The Brave New World of Responsible Gambling

Will disruption in the gambling sector result in better responsible gambling programs?





A WORLD FREE OF PROBLEM GAMBLING

OLD WAY

NEW WAY

DRIVERS OF DISRUPTION



Interactive Gaming

2

Global Expansion

3

Regulator Requirements







1. Access + Choice = Risk







Changing demographics driving product development

RESPONSIBLE
GAMBLING
COUNCIL







2. Global Expansion

SOUTH AMERICA CASINO CRUISESHIPS

OCEANIA



3. Regulator Requirements







What all this means for RG

Leading RG Trends



Technology



Accreditation



RG + Customer Experience Integration



RG Training



1. Technology



Data Analytics balance RG Messaging with level of play.

Artificial Intelligence can influence game play.

Online RG Support via content and chat.



2. Accreditation



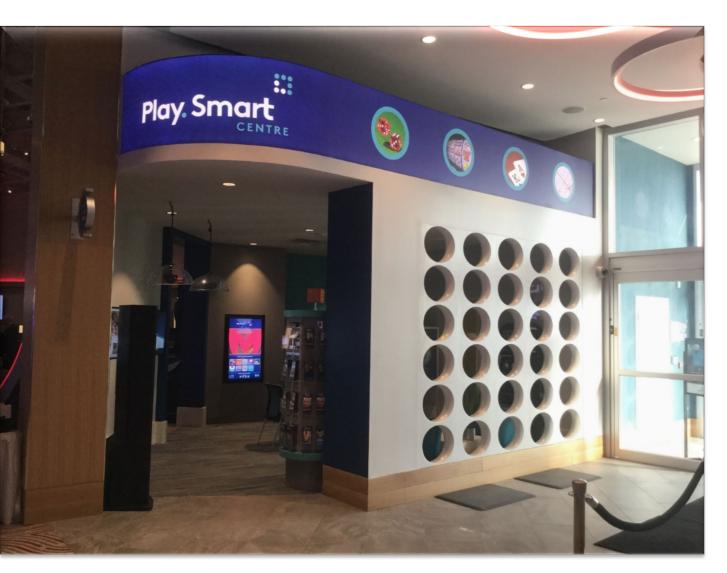
Accreditation growth across all sectors within gambling industry – casino, online, horse racing...

Regulator **requirements** in Canada

Tool to **evaluate** programs across jurisdictions



3. RG & Customer Experience Integration



Onsite (and online)
destination for player
education and
support.

In Ontario, PlaySmart addresses all sectors (casino, internet, bingo, lottery)

Staff use demos and on-floor engagement to educate and support players



4. RG Employee Training



- Robust training drives employee retention and player sustainability
- Enables staff to support players informed decision making → better customer experience and support response









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