



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

1

**Interactive
Gaming**

2

**Global
Expansion**

3

**Regulator
Requirements**



**RESPONSIBLE
GAMBLING
COUNCIL**



1. Access + Choice = Risk





Changing demographics driving product development

Luxor Esports Arena





2. Global Expansion



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3. Regulator Requirements





What all this means for RG

Leading RG Trends

1

Technology

2

Accreditation

3

RG + Customer
Experience Integration

4

RG Training



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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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Thank You

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