GambleAware

HARM MINIMISATION IN AN ONLINE WORLD

Iain Corby

Deputy Chief Executive

GambleAware

GambleAware

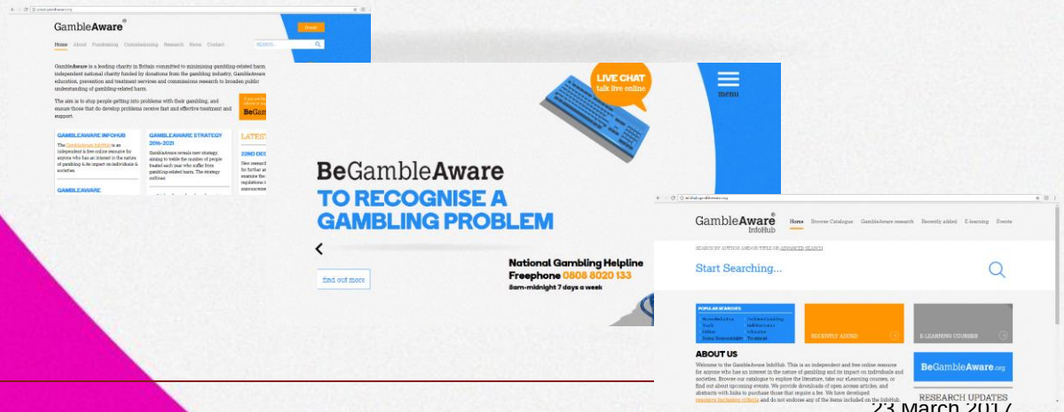
- Independent registered charity, tracing existence back to the Budd Commission of 2001
- Operate under a formal tripartite agreement with the Commission and RGSB
- Chair – Kate Lampard CBE
- 13 trustees, majority (8) now independent of the industry

Department for Culture Media & Sport

RGSB Responsible Gambling Strategy Board
RESEARCH ▪ EDUCATION ▪ TREATMENT

GAMBLING COMMISSION

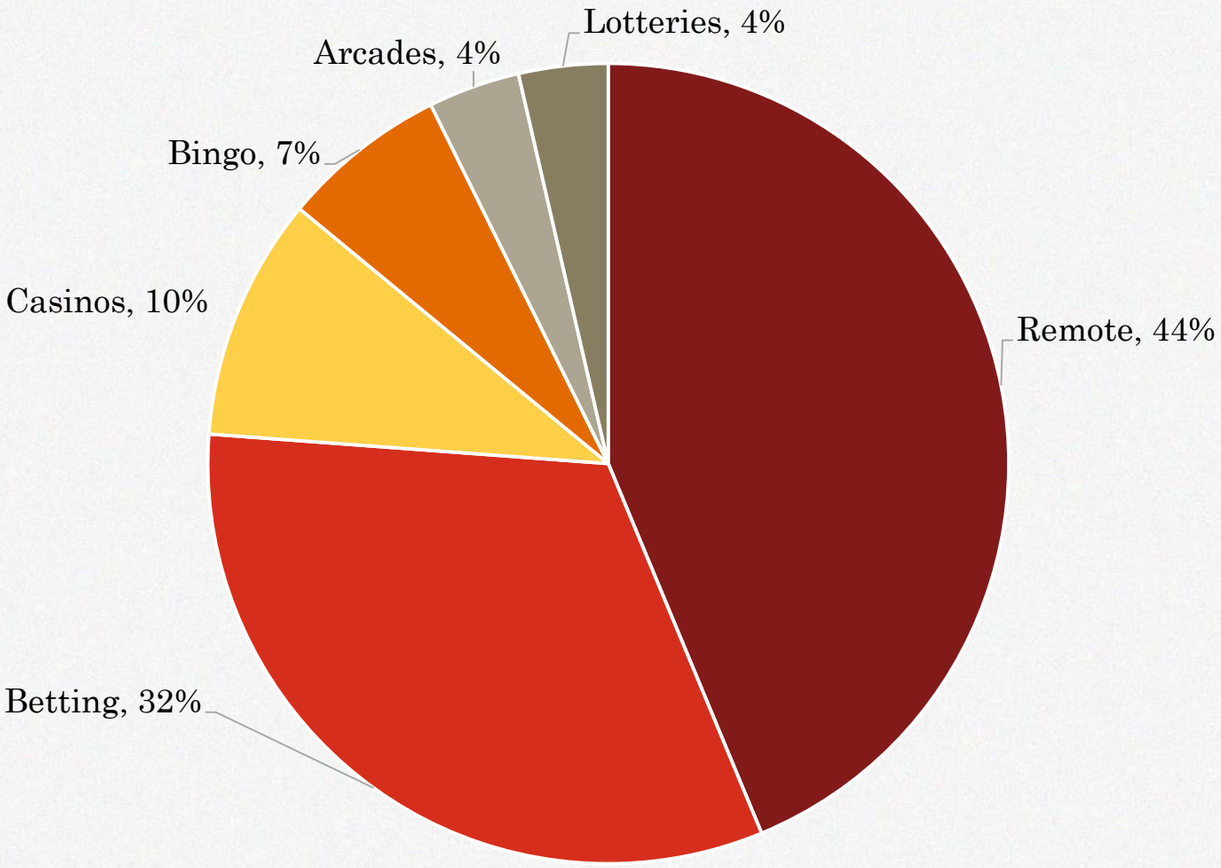
GambleAware



GambleAware®

Funding comes from primarily from operators licensed in Great Britain

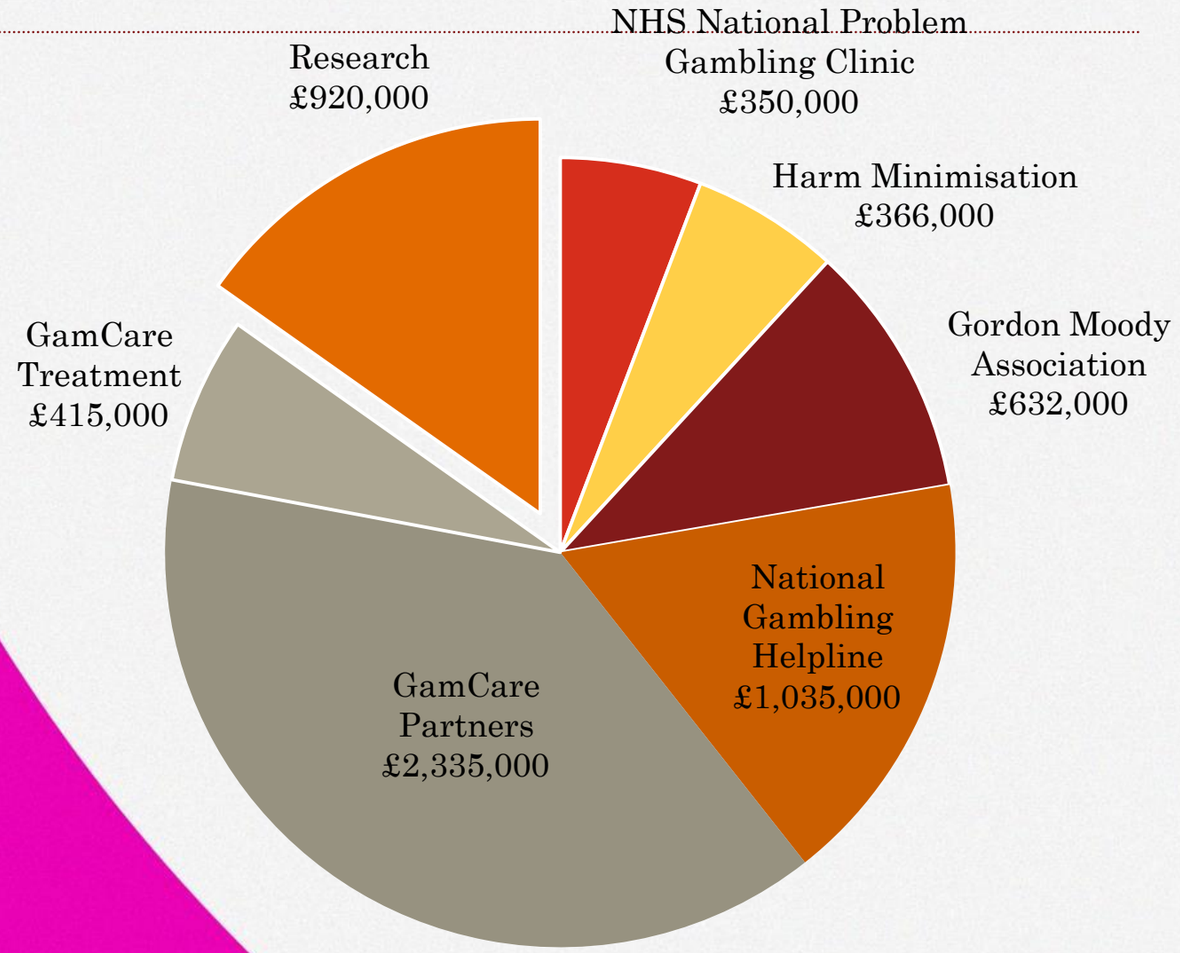
- All holders of a GB gambling licence must contribute to Research, Education & Training
- We recommend 0.1% of their gross profits (stakes minus prizes)
- Given the industry made £10.2bn in 2015-16, we are aiming for £10m income
  - The National Lottery also makes a further £1.5bn (after good causes) and contributes to our work (not included in this chart)
- Last year, we achieved £7.6m (including voluntary settlements)



GambleAware®

We fund research, education and treatment

- Majority of funds (79%) spent on the National Gambling Helpline and psychosocial interventions across Great Britain
- 6% on harm minimisation projects
- 15% on research



GambleAware®

The Remote Gambling Association invited us to commission harm minimisation research for the online sector

The goal

To improve the way that Operators **detect and support problem gamblers** online by examining their **patterns of play**

Organisations

Research, planning and execution

pwc

RESPONSIBLE GAMBLING COUNCIL

Data provision

sky BET

Ladbrokes

bet 365

William HILL

GambleAware®

The project began in 2015, and is now nearing the conclusion of its second phase

Phase I:

Literature review ✓

- **Determine the established markers of remote gambling risk of harm** — *01* Markers of harm
- **Determine how remote gambling risk of harm can be addressed** — *02* Addressing harm
- **Review current tools for reducing the risk of gambling-related harm** — *03* Tools

Operator consultation ✓

- **Document markers used by operators to signal potential problematic play** — *04* Markers of harm
- **Understand approaches, processes and controls to minimise harm** — *05* Addressing harm
- **Establish involvement of operators in Phase II** — *06* Recruit operators

Phase I was completed in December 2015 and established a foundation for subsequent phases of work

GambleAware®

Key questions for the second phase

01 *Can problem gamblers be identified using transactional behaviour?*

02 *Can different markers of problem gambling be identified for different types of gamblers?*

03 *How soon could operators identify a problem gambler? Can operators identify a problem gambler 'in-the-moment'?*

04 *What markers are practical to implement especially given the level of false positives for those predicted as problem gamblers?*

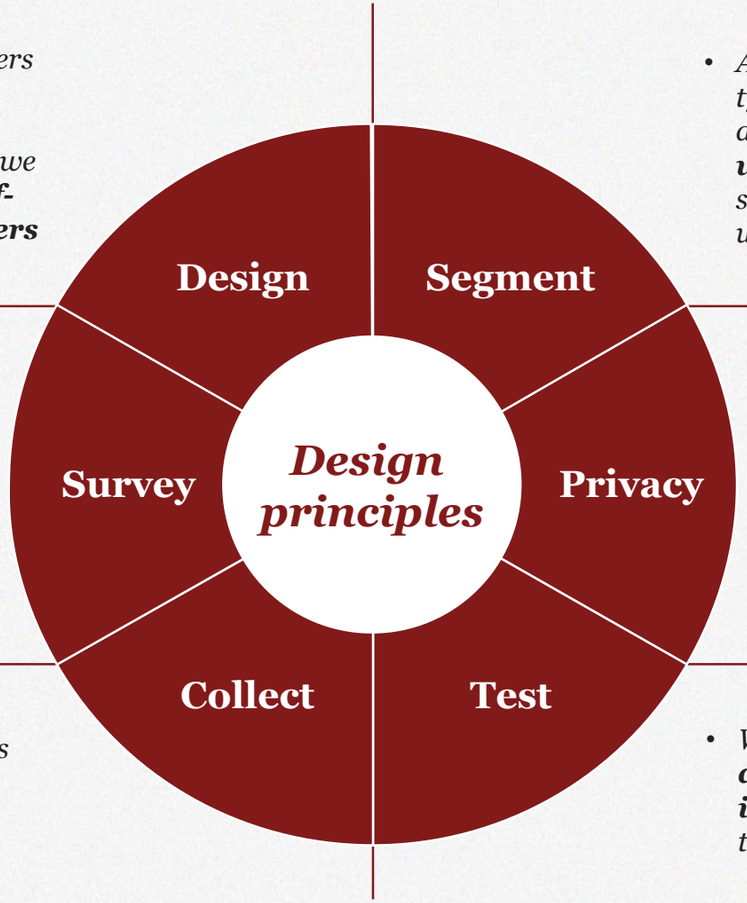
GambleAware®

Design principles

- *Phase I identified that customers who self-exclude do this for a variety of reasons, not just problem gambling. Therefore we designed a method* ***using self-identified problem gamblers via the PGSI survey***

- *PwC constructed a survey targeting* ***large sets of existing customers across multiple operators*** *to ensure a large training data set*

- *Collected* ***transaction and account data*** *from operators on customers who provided PGSI data to utilise data Operators have access to*



- *As scope covers multiple game types, we used a segmentation approach to* ***group players with similar play behaviour,*** *so representative analysis can be undertaken*

- *No linking of customers across operators could be undertaken to* ***protect privacy***
- *No identification of individual gamblers and responses* ***to maintain anonymity throughout***

- *We used a* ***separate customer dataset with Operator-identified problem gamblers*** *to test model performance*

GambleAware®

Early indications are that we can successfully identify markers of problem gambling amongst online players

Our analysis has drawn out four types of markers of problem gambling identified in Phase I, three of which we have used to build our model for identifying problem gamblers:

Grouped analysis

Demographic markers

Segmented analysis

Behavioural markers

Daily triggers

Segmented analysis (not used for model)

Customer service markers

Problem gamblers make

50%

more customer contacts than non-problem gamblers

GambleAware®

Emerging conclusions

1. *Operators can detect problem gamblers using their existing data with 61 multi-variate markers*

2. *Multi-site usage drives a level of misclassification of problem/non-problem gamblers in segments 5-9*

3. *Segmenting gamblers improves the ability to identify problem gamblers but is not 100% accurate*

4. *Problem gambling risk can be calculated with as little as 1 week of transactional data*

5. *Daily triggers can identify problem gambling behaviour in response to wins/ losses*

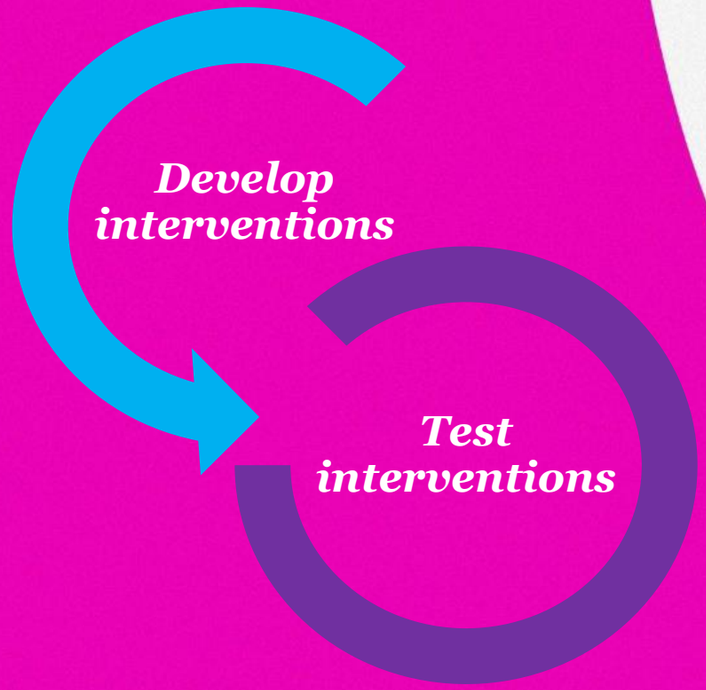
6. *There is some evidence that demographic markers could be used to filter at account creation*

7. *A tailored approach to intervention based on different risk thresholds provides a practical approach*

8. *Due to conclusion 2 recommend a cross operator risk model to consistently and accurately detect risk*

GambleAware®

Further Steps



- **Develop interventions** which will be used to target and support identified at-risk individuals

- **Evaluation of these interventions** by measuring the change in the markers established in phase II post-intervention

GambleAware®

Finally, we hope to align the interventions phase with our ongoing work with the Industry Group for Responsible Gambling (IGRG)

- *General messaging*
- *Product messaging*
- *In-play messaging*
- *Staff training*