, and guides produced at scale and refreshed constantly, but generic AI content tools routinely blend entities, invent facts, and require heavy manual correction.

marvnBoost was built specifically for iGaming content operations, not adapted from a general-purpose writer. Fact-checking is powered by Marlin Media's proprietary, structured, entity-keyed database, which anchors every generated asset to verified data rather than probabilistic retrieval.

This matters because entity-blending failures, the errors most often cited as a reason to distrust AI content, stem from unstructured retrieval architecture, not from using a database. A structured, entity-keyed approach is the known fix.

> "Custom pipelines are the part I'm most excited to demo in Lisbon. Content operations look different for every operator, affiliate, and provider, and marvnBoost is built to match that instead of forcing the same workflow on everyone." -
>
> Ionut Constantinescu, CEO, marvnBoost

For Operators

Operators don't run identical content workflows, and marvnBoost doesn't force them to. The platform supports custom content pipelines, letting operator teams configure generation to match their own review structures, tone, compliance requirements, and jurisdiction-specific rules across markets.

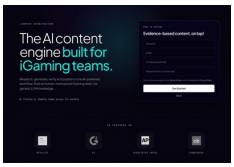
For Affiliates

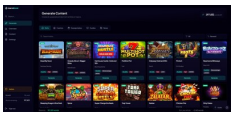
Affiliates compete on publishing velocity and accuracy. marvnBoost lets affiliate teams produce high-volume slot reviews, casino reviews, and guides that stay factually consistent across large content libraries, reducing the manual fact-checking burden that typically caps how fast an affiliate site can scale.

For Providers

Game and platform providers need accurate, up-to-date descriptions of their own products distributed across the ecosystem. Because marvnBoost draws from a structured entity-keyed source, provider content stays synchronised with verified product data as titles and features change, rather than drifting as generic tools recycle outdated descriptions.

Media:





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AI Content Generator :: AI Content Generation :: Igaming Content Generation :: Igaming Content Engine :: Ai Content Engine For Igaming ::

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About marvnBoost

marvnBoost (boost.marvn.ai) is a B2B SaaS platform from Marlin Media that uses AI to generate iGaming content, including slot reviews, casino reviews, news articles, and guides, for operators, providers, affiliates, and content publishers.

Its distinguishing feature is fact-checking powered by Marlin Media's proprietary, structured, entity-keyed database, which grounds every generated asset in verified data to eliminate the entity-blending and factual errors common to general-purpose AI writers.

marvnBoost sits within the wider marvn.ai product family, which brings AI tooling built specifically for the iGaming sector rather than adapted from general-purpose systems. Full details are available at marvn.ai and boost.marvn.ai

Meet the Team at SBC Summit Lisbon

marvnBoost will be at Booth #636 throughout SBC Summit Lisbon, 29 September to 1 October 2026.

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