

DIFFERENT REGULATORY APPROACHES
=
DIFFERENT MODELS OF ACCOUNTABILITY

Who or what is in control in the machine gambling encounter?

Who or what should be held accountable for loss of control?

The gambler? The industry and its products?

Which should be regulated, and how?



ACCOUNTABILITY SPECTRUM

Individual

free choice.....self-regulation

informed choice.....consumer education

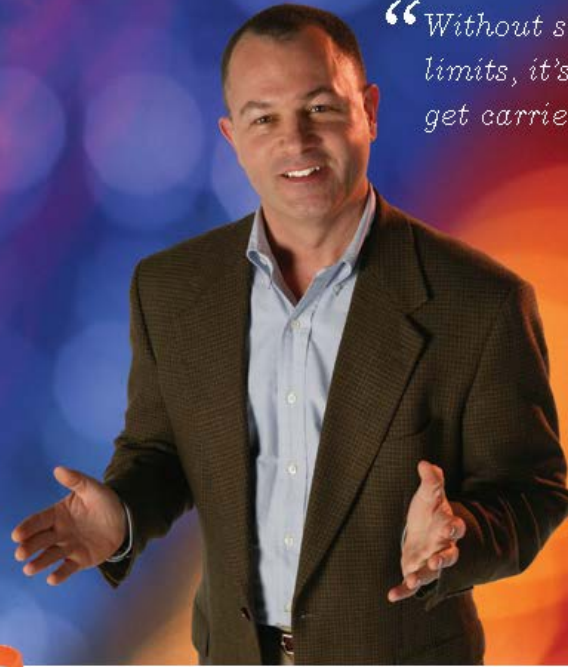
post signs, provide pamphlets

Industry



When you gamble for fun,
you've already won.

*“Without setting
limits, it's easy to
get carried away.”*



**WE'RE BANDING
TOGETHER TO
KEEP IT FUN.**

To order a responsible gaming
awareness wristband, visit
www.americangaming.org.

Proceeds benefit the National
Center for Responsible Gaming.

Responsible gaming is a social activity, best enjoyed with family and friends. To keep it fun, set time and money limits and stick with them. Understand the odds. And please don't gamble when you're lonely, angry or depressed. It clouds your judgment.

For a free guide to responsible gaming go to americangaming.org



“Keeping it Fun: A Guide to Responsible Gaming”

ACCOUNTABILITY SPECTRUM

Individual

free choice.....self-regulation

informed choice.....consumer education

post signs, provide pamphlets

pre-commitment.....self-accounting software

as "control"

*aid" to help gambler
"enact responsibility"*

Industry



my account

Three cash values are provided for each period as. . .

	day	week	month	year
My cash In	\$15.00	\$15.00	\$105.00	
My cash Out	\$12.39	\$12.39	\$102.39	
Up/Down	-\$2.61	-\$2.61	-\$2.61	

immediate access

Press "live action" to view current play activity.



set amount for a day



set amount for a month



set amount for a week



set amount for a year



stop until end of the day



stop for a week



stop for a month



stop options using calendar

my money limits

Press the "other" button to set a value not shown.

day

week

month



Amount cannot exceed \$99999.



Playscan™ - Player interface



Playscan

1. Sometimes I gamble for longer than I intend...

2. Sometimes I forget the time when I'm gambling...

3. Other people...

4. I devote time...

5. Sometimes I get...

BACK TO PLAY

BACK

Gaming Balance

A excerpt of your gaming

Joe Doe
Address Street
\$4,992 Available

Gaming Results

October 2012 - April 2013

November	December	January	February	March	April
Your loss: \$14.71	Your loss: \$13.21	Your loss: \$20.24	Your loss: \$23.68	Your loss: \$9.45	Your loss: \$0.00
Your win: \$9.13	Your win: \$12.65	Your win: \$11.62	Your win: \$16.70	Your win: \$5.29	Your win: \$0.00
Result: \$5.00	Result: \$0.56	Result: \$8.32	Result: \$8.98	Result: \$4.16	Result: \$0.00

Weekly results

October 2012 - April 2013

Green: Week when the win was higher than the loss
Red: Week when the loss was higher than the win

Results from previous years

Best this year:	\$53.37
Worst this year:	\$52.91
Best this year:	\$18.26
Best year ever:	\$196.68
Worst year ever:	\$196.67
Best year ever:	\$59.31
Best year ever:	\$6.89
Worst year ever:	\$2.89
Best year ever:	\$2.89

Would you be interested in an analysis of your gambling?
Sometimes it can be difficult to keep track of the amount of time and money spent while playing. Playscan is a tool that helps you keep track of your gaming habits. Our Playscan to keep your gaming safe.

OK, send it all alerts with a self test!
Login to Good Casino, do a self test and get an analysis of your gaming.

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gambling

while on providing habits.

Analysis

Sorted by gambling

Bar chart showing data for Oct, Nov, Dec, Jan, Feb, Mar, Apr.

Embedded

Bar chart showing data for Oct, Nov, Dec, Jan, Feb, Mar, Apr.

Legend:
 ■ Real-time gambling
 ■ Some risk of problem gambling
 ■ High risk of problem gambling
 ■ Data missing



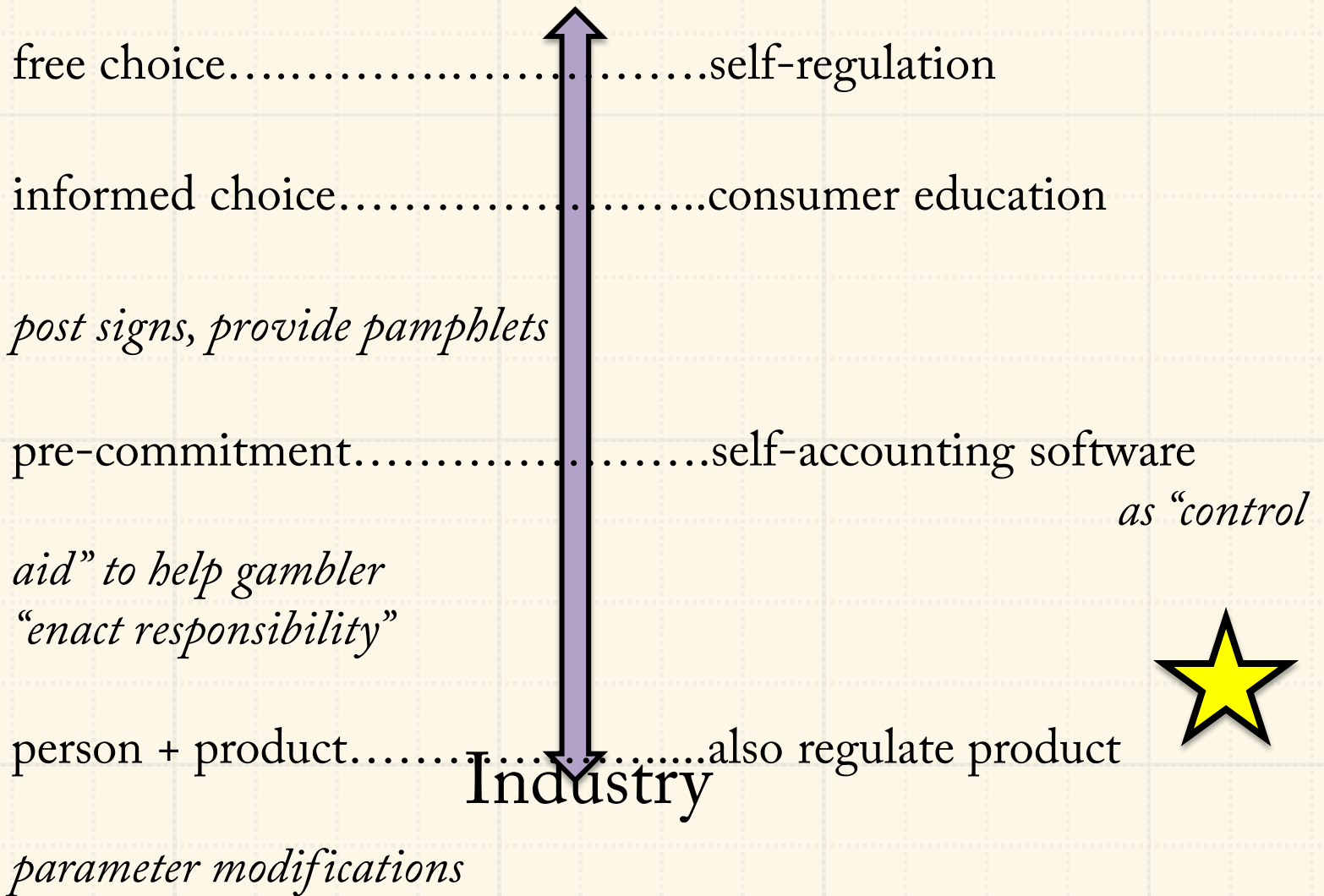
Playscan
Gambling
uncon

perception and their actual gaming data which is presented in both a detailed and general viewing panel.

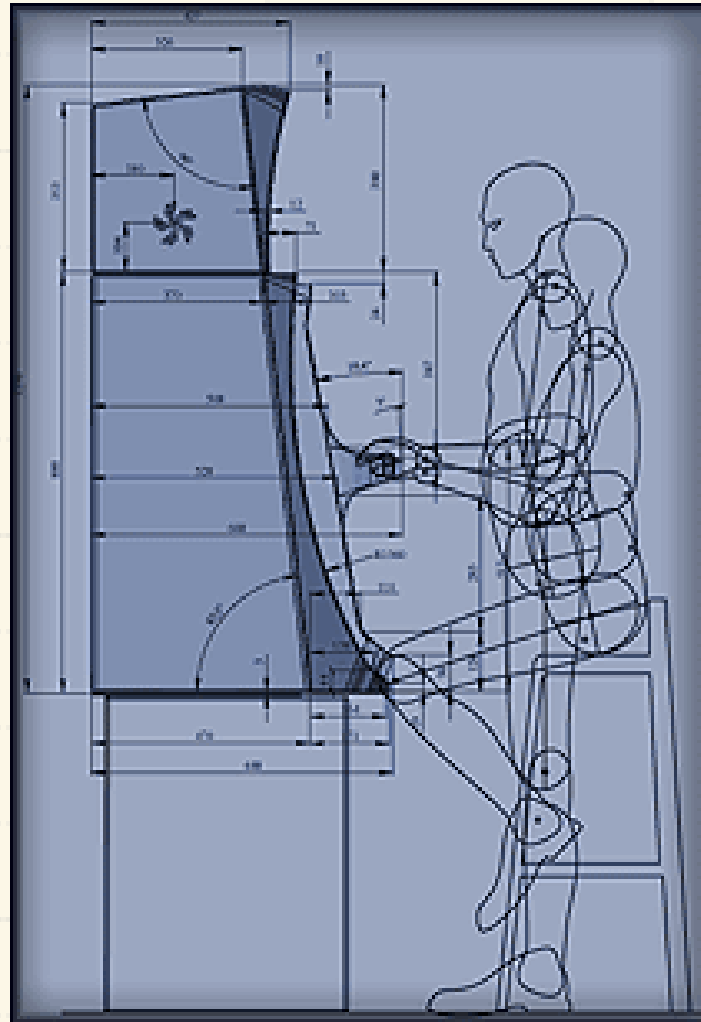
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ACCOUNTABILITY SPECTRUM

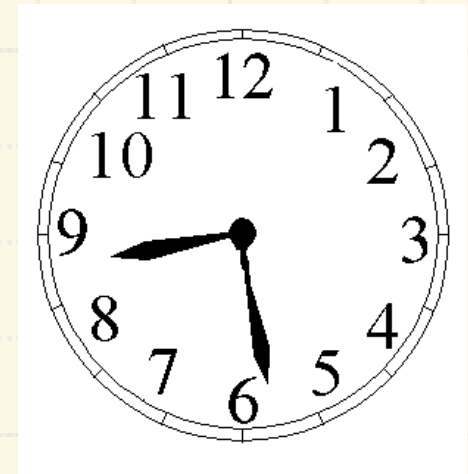
Individual



TECHNOLOGICAL DESIGN FEATURES OF GAMING MACHINES



TIME



- display permanent on-screen digital clock
- mandate time-outs at certain intervals
- mandatory cash-out at X minutes of continuous play, following 5 or 10 min warning
- slow rate of reel spin
- pause reels between spins
- increase time interval between bet and outcome

MONEY



- decrease maximum bet size
- remove “bet maximum coins” features
- remove bill acceptors (or restrict them to small bills)
- dispense payouts in cash rather than tokens or tickets
- require “loss limits” (e.g. \$500 per 2 hour riverboat ride)
- show bet amounts in cash rather than as credits
- show bet amounts in win/loss
- decrease the number of lines on which to bet



Multiline Video Slots

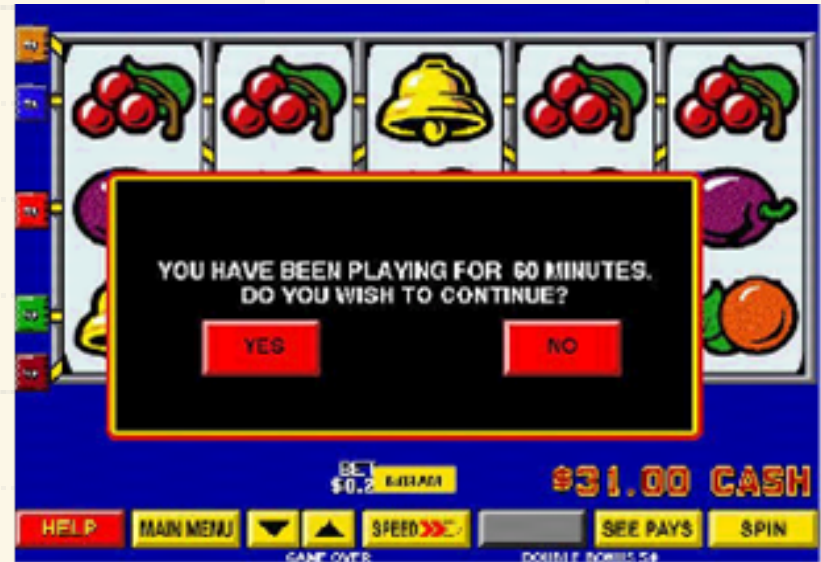
ALERTS

“Reality Check” messages

- *Take regular breaks*
- *Set a budget and stick to it*
- *There is a cost to play these games*
- *The more you play, the more you pay*
- *Do not gamble more than you can afford*
- *You cannot control the outcome of games of chance*
- *They will take in more than you win*
- *Gambling is entertainment, not a way of making income*
- *Don't spend money on things intended for other activities*
- *Are you gambling longer than planned?*

How to deliver messages:

Pop-up? Flash? Scroll? Scroll vertically or horizontally?



OBJECTION: UNINTENDED CONSEQUENCES

“Changing the machine does not help the person...
Gamblers will adjust their behaviors to compensate
for technology-based attempts to limit their gambling.

The central problem is not in the machine...
Effective policies to reduce pathological gambling
concentrate on helping the people who have the
problem, rather than trying to modify their behavior
indirectly.”

~ AMERICAN GAMING ASSOCIATION



REVIEW OF THE EVIDENCE

Williams, R.J., West, B.L., & Simpson, R.I. (2012). *Prevention of Problem Gambling: A Comprehensive Review of the Evidence, and Identified Best Practices.*

Report prepared for the Ontario Problem Gambling Research Centre and the Ontario Ministry of Health and Long Term Care.

Summary of EGM Parameter Modifications

In summary, the above research on EGM features has identified several measures that appear to have some potential to reduce harm. Such features include: eliminating early big wins (perhaps by decreasing maximum win size), slower speed of play, reducing the frequency of near misses, reducing the number of betting lines, eliminating bill acceptors, reducing the interactive nature of EGMs, presenting dynamic pop-up messages, reducing maximum bet size, and perhaps, reducing the availability of seating. There is insufficient evidence to support the utility of: varying payback rates, establishing a maximum win size, requiring mandatory cash-outs, introducing on-screen clocks, substituting monetary for credit displays, providing less privacy, and manipulating ambient light and sound.

EVIDENCE-BASED BEST PRACTICES

BEST PRACTICE 6:

6.1 Constrain EGM Speed, Maximum Bet Size, Maximum Win Size, Frequency of Near Misses, Number of Play Lines, and Seating.

6.2 Require Pre-Commitment of Gambling Expenditure and/or Time on EGMs

BEST PRACTICE 7: Eliminate Reward Cards

Reward cards, which induce people to gamble, are “incompatible with efforts to constrain gambling behavior through pre-commitment”

Note: Not a practice that would be acceptable for alcohol or tobacco industries

BEST PRACTICE 10: Restrict Access to Money While Gambling.



Australia – 2010 report recommended limits on the amount of wager, the speed of reel spins

Canada – on-screen clocks, wagers displayed in dollars, pop-up reminders, mandatory cash-outs, problem gambling help line info; voluntary time and money expenditure limits; some jurisdictions implement “risk algorithms” to detect problematic play

Norway – “Most stringent gaming machine rules in the world”; players set limits on time/money but can’t exceed defaults set by state-owned operations (e.g. \$67/day; \$350/mo)

Sweden – state-run system analyzes how players place online bets, use a “magic algorithm” to diagnose a gambling addiction



iCare



Responsible Gaming Program



TRACKING RISK
“Addiction Algorithm”

