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UNLV International Gaming Institute
RESPONSIBLE GAMING,
THE ESSENTIAL
GUIDING PRINCIPLE

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A COMMITMENT FROM ALL, FOR THE GOOD OF ALL

Being responsible in gambling is not the same as being part of responsible gambling. While the first term expresses an individual issue, the second is the definition of the scope. Perfection is when both situations follow the same road. Is that perfection possible? Let's see.

The human being knows his limits when he enters a casino or slot room, either in time or economic terms. But if for some reason the client loses sight of these two fundamental elements to be able to enjoy betting, entertainment and fun, then it is necessary to have tools to live that experience in a healthy way.

In the same way it happens with games, online betting, bingo and slot machines. The themes are learned, the details are known and the different regulations are internalized, however, someone is needed to control all these circumstances, because then there is no one who is responsible in the game who can be part of the responsible game.

There are multiple definitions of responsible gaming in the industry sphere, but there is only one certainty: when gambling is a problem, it is not gambling. Regulators must understand that there is no game without gamblers. Also, that the health of the gamblers will forge the health of the industry. Clear rules will make operators, manufacturers and programmers join this much-needed field. It must be a joint effort.

The gaming industry is currently deeply committed to responsible gaming. In fact, along with technological advances, progress was also made in different tools against gambling. In the same way is the reaction of the industry with the environment and the contribution to social causes. But you don't have to take a breather in that permanent goal. It is for the good of everyone.

Kind regards,

Alcibrán Infante

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WE ARE ALL RESPONSIBLE GAMING

The definitions have been accumulating since the mid-90s, but also the responsibilities of each of the players that make up the gaming industry, with the need for consumer care to be meticulous and to have scope for the entire society.

Whether academic or conceptual, there are countless definitions of responsible gambling. But initially the generality of the terminology forces us to highlight actors and functions. The theory is continually adapted, either to countries or to customs. Meanwhile, reality allows the ability to update the different standards of behavior.

Responsible gaming is a construct. One factor does not work without the other. It is a chain that needs each of its links. It is born from the regulation with the health between the allowed and the prohibited actions, it goes through the operators to become a reality to the depths of the work structure, it is developed in the manufacturers according to the different regulations and the nature of betting as entertainment, companies, regardless of the business unit, adapt to complement this scenario and the final product is received by the client.

That is where the human being has the last word. Although each of the previous links have the obligation to be responsible at all times to preserve the individual, in the same way the person, either individually or collectively. Family and friends also require interaction so that, outside of our lives, the game is a general responsibility in the integration of a society.

The development of responsible gambling also requires maturation in each of these stages. Learning about

each of the situations for the industry is as important as taking advantage of those experiences to take a step forward. It is a permanent evolution, either as an obligation from habitual consumption or even in technological advances.

States are also involved. In the same way that regulated gambling means income for government coffers, in social welfare it is where tools, contention groups, public good campaigns and other joint participations are involved so that responsibility is viable in the development of the human being.

In responsible gambling is where freedom and limits agree. Whether it is for the health of the gaming industry or for the health of the human being, both instances of life must walk the same road.

ORIGIN AND DEFINITIONS

The first precedent comes from one of the flagship establishments within the gaming industry in the United States. In the 1980s, Caesars (then Harrah's) established the first task force to study problem gambling issues and subsequently implemented the industry's first responsible gaming initiatives. Caesars' early efforts to encourage responsible gaming earned the company's CEO a lifetime achievement award from the National Council on Problem Gambling in 1990. At that time the analysis was about consumer care, as well as training employees to have the



The Reno model was one of the first to be put into practice in the world.

and/or reduction of gambling-related harms in the community”.

There are countless definitions of “Responsible Gaming” among professors and specialists on the subject dedicated to working within the industry. From this conglomeration of ideas, differences arise that will later be complementary thoughts and dissuasions that will result in an internal debate between the different links in the industry. But there are some general conclusions.

The first thing that is needed is to separate two historical questions within this topic. Some conceptual confusion about the term has been noted for many years. ‘Responsible gambling’ is often used to refer to the behavior of consumers (for example, as being informed and gambling within appropriate limits). In this way it is similar to the use of ‘responsible drinking’ in discussions of alcohol. However, ‘responsible gambling’ can also describe the behavior of governments and industry in providing environments where consumers can safely enjoy gambling.

At first glance, Responsible Gambling can be separated into two categories that have an interaction at the same time: responsible consumption of gambling and responsible provision of gambling. Responsible consumption of gambling involves: Exercising control and informed choice to ensure that gambling is kept within affordable limits of money and time, is enjoyable, in balance with other activities and priorities, and avoids gambling-related harm.

In contrast, there are thinkers who define responsible provision of gambling in terms of corporate social responsibility. In this definition, responsible gambling is: the conduct of gambling in a manner that meets key stakeholder expectations for socially responsible principles, socially responsive processes and socially desirable outcomes in managing the corporate social impacts of gambling.

Thus, the need to separate consumption and provision of gambling is reflected. The truth is that responsible gambling requires action from a variety of stakeholders, and defines responsible gambling separately for consumers and for industry, government and other stakeholders.

tools in the indicated moment. Since then, Caesars two primary employee training and public awareness initiatives, Project 21 and Operation Bet Smart, have been adopted by industry groups, other operators, and served as models for regulation around the world.

Despite the contribution of Caesars, at that time there was no social, cultural and psychological depth on the terminology. We had to wait a few years for “Responsible Gaming” to be dealt with by specialists. The term ‘responsible gambling’ was first used in the mid 1990s as a way of describing both gambling behaviours and gambling environments. This fundamental transformation in how individuals gamble has changed not only the gambling landscape, but also entails the need for novel measures to protect people from gambling-related harm.

Furthermore, the emergence of online gambling has made gambling regulation challenging, especially for national markets with monopoly systems. The expansion of online gambling has also increased the discussion on responsibility for preventing excessive gambling. This discussion is fuelled by such features of online gambling as faster games, a higher turnover, and increased availability.

The debate on the different conclusions about what is responsible gambling was born from the very moment in which

the terminology originated. In pursuit of concentrating all the ideas on the same paper, there were several models that were taking shape. One of the best known was the Reno model. It was developed in 2004 by behavioral scientists and gambling research professionals from Australia, Canada and the US.

This model sets out principles to guide industry operators, health service and other welfare providers, interested community groups, consumers, governments and their related agencies in the adoption and implementation of responsible gambling and harm minimization initiatives.

This Reno Model posits that the objective of responsible gambling and harm minimization initiatives should be prevention (responsible gambling initiatives reducing the “incidence” or number of new problem gambling cases) and treatment (harm minimization initiatives reducing the “prevalence” or number of people who are currently problem gamblers). More recently, in an article on the Reno Model, academics have advised that, to achieve a common foundation, all stakeholders should “retain a pivotal definition underpinning all responsible gambling policies and strategies: that is, initiatives that are designed to limit gambling expenditures to personally affordable levels. Achieving this objective invariably will result in the prevention

Daron Dorsey RESPONSIBLE GAMING, THE ESSENTIAL GUIDING PRINCIPLE

The Executive Director at AGEM gave an exclusive interview to Revista CASINO to talk about the activities carried out by the organization to promote Responsible Gaming and the advancement of the industry.



The Association of Gaming Equipment Manufacturers (AGEM) and its members work together to improve the gaming industry through the development of the most innovative and entertaining gaming equipment keeping in mind that Responsible Gaming is the essential guiding principle. The association works to meet the highest standards of entertainment and player protection. Daron Dorsey, Executive Director at AGEM gave an exclusive interview to Revista CASINO to talk about the activities carried out by the organization to promote Responsible Gaming and the advancement of the industry.

What does responsible gaming mean to you? What topics does this concept cover?

AGEM recognizes that gaming in regulated markets is a vibrant, important, and enjoyed activity by many but not by all. In those circumstances, AGEM believes that gaming should be conducted in a responsible way that helps recognize and protect those that need it through its support of agencies and programs committed to researching, preventing, and treating problem and pathological gambling.

What are the main points of the AGEM Responsible Gaming Code?

The main points of our RG code are to not only educate and engage

our membership on these prominent issues, but to also provide support to groups and organizations that conduct research on these critical issues or maintain treatment and assistance programs for problem gaming.

How does the AGEM Responsible Gaming Committee work? Who's in it?

AGEM has a Director of Responsible Gaming, Connie Jones. She has decades of experience in the subject matter and is well-respected around the world in Responsible Gaming. Connie leads our Responsible Gaming Committee, comprised of executives/team members at AGEM member companies who have subject matter expertise and responsibility or a dedicated interest in the subject matter. Our RG Committee is comprised of persons from Aristocrat, Light & Wonder, Everi, Konami, IGT, Playtech, AGS, among others.

What activities does the organization promote to combat and prevent pathological gambling?

In addition to the financial support of many organizations in RG, Connie Jones attends and lectures at industry events and conferences focused on RG worldwide.

What are the responsible gaming guidelines for advertising and promotion of gaming products?

Among other things, AGEM's code guidelines include a framework for accepted advertising and promotion that comply with any applicable law, are not designed to appeal specifically to children and minors, do not imply or represent that taking part in gaming activities will guarantee social, financial, or personal success, or do not suggest illegality, among others. AGEM believes that these guidelines reflect our regulated industry's practices and the public policies of those jurisdictions in which our member companies conduct business.

Which responsible gaming organizations and events do you financially support?

AGEM supports several organizations in RG, including the International Center for Responsible Gaming, The National Center for Problem Gaming, The Hunter Center for Problem Gaming, The Nevada Council on Problem Gambling, GamCare and the Responsible Gaming Council, among others. In addition, AGEM and the AGA (American Gaming Association) team up each year for the AGEM-AGA Golf Classic tournament which raises funds and proceeds that benefit the International Center for Responsible Gaming.

Stephanie Diez-Morel

“A RISK FACTOR FOR DEVELOPING GAMBLING PROBLEMS IS THE AGE AT WHICH A PERSON BEGINS TO GAMBLE”

The Vice President of the International Gambling Counselor Certification Board gave an exclusive interview to Revista CASINO to talk about how we can identify a person who has gambling and betting problems.



Stephanie Diez-Morel is a professor of graduate social work at Pennsylvania Western University. She is an international instructor and has presented clinical courses for professional counselors in various parts of the world. In addition, she is the author of scientific studies, presentations, and journal articles, as well as has appeared in international media on a variety of radio, podcasts, and media outlets to discuss the topics of addiction, gambling disorders, and other mental health issues.

Additionally, Diez-Morel fights to expand national and international standards of practice for counselors and all professionals in her role as Vice President of the International Gambling Counselor Certification Board (IGCCB). The specialist gave an exclusive interview to Revista CASINO to talk about how we can identify a person who has gambling and betting problems.

What does responsible gaming mean to you personally? What topics does this term cover?

Responsible gaming means that the person who is gambling is not risking their well-being by gambling. In other words, his mental health and financial situation are fine.

Due to the explosion of digital life and the Internet, online gaming and betting are converging. Could you tell us more about this event?

With the conversion of gambling and digital life, today more than ever people have the possibility to bet anytime and anywhere in the world. It has blurred the lines between gaming and betting for many people due to ease of access and game designs. And with the convergence combined with the increasing frequency of people having access to the internet, more people,

more families, and more children are exposed to the game.

How can we identify a person who has problems with gambling and betting?

When work, or family, or living (for example food and home) are negatively impacted directly by gambling, that is one way to measure when someone has crossed the line of responsible gambling and is risking their life.

What are the triggers that can lead a person to become a problem gambler?

A risk factor for developing gambling problems is the age at which a person begins to gamble. Research shows that adolescents who gamble are more likely to develop gambling problems, including becoming a compulsive gambler. Another risk factor is peer pressure and the home environment. If gambling is consid-

ered normal because most of our family and friends gamble often and frequently, then this affects a person's desire to gamble and makes them more susceptible to developing gambling problems. A person with compulsive gambling can often also suffer from maternal health problems or disorders. The most frequent are substance use disorder, or depression, or anxiety. In some cases, attention deficit hyperactivity disorder or obsessive-compulsive disorder also co-occur with pathological gambling.

What steps do you recommend to help someone who is having a gambling problem? Both from the point of view of medicine and from within the family environment.

It is important to know the risk factors to help a person who has gambling problems so that one can recognize them in friends, family or oneself. For example, stress and impulsivity are risk factors for creating gambling problems. If you have a friend who is feeling a lot of stress and tends to act impulsively, you can encourage him to seek help from a professional counselor if he has been gambling more than usual lately. In general, knowing why someone would be more vulnerable to gambling disorder can help one steer clear of the path toward addiction.

A professional counselor can work together with the person to prevent addiction with therapeutic techniques and also look for healthy alternative ways to relieve stress. If a mental health disorder is contributing to pathological gambling, seeking professional advice is recommended. A combination of therapy, support and medication can treat deep-seated problems or reduce risk factors before serious consequences for those with gambling problems.

What initiatives are promoted by the International Gambling Counselor Certification Board to combat gambling?

Professional advice from an expert who has received specialized training to work with compulsive gambling will help to ensure that they receive the best help. To become a certified coun-

selor through the International IGCCB, professionals have to maintain a high level of professional ability with years of study and experience. They then apply and complete a rigorous extensive process as advanced counselors specializing in the treatment and prevention of problematic gambling.

The International Gambling Counselor Certification Board was established in 1984 to offer certifications that ensure a body of qualified and competent professionals working in the field of clinical gambling treatment. Certified professionals work to help lessen problematic impacts between individuals and their families and/or other impacted persons. The certification standards established by the IGCCB represent current best practices in the field of pathological gambling treatment and prevention.

What are the organization's projects, in terms of responsible gaming, that will be carried out during 2023?

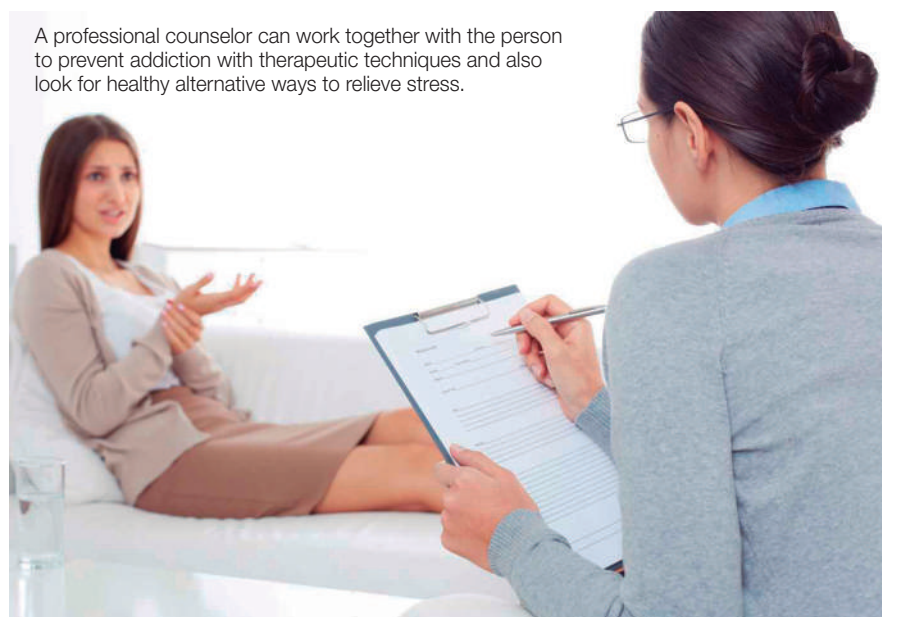
The IGCCB has many international collaborations and by 2023 we are working with several countries including Peru, Singapore, the Philippines, Canada and the UK to expand the number of professional counselors certified to treat and prevent gambling problems through the IGCCB. These expert counselors and coaches are working directly with the

IGCCB to develop gambling prevention and treatment initiatives and support for responsible gambling.

In your opinion, what are the pending issues that the gaming industry has in terms of responsible gaming? How could the interaction between consumers and companies be improved?

In my opinion, I believe that the industry can help consumers by supporting the message of responsible gambling and the prevention of compulsive gambling. I know many in the industry do a fantastic job of supporting the message, and I think it would be beneficial if this were the industry-wide standard.

The standard may include professional training for all casino personnel to identify signs of problem gambling and include how they can take steps to help someone who is asking for help. The industry can also direct people with a gambling problem to the appropriate professional counselors by using resources such as the IGCCB Counselor Directory. This directory is available online and lists all certified counselors near your area. I also believe it is important that the industry supports organizations that are focused on finding solutions to keep gambling responsible as the International Gambling Counselor Certification Board does.



A professional counselor can work together with the person to prevent addiction with therapeutic techniques and also look for healthy alternative ways to relieve stress.

Christine Reilly

“ONLY 15 PERCENT OF PEOPLE WITH GAMBLING DISORDER SEEK HELP”



The Senior Research Director at the International Center for Responsible Gaming gave an exclusive interview to Revista CASINO to talk about the triggers that can lead a person to become a problem gambler.

As the gaming industry grows and evolves throughout the world, the research of the International Center for Responsible Gaming (ICRG) is driving change and leading the field forward. For over nearly 25 years, the organization provided independent, peer-reviewed research that helps increase the understanding of gambling disorder and find effective methods of treatment.

Their work is impacting public policy, strengthening responsible gaming and improving the health and well-being of the people and communities effected by the continued growth of the industry. Christine Reilly, Senior Research Director at the ICRG gave an exclusive interview to Revista CASINO to talk about the triggers that can lead a person to become a problem gambler.

With more than 20 years of experience studying pathological

gambling, what does the term “responsible gaming” mean to you personally? What topics does this concept cover?

Responsible gaming means strategies to prevent gamblers from developing problems with their gambling. The phrase is used to describe programs such as pre-committing to self-imposed time and spending limits, and self-exclusion.

How can we identify a person who has problems with gambling and betting?

The American Psychiatric Association lists nine symptoms to describe a gambling disorder. The three most endorsed symptoms are included in the Brief Biosocial Gambling Screen: becoming restless or anxious when attempting to reduce or stop gambling, keeping friends and family from knowing how much you gamble, and

financial problems as a result of your gambling.

What are the triggers that can lead a person to become a gambler?

There are multiple reasons why a person develops a gambling problem. First and foremost, most people with a gambling disorder have a co-occurring psychiatric problem such as depression, anxiety and substance use. Second, there are many difficult life situations such as divorce or loss of employment that may spur someone to escape from problems by gambling. Third, we have evidence that there is a genetic component. People with gambling disorder in their family should be careful about their gambling behavior.

What steps do you recommend to help someone who has a gambling problem? Both from

the point of view of medicine and from within the family environment.

Although there is no one treatment standard for gambling disorder, there are many paths to recovery such as getting help for a co-occurring disorder, talk therapy, medication, and support meetings such as Gamblers Anonymous. About 30 percent of people with a gambling disorder get well on their own and, therefore, self-help programs on the internet can be useful for this segment of the population. However, only 15 percent of people with gambling disorder seek help. This can be very frustrating for family members who see the problem but cannot get their loved ones to enter therapy or attend GA meetings. The resistance to treatment is an important research question that ICRG hopes to explore in the future.

What initiatives are promoted by the International Center for Responsible Gaming to combat pathological gambling?

We believe that treatment and prevention (or responsible gambling) programs should be evidence-based. Unfortunately, many popular responsible gambling strategies are not grounded in peer-reviewed, scientific research. That is why the ICRG has sought support from gaming companies to fund research that tests the safety and effectiveness of responsible gambling programs.

Which responsible gaming organizations or events does the ICRG financially support?

The ICRG is primarily a research program that awards research grants in competition worldwide. So, we support investigators at universities, colleges, hospitals and research centers who are studying why some people get into trouble with gambling and how we can prevent and treat problems. Currently, in the area of responsible gambling, we are supporting a research project that is examining the effectiveness of “pre-commitment” and another is testing an

app with geolocation to help people avoid gambling venues.

“First and foremost, most people with a gambling disorder have a co-occurring psychiatric problem such as depression, anxiety and substance use”

In your opinion, what are the pending issues of the global gaming industry on responsible gaming? How could the interaction between consumers and companies be improved?

Operators and regulators must insist on programs that are research-based. Prevention programs can awry if not tested for safety and effectiveness. We believe that it is important for consumers to have a say in the development of responsible gambling programs. Even the best developed strategy will fail if no one uses it.

A few months ago, the ICRG released a sports wagering study.

What were the main findings?

The research project surveyed a national sample of 2806, including 1553 sports bettors. The research team found that 6.2 per cent wagered on sports during the past year. Younger men of high income, residing in a state where sports gambling is legal, were most likely to wager on sports. The survey also measured problem gambling behaviors and found that players who engage in general sports betting, daily fantasy play and eSports wagering could be categorized as a moderate-risk or high-risk gambler. However, general fantasy sports players were not.

What are the organization’s projects, in terms of responsible gaming, that will be carried out during 2023?

We have several initiatives focused on responsible gambling in 2023. One is reviewing proposals that seek to understand the low uptake of RG programs. Another will explore the impact of advertising on health. We have funding from a lottery to support a research project examining responsible gambling for lottery players. Finally, we hope to fund two research projects that will tell us how to design RG for emerging adults (18 to 26 years).



Unfortunately, many popular responsible gambling strategies are not grounded in peer-reviewed, scientific research.

Pieter Remmers

“THERE IS AN ABSOLUTE NEED FOR MORE TRAINING FOR EMPLOYEES THAT ARE IN DIRECT CONTACT WITH THE PLAYERS”

The Board Member and Auditor at the Global Gambling Guidance Group gave an exclusive interview to Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.



When a company is G4 certified, they have definitely shown commitment to the topic of Responsible Gambling, and they are part of the still smaller group of operators and suppliers that really show that they do what they say they do. It is easy to say it, but to do it and show is something different.

Pieter Remmers, Board Member and Auditor at the Global Gambling Guidance Group (G4), gave an exclusive interview to Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.

With more than 25 years of experience in the gaming industry, what does the term “responsible gaming” mean to you personally?

sonally? What topics does this concept cover?

It has become part of my life. I would say, even though I do a lot of other things, people consider me to be the Responsible Gambling guru/veteran. When we started it in the late 80's early 90's there were not many of us in the world, nowadays most of the operators and suppliers do have Responsible Gambling managers and that is good. The concept is dealing with the cooperation between all different stakeholders related to the topic: regulators, industry, researchers, treatment representatives and not to forget the customers, the players.

More and more the gambling industry is being urged to develop responsible gaming

programs to minimize the impact of problem gambling on communities. How is G4 working with companies to help combat this situation?

The basics of G4 has to do with accreditation and certification of the industry: operators and suppliers, land-based and online casino operators and sports betting providers and lotteries as well. In fact, we offer a kind of ISO standard on Responsible Gambling that is updated every year and based on the developments related to the topic.

What are the requirements that a company must meet to achieve G4 certification and what are the certification benefits?

In the certification process the auditee (the company that wants to get

certified) has to provide answers to what is formulated in the audit checklist. That is an essential part of the certification procedure. In simple words a Responsible Gambling Policy needs to be set up. A focus on a number of different topics like commitment to assisting players, to openly communicate problem gambling, credit gambling (not allowed) and AML (anti money laundering), complaints and disputes and very important: stakeholder engagement and research. Also age verification, social responsibility, player protection and how to deal with advertising and marketing are being checked. Risk assessment of the games, how to deal with bonuses, cashbacks and other incentives.

Could you tell us more about G4? How did the initiative originate? What were the project goals at the beginning and how have they evolved?

When we were working with RG in the early 90's we set up a small group of experts from the UK, Sweden, Australia and myself (The Netherlands) we were confronted a lot with companies that told us that they had implemented a RG policy, but honestly in most cases this was not a lot and in fact absolutely not sufficient. We thought we would have a focus on the land-based industry, but our first customer was an online poker site. More online companies came after that. It took a number of years before land-based casino and sportsbook operators and lotteries got involved as well. Nowadays we have a real mix and also from outside Europe.

The company provides responsible gaming programs for land-based and online casino operators. Which topics does the training cover? Why do you think it's important to focus on these subjects?

Delivering training is very essential to contribute to an effective RG policy, but it is up to the operator/ supplier to decide with whom they want to work together. However, G4 itself has many years of

experience in training for the entire industry, but also for other stakeholders like policy makers and regulators. Basic training is needed for all employees of the company and is usually delivered via e-learning modules nowadays. We can deliver these models in different languages like we do at present in English, French, Spanish, German and Dutch, of course since the head office of G4 is based in the Netherlands.

»»»» *“When we started there were not many of us in the world, nowadays most of the companies do have RG managers and that is good”*

Besides the basic training, there is an absolute need for more in-depth training for all those employees that are in direct contact with the players,

and it would be best to deliver this training as much as possible in a face-to-face way. Practicing customer contact using role play is essential.

In your opinion, what are the pending issues of the global gaming industry on responsible gaming? How could the interaction between consumers and companies be improved?

Especially in the past 5 years or so there have been a lot of developments in the area of RG. But we are not there yet, and there will always be room for improvement in working together. In the old days when doing a presentation my very last slide was always about “but at the end of the day the individual player is responsible for his or her own behavior”. However, that not true anymore these days. Look at regulators all over the world, that are giving fines to operators related to problem gambling, responsible gambling and AML issues. So, at the end of the day, we have to deal with a mix of stakeholders that all play an important role.



Delivering training is very essential to contribute to an effective RG policy.

Connie Jones A JOURNEY IN RESPONSIBLE GAMING

The Director of Responsible Gaming for the Association of Gaming Equipment Manufacturers (AGEM) gave her thoughts on what RG means for players.



According to Wikipedia, “Responsible Gambling, also known as Safer Gambling, is the set of social responsibility initiatives by the gambling industry – including governments, regulators, operators, and vendors – to ensure the integrity and fairness of their operations, and to promote awareness of the harms associated with gambling, such as gambling addiction.”

That definition applies only to the gambling industry and doesn’t say anything about what responsible gaming (RG) means for players. The terms “problem gambling” and “responsible gambling” are often confusing for the uninitiated. Simply put problem gambling is when a person loses more than they can afford on a regular basis causing negative consequences to themselves and those close to them. Responsible gaming for players refers to playing for entertainment, setting

a budget, taking breaks, and utilizing limit setting features where available.

The old adage, “all things in moderation” might be applied to responsible gaming, responsible drinking and other adult related behaviors, but that’s not reality for some. Most problem gambling (PG) prevalence studies show that 1-2 % of the general population suffers from PG. Research continues to indicate a genetic predisposition for gambling addiction and a high rate of comorbidity (co-occurring disorders such as depression and substance abuse). Protecting players from gambling related harms can be a tall order for those not familiar with mental health issues - particularly game designers.

And how did I end up in RG?

I believe it may be helpful for me to provide some background for you to better understand my perspective

on the complex subject of RG. After spending several years as a member of a government relations team for a large slot machine manufacturer who helped to facilitate the legalization of gambling programs across the United States and Canada, I was tasked with the unheard-of job of “Director of Responsible Gaming” for a slot machine manufacturer.

This came about due to public backlash against the rapid proliferation of VLTs (video slot machines) across North America. The threat to our markets was substantial. The impetus for this backlash was problem gambling and a lack of protections for players. Hence my role was born.

My role in RG is from the perspective of the technology provider. This segment of the gaming/gambling industry does not typically interface directly with the player as does that of the casino operator. There are those

who believe gambling addiction is product related and that the games are designed to addict.

They cite game characteristics such as speed of play, near miss, nudge features, losses disguised as wins and virtual reel mapping. Game designers are simply doing their best to create a fun, exciting experience for players and are not intending to harm anyone. The gambling industry is one of the most highly regulated forms of entertainment. Speed of play is strictly regulated and “near miss,” (when symbols on a slot machine almost line up) is prohibited in Nevada and elsewhere.

So - after over 20 years in RG what has changed, what have I learned, and how do I see the future?

Back in the early days of RG I would be the lone representative of a slot machine manufacturer at various problem gambling meetings and events in the US and was sometimes referred to as the participant from the “dark side.” RG took on a completely different meaning outside the United States and it was rewarding to see the importance placed on the topic. Canada and Europe were especially proactive and embraced my odd job assignment. RG was still largely regarded as something done in casinos, not in game manufacturing facilities. But the spotlight on game design and it’s allegedly addictive characteristics continued to grow.

In response to concerns about the lack of protections on gaming machines, the technology providers rallied and developed an array of player protections which could be utilized in both land-based slot machines and online games. These included the early RG tools on VLTs across Canada that required players to set a time of up to 2 hours on the game, receive pop-up reminders of time elapsed, and cash out at the end of the pre-set time.

Of course, they could then move on to the next machine and start over. Nova Scotia implemented a more advanced set of RG tools on their VLTs that included lots of RG information,

limit setting features and opt out capabilities. Due to low uptake of the tools they decided to mandate use prior to play – revenues plummeted, and the program was abandoned.

Today the “pokies” in Australia have incorporated limit setting tools and RG information for players to access at their discretion. The fixed odd betting terminals (FOBTs) in the United Kingdom also have installed RG technology on their games and the first RG technology was introduced in Massachusetts during their recent gaming expansion. It is called PlayMyWay and is an opt-in software system that allows electronic gaming machine users to self-select daily, weekly, and/or monthly gambling spending budgets.

In addition to developing RG player protection tools, the technology providers today conduct RG training at their facilities, and many have dedicated a full-time position to RG. They engage with PG organizations by providing funding for advocacy treatment and research. Many take part in PG conferences learning more about the complex issue of gambling addiction and showcasing the latest RG technologies.

The technology providers have done a remarkable job of developing player protection tools but in the end it is the job of regulators and other policy makers to know if these features are effective in helping vulnerable players or simply driving patrons to unregulated sites that lack protections.

With the expansion of online gambling and cashless payments there is added concern about an increase in gambling addiction. The positive aspect here is that RG protections are far easier to implement online than in land-based settings.

I believe one of the biggest challenges for the gambling/gaming industry is unregulated gambling and the lack of player protections. There is a desperate need for the gaming public to know the difference between unregulated and games and those that are legal and safe. I think that this information should be stressed in game promotions and advertising.

RG is about sustainability of our industry. I believe that by protecting our players we protect our business – after all Responsible Gaming is just good business.



The rapid proliferation of VLTs (video slot machines) across North America had a public backlash in the 90's.



Alan Feldman

“ANY GAMBLING COMPANY SHOULD HAVE TRAINING TO HELP NOTICE IRREGULAR BEHAVIOR OR BETTING PATTERNS”

The Distinguished Fellow of the International Gaming Institute at the University of Nevada in Las Vegas gave an exclusive interview to Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.

After a long and distinguished career with MGM Resorts and Mirage Resorts, Alan Feldman was appointed as a Distinguished Fellow of the International Gaming Institute at the University of Nevada in Las Vegas where leads the institute's responsible gaming programs.

The gaming industry's veteran gave an exclusive interview to Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.

With more than 30 years of experience in the gaming industry, what does the term “responsible gaming” mean to you personally? What topics does this concept cover?

Responsible Gaming refers to players enjoying gambling without any adverse consequences. Most customers do this naturally. To have a responsible gaming program means that a casino's policies and procedures are focused on customer well-being. Companies that employ responsible gaming programs will offer tools and tips for customers to keep their gambling fun and affordable.

Clearly, for some people gambling can cause changes to brain chemistry and lead to debilitating addiction. Any gambling company should have in place training to help notice irregular behavior or betting patterns. Whenever a concern is mentioned by a customer, the company should know how

to respond and help support that individual in getting help (which may include stopping their gambling entirely.)

The top two techniques are setting limits of time and/or money on gambling. However, other tools need further exploration and development including the idea of having a gambling buddy not unlike a designated driver.

As Distinguished Fellow of the International Gaming Institute (IGI) at the University of Nevada in Las Vegas (UNLV) you have the responsibility of leading the institute's responsible gaming programs. Could you tell us more about this initiative? How did

originate? What were the initiative goals at the beginning and how have they evolved?

The IGI is in the process of launching an initiative to study not just the problems resulting from gambling, but also the benefits. In addition to economic benefits to jurisdictions, these may include increased socialization, brain function, mathematical knowledge and physical acuity for individuals. Research will be needed to prove if all of these or other benefits can be demonstrated.

At the same time, the IGI has developed in conjunction with the International Gaming Academy a training program for gambling employees. Each program can be customized to a



Landmark agreement for Responsible Gambling: MGM Resorts adopts GameSense program.





Bill Hornbuckle and Alan Feldman.

specific company, but the programs all meet jurisdictional requirements.

Has IGI's research revealed what are the triggers that can lead a person to become a problem gambler?

This is a fascinating topic about which there are theories, but nothing empirically validated. One of the common traits that can be seen among problem gamblers in recovery is that a big win changed the trend or pattern of their gambling. For some people, the rush of dopamine to the brain that accompanies the excitement, began to set things on a new course. It's important to remember that someone doesn't become a problem gambler instantly. It's a process. Hopefully, someone trending in that direction is able to reverse course and avoid serious problems.

How can we identify a person who has problems with gambling and betting?

I don't think the industry should involve itself in "identifying" persons who are problem gamblers. There are a number of ethical issues with that most importantly the fact that such a diagnosis should only be made by a trained professional. The industry

should improve on its abilities to identify persons who are exhibiting any stress or elevated negative emotions while gambling. For online, this means identifying patterns that might be more prone to those exhibiting problems. For land based, the means paying closer attention to not only the behavior of a customer, but also listening carefully to what they say and having appropriate response mechanisms in place.

What steps does IGI recommend to help someone who has a gambling problem? Both from the point of view of medicine and from within the family environment.

Anyone who believes they, or someone they love, is experiencing harm related to their gambling should seek out help. This may come from a professional counselor, a religious leader, a book, a Gamblers' Anonymous meeting, or any other form that will be acceptable to that individual. One of the benefits of COVID is the vast increase in the availability of online help, both counseling and GA meetings all over the world.

Possibly the most important factor to remember is that the choice to gamble rests with the individual. It's up to them to choose to stop gambling and/or get help. Sometimes an individual may not

be ready to make that decision so it can't be forced on them. That said, when a gambling company becomes aware of such problems, I believe there is a responsibility to determine whether or not to continue to serve that individual.

You spearheaded the launch of the responsible gambling program GameSense for all of MGM Resorts International's US properties. What were the main objectives and guidelines of the program?

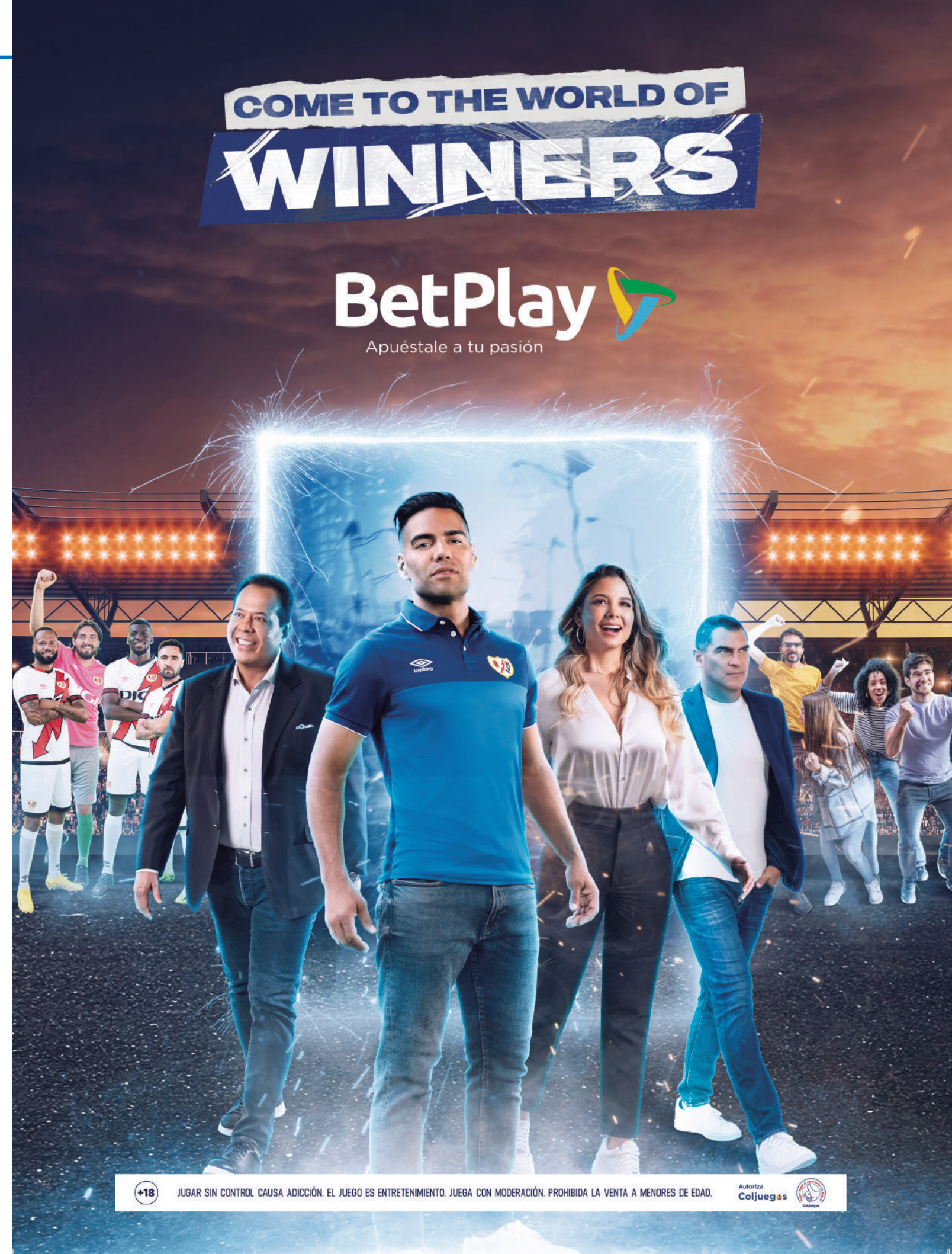
The main objective was to create an engaging atmosphere in which to discuss gambling as a fun, exciting and enjoyable experience. GameSense puts the emphasis on customer engagement in remembering the necessary steps to avoid any problems that might otherwise result from overindulgence.

GameSense carefully discerns the distinction between responsible and problem gambling and helps reinforce customer behaviors such as setting time or money limits on gambling without attempting to make any judgments on the individual's behavior.

In your opinion, what are the pending issues of the global gaming industry on responsible gaming? How could the interaction between consumers and companies be improved?

The global industry is hampered by any discussion on responsible gaming always focusing on problem gambling. That simply isn't the reality for the majority of customers. While having the ability to address any concerns must be recognized, companies need to meet customers where they are to engage them and remind people of the tools and techniques to keep gambling safe and fun.

This is analogous to the skiing industry. Most people ski safely by judging their own ability to handle differing levels of risk. Unfortunately, not everyone does so successfully. In order to try to encourage safe skiing, the industry posts information around ski resorts and offers tips and techniques to keep skiing safe and enjoyable.



JUGAR SIN CONTROL CAUSA ADICCIÓN. EL JUEGO ES ENTRETENIMIENTO. JUEGA CON MODERACIÓN. PROHIBIDA LA VENTA A MENORES DE EDAD.



Mariela Huenchumilla

“WE OFFER SAFE CONDITIONS WHERE PEOPLE CAN FEEL CARED FOR WHEN ENTERTAINING”

The Responsible Gaming Corporate Manager of Dreams Latam, with extensive experience and multiple recognitions within the industry in this area, not only explains the company's conviction to offer an ideal environment for customers, but also how to cultivate that spirit within the staff.



Dreams grew to become one of the largest operators in the world with customer interest as one of its main values. How does that virtue translate into responsible gambling?

In fact, we have been working on this for a long time, it has been an area of high interest and dedication for us for almost 15 years, since caring for our clients is essential to us. We must remember that Responsible Gambling is a series of practices and recommendations whose objective is to effectively understand and understand games of luck and chance as an alternative for leisure and entertainment. This implies an informed and educated decision on the part of clients, avoiding their mental health being put at risk together with developing in a controlled manner the expenditure of resources and the use of time. We offer safe conditions where people can feel cared for when entertaining.

The work environment for Dreams is as important as customer satisfaction. How important is the customer's opinion to incorporate essential concepts in terms of Responsible Gaming?

Of the greatest relevance. The experiences that we have to know in our different units in Chile and Argentina -specifically in Mendoza- without a doubt allow us to nourish ourselves



to comply with our policies and have a staff of Responsible Gaming advisors who are always available to interact and support those who may require it. The interest in our visitors is something real and constant and the feedback we have from them allows us to always be attentive to the circumstances and challenges that may arise, for which we always act with respect, discretion and above all, Support for those who need it.

The certification delivered by the Global Gambling Guidance Group (G4) is part of that work. What is the set of principles and practices to achieve that excellence?

We are the first Latin American gaming casino firm to be certified in the matter by G4. To achieve this achievement, I want to highlight that from different areas of our company we had to make an effort and thus adapt to European Casino regulations, but beyond that, the important thing is that we did it with the same conviction with which we have all been working this years. We believe in responsible gambling and as such we give it the corresponding level. The foregoing translates into specialized personnel who have protocols to deal with cases that require support in the first stage;

generate self-exclusion procedures before the authority; development and presence of material available in our gaming rooms in such a way that the public knows what responsible gaming is. A company that intends to maintain itself over time understands the importance of sustainability and why it goes hand in hand with responsible gaming policies.

Advertising and marketing are fundamental axes for establishments in the entertainment industry. How do these tools adapt both outside and inside hotels and casinos?

Basically with a lot of coordination between the different areas of our company to avoid sending marketing campaigns to people who request that advertising not be sent to them; focus advertising on entertainment and not mention or suggest that gambling is an alternative to work or a way out of financial difficulties; Do not address under any circumstances minors or interdicts. Now, beyond the above and regarding marketing, I want to highlight that our casinos seek to develop an integrated entertainment that is not limited only to the gaming experience. Our properties have important gastronomic offers, concerts & shows, 5-star

hotels with innumerable amenities such as pool & spa services, so that our visitors have a unique and charming experience.

What is the pending issue of the global gaming industry regarding responsible gaming? How could the interaction between consumers and overall game development be improved?

I would say that the pending task in the global industry is for all the entities related to Responsible Gaming to work more jointly within the provisions of the standard. When I speak of estates, I refer to regulatory authorities and the health sector, union representatives of the casino and lottery industry, universities, social and civil organizations such as foundations or international associations, etc. In the case of Chile, it is necessary that support for the promotion of Responsible Gaming be recognized at a legal level, ensuring a public policy together with State financing for the execution of prevention actions, as well as for the treatment of people affected by compulsive gambling. With these two actions, the interaction between consumers and the development of the game can be improved, and particularly, protect the most vulnerable groups and those people who present specific mental health issues.

Ewa Bakun

“THE CONSUMER PROTECTION ZONE IS NOW AN ESTABLISHED FEATURE OF ICE LONDON”

The Director of Industry Insight and Engagement at Clarion Gaming gave an exclusive interview to Revista CASINO to talk about the expectations for the 2023 CPZ and what activities will it carry out.



tion, which the organization picked up, without much further discussion: they knew it would be a success, as the discussions around this topic were quickly intensifying and moving away from being a compliance issue to being brought up at the board level. Ewa Bakun, Director of Industry Insight and Engagement at Clarion Gaming, gave an exclusive interview to Revista CASINO to talk about the expectations for the 2023 CPZ and what activities will it carry out.

With more than 14 years of experience in the gaming industry, what does the term “responsible gaming” mean to you personally? What topics does this concept cover?

14 years are certainly enough to have seen a clear evolution of the term and concept of responsible gaming, which have also been reflected in how we talk about it. RG used to be, in my opinion, marginalized to the concept of problem gambling and therefore an area of treatment of the effects of gambling harm developed, rather than prevention. This has now changed to consider the negative effects of gambling in broader terms of consumer protections with the industry efforts shifting to investing into the research and development of tools to prevent the problem from ever happening and thus developing a more sustainable play, and player. The nomenclature therefore also shifted from problem to responsible and finally safer gambling and

Clarion Gaming was debriefing the 2017 edition of ICE London. Tim Miller, the GC Executive Director, floated the idea of an area fully dedicated to consumer protec-

now, in my opinion, is migrating towards responsible marketing.

In 2023, the Consumer Protection Zone inside ICE London will comprise a record of 20 stands. How did the initiative originate? What were the initiative goals at the beginning and how have they evolved?

CPZ had modest beginnings and in that first year, as we decided to launch it quite late in the show cycle, we couldn't be very selective in the location as most space had already been sold out. But every year, we managed to carve out a better location for it, to now end up in the most prime location in N1, ensuring that consumer protection is front and center and can't be missed. I think the zone's migration through the showfloor is also a good reflection of the focus the industry has been giving to this area of gambling research and technology development.

What are the expectations for the 2023 CPZ and what activities will it carry out?

CPZ is now an award-winning initiative (recipient of the Vixio Global Regulatory awards for Best Approach to Marketing or Advertising) and is now in the best location ever: it can't be missed. The position by entrance to N1, the first entrance past the registration area makes it visible and unmissable by anyone, which puts the safer gambling message front and center. CPZ is now an established feature of the show that most should know about, so I expect it to continue to be a vibrant and buzzing area as it has been over the last couple of years. The new location will only add to this for sure. With a good mix of technology providers and the third-party sector, we do intend for CPZ to be the place where critical partnerships are forged with the aim of raising standards and improving collaboration.

With the nearby CPZ theatre hosting talks on the latest research and tools to advance operators' approaches to consumer protection, plus all of the other RG content available via ICE VOX, I would expect that everyone coming to ICE will have an opportunity to engage



With a good mix of technology providers and the third-party sector, Clarion Gaming intends for CPZ to be the place where critical partnerships are forged.

with this topic and learn. Finally, we are also running a fund-raising effort via CPZ and hoping once again to raise a substantial amount of money that would go to a good cause via one of the charities that, as decided by the donors, will be the beneficiaries.

During your time in Clarion Gaming, what other responsible gaming initiatives did you personally promote or support?

CPZ is probably the most prominent initiative and an appropriate part of how we're adding the safer gambling message to the world's largest gambling show that is ICE, alongside our bestselling Evolution of Safer Gambling masterclass that makes part of ICE VOX. But ICE only happens once a year and the RG message needs to be carried over throughout the year, which happens via our digital brands. For example, it was CPZ that then inspired the creation and annual running of a digital series that is now offered via iGaming Business alongside the Safer Gambling week. Even before launching CPZ, we had launched the WrB Responsible Gambling conferences that took place in London for a few years in September. Finally, we're going to have a consumer protection zone presence at all our shows, includ-

ing iGB Live! in Amsterdam and then in New York City in December.

In your opinion, what are the pending issues of the global gaming industry on responsible gaming? How could the interaction between consumers and companies be improved?

There has been a lot of development of tools that allow for better prevention and treatment, but we need more evidence on which ones are particularly effective in tackling any risks of harm at the early stage to help players develop healthy playing habits and stay on enjoying, instead of ending up self-excluding. There also needs to be more collaboration between operators, in particular when it comes data sharing, which is always a challenge, also from data privacy regulations perspective. Finally, I believe the discussion is now evolving towards responsible marketing to look at safer gambling even more holistically as lifetime of play that requires consumer protections at various levels. This also sits with looking at broader social and environmental responsibility that operators have and therefore is evolving towards ESG, which I strongly believe will be increasingly driving both financial/investment and consumer choices.



EUROPE: GOVERNMENTS, REGULATIONS AND RESPONSIBLE GAMBLING

From the most historic and mature structures, even with updates in recent times, to the youngest joints and under construction, in the mission of caring for the consumer.

Each country has its regulation. Some are similar. Others, meanwhile, are different. There are countries that have had a law for many years, but either due to technological progress or the growth of the different business units, they had to make changes. There are also nations that were adding different ingredients to the gambling and entertainment menu in light of business news. How is the situation of each government in terms of responsible gambling whatever its characteristics?

AUSTRIA

Similar to Germany, the Austrian market is thoroughly regulated by the government, with operator's licenses being issued by the Ministry of Finance – these regulations are mostly related to tax, player protocols, and offshore access. It is regulated in the Austrian Gaming Act 1989 (Glücksspiel Gesetz - GSpG).

There are two central characteristics in this model, which are just as fundamental for collections as they are in terms of the conversation for consumer care. In the recent government program 2020-2024, it is envisaged that the Austrian federal government will unbundle the various roles of the Federal Ministry of Finance (BMF) in the field of gambling sector. The gambling agendas are to be spun off from the BMF, especially since the federal government benefits from gambling through tax revenues on the one hand but is also responsible for player protection on the other. Both areas, tax collection and player protection, are therefore the responsibility of the BMF. The creation of an independent gambling authority is also planned. Specifically, a reform of the entire Austrian gambling system is envisaged. One major change was supposed to be (and still is) the transfer of responsibility for supervision and licensing to an independent, no instructive and newly created supervisory authority or a judicial licensing senate. So it is that one theme must be accompanied by the other in a complementary way. In the Austrian government program 2020-2024, a clear commitment to expanding player protection in the gambling sector is apparent. In principle, the corresponding package of legal measures should have been passed by par-

liament in the fall of 2021. Although the intention of the Austrian government is clear (strengthening of player protection), a concrete draft bill by the BMF is up to this date not yet available. Very important points of the government's program (especially for online gambling providers with non-Austrian licenses), which are to have an influence on the draft law, are the regulation of the online sector through DNS blocking and blacklisting of illegal providers, as well as effective protection of minors through re-regulation of loot boxes and gambling-like mechanisms. Improvements are also to be implemented in general regarding player protection (also for concessionaires).

BELGIUM

Last October the Belgium Gambling Commission (BGC) announced the expansion of 'EPIS - Excluded Persons Information System' to retail stores. Until then it was only available to land-based casinos, arcades and online gambling websites. From 20 October, Belgium's licensed online gambling operators must ensure that all customers are protected with a new €200 deposit limit. The order was summoned by a 'Royal Decree' approved by Belgium's Parliament, which demanded that the BGC lower weekly deposit limits from €500 to €200, with operators no longer allowed to promote bonuses as player incentives.

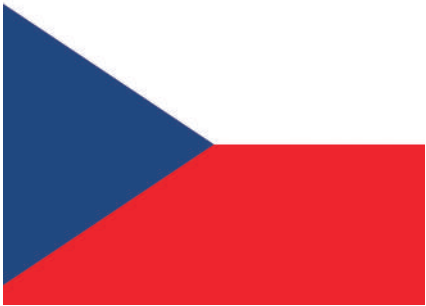
In December, through a consumer survey, the Gaming Commission published a report on the potential scope of the measure. The majority of respondents to the survey felt that EPIS had helped them control their gambling activities. For example, 90.2% of respondents said the scheme helped them bet-

ter manage their finances, while 87.1% said it helped them feel better, and 80.1% said it reduced their desire to play. Of the group who still gambled, 33.8% said they did so via the black market, while 31.1% used the National Lottery's retail products and 24.3% used its online products. Meanwhile, 25.7% of those who still gambled said they used gaming machines at cafes.

But not only the report focused on the frequency of consumers. He also explored another aspect of the market: advertising and marketing. At the same time, 65.8% of respondents said that they had received direct marketing from gambling companies. Of this group, 70.2% mentioned email marketing and 62.4% noted social media ads. The other very interesting pattern is the application of self-exclusion. Almost all respondents, 96%, described the self-exclusion process as either "simple" or "very simple". In its data examining all excluded players, the regulator noted that the most common reason for a player to be signed up to EPIS is as part of a debt settlement, with 74,570 exclusions for this reason. The next most popular reason was being required to do so by law enforcement, which applied to 53,287 people. Meanwhile, 42,349 people self-excluded voluntarily.

The self-exclusion tool and the limits on bets are the most important contributions made in recent times by local regulation. "It is recommended that all useful strategies be used to increase the knowledge of the EPIS system among the general population, so that players can use it at an early stage in the development of an addiction, thus strengthening the preventive effect of the measure," the report said.

CZECH REPUBLIC

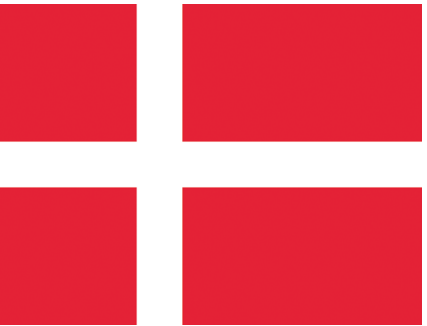


Since the passing of legislation enabling offshore operators to apply for a license in 2017, the online gambling industry has been booming in the Czech Republic. As one of the most rapidly expanding markets in the Central European region, the Czech gambling industry has seen unparalleled growth, generating a total revenue of €1.36 billion in 2019.

While fantasy sports betting remains prohibited in the country, the main drivers of revenue include domestic physical slot machines and sportsbook gambling. A relative lack of investment from offshore online casino operators (when compared to local services) has been attributed to the high taxation of technical games such as slot machines, roulette, and blackjack (the rate stands at 35%) and the fact that offshore operators are required to submit huge deposits of €1.15 million for each game type offered.

Despite these financial obstacles, offshore online investment is likely to increase from 2024, when new legislation is due to see physical slot machines banned in the country. The Institute for Gambling Regulation (IFGR), which represents 95% of the legal gambling market in the Czech Republic, with 35 members including both online and land-based operators, test laboratories as well as manufacturers, introduced last week a unique comprehensive project called "Responsible Gambling". As part of this project, the Institute prepared "Code of Responsible Conduct of Operators". The gambling operators have undertaken to abide by its partial rules, which go beyond the already strict Czech regulation, which will contribute to a safer gambling environment, that is through responsible behaviour and conduct towards players.

DENMARK

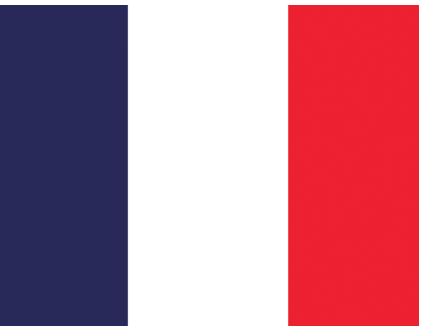


The Danish Gambling Authority is an independent government agency residing under the Danish Ministry of Taxation. The Danish Gambling Authority is responsible for securing a proper and regulated gambling market in Denmark so that players are protected against unfair and illegal gambling.

The Danish Gambling Authority's guide on responsible gambling has been updated on 6 December 2022 to version 1.4. The changes primarily include information for players and the duty to pay attention. In addition, there are minor changes to the general information on responsible gambling, for example figures from the latest prevalence survey on gambling have been added.

The guide on the Danish Gambling Authority's labeling scheme and on the information licence holders must provide to players has undergone an update. For online casinos and online betting, the information on deposit limits is detailed and for land-based casinos there is, among other things, additional guidance on information for players and marketing in case of self-exclusion from the casino.

FRANCE



The country is constantly proposing tools for Responsible Gaming. "Evalu-jeu" has been running since October. It is the main online portal that French players can visit to inform themselves about gambling, the related harms that may result from participating in games of chance, and more.

The new update focuses on accessibility in a bid to make it easier for French gamblers to understand their gambling habits. The website was first launched

in 2015 and has been an important part of helping officials and the regulator, France's National Gambling Authority, assess the levels of problem gambling and analyze how consumers interact with such tools in the first place.

Evalujeu is designed in such a way as to offer personal advice to players based on how they score on the CPGI. The regulator is confident that the overhaul of the website will contribute to helping players be more in control of their gambling habits and gambling spending, helping them, as it were "regain control."

GERMANY



There were two fundamental advances in terms of responsible gaming. In July 2021 The OASIS player blocking system was being introduced under the terms of the State Treaty on Gambling (GlüNeuRStV). Under the GlüNeuRStV legislation, the lifting of a self-exclusion ban can only be requested by a player at the earliest after a minimum term. The minimum term for an unlimited ban is currently one year, with limited bans corresponding to the duration of the period requested.

On December 13, the decision-making body of Germany's federal states that led statewide gaming supervision met for the last time. The members of the so-called gambling college symbolically handed over files to the GGL as it passed the torch. The Joint Gaming Authority (GGL, for its German acronym) will soon take over.

The German iGaming market has undergone massive growth in recent years, generating €2.8 billion in 2021. Whereas online gambling regulations were previously distributed at both state and federal level, recent changes to the law have

enabled legal online slot machines, poker games, and sports betting. Despite the new-found freedom awarded to online gamblers in Germany, the market is still subject to strict regulation regarding deposit limits, live betting, advertising, autoplay, and exclusion periods.

HUNGARY



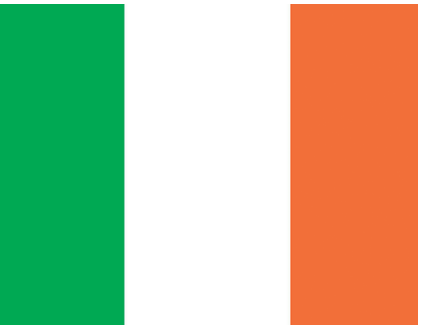
A new era begins within the industry in that country. While the national land-based/online gambling markets were previously subject to prohibitively strict regulations under a government monopoly (Szerencsejáték Zrt), the floodgates opened with the passing of new legislation in 2013, following pressure from lobbyists within the EU.

Today, both land-based and online casino gambling are legal in Hungary and the country takes a more liberal approach to iGaming than many of its Central European neighbours. Since 2017, both domestic and offshore gambling operators have been doing business in the country. Now the challenge is to adjust the new standards to consumer care. Changes to the legislation are designed to ensure a higher standard of player protection. Recognizing that a more competitive gaming market could encourage excessive gambling, the bill stipulates that a player protection plan be drawn up by the operator "in accordance with the principle of responsible gaming and the protection of players".

In order to accommodate industry growth and encourage investment from smaller operators, the proposed tax rate for gambling operators has been cut along with the cost of an operational license. Text within the legislation explains: "In a liberalized online betting market,

several private companies are competing with each other, so there is a danger of encouraging excessive gambling instead of maximizing the principle of responsible gaming. Therefore, the draft aims to liberalize remote gambling by emphasizing the protection of players and introducing guarantee regulatory elements that protect the interests of players."

IRELAND



Ireland's legislators are trying to bring new laws to the gambling industry, but things aren't going entirely as planned. Shortly after putting in place a new regulator to guide the country into its next era of gambling, Ireland's Department of Justice (DOJ) is calling foul on certain proposed rules. Things like affordability checks are part of responsible gambling discussions in other countries, but are finding resistance among gamblers and throughout the industry.

Gaming operators can also expect to provide financial support to responsible gambling programs. As part of the new laws, Ireland will establish a "social impact fund" that it will use to address problem gambling. Operators will have to pay into that fund, but the amount is still under discussion. Gamblers and bettors in Ireland can expect the changes to arrive sometime this year. However, if the DOJ finds any more problems, the rollout of the regulations will face new delays.

ITALY

Italy is also pursuing an important safety policy related to gambling through 'Responsible Gaming'. That is, the commitment by all operators orbiting the world of online casinos to improve the level of control of pathological gaming-





related disorders. Ludopathy or gambling addiction are pathological conditions that must be combated, and gaming platforms have a legal obligation to monitor their users and accompany them in their gaming by avoiding erroneous behaviour. Tools such as deposit limits, loss limits, connection limits, and betting limits serve precisely this purpose.

Self-limitation is another option included in almost all online casinos that serves, at the time of registration, to define the maximum limit that can be placed on the gaming account. It is a way to avoid overdrawn and thus failing over time. The self-limitation can be changed, but its application is not immediate. This is to avoid choices dictated by impulsiveness rather than reasoning. In addition to this, there is another, far more cumbersome option: Self-Delimitation. This option voluntarily excludes us from accessing the platform for a limited or indefinite time. It takes effect immediately and cannot be revoked. Furthermore, it takes effect on all legal gaming platforms. It is therefore a drastic choice that carries considerable weight. Finally, obvious but not obvious, membership of gaming sites is absolutely forbidden for persons under 18 years of age.

NETHERLANDS



Licensed online gambling operators in the Netherlands are expected to generate gross gaming revenue of approximately €1.0bn this year following the reregulation of the market in October 2021. The full year gross gaming revenue projection was presented to parliament this week by Netherlands minister for legal protection Franc Weerwind as he updated lawmakers on the first year of the regulated market.

At the same time, a balance of one of the tools incorporated with the new law was also presented: self-exclusion. Dutch gambling regulator de Kansspelautoriteit (KSA) has said that more than 20,000 people have now registered with the country's self-exclusion system Centraal Register Uitsluiting Kansspelen (Cruks). Players can also be admitted to the list involuntarily through a request from a partner, family member or gambling provider. The KSA must first approve the application before a player is added to Cruks via this method.

Each month is a trial period in the new regulation. In fact, there are still some conceptual differences and negative experiences. In recent months, the KSA said it had received a number of reports from players who had self-excluded through Cruks but were still able to access slot halls. Some players reported being able to access the venues without any restrictions, while others said their registration with Cruks was ignored.

POLAND



The main legislation that governs gambling in Poland is the Gambling Act of 19 November 2009 (Journal of Laws of 2022, Item 888, as amended). Polish law does not reflect any religious or moral

objections to gambling. The Gambling Act sets out the rules which operators must follow to ensure that responsible gaming mechanisms are in place. For example, in the case of betting, operators must adopt a responsible gaming policy specifying: the rules on self-exclusion; maximum stakes; and time spent on gaming. At present, unlicensed online casino gambling (including with offshore casino operators) is illegal in Poland. The only form of legal online gambling currently permitted in the country is sports betting, while players may enjoy domestic online casino gambling via a state monopoly site. The Polish government has even gone so far as to blacklist casino operators and place hefty fines upon those who fail to abide by the rules.

The Polish gambling industry is strictly regulated by the Gambling Act, which provides for a state monopoly on number games, cash lotteries, telebingo, and online casinos. The act requires foreign operators to obtain a Polish licence for retail and online betting. Websites offering gambling games without an appropriate licence are blocked and entered into the Register of Illegal Gambling Websites. Consequently, foreign entrants often seek to obtain a licence through an entity operating solely in Poland.

PORTUGAL



Portugal has a long history of land-based gambling. However, in 2015, after finalizing regulations, the online sector moved in. As a result, the industry has begun to grow exponentially on both fronts. The Gaming Regulation and Inspection Service (SRIJ, for its Portuguese acronym) reported record revenue of

more than €69 million (US\$68.66 million) in the last three months of 2020. In its most recent report, the regulator stated that licensed operators were responsible for gross gaming revenue of €146.4 million (US\$145.69 million) in the second quarter of this year.

The results of that growth were increased revenue for the state and the creation of new jobs, as well as the need to further control consumer care. There are three central objectives in SRIJ's policy. Awareness raised through the dissemination of messages that warn about the dangers of online gambling, so that gamblers may play in a consciously and rationally. Prevention measures carried out by gambling operators, such as the adoption of moderate, non compulsive and responsible gambling policies that include protection of vulnerable people and at-risk groups; This also includes the availability of information regarding the banning of minors from online games of chance and betting activities — this information must be permanently displayed in a manner appropriate to the nature and promotional tools used for each game or bet. Support to vulnerable people through the creation of support mechanisms (including the availability of self-exclusion mechanisms) and a network of integrated treatment centres.

The country's responsible gambling efforts seem to be working. At the end of the quarter, there were 138,000 self-excluded gamblers, a significant rise from the approximate 100K from a year earlier.

ROMANIA



The last variant of the project aiming to raise gambling taxes proposed by the Romanian Government would only affect

players of online gaming platforms. The debate is as great as the need to face both scenarios equally.

"We are, in fact, talking about the exclusive taxation of winnings of distance games, all other players are excluded from taxation until a significantly high value. Thus, we are taxing the cleanest operators, those which apply the most advanced systems that ensure responsible gaming, protection of minors and the 100% clean registration of winnings. It is an uncompetitive measure that modifies the market in terms of the type of operator, traditional or online, of the same games, and gambling providers will contest it," declared Odeta Nestor, president of AOJND (Asociația Organizatorilor de Jocuri de Noroc la Distanță – Association of Distance Gambling Operators, the organization uniting the main gambling operators licenced in Romania.

Advertising and marketing are also pending matters in the country's regulation. While, with certain limitations, gambling advertising is currently permitted in Romania (being intensively used by operators, especially in the form of out-of-home (OOH) advertising or TV advertising), it seems that political stakeholders have started to look more carefully at this phenomenon. Various bills have been proposed throughout the years (some still pending) aimed at further restricting advertising for games of chance, and the latest initiative in this sense emerged in April 2022 when an MP from a minority party declared that a bill should be drafted in order to entirely prohibit TV advertising of games of chance. Although this legislative proposal does not seem to have gained further traction, there are signs that advertising of games of chance in Romania may go through some rough waters in the foreseeable future.

SPAIN

Spain has one of the safest gambling markets in Europe, according to multiple studies. The country – in particular, the Ministry of Consumer Affairs – is continuing to emphasize responsible gambling at all levels. As a result, the government will spend €2 million (US\$2.14 million) on differ-



ent safe gambling campaigns in its next fiscal year. This is an increase of €500,000 (US\$536,850) from what it spent last year.

It will spend another €100,000 (US\$107,370) specifically for an "anti-phishing" application, and for the country's General Registry of Gambling Access Interdictions. To support the latter, which will become a countrywide registry, the Ministry is actively working with Spain's 17 autonomous communities. Several have already signed agreements, and a dozen more are in the process. Only Catalonia and Valencia have not agreed to sign.

Among the main plans for consumer care is Jugar Bien ("Play Well", in English). The Directorate General for Gambling Regulation (DGOJ) has a duty to protect those who participate in gambling activities, especially minors and vulnerable groups, through a responsible gambling policy to disseminate good practice on gambling and prevent and correct its negative effects. As a consequence, the Directorate General for Gambling Regulation available to those interested in the issues of responsible gaming website, meeting point for users and professionals.

SWEDEN



A starting point for the regulation of gambling in Sweden is that the negative consequences of gambling should be counteracted and that gambling problems must be taken seriously. This is important, due to that the consequences for people who lose control of their gambling can be serious and can give rise to social problems, health issues and/or financial harm.

The government acknowledged that the Spelpaus.se self-exclusion scheme in Sweden is an "important" measure to counter problem gambling and protect consumers from gambling-related harm. However, the government also said there is a lack of knowledge as to why some people withdraw from gambling, as well as how many of those consumers go back to online gambling with operators that are not licensed and not integrated with Spelpaus.se. The regulator will also look at the possibility of adding more options and exclusion choices to Spelpaus.se. These could include changing the length of their self-exclusion or only opting out of certain types of gambling such as online slots.

The licence holder must ensure that social and health considerations are ob-

served in its gambling operations. The licensee must counteract excessive gambling and help gamblers reduce their gambling when there is reason to do so. Spelinspektionen, the Swedish Gambling Authority has produced a guide with examples of how signs of excessive gambling can be identified and what measures the Swedish Gambling Authority expects the licensee to take when gamblers show signs of excessive gambling.

UK



The United Kingdom Gambling Commission (UKGC) is very present in the structure of Responsible Gambling. There are three licensing objec-

tives which support the whole basis of gambling regulation: that crime should be kept out of gambling; it should be conducted in a fair and open way; and children and other vulnerable persons should be protected from harm or exploitation from gambling.

"We want to see you harnessing the same innovation and tools that are used to determine customer profitability, to drive customer protection", said former CEO, Sarah Harrison. There is also support from associations along with UKGC. GambleAware's program of treatment, education, harm prevention and research is guided by the National Strategy to Reduce Gambling Harms, which is defined by the independent Advisory Board for Safer Gambling (ABSG), and endorsed by UKGC. Also UKGC work with industry groups responsible for raising standards in safer gambling, such as Industry Group for Responsible Gambling.

"There is perhaps no better way to demonstrate a drive to raising standards than through a genuine and public commitment to meeting your social responsibilities.", also said Harrison about how important is Responsible Gambling in an industry as big as the British one.

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THE GAMBLING ACT OF 2005 UPDATE, FOR A STRONG INDUSTRY BUT IN NEED OF CHANGE

While the statistics are optimistic for the sector, the present requires changes to take care of the consumers of marketing and advertising, as well as for the careful and restricted access of those under 16 years of age.

Although the UK betting market is one of the most regulated in the world, there has been a debate over some essential points for several years. The explosion of online gaming in the UK dates back to the Gambling Act of 2005. Gambling companies were allowed to advertise sports betting, online casinos and poker on TV and radio for the first time, and until 2014 remote operators selling to UK customers were not authorised. You are not even required to have a UK licence. The law predates the technological

revolution that was the smartphone. With the support of the Department for Digital, Culture, Media and Sport (DCMS), the government has announced the terms of its long-awaited revision of the Gambling Act of 2005. The first factor to look at will fairly be that of technological advancement. It will examine whether changes to gambling regulations are needed, especially where technology has moved beyond the scope of the 2005 Act.

SIZE AND CHARACTERISTICS OF THE INDUSTRY

The latest official figure released by the UK government the provisional total for 2022 to 2023 to date (April to September) of betting and gaming revenue is £1619m which is £164m (11%) more than in the same period during the previous financial year to date.

In terms of form, the majority of total interim gaming and betting revenue from 2022 to 2023 to date (April to September) has come from Lottery Duty (30%) and Remote Gaming Duty (RGD) (28%), but Revenues are down in both areas and these ratios are down compared to the same period last year.

There are 2 betting duties: GBD and PBD. GBD is a duty charged on fixed-odds bets made with bookmakers in UK premises or remotely by UK persons, other than on-course betting. PBD is charged on betting not at fixed-odds (for

example, where winnings are determined by contributions made to a prize pool) in UK premises or by UK persons. Both are charged on money received for bets less money paid out for winnings.

The provisional 2022 to 2023 year-to-date (April to September) GBD receipts is £310 million, which is £20 million (6%) lower than the same period during the previous financial year-to-date. For the previous 3 years financial GBD yearly receipts have increased year-on-year, from £586 million in 2019 to 2020, to £595 million in 2020 to 2021, to £649 million in 2021 to 2022.

On the other hand, the provisional 2022 to 2023 year-to-date (April to September) PBD receipts is £4.3 million, which almost unchanged compared to the same period during the previous financial year-to-date. Year-to-date PBD receipts increased from £5.8 million in financial year 2019 to 2020 to £9.5 million in 2020 to 2021 and then decreased to £8.7 million in 2021 to 2022.

One of the most traditional games on the islands will change hands. The business is due to replace Camelot UK as operator of the UK National Lottery after it was awarded the 10-year, fourth UK National Lottery license in September 2022, officially ending Camelot's 28-year tenure as operator. Allwyn will assume control of operations on 1 February 2024. Meanwhile, the provisional 2022 to 2023 year-



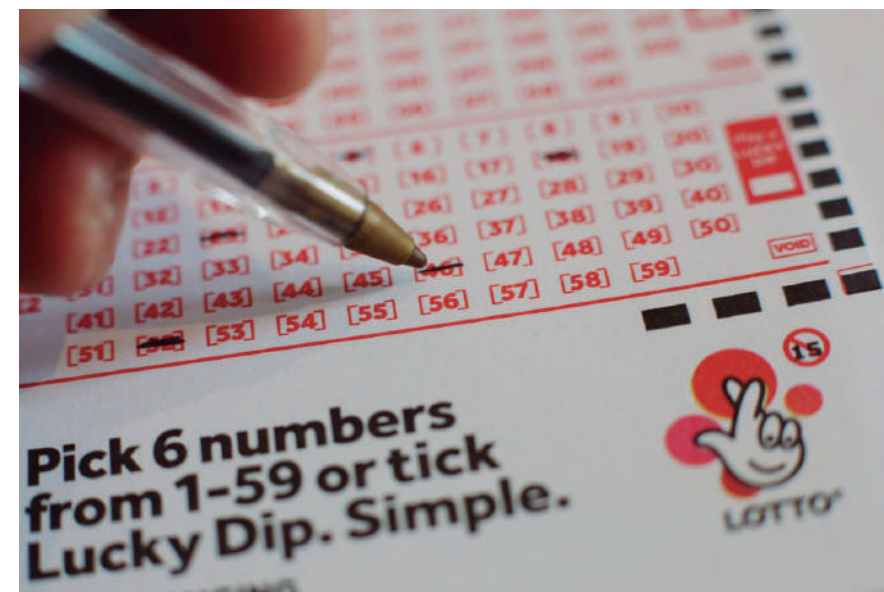
World Cup 2022: Average comes out to 4.5 ads per live match, while 2018's average is almost double that at 8.35.

to-date (April to September) Lottery Duty receipts is £490 million, which is £7 million (1%) lower than the same period during the previous financial year-to-date.

Remote Gaming Duty (RGD) is by far the largest of the 4 gaming duties on gaming. The provisional 2022 to 2023 year-to-date (April to September) RGD receipts is £461 million, which is £40 million (8%) lower than the same period during the previous financial year-to-date. Over the previous 3 years financial RGD had increased year-on-year, potentially due to gamblers utilizing online services in lockdown more so than they would if betting shops, bingo halls and other gambling premises were open as normal.

Machine Gaming Duty (MGD) receipts is £267 million, which is £160 million (150%) higher than the same period during the previous financial year-to-date, returning to a similar level as the first two quarters of the 2019 to 2020 financial year. Meanwhile, Gaming Duty (casinos) receipts is £76 million, which is £65 million (629%) higher than the same period during the previous financial year-to-date, having been at a very low level in the first two quarters of the previous financial year.

The Bingo Duty segment receipts is £11 million, which is £5 million (92%) higher than the same period during the previous financial year-to-date.



Lottery Duty receipts is £490 million, which is £7 million (1%) lower than the same period during the previous financial year-to-date.

SOME CONCLUSIONS FOR THE CHANGES

The tastes and customs for the British in terms of betting is as wide as it is varied. Thanks to technological improvements, online slots have become a lot more popular. In fact, since the 2005 Gambling Act, the industry has experienced massive growth. Between 2018 and 2019, the UK gambling industry generated close to £15 billion. Since then, the popularity of online slots has grown even further, genuinely reaching its peak in 2020.

There are traditions that are not only never lost, but are also increased. Games like bingo are exceedingly becoming popular. 8% of the United Kingdom's total population plays bingo in some way. To delve further into it, 10% of all women in the UK and 5% of all men are consistent bingo players.

Frequency is also a factor when analyzing the British market. Bingo aside, some evidence suggests that 45% of the United Kingdom's population gambles at least once a month. Of this 45%, more than half play at casinos or wager at betting sites twice a month. These numbers are no joke, especially considering they are already a few months old. Since these statistics have come out, the industry has experienced significant growth. In addition to being the inventors of a large

part of the most popular sports activities in the world and also adopting others that have grown with the passage of humanity, the United Kingdom is a country with a deep love and passion for sports. The government is also one of the first to fully embrace online sports betting and gambling. In 2016, the online casino industry generated an incredible 600 trillion dollars' worth of revenue. What is astonishing is that since then, the industry has experienced tremendous growth.

These kinds of studies also help to separate the bet from the fun. In the United Kingdom, we've found that around 35% of the population turns a profit when they play real money casinos. When taking the reports made by bookmakers, we can see that the percentage of winning wagers is around 2 and 3%. However, it is worth noting that these are people with experience in gambling.

Researchers did another survey regarding the amount lost on gambling. Of 300 UK-based gamblers, 70% said they had lost less than £100 gambling. On the opposite end of the spectrum, less than 1% claimed they had thrown away thousands of pounds gambling.

YOUNG PEOPLE ALSO IN THE DISCUSSION

The annual Young People and Gambling Survey, conducted in 2022 by Ipsos on behalf of the Gambling Commission, was conducted among 2,559 pupils aged 11 to 16 years old across curriculum years 7 to 11 (S1 – S5 in Scotland) using the Ipsos Young People Bus. Pupils completed an online self-completion survey in class. Fieldwork took place between 14 March and 1 July 2022. Among the results it was learned that 31% of 11 to 16 year olds spent their own money on any gambling activity in the twelve months prior to taking part in the survey.

During that period, the most common types of gambling activity that young people spent their own money on were legal or did not feature age restricted products, namely: playing arcade gaming machines such as penny pusher or claw grab machines (22%); placing a

bet for money between friends or family (15%); playing cards with friends or family for money (5%); and 23% of young people spent their own money on regulated forms of gambling.

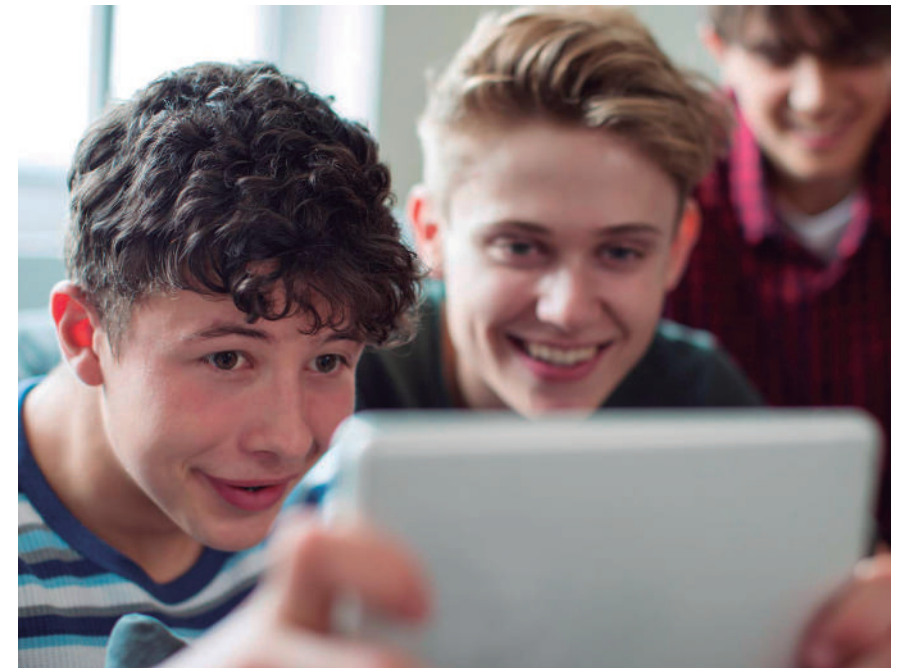
The youth-adapted problem gambling screen (DSM-IV-MR-J1) identified 0.9% of 11 to 16 year olds as problem gamblers, 2.4% as at risk gamblers and 27.3% as non-problem gamblers. Most (78%) young people who spent their own money gambling in the last 12 months, did so because they regard it as a fun thing to do. While one in five (21%) agree that gambling makes them feel happy, more (29%) disagreed that it made them happy and the same proportion (29%) were unsure either way. Three in ten (28%) young people had seen family members they live with gamble, of which 7% indicated it had resulted in arguments or tension at home. However, one in ten (11%) said that gambling by a family member had helped to pay for things at home for example holidays, trips or clubs.

ABOUT ADVERTISING, MARKETING AND REGISTRATION

The last soccer World Cup not only consecrated Argentina as the new champion, but also apparently pointed a way forward in terms of advertising and marketing for betting companies in broadcasts of sports events. UK trade body the Betting and Gaming Council notes that this reduction is due to the voluntary "whistle-to-whistle" ad ban that prohibits television betting ads from being shown from five minutes before the match begins to five minutes after it completes, before the 9pm watershed.

According to new data referred to by the BGC, there has been a 34% decline in the number of ads being shown on ITV from 2018 to the 2022 World Cup in Qatar. Average comes out to 4.5 ads per live match, while 2018's average is almost double that at 8.35. According to a report cited by the Betting and Gaming Council, this ban, introduced in 2019, "had led to a 97% reduction in the number of such ads being seen by children at that time".

Amid concerns about children's exposure to age-restricted ads, our study



Young People: 31% of 11 to 16 year olds spent their own money on any gambling activity.

found that of the 11,424 occasions when an online ad was served to the personal devices of our children's panel, 435 (3.8% of the total) related to an alcohol, gambling or other age-restricted ad. Of these, there were 73 occasions (0.6% of the total number) when the ad was served in likely breach of the UK targeting rules. The ASA is – as a priority – following up with the 30 advertisers behind these ads (and the platforms, where relevant) to corroborate our findings and, as necessary, secure remedial action and assurances of future compliance.

It is proven that children take habits from advertising in all its forms. Currently in Great Britain, according to the ASA's 100 Children Report in November, a study found that of the 11,424 occasions when an online ad was served to the personal devices of our children's panel, 435 (3.8% of the total) related to an alcohol, gambling or other age-restricted ad. Of these, there were 73 occasions (0.6% of the total number) when the ad was served in likely breach of the UK targeting rules.

The 100 Children Report also adds significantly to societal understanding of the prevalence and consequences of children registering with false dates of birth on social media. For example, our findings suggest that at least 11% of children's social media accounts are regis-

tered with a date of birth that falsely suggests the account holder is 18 or older; as a likely consequence, found that these accounts were served 47% of all the age-restricted ads captured in our study, almost two-thirds more than children registered with a child's age. That same scenario is replicated in the registrations for online bets.

Currently, it is possible to give false information about a person, send a document in poor condition or even access the system through a selfie. Current technology requires the use of more advanced resources. Technology allows this to be done in a far more accurate manner using live selfies and facial comparison and is better able to detect fraudulent documents and known fake identities.

This is one reason we've chosen to employ artificial intelligence and machine learning for some parts of our digital ID app. These type of tools can detect whether a photograph is being held up to a camera, as well as the use of latex masks and other spoofing approaches. This means the chances of a child opening an account with a parent's ID are massively reduced.

Remote identity verification technology is still in its infancy and while some operators are making use of it, we are a long way from widespread adoption.

Chris Rowe

“RESPONSIBLE GAMEPLAY IS FUNDAMENTAL TO OUR VALUES AND INTEGRAL TO OUR MISSION”

The Managing Director for EMEA and Latin America at Aristocrat gave an exclusive interview to Revista CASINO to talk about what activities does the company promote to combat and prevent pathological gambling.



Aristocrat operates in a licensed environment that requires high compliance and integrity. This means the company upholds all rules, regulations and legislation that governs their gaming products and their business operations at all levels within the organization. The manufacturer provides clear, accessible information about how their games work, to combat myths and misinformation, and enhance choice for players.

Chris Rowe, Managing Director for EMEA and Latin America at Aristocrat, gave an exclusive interview to Revista CASINO to talk about what activities does the company promote to combat and prevent pathological gambling.

What does responsible gaming mean to you personally? What topics does this concept cover?

Responsible gameplay is fundamental to our values and integral to our mission of bringing joy to life through the power of play. We are committed to having a positive impact on the lives of our players and communities. Additionally, it is key to our people, by integrating responsible gameplay into our culture which enables our company to grow in a positive way.

On an individual level, all employees are advocates of the company's collective effort to ensure we are adherent to Aristocrat's three-pillar approach of: compliance, empower and improve.

What activities does Aristocrat promote to combat and prevent pathological gambling?

We have player information videos about how gaming machines work that cover topics including why do we have sounds in a modern gaming machine, how does a bet work in a modern gaming machine, what are the odds of winning a jackpot in a modern gaming machine and what does return to player mean in a modern gaming machine.

We have regular engagement and collaboration with industry groups like the American Gaming Association (AGA) and other associations on the topic. As a member of key game associations, we encourage our broader industry to also take a proactive approach to responsible gameplay issues.

Also, our website has a section dedicated to responsible gaming information and we provide ongoing responsible gaming training to our employees and continue to expand engagement and education efforts with all stakeholders.

What awareness campaigns the company has carried out during 2022?

Responsible gaming is recognized globally within Aristocrat and practiced daily, but we also bring awareness and continuous education of our efforts through company-wide acknowledgment of and participation in Responsible Gaming Education Month.

Aristocrat builds awareness with employees through mandatory training for all employees when they onboard, game design and development abides by product development charter, marketing training on guidelines, board training on guidelines, and online resources.

What are the company's responsible gaming guidelines for advertising and promotion of gaming products?

All communications, including advertising and promotions, are consistent with Responsible Gameplay policy at Aristocrat. Our communications and marketing efforts go through a thorough review process to ensure we are



Aristocrat is currently in a digital wallet trial where players set their own preferences including session length, frequency of play, amount spent or won, total bets and bet size.

meeting the standards set forth by our company, and regional requirements.

We promote our business, products and/or customers in a way that encourages players to make a choice to play for entertainment, and be in control to balance with other activities in their lives. We take intentional steps to only communicate with our of-age adult customers and take special care to exclude those who are not of-age. This comes to life through age gating our website and media advertising.

New product decisions are balanced with consideration for customer interest and applicable Responsible Gameplay practices in the relevant market.

Which responsible gaming organizations and events does Aristocrat financially support?

AGA, the International Center for Responsible Gaming, UNLV's International Gaming Institute, and the Gambling Treatment and Research Clinic of the University of Sydney. Also, various state, national and international councils throughout the United States and across the globe.

In your opinion, what are the pending issues of the global gaming industry on responsible gaming?

Combating the illegal gaming market through regulation and consumer protection and marketing guidelines that take into account responsible advertising.

How could the interaction between consumers and companies be improved?

Sharing of responsible gaming information is an important part of the approach at Aristocrat and we make information available on our website. In addition, we provide an opportunity for anyone to submit a question to Aristocrat in our contact us section of our website.

What are the company's projects, in terms of responsible gaming, that will be carried out during 2023?

We are currently in a digital wallet trial, in New South Wales, Australia where players set their own preferences including session length, frequency of play, amount spent or won, total bets and bet size. With the solution players can self-exclude and set protocols for staff intervention, and provision a “quarantine” wallet to restrict access to their gaming wallet for 24 hours.

We also plan to robust data security and protection of player privacy, continue to develop the Responsible Gaming Community Charter, continued investment in Responsible Gaming technology across Aristocrat Group, including further “test and learn” initiatives on early intervention functionality, and Refreshed Responsible Gaming policy and development of new employee training module.

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U.S. MOVES CLOSER TO THE INTERNATIONAL FEDERATION FOR THE TOTAL UNIFICATION OF REGULATIONS

Even with the support of President Joe Biden, through HIS, America is moving forward to limit medications on the day of the races, despite opposition from some states in the country. At the same time, South America also updates its structure to the IFHA model with a laboratory in Buenos Aires, Argentina, in order to be close and lower costs.

The conversation around medication regulation in the world of racehorses is a very broad universe. The horse, as the main star of the show, must have the necessary guarantees not only for its health during training, but also for the rest of its life -including the subsequent stage of reproduction-. But it also includes the world that lives day by day in racing, highlighting breeders, owners, trainers, jockeys and other members of a work team, as well as the bettor. In fact,

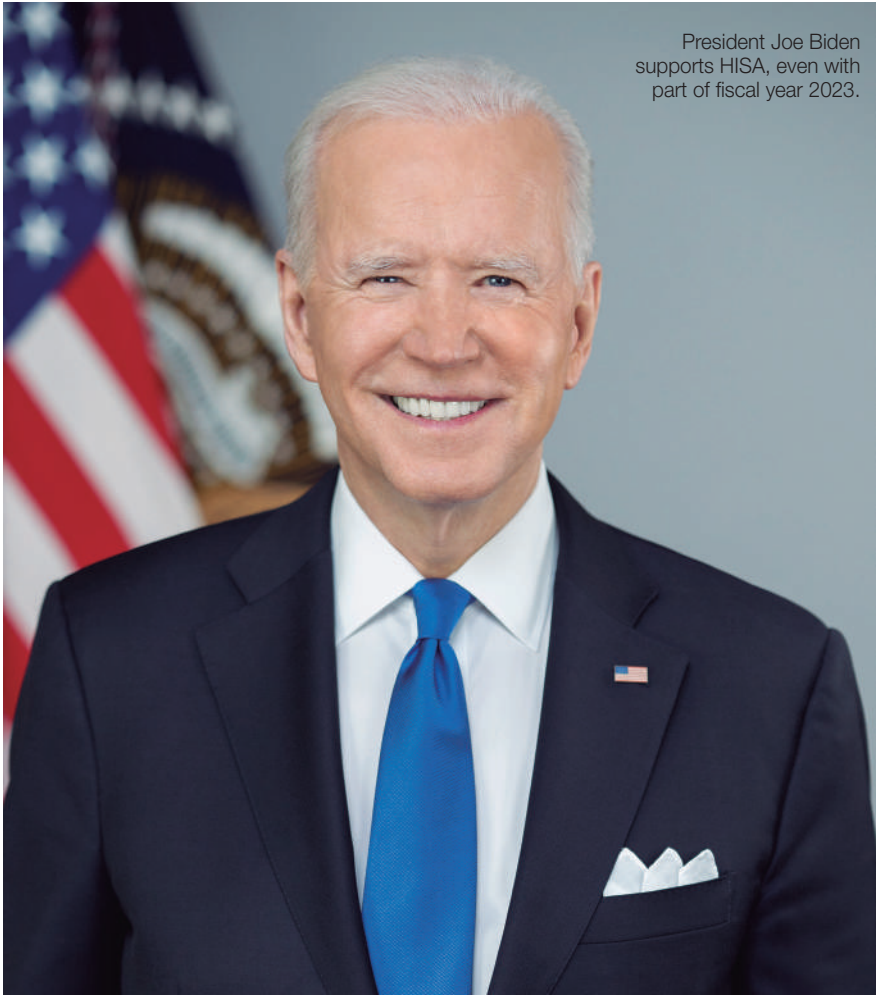
the bettor is the only one who does not have a subsequent appeal against a result that was affected by doping. In the world of horse racing there are "two worlds" that often interact, but on other occasions have different characteristics. Both worlds clearly agree on two fundamental premises for the industry: integrity both for the health of the horses and for the care of the bettors. Within the framework of the 56th International Conference of Horseracing Au-

thorities, organized by the International Federation of Horseracing Authorities (IFHA) on October 3, 2022, in Paris, France, Europe and the United States shared concepts that approach the unification of regulations in that aspect. Let's look at some numbers to understand the size of the industry and its needs. According to figures released by Equibase, a robust \$1,309,837,841 in purse money was paid out during the year in the U.S., an increase of 10.92%

and an all-time record for the sport. Total handle on U.S. racing in 2022 was \$12,108,807,335, a decrease of 0.87% when compared to 2021 numbers. The total bet in 2021 was \$12,215,598,838. The first International Conference of Horseracing Authorities was organized and hosted by the Société d'Encouragement in Paris, France, on October 9, 1967. Since 1994, the annual conference has been organized by IFHA at France Galop. The first meeting had 14 attendees from nine countries. At 2022 Conference convened delegates from more than 40 different countries with a number of other racing executives and media members in attendance. The IFHA is the global leader for the international sport of thoroughbred racing. The Federation seeks to promote all facets of the worldwide sport of thoroughbred racing; protect the welfare of the equine and human athlete; and protect and grow its global social and economic significance for current and future generations. "Integrity lies at the foundation of our sport and must inform every decision that we make," said Winfried Engelbrecht-Bresges, Chair of the IFHA. "The pandemic has inherently changed the way that fans and punters enjoy and participate in horse racing. A good digital customer experience is key, and the general trend of digital evolution further emphasizes that all industry players need to adapt quickly to emerging technologies and behaviours." Participation in the event of the Horseracing Integrity and Safety Authority (HISA) of the United States paved the way even more for the unification of these criteria in the world. HISA was created by the Congress of that country in 2020 to implement, for the first time, uniform nationwide safety and integrity rules to govern Thoroughbred racing in America. It represents a once-in-a-lifetime opportunity to reform a sport that in recent years has seen criminal conduct at its highest levels and welfare concerns about horse and rider safety that have raised questions about its viability. Within a historical characteristic, of excellence, world transcendental and elite, the races in the United States

have all the guarantees of the case to be clean. It's just that, compared to Europe, they have some differences in terms of medication, especially on the day of the competition. Commenting on HISA, Engelbrecht-Bresges stated: "The introduction of HISA represents a monumental shift in the regulatory approach to racing in the U.S. Clearly, the Federation welcomes this approach, as it strives to pursue its key objective of international harmonization of racing rules. It is significant that the U.S. authorities have taken reference to the International Agreement in the development of their regulations, demonstrating the impact and influence of the Federation in shaping and supporting the highest standards of integrity in all jurisdictions." "The American Jockey Club will continue to use our human and financial resources to protect the integrity of the

game and to grow the sport," said Stuart S. Janney III, Chairman of the U.S. Jockey Club, during the Conference's first session. "We enthusiastically support the work of HISA." **HISA, WITH THE SUPPORT OF BIDEN** Not all drugs mean a sporting advantage in horse racing. Some are allowed for being healthy for life in high performance. Historically, horse racing in the United States had more flexible regulations regarding the time to administer a medication to a horse, even up to the day of the race. One of the most significant examples is lasix (or furosemide), which prevents respiratory bleeding that can occur in some of these due to physical exertion. Also the pain-relieving anti-inflammatory, Phenylbutazone, or "bute". In order to bring regulations closer to the strict European scenario on medica-



President Joe Biden supports HISA, even with part of fiscal year 2023.



Stuart S. Janney III, Chairman of the U.S. Jockey Club.

tion, in July 2022 HISA achieved a fundamental step, with the support of none other than the President: banned race-day doping in the US became law. The goal was for a standard group of regulations to be put in place at every track across America.

However, Texas, Louisiana, Oklahoma and West Virginia filed a lawsuit claiming the HISA was unconstitutional. The \$1.7 trillion federal spending bill, signed by Joe Biden, helps keep HISA in place. The bill also includes a record \$4.1 million to enforce the Horse Protection Act (HPA) of 1970 for FY 2023. Because of these oppositions, there is a debate to carry on.

The Federal Trade Commission's order explains that its disapproval arises from the legal uncertainty arising from a recent decision by the U.S. Court of Appeals for the Fifth Circuit, which declared the Horseracing Integrity and Safety Act unconstitutional. Because the next steps in the litigation could render the proposed rule unenforceable in the states that make up the circuit and in those that are plaintiffs in litigation, approving the proposed rule would be inconsistent with the Act's foundational principle that horse racing rules be uniform across the nation. Accordingly, the commission did not reach the merits of the proposed rule, which the Authority may re-submit if the legal

uncertainty is resolved. The horse racing industry in the United States is so relevant that there are several states involved in the conversation, as well as national and jurisdictional justifications.

That uncertainty started Nov. 18 with a ruling by the U.S. Fifth Circuit Court, which overturned a ruling by Judge James Wesley Hendrix of the U.S. District Court for the Northern District of Texas and declared HISA constitutional. The federal act also is being scrutinized by the U.S. Sixth Circuit Court of Appeals based in Cincinnati, which is considering an appeal of a ruling finding HISA constitutional made in U.S. District Court for the Eastern District of Kentucky by Judge Joseph Hood. Oral arguments were held Dec. 7.

Hood found that the HISA legislation allows the FTC sufficient "authority and surveillance" over the Authority to ensure that it functions as a private entity that is subordinate to the FTC, and not the other way around, in the rule-making process. Hendrix essentially made the same type of ruling as Hood. The Fifth Circuit said Congress got the cart before the horse, mak-

ing HISA the entity with "the whip hand." Should the Sixth Circuit side with Hood, and should the Fifth Circuit not change its position, the conflicting rulings would set up a situation that would require the U.S. Supreme Court to essentially break the tie. Lazarus said either winning a stay from the Fifth Circuit Court ruling or a favorable ruling by the Sixth Circuit could also buy HISA time to implement the anti-doping and medication control rules.

SOUTH AMERICA ALSO ACHIEVES A STEP FORWARD

The South American Organization for the Promotion of Pure Sang Racing ("Organización Sudamericana de Fomento del Sangre Pura de Carrera" in Spanish, OSAF) is the one that directs the rules of racing in South America, while also serving as direction in the link with IFHA for the rest of the countries in LatAm.

In order for the region to align with the IFHA regulations, OSAF has been making some changes in recent years. The most

significant was when in 2016, in order to function with the same pattern as the international body, samples began to be sent for the anti-doping test of the Gran Premio Latinoamericano (G1) - the emblematic race organized by OSAF, with an itinerant venue in the continent - to the

Laboratoire des Courses Hippiques, in France, logically under the orbit of IFHA.

From then on, the decision was made that the same procedure of all the G1 of the countries affiliated to OSAF were analyzed in the same laboratory.

In December 2022, it was reported that the San Isidro Hippodrome laboratory in Buenos Aires, Argentina, will be the reference in the region for IFHA. Due to the proximity, this will not only shorten the process times, but will also lower the costs of the institutions to continue with the international regulation. Also in San Isidro, lower rank races will be processed for affiliated countries.

»»»» "The \$1.7 trillion federal spending bill, signed by Joe Biden, helps keep HISA in place. Also includes a record \$4.1 million to enforce the Horse Protection Act"

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Christoph Neubauer

"I UNDERSTAND RESPONSIBLE GAMING TO BE A FUNDAMENTAL BASIS FOR BUSINESS"

The Head of Group CR and Sustainability at Novomatic gave an exclusive interview to Revista CASINO to talk about what are the company's projects, in terms of responsible gaming, that will be carried out during 2023.



As the continuous improvement and further expansion of player protection is a key issue for the company, G4 certifications are of great importance to us. In the course of the certification process, a large number of specific measures relating to player and youth protection are examined.

As the strictest international standard in this area, this even goes beyond legal requirements. Incidentally, since 2019, the majority of the group's international sales have been certified in accordance with the player protection standard of the Global Gambling Guidance Group.

What guidelines are included in Novomatic's Responsible Entertainment Policy?

Novomatic's Responsible Entertainment Policy includes guidelines on age verification, player protection information, advertising and marketing, the offer of bonuses and incentives, employee training, and options for limiting or blocking problematic gambling behavior. The ongoing updating of the Responsible Entertainment Policy on the basis of the latest scientific findings and cooperation with Responsible Gaming experts, for example, is an important basis for G4 recertification respectively G4 certification.

What are the company's projects, in terms of responsible gaming, that will be carried out during 2023?

For 2023, we plan to strengthen Responsible Gaming even further and are working on more G4 certifications and co-operations as well as expanding intensive contact with our subsidiaries on the topic of player protection. Novomatic clearly stands by its principle: Winning responsibly.

Success can only be achieved by assuming responsibility," this is the guiding principle at the heart of Novomatic's Corporate Responsibility activities, but what does it mean? What activities does the company promote under this motto? Christoph Neubauer, Head of Group CR and Sustainability for the manufacturer, gave an exclusive interview to Revista CASINO to answer these questions.

What does responsible gaming mean to you personally? What topics does this concept cover?

I understand Responsible Gaming to be a fundamental basis for business – not only for social reasons, but also with regard to a sustainable business model. For Novomatic protection of minors,

comprehensive customer education and information, well-trained employees, and responsible advertising are top priorities.

Novomatic shares the opinion of gaming experts that customers who enjoy Responsible Gaming are the foundation for sustainable business success. As we operate exclusively in regulated markets with clear legal frameworks, taking responsibility and obtaining and maintaining licenses in the international market go hand in hand for Novomatic.

In November, Novomatic was certified in Italy and Spain by the internationally recognized standard given by G4. What did the organization consider to give the company this recognition?

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James R. Maida

“WE HAVE EMBRACED THE IMPORTANCE OF SUPPORTING RG IN THE INDUSTRY”

The President and CEO at Gaming Laboratories International gave an exclusive interview to Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.



tives are essential to maintaining public trust and are the cornerstone to the continued success of the gaming industry. James R. Maida, President and CEO at GLI gave an exclusive interview to Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.

With more than 33 years of experience in the gaming industry, what does responsible gaming mean to you personally? What topics does this concept cover?

Responsible gaming (RG) is about people, and that is why it is extremely important to me personally, and to Gaming Laboratories International (GLI) as a whole. We have embraced the importance of supporting RG in the industry throughout each of the 33+ years we have been in business.

We support our regulator, operator, and supplier clients in their RG efforts, always keeping in mind the people RG is designed to protect. We have been providing independent testing, product certification, and consulting services to the gaming, lottery, and wagering industries over three decades, assuring the integrity of products the public participates in.

During your time as president of GLI, what responsible gaming initiatives did you personally promote or support?

There have been many, including the GLI Standards Series, which

helps regulators to feel confident that they are providing a safe, responsible method of revenue generation for their stakeholders. Education Initiatives, such as our roundtables and eLearning programs where we provide important education on new gaming technology and concepts as well as RG principals, concepts, and initiatives.

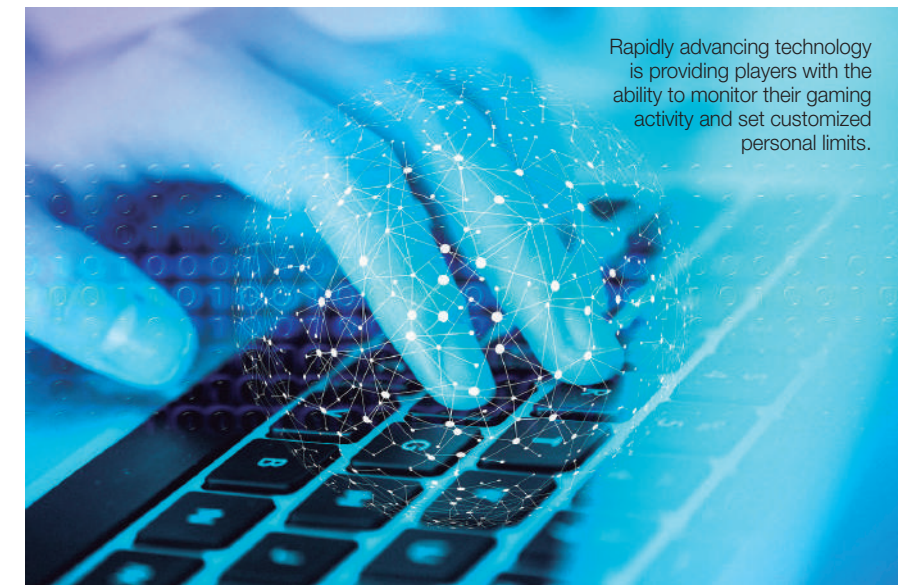
Also, assessor for the first US state to achieve Level 4 WLA RG. GLI provided gap analysis and independent assessor services to the California State Lottery, resulting in the first US state to achieve Level 4 Certification.

Speaking of RG being about people, we are proud that GLI's Lead Auditor is the founding architect for the WLA RG Framework. Mike Randall is the Founding Independent Chair for the WLA RG Independent Assessment Panel (IAP) and architect of the RG Framework. His accreditation process is now used to accredit government-owned lotteries, in the area of responsible gaming, all over the world. He has assisted dozens of lotteries through their first attempts at various levels of the WLA RG framework, including several at Level 4. He has also served as the first independent chair for the WLA's Independent CSR Assessment Panel and assisted member lotteries around the world as they work towards achieving greater levels of social responsibility.

What activities does the organization promote to achieve these goals?

Responsible gaming is a key priority for us, our clients, and the public, so we also support these efforts through programs such as RG Gap Assessment and Program Analysis, RG Program / Plan Development, RG Certification Gap Assessments, RG Certification Submission Development, and RG Certification / Assessments.

The final step brings everything together to ensure that all stakeholders in the organization are aligned in a manner to most efficiently and effectively deliver RG programs that meet the highest standards of excellence. This being a wide variety of RG Certification Assessments utilizing world-renowned and rec-



ognized subject matter experts. These may include all or portions of standards from the National Council on Problem Gambling (NCPG), World Lottery Association (WLA), Responsible Gaming Council (RGC) Check, European Lottery (EL) Responsible Gaming Framework Standards, or other recognized best practice standards.

GLI supports RG organizations and events monetarily and by lending advice from our subject matter experts. In addition, GLI staff routinely serve on committees, boards of directors, and strategic advisory groups, that have input into RG initiatives. For example, we are proud that currently one of our executive team sits on the Responsible Gambling Council of Canada (RGCC) – Board of Directors. We are also an annual sponsor for the RGC's Discovery conference – an important global event that brings together industry leaders from around the world with a goal to drive positive change in responsible gambling through meaningful discussion, research, and knowledge sharing.

In your opinion, what are the pending issues of the global gaming industry on responsible gaming? How could the interaction between consumers and companies be improved?

Rapidly advancing technology is providing us with a wide array of new

tools to evaluate RG programs and to provide players with the ability to monitor their gaming activity and set customized personal limits. GLI wants to help stakeholders stay at the forefront of RG practices relating to emerging technologies, jurisdictional requirements, and industry best practices. To help in this, our technology and RG experts prepare a detailed analysis of any interactive or remote gaming channels deployed and summarize policy, procedure, and technology options that are available for an organization's growth and financial success, all the while protecting consumers.

What are the company's projects, in terms of responsible gaming, that will be carried out during 2023?

GLI continues to promote its WLA, RGC, and EL RG efforts globally. We have proudly assisted numerous suppliers, operators, lotteries, and regulators around the world through our Independent Assessors on staff. Having completed dozens of independent audits, GLI will continue to support organizations in their endeavors to better align with the process and the public. As a result, the requests for our RG services continue to grow, and we feel we are making positive changes upon completion of each audit and/or advisory engagement.



THE GAMING INDUSTRY AND THE ENVIRONMENT

From the protection of water in Colorado to the reduction of gases, the care of nature, the preservation of resources, recycling and the contribution to society, among other current plans within the sector.

The environment is very important to everyone. That premise also belongs to the gaming industry. It is not only about fun and entertainment, but also about a careful present and a legacy for future generations. So sustainability is part of the whole towards responsible gaming.

One of the most resonant examples of recent times is the inclusion of MGM Resorts International in the A-List. The CDP (formerly known as the Carbon Disclosure Project) recognized MGM Resorts for its leadership in corporate transparency and performance on climate change and water security. MGM Resorts was one of 57 companies to receive a double-A rating from CDP.

In Colorado, a vast majority of taxes collected on Colorado sports betting go

toward the Colorado Water Plan. The plan receives funds from the 10% tax on sports betting profits. It funds long-term conservation efforts in Colorado and education, among other things.

When sports betting became legal in November 2019, Proposition DD was approved. The Legalize Sports Betting with Tax Revenue for Water Projects Measure set the allocation of sports betting tax revenue in place. In 2022 the Colorado Water Plan received over \$11 million in fund distribution, a 43% increase from the previous year. In 2023 the plan is to focus on vibrant communities, robust agriculture, thriving watersheds and resilient planning for the state.

Also the Flutter example. It is the parent company for some of the world's big-

gest and most popular betting and gaming brands, with operations in more than 20 regulated markets and a global presence. The Positive Impact Plan marks the next step in the commitment to make a positive difference in the communities and markets in which the company operates.

Using global scale while maintaining local connections, this new Group-wide strategy builds on significant progress within three key focus areas – customers, colleagues and communities – and also includes efforts to reduce environmental impact.

Designed and driven by the company's employees, the Positive Impact Plan creates a consistent global approach that is aligned with corporate strategy and gives the portfolio of brands better ac-

cess to the Group's broader knowledge, skills and capabilities to develop local initiatives that generate maximum impact.

There are three point goals for the future: set science-based carbon targets by the end of 2022 that will set the roadmap to net zero emissions; develop and implement a global e-waste policy across all divisions and suppliers by the end of 2023; and move all energy rates to renewable energy rates by the end of 2030.

Another of the compromised firms is Betsson Group. Founded in 1963, the group has come a long way in the past six decades and is now recognized as one of the leading names in the industry. On its 60th birthday, the company is proud of the successes, but a few years ago the decision was made to direct resources towards the environment. So Betsson AB's board has also decided that Betsson should be climate neutral. Therefore, the Group climate compensates for its emissions by investing in climate positive projects such as solar or wind plants. Betsson has set science-based targets for how much the Group will reduce its emissions to be in line with the Paris agreement, and has a roadmap for how to reach its goals.

It is known that online technology has a lower impact than other industries. This means that Betsson has relatively low CO₂ emissions, but nevertheless has a responsibility to help counteract climate change. The Group has therefore set Science-based targets to ensure that its climate work is in line with the Paris agreement. In 2021, the targets were officially approved by the Science Based Target initiative (SBTi).

Three targets are on the horizon: reduce direct and indirect emissions of greenhouse gases from own operations and indirectly from purchased energy by at least 55% by 2030 from the 2019 baseline level; reduces indirect greenhouse gas emissions that occur in the value chain (purchased energy not included) to Betsson's operations by at least 15% from the 2019 baseline level; and 100% climate-neutral business.

Novomatic is another of the companies that thinks green. For more, one of the world's leading gaming technology

producers think "Going Green". Both its structure in the world and the awareness of its thinking as a company reflect this. Because major work steps are carried out in-house at the Austrian production site in Gumpoldskirchen, where, for example, gaming terminals are produced and refurbished for the Group. The company achieves vertical integration of over 50% with its own locksmith's workshop, joinery, printing shop, circuit board assembly, and plastics technology as well as internal assembly and shipping logistics.

The greatest impact that gaming operations have on the environment is due to the electricity consumed for operating gaming and betting terminals, heating and cooling, and lighting. Water consumption is comparatively low during gaming operations. Service technicians using vehicles results in significant emissions from fuel consumption. Novomatic acknowledges its ecological footprint and the principle of assuming responsibility for using resources efficiently and sparingly. The subsidiaries take measures, in accordance with the respective local requirements, to reduce their ecological footprint and apply appropriate environmental management approaches. To this end, dedicated environmental management officers are positioned in manufacturing Group companies to implement the necessary steps for operational environmental protection.

The way in which how a company handles energy, CO₂ emissions, waste and water consumption has a major impact on the environment. The primary goal is to keep the consumption of resources in production operations and the running of gaming facilities as low as possible. To this end, the company establishes two commitments: minimize the environmental footprint through efficient handling of energy and resources, as well as by reducing the waste and emissions that it produces; and strive to make positive contributions to environmental protection using both production and operational measures.

In order to make the scope of the ecological footprint and the measures taken in this context transparent, Novomatic has also included environmental indicators in the ESG key performance indicator system at the Group level. These KPIs were included in an online data tool for the first time in 2017. Good practice examples of new and successful environmental protection measures are shared between the individual companies. In the future, the plan is to specify qualitative goals and move towards quantitative goals. The final goals are: minimize consumption of energy and resources as well as minimizing emissions and waste and contribution to the protection of the environment.



Three key focus areas – customers, colleagues and communities – and also includes efforts to reduce environmental impact.

Marco Herrera

“ADVANCED TECHNOLOGY IS ALWAYS A GREAT METHOD TO MINIMIZE THE RISKS OF PROBLEM GAMBLING”

The President for EMEA at Interblock Gaming gave an exclusive interview with Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.



Interblock Gaming recognizes that problem gambling is a societal issue that must not be ignored. The company joins like-minded organizations across the global gaming industry in their belief that it is incumbent upon all stakeholders in the gaming industry to take a pro-active approach to both problem gambling. The manufacturer's mission is to promote responsible and to supporting those agencies and programs committed to researching, preventing and treating problem gaming. Marco Herrera, President for EMEA at Interblock Gam-

ing, gave an exclusive interview with Revista CASINO to talk about what are the pending issues of the global gaming industry on responsible gaming.

What does responsible gaming mean to you personally? What topics does this concept cover?

Coming from an early Las Vegas family that likes to gamble, I understand responsible gaming all too well. Gambling as a form of entertainment can be a fun and enjoyable experience, however the adrenaline associated with gam-

bling creates an illusion and can become problematic when patrons use it as a source of income or when they gamble with more money than they can afford to lose. When gambling becomes an obsession and causes someone to surpass their financial means, to the detriment of themselves and those around them, it ceases to be a form of entertainment and becomes a disorder. If we take one step further and take a deeper look into the risk associated with problem gambling, we see that researchers discovered that problem gambling is a

very complicated disorder. Neurological, biological, psychological, and genetic factors play a role. For instance, children who are raised by a problem gambler are more likely to become problem gamblers themselves. In order to protect patrons and our industry, it is important to make this distinction and manage gaming activity responsibly first on an individual level and next on a corporate level. I strongly believe that educating ourselves, as well as others around us, as to the risks of problem gambling is the first step to promote awareness at all levels.

What activities does the company promote to combat and prevent pathological gambling?

Interblock takes problem gambling seriously and has always been committed to take a proactive approach to create awareness and address the issue at its source. Interblock implemented an enhanced online problem gaming compliance training on an annual basis. Responsible Gaming brochures are also made available to all of our employees, as well as other printed materials to promote awareness. Our compliance and legal departments regularly follow the Nevada Council on Problem Gambling website and attend conferences on Problem Gaming when available.

Which responsible gaming organizations or events does the company financially support?

As an active member of the American Gaming Association, as well as other industry and trade associations, Interblock supports many Problem Gambling initiatives led by these organizations.

In your opinion, what are the pending issues of the global gaming industry on responsible gaming? How could the interaction between consumers and companies be improved?

In today's competitive and ever-changing environment, public expectations about the role of business in society are also rapidly changing. Companies, like Interblock, are held to higher standards, perform well financially but also

operate responsibly. This higher level of standard holds us accountable for a greater transparency, disclosure, engagement, and accountability. Putting aside the moral aspect for operators to protect end users from harm, it's in our own best interest to ensure the gaming industry is properly regulated, and that customers are given the proper tools and education to avoid problem gambling.

The interaction between the companies and the end users can be improved by a systematic reframing of the issue that recognizes the major burden of harms that gambling places on not only individuals but also communities and society. Interblock acknowledges the role of commercial, policy, and regulatory forces in shaping the environment in which these harms occur.

For example, in Macau Casino, operators use hidden cameras and facial-recognition technology to track gamblers' betting behavior, as well as poker chips enabled with radio-frequency-identification technology and sensors on tables. This data then heads to a central database where a player's performance is tracked and monitored for interplayer collusion. Gambling companies and operators should consistently reevaluate their regulatory compliance to ensure they are meeting the changing needs of gamblers and addressing new ways that gambling habits can become problematic. In my opinion, effective utilization of advanced

technology and computer systems is always a great method to minimize the risks of problem gambling.

This is still a bit of a controversial issue. How intrusive can a company be with its consumers? Should we monitor and police every detail of a patrons' activities?

As a supplier of gaming equipment, it is important that we provide information and tools to our customers and the operators so that they can understand and manage customer activities. Policing and monitoring patrons' activities may be a way to identify individual incidents. However, in reality, identifying a problem gambler by way of policing or monitoring is pointless in the absence of commitment to take proper actions to fix the problem.

What are the company's projects, in terms of responsible gaming, that will be carried out during 2023?

Interblock is committed to continue educating its employees through its internal training materials. Our Compliance Department also takes a proactive and intense approach to promote extended awareness throughout our global operations. This year, we will encourage our employees to use a uniform Problem Gambling message on their e-mail signature lines during Problem Gambling Awareness Month in March.



Operators use hidden cameras and facial-recognition technology to track gamblers' betting behavior.

Big Data, ML, and AI

HOW CAN CASINOS USE TECHNOLOGY TO PROTECT GAMBLERS?

Online gambling and land-based operators with identified play can provide a lot of tools which can reduce and prevent problem gambling.



Responsible gaming is about ensuring consumers have ready access to all the tools and protections necessary to engage safely with gaming. This covers all aspects of a consumer's journey with the industry, including the advertisements they see on television, messaging they receive in play, and the safeguards available should they wish to set controls or seek support. Consumer

protection is central to a regulated gaming market. Safe and sustainable markets are created only when effective responsible gaming, fraud detection and age verification are taking place.

When it comes to responsible gaming, analytics play an essential part and online operators must not ignore the available data. This has been the case for too long. For that reason, several coun-

tries, like Germany or the United Kingdom have introduced mandatory player tracking. But they also have to be aware of the caveats.

Based on wagering and depositing an online operator can never diagnose a player from a clinical point of view. Diagnostic criteria for problem gambling are also restlessness when cutting down on gambling or lying to friends and family

members about gambling. These symptoms do not reflect in player tracking data nor can they be learned from the analysis of chats or messages.

Operators are part of the group of stakeholders and should thus provide tools and environment which facilitates healthy gambling. Online gambling operators and land-based operators with identified play can provide a lot of tools which can reduce and prevent problem gambling. Amongst those are personal limits, reality checks, pop-up messages and cool-offs.

Several research studies have found that players often underestimate their losses and overestimate their winnings and for that reason it is important that players are regularly informed about their money and time spent and always have the option to retrieve this information. Key stakeholders should commit to reduce the incidence of problem gambling and develop respective strategies.

BIG DATA, ADVANCED ANALYTICS, MACHINE LEARNING (ML), AND ARTIFICIAL INTELLIGENCE (AI) CAN HELP TO IDENTIFY A PROBLEM GAMBLER IN AN ONLINE CASINO

AI can help identify indications of problematic gambling. To date only very few studies have actually attempted to identify problematic gambling based on player tracking. Several studies have used voluntary self-exclusion as proxy measures for problem gambling.

"However, not all self-excluders are problem gamblers and not all problem gamblers self-exclude. Auer and Griffiths argued that voluntary self-exclusion should not be used as a proxy measure for problem gambling. Only one study by Auer and Griffiths has actually attempted to self-reported predict problem gambling based on player tracking data. A sample of 1000 online casino players were asked to answer the nine questions of the Problem Gambling Severity Index (PGSI) which is a popular questionnaire in gambling research. Then the answers were cor-

related with wagering and depositing. The most predictive behaviors were frequent in-session deposits and a tendency to only stop gambling once the gambling account had been totally depleted," explained Michael Auer, Data Scientist, Psychologist and Gambling Researcher and Director at Neccton.

The findings were in line with previous research and showed that impulsivity and the resulting loss of control were the biggest issues of players who said that they had a problem with gambling. Operators typically exclude high-risk players from direct marketing or bonuses and several jurisdictions (for

example Spain) even forbid operators to advertise to high-risk players. But the biggest benefit of analytics lies in personalized interactions with players.

Several studies have supported the impact of personalized messages on subsequent gambling. The studies for example found that players are more likely to respond to a message after they won a larger amount.

Auer said that we often think that we should prevent players from losing, but players who never withdraw an always re-gamble their winnings can actually be nudged to withdraw shortly after they won a larger amount of money.



Michael Auer,
Director at Neccton.



Robin Alexander, Impact Manager at GeoComply.

TECHNOLOGY CAN HELP OPERATORS TO DETECT FRAUD, FINANCIAL CRIME AND MONEY LAUNDERING

Oftentimes, the first thing someone will do before committing fraud, financial crime or money laundering is trying to hide their identity. Cybercriminals leverage various tools to manipulate their online footprint, allowing them to conduct illicit activities in an anonymous manner. As a result, various location or altering tools (such as Virtual Private Networks, Proxy Services and Fake Location Apps) have created a safe harbour for online criminals.

"To get in front of such activity, operators can incorporate geolocation checks and anonymizer detection into Know Your Customer (KYC) and risk management processes. This has been proven effective in deterring, detecting and investigating criminal activity in the United

States online gaming industry," commented Robin Alexander, Impact Manager at GeoComply.

The data necessary to detect and prevent AML are overlapping to a large degree with the information necessary for RG. AML patterns however look different. A money launderer tries to lose as little as possible and attempts to withdraw, whereas a problem gambler loses most of the deposits and rarely withdraws.

There are of course also similarities. In both cases players will try to trick the KYC process and open up multiple accounts, use multiple payment methods. Whereas certain patterns are very much indicative of problem gambling, the same cannot be said for AML. The patterns which lead to an AML investigation could always be random and at the end of the day an operator can never be sure of a player's agenda.

"They report the case to the authorities and only hear back in very rare cases. For that reason, it is difficult to build a prediction model because it cannot be trained on a pre-labelled dataset. There is a big variety of triggers that operators are following and some jurisdictions (for example in Ontario) mandate a very specific AML procedure", added the Director at Neccton.

IN ORDER TO PROTECT GAMBLERS, ONLINE OPERATORS HAVE INTRODUCED A WIDE RANGE OF RESPONSIBLE GAMBLING TOOLS

Over the last couple of years voluntary limits have become subject of criticism because studies have found that only very few players actually set limits. "But I do not agree, because the percentage of players which set limits depends to a large degree on how an operator facilitates this process. It makes a big difference if players are actively reminded to set limits, if they can navigate to the limit page seamlessly, if they are incentivized to set limits. I still believe that voluntary limits are important and that maximum limits across all players are not the final answer to the prevention of problem gambling", declared Auer.

Recently, Auer conducted a number of studies about mandatory play breaks, also often called cool-offs. It is quite popular for operators to block players after prolonged sessions. Typically, these blocks last for 90 seconds. The study found that players simply wait out the 90 seconds and then continue to gamble. In our studies, the researcher concluded that the play break needs to last for at least 15 min. Then players often seem to change activity and do not gamble for the remainder of the day. They also do not come back after the play break and chase their losses.

"All consumers are different. In addition, various responsible gaming tools serve different needs. It's important to have a full arsenal of tools on offer so consumers can access what they need when they need it", concluded the Impact Manager at GeoComply.



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“WE WANT THE GAMING INDUSTRY TO BE AN ACTIVITY THAT PROMOTES RESPONSIBILITY AND PROTECTS THE MOST VULNERABLE PEOPLE”

The President-International at Zitro not only talks about the company's commitment through the projects made a reality to support the industry in terms of responsible gaming, but also establishes an analysis on the need to care for future generations.



Responsible Gaming is very important to Zitro. When and how did that spirit start?

In terms of gaming, we work with our clients on pathological gambling prevention programs. At Zitro, we lead the FES Project for the prevention of adolescents' behavioral addictions not only when it comes to gambling but, in general, when it comes to other forms of electronic entertainment available through tablets, computers or mobile phones. The FES Project is a channel with prevention tools aimed at avoiding the disorders caused by these practices, with the support of public and private institutions.

Zitro is one of the three companies that make up the Spanish Government's Responsible Gaming Advisory Council. How valu-

able is the interaction between companies and the state to take care of the client?

Zitro is, in fact, a founding member of the Spanish Government's Responsible Gaming Advisory Council. It has been for 4 years, as the council is renewed periodically to give way to new members every year. As a corporate social responsibility, we are committed to the community and believe it is important to help reduce the adverse impact of our activity, as well as collaborate in the establishment of conditions that allow the sustainability of our industry. To do so, we join forces with the relevant organizations in order to raise awareness through education, treatment, and prevention programs.

Zitro offers a self-assessment test, as well as highlighting the existence of the self-exclusion

registry. What are the characteristics of these processes?

Zitro currently offers an email address: juegoresponsable@zitrogames.com, where we redirect people who contact us to professionals who can help them in the diagnosis and proper treatment of their condition.

What is the pending issue of the global gaming industry on responsible gaming? How could the interaction between consumers and the development of gaming be improved in general?

Regulators need to favor casino suppliers with high corporate social responsibility standards, and, particularly, with strong, good practices related to responsible gaming. Companies with those high standards, such as Zitro, cooperate with casino operators to identify players' disor-

ders, and implement good practices in their game development process such as making sure games offer clear information related to rules and requirements in a non-misleading way, so consumers can know what to expect from the game. Another pending issue is to regulate the activity to prevent minors from accessing online gaming. While the gaming industry is continually questioned for the addictive effects it can create, other seemingly more innocuous pastimes such as electronic games, do lead to addiction and are not given due attention. It is these actions that we want to mitigate with the FES Program, and it is something that should be brought to the attention of regulators. We want the gaming industry to be an activity that promotes responsibility and protects the most vulnerable people, especially minor.

THE COMMITMENT ALSO FOR THE ENVIRONMENT

There are different aspects of responsible gambling. It is also about the investment that companies make to improve the environment. In this regard, Zitro takes his commitment to his very place of work. The company has opted for the use of solar energy to further reduce the impact of its carbon footprint and provide its offices with 100% renewable energy. This new initiative consists of 264 solar panels with a surface area of 528m² installed on the roof of its Technology Campus in Barcelona, with an estimated power of 120 kW, which will favor sustainability, reduce CO₂ emissions and reduce energy costs. This facility will reduce 82,509 kg of CO₂ per year.

“This important commitment is just the beginning of a series of actions aimed at reducing our environmental impact and offsetting our footprint,” said Johnny Ortiz Viveiros, founder of Zitro. The company, as a social responsibility and sustainability strategy, firmly believes in renewable energies to combat climate change and has also managed to reduce 80% of its greenhouse gas (GHG) emissions due

to energy consumption in software. On the other hand, it is also committed to the supply of environmentally friendly raw materials from local suppliers for the manufacture of its products, which translates into savings in the energy used for transport logistics, considerably reducing its carbon footprint. “The implementation of policies that contribute to protecting the environment

is part of our company philosophy. For this reason, we work and promote initiatives that contribute to becoming a greener company, doing our bit in building a more sustainable future. We encourage other companies to join new initiatives that promote the sustainable development of their activities. Together we can make a positive difference,” said Ortiz Viveiros.



ZITRO®

INSTALLS 528M² OF SOLAR PANELS AT ITS TECHNOLOGY CAMPUS (BARCELONA)



German Segura BETTING ON RESPONSIBLE GAMBLING

The General Manager at Corredor Empresarial, the company that operates the BetPlay brand in Colombia, gave an exclusive interview to Revista CASINO to talk about how the operator's responsible gaming program and website was born and what is its objective.



Although Coljuegos issued a resolution in December 2021 for Colombia that establishes a series of guidelines for the implementation of good Responsible Gaming practices for gambling operators, since the beginning of 2021, BetPlay detected the need to develop a Responsible Gaming program, because from the business intelligence area, through market research, it was evidenced that users requested tools that would allow them to manage the game, to avoid any difficulties with it.

As the person in charge of the development of the operator's responsible gaming program and website, German Segura, General Manager at Corredor Empresarial, the company that operates the BetPlay brand in Colombia, gave an exclusive interview to Revista CASINO to talk about how the operator's responsible

gaming program and website was born and what is its objective.

What does the term “responsible gambling” mean to you personally? What topics does this concept cover?

Responsible gambling consists of knowing how to carry out an entertaining activity in a controlled and managed manner, therefore, it is important to have education and awareness tools about betting, to prevent this activity from not being carried out responsibly due to ignorance. In addition, making society aware of responsible gambling allows them to remove the stigma or misperceptions of this type of entertainment activity.

Could you tell us more about BetPlay's responsible gaming program and website?

The program is focused on four main axes: education, awareness, self-management and support, relevant aspects to support users in gaming management. Subsequently, it was decided to develop an exclusive website dedicated to this very important topic for the sector, because, just as the user is encouraged to play, tools must also be provided that allow them to do so responsibly.

Our program began to work at the end of March 2022, which is not only supported by the website but also by awareness campaigns through our social networks and mailings to our users. In addition, anticipating this issue allowed us to quickly and assertively implement the Coljuegos regulations, being pioneers in the materialization and consolidation of a Responsible Gaming program.

How do you help people with gambling problems?

We not only seek to help people who have gambling problems, but to raise awareness among all users, because on BetPlay's responsible gambling page people can find different modules.

Play responsibly: This module seeks to educate and sensitize the user, because here it is explained how the bets work, since before starting to play they must know the dynamics to do it in an informed manner. In addition, it explains what the gambling problems may be, how to carry out this activity responsibly, and those myths and truths that exist around this entertainment activity.

Game management: In this module the user is taught how to use some tools that the platform has for manage and control the game. Additionally, they are explained how to identify a possible addiction or what are those patterns of the compulsive gambler and, finally, find a budget calculator, where the person records their income, expenses, current and desired budget to allocate in bets, so that in the end can determine if they are spending more than estimated.

Support and accompaniment: In this module we offer a series of tips to prevent minors from entering these platforms that are exclusively for adults, tips to support a family member with gambling problems and we offer our customers a support center with specialists in the subject, to help those customers who have some difficulty with the game. We provide this service through a strategic ally specialized in psychological support called Enterapia.

Self-assessment: We also have a tool that allows users to determine what type of player they are, just by answering a few questions related to their gaming behavior in the last year. There, the user will be able to determine if he is a responsible gambler, at low risk, medium or high risk. In addition, when carrying out the self-assessment, you not only receive your

profile, but also an advice or recommendation.

Social commitment: Finally, we have a section that seeks to tell the user that, with their legal bets, they contribute to the Colombian healthcare industry (or field).

On the other hand, an analytical model was also developed internally that allows us to analyze the gaming behavior of users, and those who are suddenly outside the limits that we have established. There, an awareness communication is sent to them, so that they begin to self-manage the game.

What does the psychological support offered by the platform for its users include?

We offer clients four-session support with psychology specialists totally free, which BetPlay pays for. These therapies are carried out through our strategic ally Enterapia.

What tools does BetPlay's betting platform offer to manage each user's game?

The platform has four tools for the

user to self-manage the game and which must be implemented by all on-line betting operators.

Game history: The user can find out about their game activity by accessing the “game history” that they will find in their account, where they can check deposits, withdrawals, game participation and prizes obtained in different periods of time.

Time management: At the moment of starting the game session, an indicator appears with the time of the current session, in such a way that the user will be able to know at all times the time he has been on the platform. This flag is reset every time the user logs in. However, in the “My data” section, within the client's account, the date and time of the last session appears.

Deposit limits: From registration, the user must define the daily, weekly and monthly deposit limits, therefore, if they exceed any of those established limits, the system will not allow it.

Self-exclusion: This is a service in which the user temporarily restricts access to the platform.



BetPlay's program is focused on four main axes: education, awareness, self-management and support.

Wendy Anderson “WITH THE EASY ACCESSIBILITY OF GAMBLING PLATFORMS TODAY, RESPONSIBLE GAMBLING INITIATIVES ARE CRUCIAL”

The CEO at RG24seven gave an exclusive interview to Revista CASINO to talk about what were the initiative goals at the beginning and how have they evolved.



Today, more and more regulators in the US and throughout Europe are insisting that operators adhere to Responsible Gaming standards to ensure that patrons are gambling safely and for entertainment purposes. By providing employees with training that is consistent and easy to understand, RG24seven aims to better protect the industry and those that work and play in it.

Wendy Anderson, CEO of the company, gave an exclusive interview to Revista CASINO to talk about what were the initiative goals at the beginning and how have they evolved.

In September of 2020, you started in the position of CEO at RG24seven, a company that focuses on Responsible Gaming education and training. Could you tell us more about this initiative? How did it originate?

RG24seven really came about during 2020 when we were spending a lot of time collaborating with various experts within our industry about Responsible Gaming. We quickly realized that there was no one global, authoritative source for Responsible Gaming education for casino and iGaming employees.

At the time, we had been working on a project for BMM Testlabs, utilizing a video-based Learning Management System (LMS) to onboard employees worldwide. In working with this LMS, I began to understand not only how easy it was for employees to learn through video, but also how effectively we could deliver the exact same message to hundreds of employees all over the world at the exact same time. The LMS also allowed us to track, measure and monitor every employee's training progress. This real-time reporting was perfect for compliance requirements because we could prove

employees had taken the required training – and – passed the associated tests.

Armed with this information, I started to engage with some of our industry's top experts with regard to providing their expertise for training courses, and they had a terrific response to the RG24seven project. Initially, we worked with these experts to create training courses on Responsible Gaming, but as time went by and other industry folks saw what we were creating, we started to build up a wealth of knowledge, expertise and training on many subjects pertinent to gaming company employees.

Our courses now not only cover Responsible Gaming in-depth, but Anti-Money Laundering, Human Trafficking and a host of Corporate Social Responsibility issues, all in the interest of protecting the global gaming industry. We are also proud to have some of the best training available, specifically

for Tribal Gaming as well as courses on land-based gaming, online, sports, compliance and a host of other relevant topics for gaming company employees.

With more than 12 years of experience in the gaming industry, what does the term “responsible gaming” mean to you personally?

Responsible Gaming to me, covers everything about our industry that makes it safe and enjoyable for our gaming employees and our patrons. We want the world to see the gaming and gambling industry in the most positive light, and that means we have to ensure the sustainability of our industry for many years to come. The global gambling industry is a wonderful place to work and can be a fun source of entertainment for the great majority. We aim to keep it that way and provide help and assistance to those who need it.

Gaming employees need to understand how problem gambling can affect our patrons and businesses so that they can act as conscientious advocates for the industry. Just as important, the growing workforce in the gaming industry now includes millennials and Gen Z, two generations that demand that their places of work are good corporate citizens.

As manufacturers are racing to push the envelope of skill-based gaming, sports betting, bonus and analytics, regulators are translating governance and control measures around it all to ensure transparency and impartiality. With the easy accessibility of gambling platforms today, Responsible Gambling initiatives such as RG24seven are crucial to providing everyone with a safe and enjoyable gaming experience.

The company provides training for land-based or online casino operations. Which topics does it cover? How do you deliver the training?

We spent the last two years working with industry partners to develop compliance-grade content. Although we started with Responsible Gaming training, we now also provide training on Tribal Gaming, Anti-Money Launder-

ing, Human Trafficking, Corporate Social Responsibility, Sports Betting, eSports, Regulations and Compliance, and a host of subjects related to gaming.

The RG24seven training platform is optimized for desktop, mobile, and tablet devices so that users can learn anytime, anywhere. Our video-based training is available 24 hours a day, 7 days a week, providing a truly immersive and interactive experience. Managers can assign training in a few clicks and monitor progress using our robust reporting feature. Trainees can train at their own pace—whether they prefer short ten-minute bursts or hour-long intervals until they complete and pass every required course.

Why is RG24seven free of charge?

Our vision has always been to protect the gaming industry and the millions of people enjoying gambling around the world. From its inception, we designed our education and training program to reach every business and employee in the global gaming industry and improve their understanding, knowledge, and skills to ensure world-class gaming op-

erations. The best way to guarantee everyone receives this essential training is to provide it completely free of charge.

Last year, we implemented a soft launch of RG24seven as a free service to give back to the gaming industry. Due to the overwhelmingly positive response, we are pleased to continue providing RG24seven training completely free of charge. It's a socially conscious effort to make sure that the gaming industry continues to thrive in a responsible manner and that all gaming employees receive the same high-quality training.

What are the company's projects that will be carried out during 2023?

This year we will be making our cutting-edge training solution available to the entire industry, and we are currently rolling it out to numerous Tribal Gaming operations. We are in the midst of expanding our Human Trafficking courses in conjunction with The Department of Homeland Security and we will continue to focus on adding even more world-class content to our virtual training system throughout 2023.



The RG24seven training platform is optimized for desktop, mobile, and tablet devices so that users can learn anytime, anywhere.

Charmaine Hogan

“THERE IS A NEED TO REGULATE ONLINE BETTING ALONG WITH RESPONSIBLE GAMING REQUIREMENTS”



The Head of Regulatory Affairs at Playtech gave her thoughts about the importance of creating gaming laws that establish protection parameters for players.

The existence of proper laws for both sports betting and casinos means that there can be a regulatory framework that is beneficial to all parties. It is now necessary for the sports betting law regulation passed to be fast, so that the market can launch, and bring fair competition in the legal market for licensed operators and for consumers to play on locally supervised websites. For the Peruvian government, it is also important because the money from taxes and gambling fees can be used for social programs and sports.

One of the most positive aspects that the legislation will bring is security. For users this is a determining factor as regulation attracts a number of reputable licensees to supply the market and players are funneled to use only these websites. If you look at other cases, both in Europe and Latin America, well-regulated countries enjoy a high chan-

nelization rate, which means that the vast majority of consumers, more than 85 %, will want to play on local websites and not in the illegals.

In addition, players will be able to gamble with the guarantee that winnings will be paid out and that there are protection measures in place for players. All consumers want to use legal, safe and secure websites, and by regulating the sector, the Peruvian government puts it under local supervision, along with the direct and indirect revenue this will generate in the country.

A survey carried out by Playtech earlier this year showed that 75 % of Peruvians believe that the government can do more to reduce the risks related to online gambling and betting. However, this figure is likely to change after the regulation is finalized. Meanwhile, 94% of those surveyed said they consider themselves a responsible gambler. Additionally,

around 82% of respondents indicated that they had gambled online in the last six months, confirming that Peru is one of the most active markets in Latin America.

I think the key considerations are sharing with other gaming regulatory authorities to learn about good practice and the challenges they face when launching a new market. Colombia is a good example in the region. Coljuegos is well equipped to supervise its licensees and control the market, its regulatory framework has 17 operators that have concession contracts, and it has been able to gradually improve its regulations, such as adding more products for its players, adjusting the regulations to the demands and innovations of the sector.

It is normal to want everything to go well from day one. But if we look at markets in Europe, like Spain or Sweden (although there are others), there are regulatory adjustments after launch. What is

important is that the regulation allows the regulator to respond to the challenges of the market. This is, of course, a dynamic online industry, and regulation, by nature, tries to keep up. What is not wanted, in a regulated market, is for licensed operators to compete with illegal ones and for their channeling rate to be low.

The gaming industry has grown tremendously all over the world. Before there were only physical casinos for players or betting shops. However, the recent shift towards online gambling and casinos has contributed to the overall growth of this industry. Around the world, the gaming industry drives job creation, increases income and builds business relationships in local communities.

Due to the significant economic impact (as well as player protection), many governments are looking at potential growth drivers and revenue opportunities and see benefits from legalizing gambling. As already mentioned, bookmakers/operators want to operate in legal markets, but they invest in well-regulated markets with clear and transparent rules. As a result, both the online and retail segments will benefit.

According to the Ministry of Foreign Trade and Tourism (Mincetur) of Peru, this industry generated more than 1 billion dollars in 2021, with more than 5 billion bets placed online. Although Peru has adopted its sports betting law, it must now adopt the regulations and launch the market for these business opportunities. At Playtech, we have a strong focus on regulated markets, so the opening of a new jurisdiction is a welcome opportunity for us.

For their part, operators have access to very detailed granular data on the behavior of each player, which can be used to understand, at a very early stage, if any of them are starting to show signs of problem gambling. Playtech has been investing and researching for the last 10 years in a tool - called BetBuddy - that uses artificial intelligence to analyze player behaviors and predict their risk, and the results are quite promising, with an impressive level of accuracy. In addition, individual risky gambling behavior profiles allow you to engage with players and intervene in a personalized way, through

“75 % of Peruvians believe that the government can do more to reduce the risks related to online gambling and betting”

automated tools and personalized messages to help players stay in control.

I think there is a need to pass and regulate online betting and gambling in the country along with responsible gam-

ing requirements. Simply, a well-structured regulation will provide more security to the players, it will establish important norms for the maintenance of this market, and it will benefit the State through taxes. Responsible gaming should be one of the key policies of all companies in the gaming industry. Why? In order to keep the game entertaining, it is recognized that the game may cause problems for some players. And you want to detect and prevent that. However, governments must also set the requirements because an important objective of regulation has to be the protection of players.



Operators have access to the behavior's data of each player, which can be used to understand, if any of them are starting to show signs of problem gambling.

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