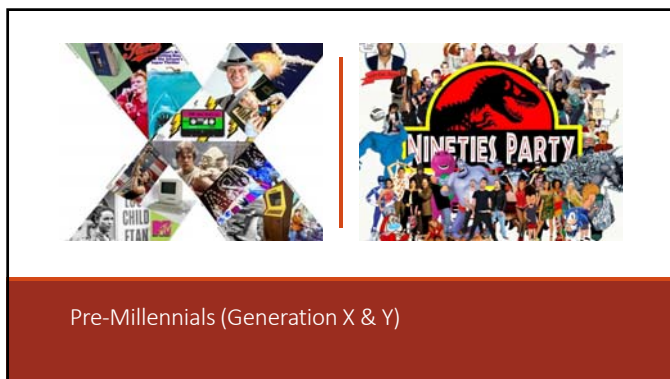




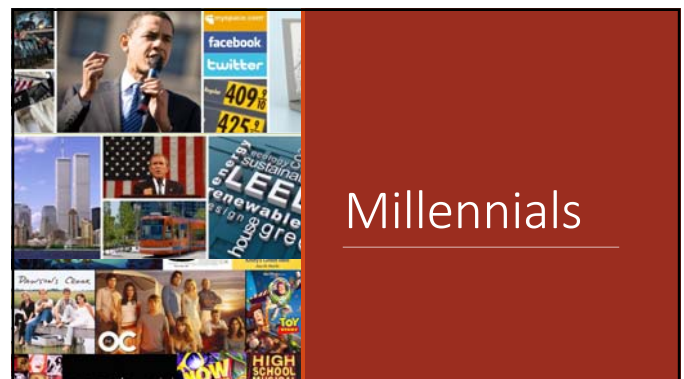
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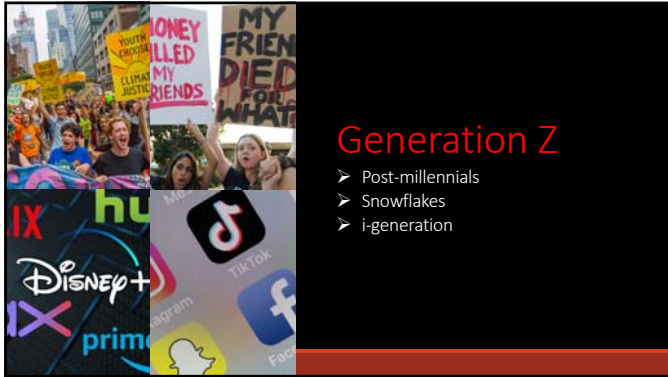
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2020 - almost everything we know about problem gambling so far is based on...

Attitudes & behavioural traits of previous generations - X, Y (land based) Millennials (online)

- Mainly white male sports-bettors - all ages UK/Aus
- Mainly white male poker players - mainly under 35) UK/US
- Mainly female casino/slots players - mainly 35+ global
- Mainly female online slots players - all ages UK/Europe

- Some early experience of skins betting & loot boxes...
- Starting to look at impact of culture, ethnicity, religion, etc...

7

Diagnostic and Statistical Manual of Mental Disorders, Fifth edition (DSM-5)

1. Needing to gamble with more money to get the same excitement from gambling as before
2. Feels restless or irritable when trying to reduce or stop gambling
3. Keeps trying to reduce or stop gambling without success
4. Gambling is frequently on the person's mind - both reliving past gambling experiences and planning future gambling events
5. Gambles when feeling depressed, guilty, or anxious
6. Tries to win back gambling losses
7. Lies to cover up how much they are gambling
8. Loses not only money, but also relationships, their job, or a significant career opportunity as a result of gambling
9. Becomes dependent on other people to give them money to deal with financial problems that have been caused by gambling

8

Problem Gambling Severity Index (PGSI)

1. Have you bet more than you could really afford to lose?
2. Have you needed to gamble with larger amounts of money to get the same feeling of excitement?
3. Have you gone back on another day to try to win back the money you lost?
4. Have you borrowed money or sold anything to gamble?
5. Have you felt that you might have a problem with gambling?
6. Have people criticised your betting or told you that you had a gambling problem, whether or not you thought it was true?
7. Have you felt guilty about the way you gamble or what happens when you gamble?
8. Has gambling caused you any health problems, including stress or anxiety?
9. Has your gambling caused any financial problems for you or your household?

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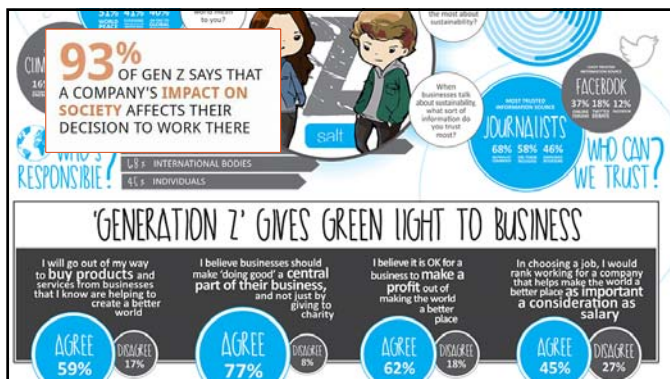
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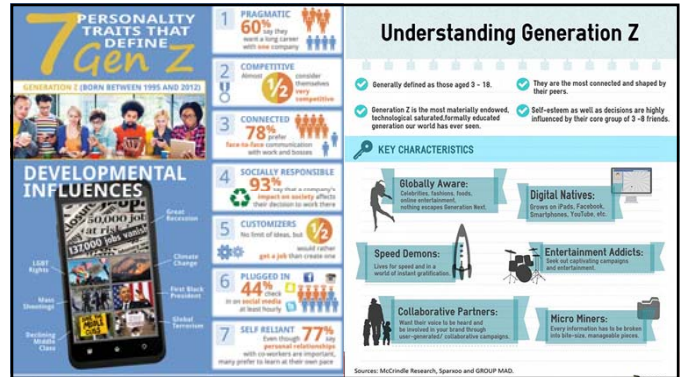
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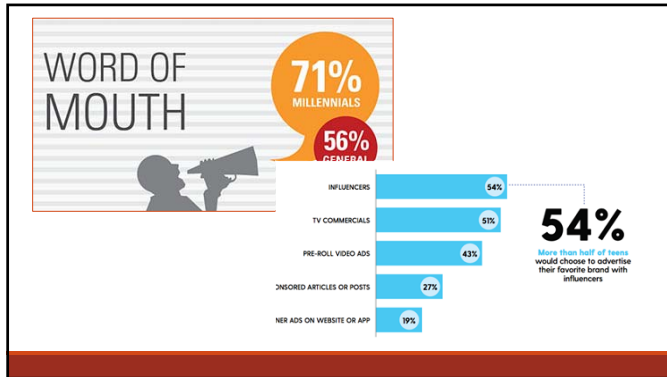
Key Traits

- Almost 50% describe themselves as very **competitive**
- Over 90% say that a **company's impact on society** will impact on career choice
- Connected to and **shaped by their peers**
- Self-esteem** and decisions **highly influenced** by friends
- Live for speed and **instant gratification**
- Seek out **captivating campaigns** and **entertainment**
- Want their **voice to be heard** and be involved in brand position
- Information** needs to be broken down into **bite-size chunks**

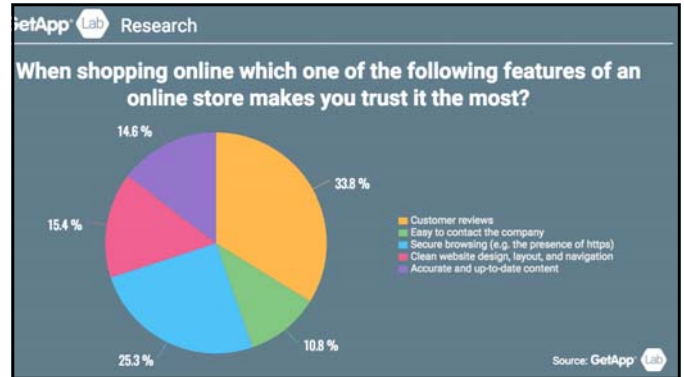
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For Best USA Betting Sites

All of the US betting sites on this page are licensed, regulated, and based on a state-by-state basis ensuring that they are regularly monitored for business, security and a high level of customer service. U.S. legal sports betting sites. New Customer Offers, 21+. T&C's Apply to each of the offers below. Click "Best Odds" for more information.

Bookmaker	Rating	Key Offer
CAESARS SPORTS	A	First Bet Matched Up To \$2500
FOX BET NEW JERSEY	A	First Bet Matched Up To \$2500
GRIDIRON MILLIONS	A	First Bet Matched Up To \$2500
betAmerica New Jersey Sportsbook Welcome Bonus	A	First Bet Matched Up To \$2500
bet365	A	First Bet Matched Up To \$2500
comeon!	A	First Bet Matched Up To \$2500
Ladbrokes	A	First Bet Matched Up To \$2500

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Bookmakers Responsible Gambling Features

This comparison table is designed for you to compare the responsible gambling features offered by the licenced UK bookmakers reviewed on this site. The links here **WILL NOT** take you to bookmakers' websites. Click 'more' to see all responsible gambling services provided by that operator.

Bookmaker	Self Exclusion	Deposit Limits	Activity Alerts	Limit Access	Time Out	Other Features
CORAL	YES	YES	YES	YES	YES	More
bet365	YES	YES	YES	—	YES	More
comeon!	YES	YES	—	—	YES	More
Ladbrokes	YES	YES	—	—	YES	More

28

Bookmakers Responsible Gambling Features

This comparison table is designed for you to compare the responsible gambling features offered by bookmakers reviewed on this site. The links here **WILL NOT** take you to bookmakers' websites. Click on the links to see the responsible gambling services provided by that operator.

Bookmaker	Self Exclusion	Deposit Limits	Activity Alerts	Limit Access	Time Out
CORAL	YES	YES	YES	YES	YES
bet365	YES	YES	YES	—	YES
comeon!	YES	—	—	—	YES
ladbrokes	YES	—	—	—	YES
betfair	YES	—	—	—	YES
betfred	YES	YES	—	—	YES

Responsible Gambling

Players review, rate and recommend operators based on:

- Responsible play features
- Player protection features
- Affordability checks
- Pro-active Interactions

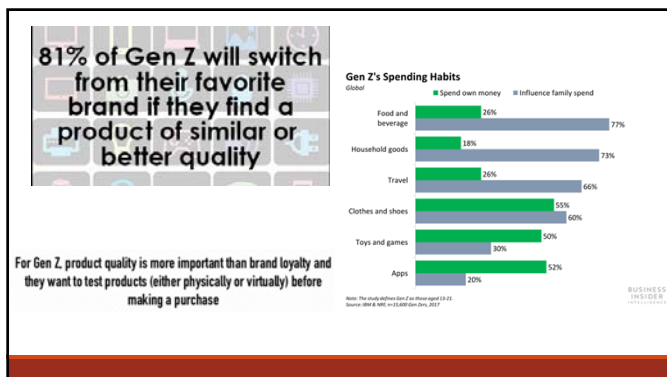
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NEW REWARDS CLUB

THE BEST PLAYERS CLUB IN BOSSIER
JUST GOT BETTER!

Rewards v Recognition

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NEW PLAYER SIGN UP BONUS

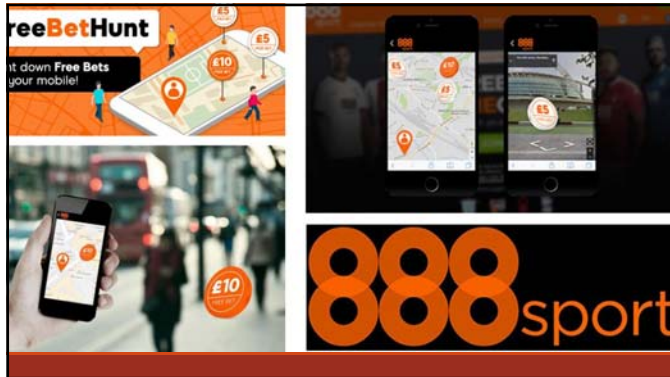
UP TO **\$500** RISK FREE BETS

BET \$1 WIN \$100

BRADY TO COMPLETE A PASS

21+ T&C's Apply. NJ only. Gambling Problem? Call 1-800-527-0877 for help.

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Responsible Advertising & Marketing

- Advertising & Marketing Codes
- Limits on loyalty & reward schemes
- Limits on deposits
- Limits on value of bonuses
- Limits on number of bonuses
- Licence affiliates

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Gen Z - Program to become problem gamblers

Big Money Big Problems
Risks and Reasons

- Damaged relationships
- Loss of income
- Loss of friends
- Arrests for stealing
- Feelings of isolation
- Failing in school
- Being kicked out
- Suicidal thoughts

So, with so much at stake, why do teens gamble anyway?

- To escape problems
- To overcome fears
- To get easy money
- To impress others
- To be the center of attention
- To make friends

Many kids get hooked when they initially have success with gambling, but remember, the earlier you start, the worse it can get. And the consequences WILL catch up to you!

OUT OF CONTROL
Getting Help

If you are concerned that you or someone you know may be having gambling related problems, help is available. First, try and tell a trusted adult, a parent or teacher. Don't be afraid to admit that you have a problem. You can also get help at one of the following resources:

- Gamblers Anonymous (12 step self-help group): www.gamblersanonymous.org
- Gam-Aid, International Service Office (A 12-step self-help group for family members of gamblers)
- 1 step - when the odds
- 3 lines (Do not win Prob of the odds): www.hogendyng.org

YOUTH GAMBLING

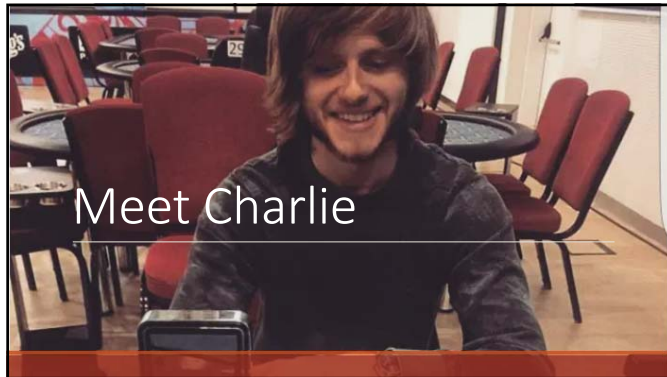
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It's not about the 'win'

- Engagement
- Experience & Entertainment
- Trends and doing what everyone else is doing
- Competition & Bragging rights
- Self-esteem and what others think
- Inclusion and involvement
- About not being left out
- Not about winning or losing money

HOW TO SPEAK GenZ
The alphabet according to Generation Z (from 1997 - 2012)

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Bullied at school for his intelligence and maths ability, Charlie said he learned to hide his emotions which has helped him with his poker face.

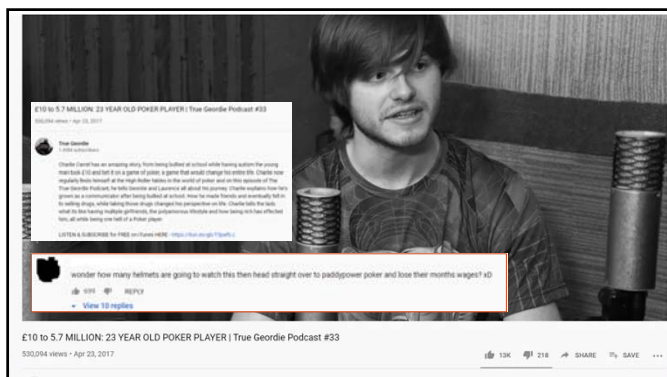
Now 22, he has appeared on *How'd You Get So Rich?* and told Katherine Ryan he realised, while doing his A Levels, there was money to be made so he devoted his entire life to playing the game.

He said: "I had no life for a very long time.

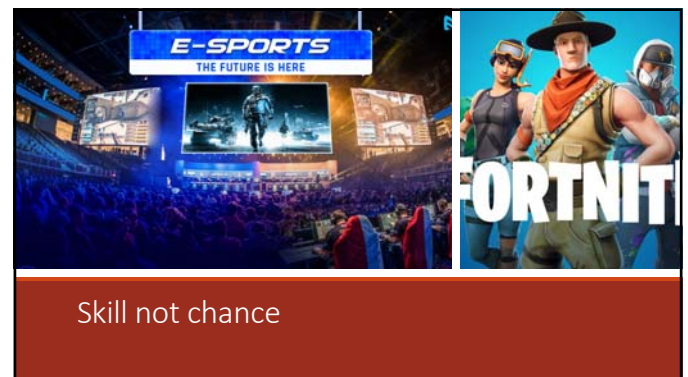
"For about eight months I was playing 16 hours a day, seven days a week.

"I had better options in my social life, but it was because I realised poker could be such a massive opportunity and it could be life-changing and my way out of a nine-to-five, I took the gamble and it paid off."

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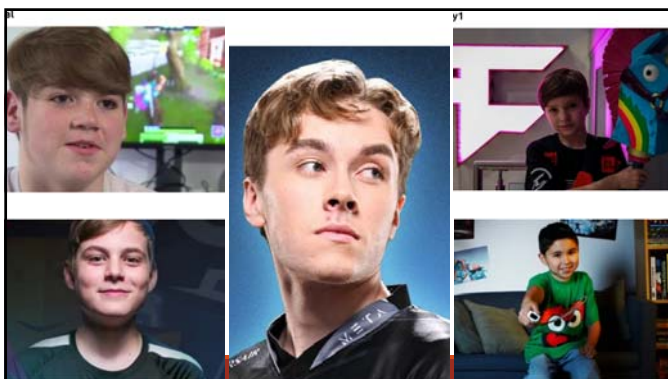
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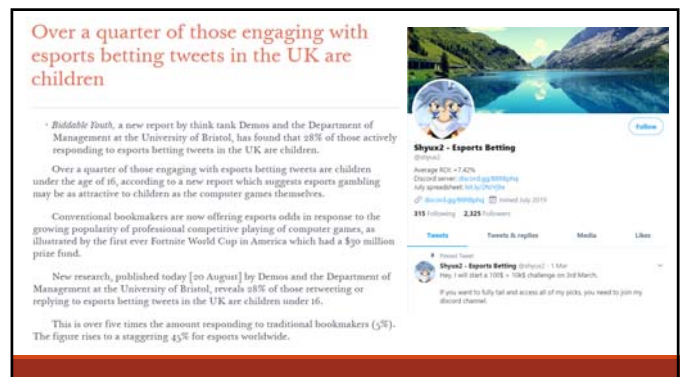
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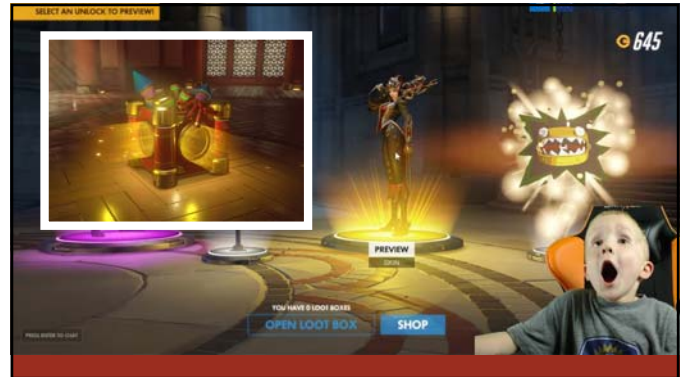
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Video game 'loot boxes' that use the same tactics as casinos to part people with their money are encouraging children as young as 13 to GAMBLE

- Experts analysed 22 well-known video games that contain loot box rewards
- That included FIFA 18, Madden NFL 18 and PlayerUnknown's Battlegrounds
- They found ten met a five-point criteria checklist to be considered gambling
- Young males are more likely to develop gambling problems if they're exposed at a young age, experts say

Loot Boxes

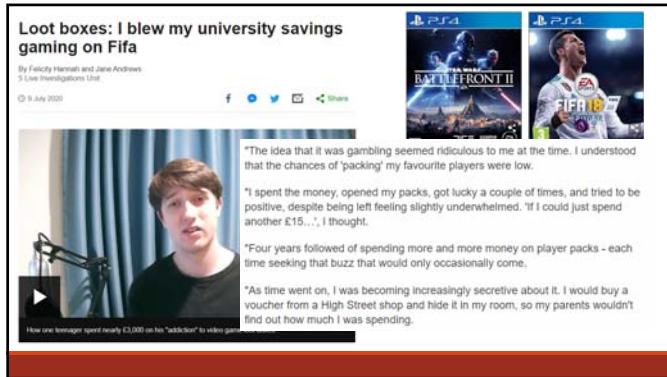
Traditionally *earned as a free bonus* as part of playing the game

Loot boxes are available as in game purchases

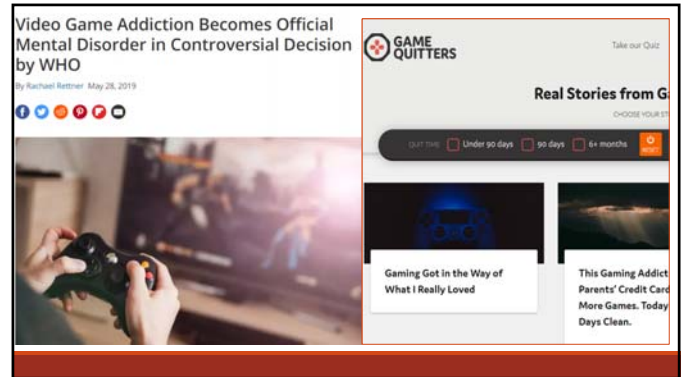
Loot box contains a **random** selection of items

- Cosmetic items (skins) - no value or use
- Rare skins - market value or prestige/status
- Features that **enhance progress** in the game
- Items that **enhance progress** in the game
- Features/items that can be **traded**

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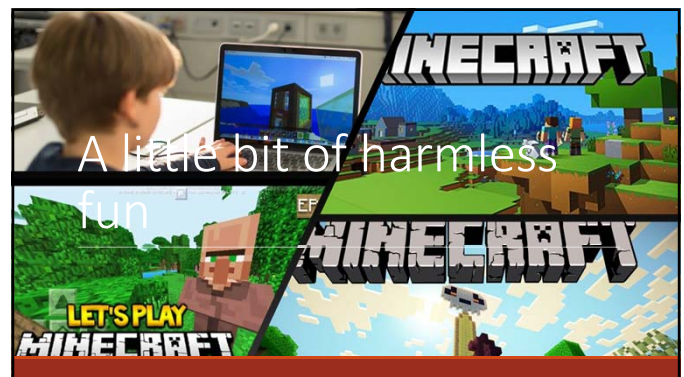
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Symptoms of video gaming addiction

- **Preoccupation with games**, constantly thinking about previous games and anticipating playing the next game. Gaming becomes the **dominant activity** in daily life.
- Self-imposed isolation in order to guarantee **uninterrupted play**.
- The use of gaming to relieve negative moods, such as guilt, **anxiety** or hopelessness.
- The need to **spend increasing amounts** of time gaming.
- **Withdrawal symptoms** when gaming is taken away. These symptoms are often described as irritability, restlessness, anxiety, or **depression**.
- **Deceiving** family members or others about the amount of time spent gaming.
- People with increased gaming symptoms may have greater levels of depression and also an increased tendency to become aggressive.
- Loss of interest in real-life relationships, previous hobbies, and other entertainment as a result of gaming.
- **Risk of losing**, or actually losing, a job, educational or career opportunity, or a relationship due to gaming.

Persistent tiredness due to lack of sleep.
Continued excessive gaming despite being aware of the problems it's causing.
Being **unable to reduce playing** and having **failed attempts to quit** gaming.

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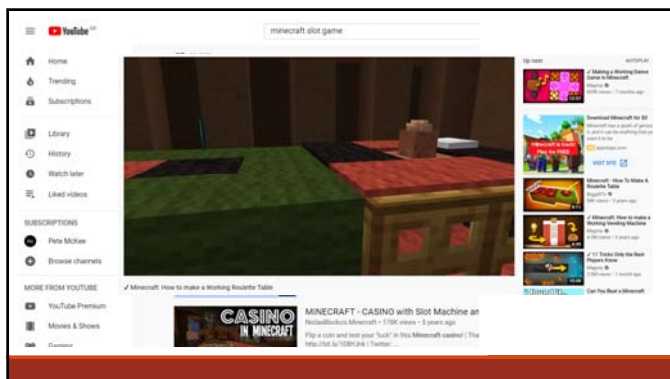
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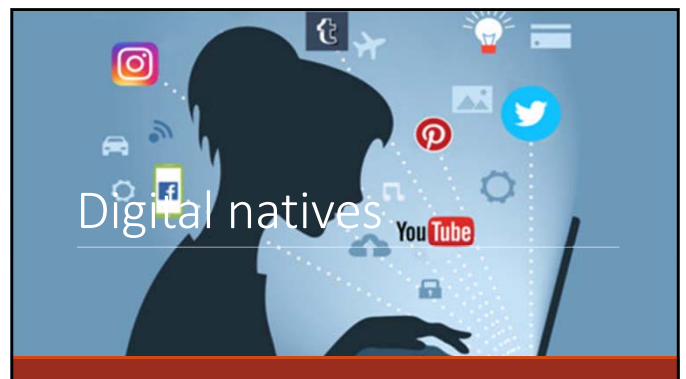
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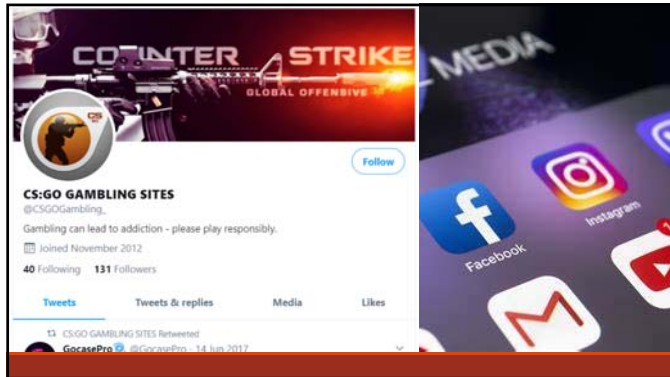
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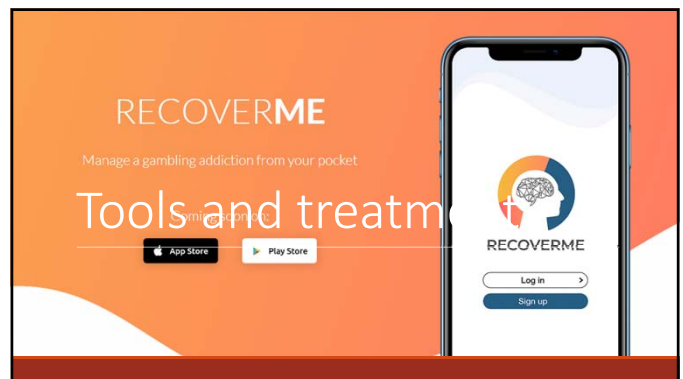
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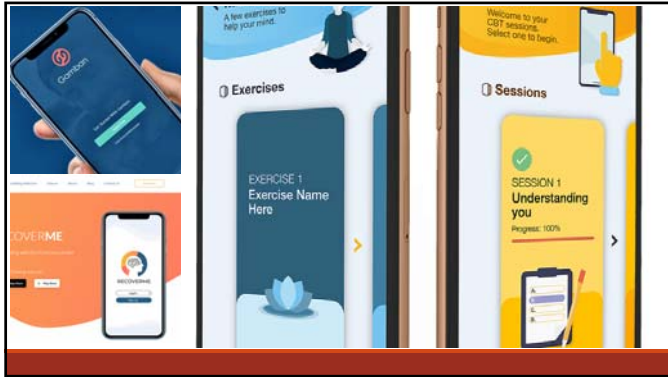
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Act now

1. Communicate wider
2. Understand more
3. Treatment sooner
4. Educate earlier
5. Research better

Ask WHY?

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Thank you

Christina Thakor-Rankin
 Email: tina@1710gaming.co.uk
 Skype: [tina.thakor-rankin](https://www.skype.com/en/contacts/tina-thakor-rankin)
 Mobile: +44 7790 018935

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