

Proposal for a Special Issue on Internet Gambling

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This is a special call for papers to extend the single article on Internet gambling that appears in this issue. We may invite one or two papers but also want to open the doors to other researchers. Projected publishing date for this issue devoted exclusively to Internet gambling is April 2006.

We are pleased to present a Bibliography of resources dealing with Internet gambling as a convenient introduction to the topic and to speed up the work of prospective authors in reviewing the literature of the field.

This excellent bibliography was compiled by Rhys Stevens, Librarian, Alberta Gaming Research Institute in Canada. We are grateful to Mr. Stevens for his diligent work and for his generous permission to publish it.

Internet Gambling: Introduction & Bibliography

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Introduction

1. WHAT IS INTERNET GAMBLING?

Internet gambling (also known as online gambling, virtual gambling, and e-gambling) is considered to be the act of using a personal computer to connect to a web site offering gambling opportunities and placing a wager using real money. Players gamble a sum of money previously transmitted to an Internet gambling site operator using a credit card, bank draft, or third-party payment processor (e.g., FirePay, Neteller). The three main types of gambling opportunities as defined by Jepson (2000) include: casino games such as poker, blackjack, and roulette; sports event wagering, and; lottery ticket sales. It is noted by Eadington (2004) that, "the Internet can also be used in ways that are difficult to replicate in a traditional land-based betting or wagering environment" (p. 217). He cites the British "market maker" Betfair as one such example and describes how it matches buyers and sellers of wagers on both sides of a particular contest.

The first Internet or "virtual" casinos are thought to have appeared in 1995 (American Gaming Association, 2003). Since that time, opportunities to gamble online have expanded significantly along with the public's increased accessibility and usage of the Internet. It is estimated by Christian Capital Advisors that there are more than 2000 gaming sites (as cited in Schwarz, 2005) which are managed by 400 companies (Swiss Institute of Comparative Law, 2004, p. 17).

2. WHO ARE THE ONLINE GAMBLERS AND HOW BIG IS THE INDUSTRY?

It can be tremendously difficult to obtain accurate statistics about online gamblers due to the nature of the Internet itself and the fact that many participants are located in jurisdictions where these services are prohibited. Prevalence studies, industry reports, and market watchers can, however, be useful sources to locate this type of information. For example, in a nationwide study on the prevalence of gambling in the United States, the authors reported that, "although Internet gambling has received a considerable amount of attention, it currently accounts for a negligible portion of the gambling in the U.S." (Welte, Barnes, Wiczorek, Tidwell, & Parker, 2002).

While information profiling the gamblers themselves is scarce, there can be little doubt that industry revenues are growing. A recent industry report from Christian Capital Advisors indicates that gambling web sites will generate nearly \$10 billion in revenue in 2005 which represents an increase of 40 per cent from 2004 (Swartz, 2005). By comparison, in 1996, when U.S. lawmakers first sought to curb Internet gambling, 30 sites collected \$30 million (Swartz, 2005).

3. THE LEGALITY OF INTERNET GAMBLING

Whether or not gambling via the Internet can be legally provided to citizens in a particular country depends on that jurisdiction's regulations pertaining to the activity. At present, there are seventy-seven jurisdictions which offer licenses for online gambling according to the *gamblinglicenses.com* web site. These regulatory structures tend to fall into one of the following three general classes: 1) prohibition (e.g., United States); 2) full regulation (e.g., Australia, United Kingdom), and; 3) partial regulation.

Jurisdictions that prohibit Internet gambling often cite issues such as consumer protection and compulsive gambling as justifications for their prohibitions. It has been suggested that these countries are, in actuality, seeking to protect their local gambling revenues from foreign competition (Swiss Institute of Comparative Law, 2004, p. 303). The Gambelli ruling (Mancini, 2004) and the recent World Trade Organization (2004) decision seem to indicate that cross-border restrictions relating to online gambling will be difficult to maintain. In jurisdictions that fully regulate the activity, not all forms of gambling are necessarily available. In Australia, for instance, the *Interactive Gaming Act 2001* prohibits casino-style games of chance but allows sports betting and most lottery-style games (Department of Communications, Information Technology and the Arts, 2004). In general, most jurisdictions with only partial regulation are still far from seeing a complete legal framework that moves beyond providing for the licensing of operators to include provisions to protect gamblers and establish monitoring and enforcement authorities (Swiss Institute of Comparative Law, 2004, p. 407).

4. THE FUTURE OF INTERNET GAMBLING

The technological advances that have allowed gambling opportunities to be offered across international borders have turned Internet gambling into a global issue. Future technological developments (e.g. geo-location technologies, IP address-based filtering) could have some impact on limiting the provision of these services in jurisdictions prohibiting the activity. Far more likely, however, is that governments will eventually respond to recommendations for global cooperation on the development of minimum standards regulating online gaming. Regardless of regulatory action or inaction, Eadington (2004) contends that, in the future, online gambling will have a considerable presence in the United States whether it is formally legal or not.

5. RESEARCHING INTERNET GAMBLING

Locating information on Internet gambling can be challenging due to the multidisciplinary nature of the topic. The disciplines that have been most active in publishing in this area include those of law, economics, public policy, psychology, marketing, and computer science. Relevant resources have also been published in a variety of sources and formats – e.g., journal articles (particularly student law journals), book chapters, conference papers / presentations, Internet publications, trade publications, trade web sites, marketing reports, government documents, and legal cases. Most of the literature tends to be published post-1996 and its volume has been steadily increasing since that time. Library catalogues, journal article indexes & databases, and specialized Internet sources are recommended forms of access to this growing body of literature.

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