TO: Members of the Massachusetts Gaming Commission

FROM: Mark Vander Linden, Director of Research and Responsible Gambling

DATE: January 8, 2015

RE: Play Management Recommendations

A key element of the Massachusetts Gaming Commission (MGC) Responsible Gaming Framework is *Strategy 2: Support Informed Player Choice*, which identifies measures to support players' efforts to responsibly manage their gambling. *Section 2.2, Play information and Management Systems*, describes specific tools to implement this strategy, including the ability for players to set limits on the money and time spent gambling.

On December 4, 2014 the MGC voted to adopt a play management system that includes limit setting tools on a test basis for the Category 2 licensee. The Commission members requested several revisions to the specific recommendations given by Mark Vander Linden, Director of Research and Responsible Gaming. These revisions are incorporated into the play management system requirements that follow:

1) Play management tools will allow patrons to pre-commit to an amount spent per gaming session/day, and/or month.

2) Play management tools are mandatory on all electronic gaming machines deployed by the Category 2 licensee during the test period.

3) Play management tools are voluntary for players to use.

4) The use of play management tools are incentivized at enrollment.

5) Play management tools provide pop-up reminders on the screen of the electronic gaming machine as the player reaches 60%, 90% and 100% of the limit.

6) Play management tools are integrated as a feature of the licensees' player reward or loyalty card system.

7) The Category 2 licensees work closely with the MGC to develop marketing strategies to maximize uptake and use of play management tools.

8) Patrons must actively opt-in to enroll in the play management program.

9) Patrons can **enroll** their limits from multiple locations including:
    a. All electronic gaming machines;
    b. On-site Responsible Gaming Information Centers;
    c. Self-service kiosks, and;
    d. Player reward portal of the company website

10) Patrons can **change** their limits from multiple locations including:
    a. Customer service stations;
    b. On-site Responsible Gaming Information Centers;
    c. Self-service kiosks, and;
    d. Player reward portal of the company website.

11) Patrons who decline to use the play management tool to set limits will periodically receive invitations to participate.

12) Limit-setting tools are coordinated with other features of the play management system such as:
    a. Cost of play messaging;
    b. Monthly statements of gaming activity as required in Chapter 23K Section 29;
    c. A brief problem gambling self-assessment tool;
    d. Tips on responsible gaming;
    e. Educational quizzes, and;
    f. Information on how to access assistance.

13) When a player reaches the pre-set limits, the following steps reinforce the limit:
    a. The session is interrupted and the player informed that the limit has been reached. The player must actively acknowledge a message to continue gambling.
    b. If the player continues to play in excess of the limit, the session is interrupted with an informative message at limit intervals of 150%, 200%, 250%, etc. The player would have to actively acknowledge each message to continue gambling.

14) Play management tools are operator-based for each licensee.

15) Play management tools will be evaluated to determine the effectiveness and benefit through a project approved by the Commission. Specific system requirements may change based on findings of the evaluation.