



Social Gaming: Problems, Policies and Predictions

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National Council on Problem Gambling (US)

About NCPG

- The US advocate for programs and services to assist problem gamblers and their families.
- NEUTRAL on legalized gambling.
- Founded in 1972.
- NGO with chapters in 35 of 50 states.
- Work with government, gaming industry & community.

To Regulate Or Not To Regulate:
That Is NOT The Question

The Right Question Is: What Are
Essential CSR/Consumer
Protection Elements?

Why Should We Care?

- Video & social gaming correlated with gambling in youth.
- Early age of gambling onset correlated with PG.
- Features associated with addiction in gambling.
- Rapidly evolving features & growing participation.
- Unclear regulatory oversight



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Slingo - Getting Started: How To's & Feature Guides

Updated 04/26/2012 at 23:44



Slingo Beginner's Guide

This page is the main source of info for players who are just starting out as they experience the addictive gameplay of Slingo.

“...the addictive gameplay of Slingo.”

Whale Tales

- “A whale is a whale,” Barden said. “We had one player that **spent \$13,000 over 3 months on one of our free-to-play games**”
- While only 2-4% of social gamers are payers, they spend on a comparable level to for-money internet gamblers



Challenging Assumptions

- Regulation will “kill” social gaming.
 - Has greatly benefited many industries, especially gaming.
- Monetary prizes are an essential component of addiction.
 - Behavioral addiction
- Nobody is presenting with problems.
 - Absence of evidence is not evidence of absence.
- Players can really enjoy game without paying.

A Modest Proposal: GRADE

- Gambling-Like Games With Monetization
- RG Features
- Age Controls
- Data Driven Research
- Education Of Players

Next Steps

- Seek to partner with ISGC & SGA
- Seek public input and refine GRADE
- Educate regulators & legislators

THANK YOU!

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