



The New Online Prevention Tool In Use And Its Preliminary Results

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Austria



Our Headquarters in Vienna



Agenda

- Responsible Gaming (RG) Standards
Casinos Austria / Austrian Lotteries
- MENTOR: Behavioral Feedback System
- Outlook

Responsible Gaming Standards

Casinos Austria / Austrian Lotteries

1. We are dedicated to prevention and protection
2. We provide information
3. We provide intensive, lasting training
4. We advertise responsibly
5. We support research and work with counseling and treatment facilities

(1) Player Protection

- Restrictions and limits
- Game development and game design

**Gambling is not
for children.**

Player Protection on win2day

- Bank account details, address, first name, last name and date of birth must be provided during the registration process
- Bank account must be unique/distinct
- Daily/weekly/monthly deposit limits
- Obligatory definition of personal daily/weekly/monthly deposit and time limits

Player Protection on win2day

Registration process
with obligatory setting of
limits

The screenshot shows the win2day website's registration process. The 'Meine Limits' tab is highlighted with a red box, and a red arrow points to the 'Meine Limits' modal window. The modal window contains a warning message and a table of limits.

Meine Limits

In Klammer sind die von Ihnen verbrauchten Werte angegeben.

Bitte beachten Sie, dass eine Erhöhung der Limits aus Spielerschutzgründen erst nach Ablauf von 72 Stunden wirksam wird. Reduzierungen einzelner Limits werden sofort aktiv.

Limit	Wert	Verbrauch
Einzahlmit pro Tag	€ 100,00 (€ 0,00)	
Einzahlmit pro Woche	€ 250,00 (€ 0,00)	
Einzahlmit pro Monat	€ 1200,00 (€ 0,00)	
Spieldauer pro Session	h 2 (0h 0m 0s)	
Spieldauer pro Tag	h 12 (0h 0m 0s)	

Speichern

(2) Information for Players and Customers

- www.spiele-mit-verantwortung.at
- Print materials, such as brochures & leaflets



(3) Regular Training with a Lasting Effect

- Training programs for employees
- Training for sales partners
- Responsible Gaming Academy



(4) Responsible Advertising

- Code of Conduct Responsible Advertising
- Implementation and realization across the Casinos Austria – Austrian Lotteries Group

(5) Research Support and Cooperation

- Evaluation and development of responsible gaming and player protection measures with scientific support and back-up
- Use of research findings in our responsible gaming programs
- Cooperation with all counseling and treatment facilities across Austria

Quality Assurance

- We monitor adherence to all responsible gaming processes and have escalation procedures in place to ensure quality
- Mystery shopping in Austrian Lotteries sales outlets and points of sale
- Regular attendance and participation at international RG conferences
- Certified to international Responsible Gaming Standards - WLA, EL, GamCare



CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2015



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Specifics of Online Gaming

- Increased potential danger for at-risk players:
 - Easy access
 - Anonymity

- Online gaming increasingly gaining in significance!
 - **Requires intensified prevention measures!**

Mentor on win2day

- **Predictive behavioral feedback system**
MENTOR as Responsible Gaming Tool on our win2day site
 - Developed by neccton/a2mlab in cooperation with Professor Mark Griffiths
 - Participation through activation of link in “My Services” menu
 - **Feedback in form of:**
 - Personalized messages
 - Graphical status reports
 - Helps players **to monitor and assess their own behavior**, to better understand their gambling behavior and to change this behavior if necessary.
-

MENTOR – Current Status

- MENTOR was released on the online gaming platform win2day on March 14, 2013.
- MENTOR has been actively promoted on the win2day platform since March 25, 2013.
- As of May 15, 2013, a total of 512 players had already registered to use MENTOR.

Integration on win2day Homepage



Keep sight of your gambling behavior

win2day sets new standards in responsible gaming and player protections. Our MENTOR tool offers you the possibility to keep an eye on your own gambling behavior. MENTOR provides you with important information and practical tips. It allows you to build your own picture of the amount of time and money you spend gambling.

Integration on win2day Login Page

■ Post-login page

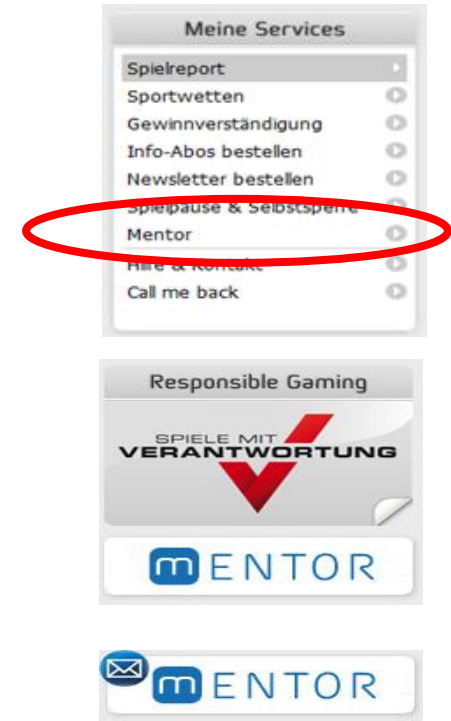
- In the “My Services” menu – link to activate MENTOR

■ Activated MENTOR account

- When the user has activated the tool, a “Start MENTOR” button is clearly visible on the win2day homepage after login

■ Indication of “new messages”

- Symbol for new messages from MENTOR



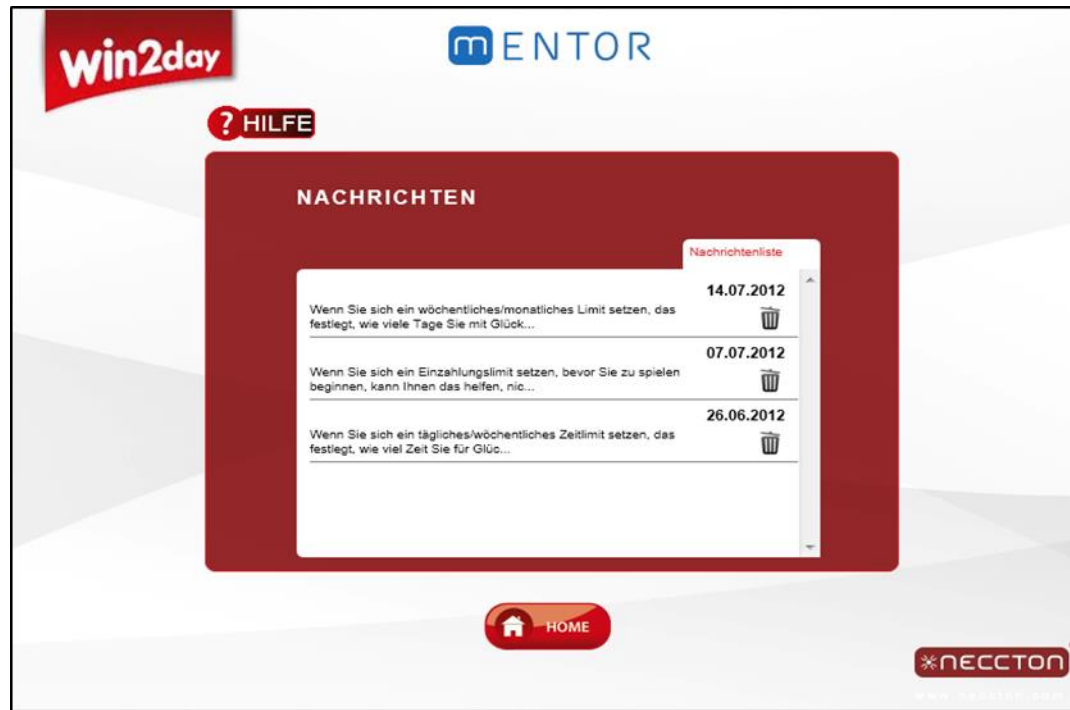
Information Provided via MENTOR

- Individual charts showing
 - Wins/losses
 - Duration of play
 - # of days played
 - Bets by game type
 - Portfolio of games
- Personalized messages

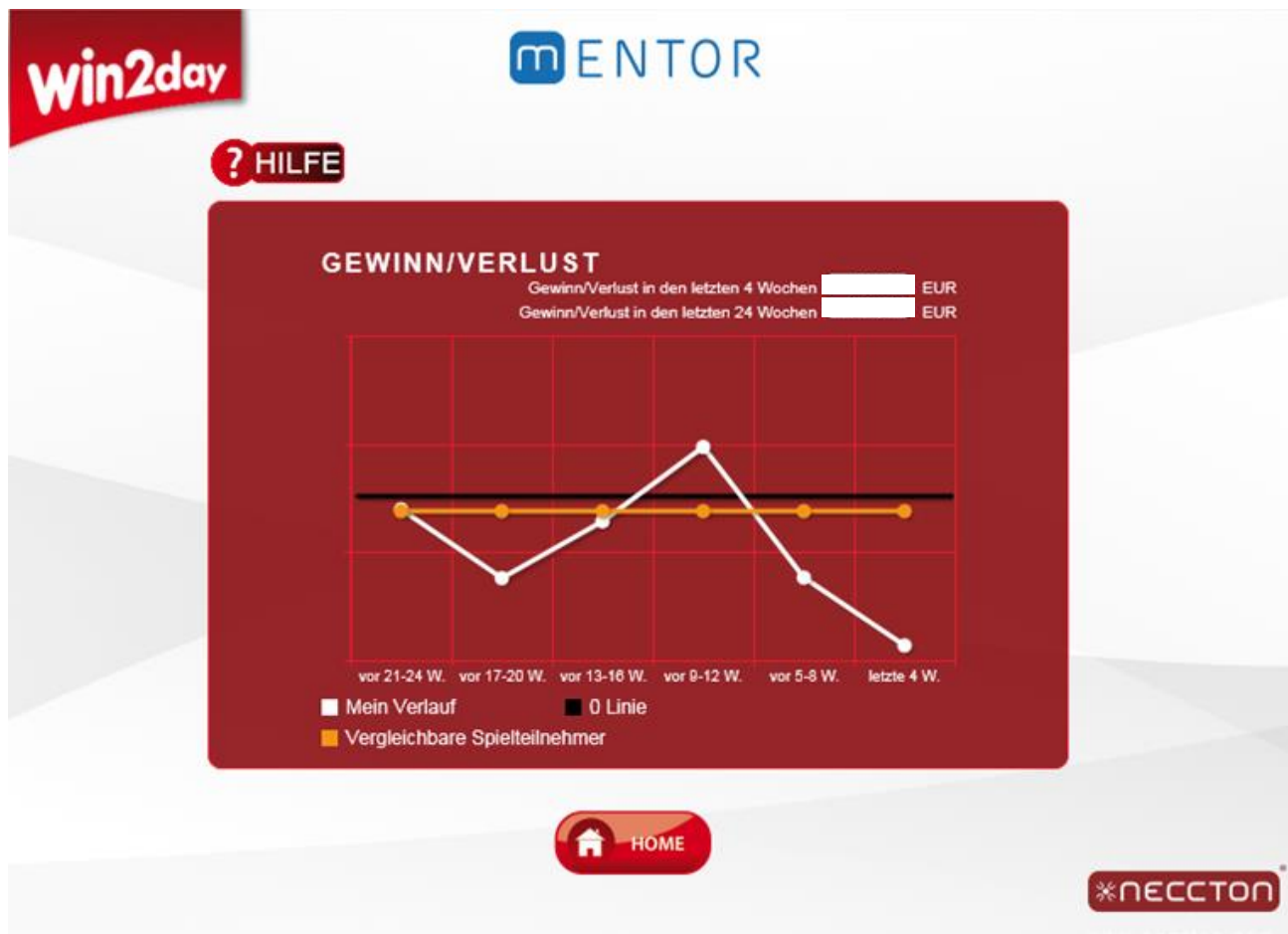
Profile Page



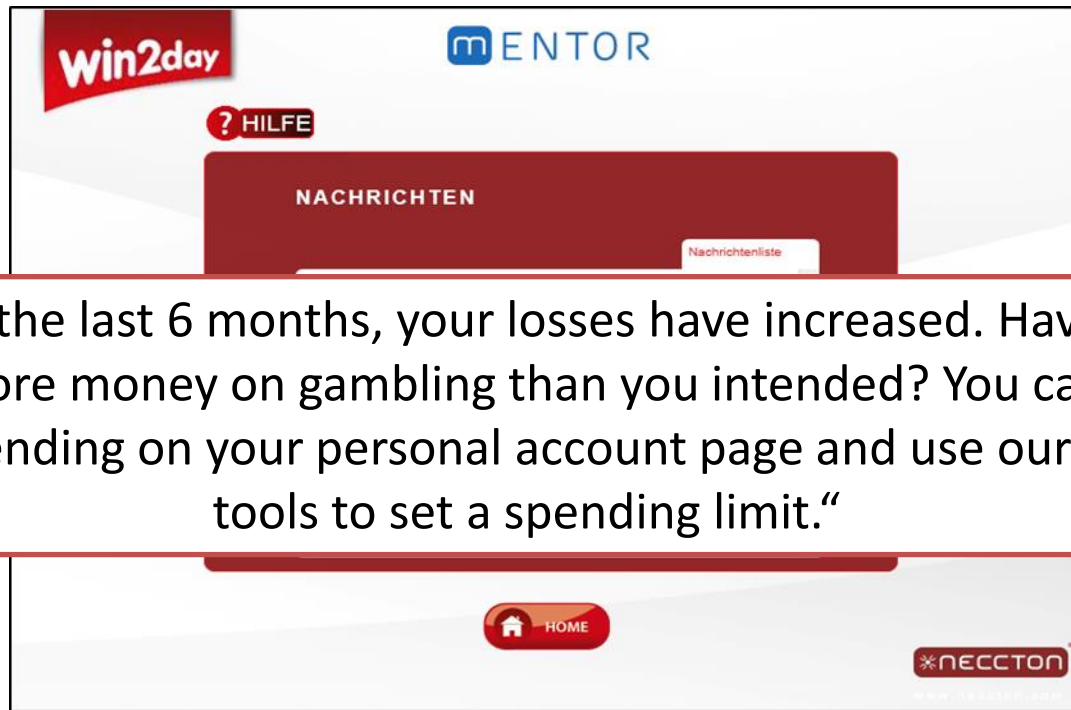
Messages



Wins/Losses

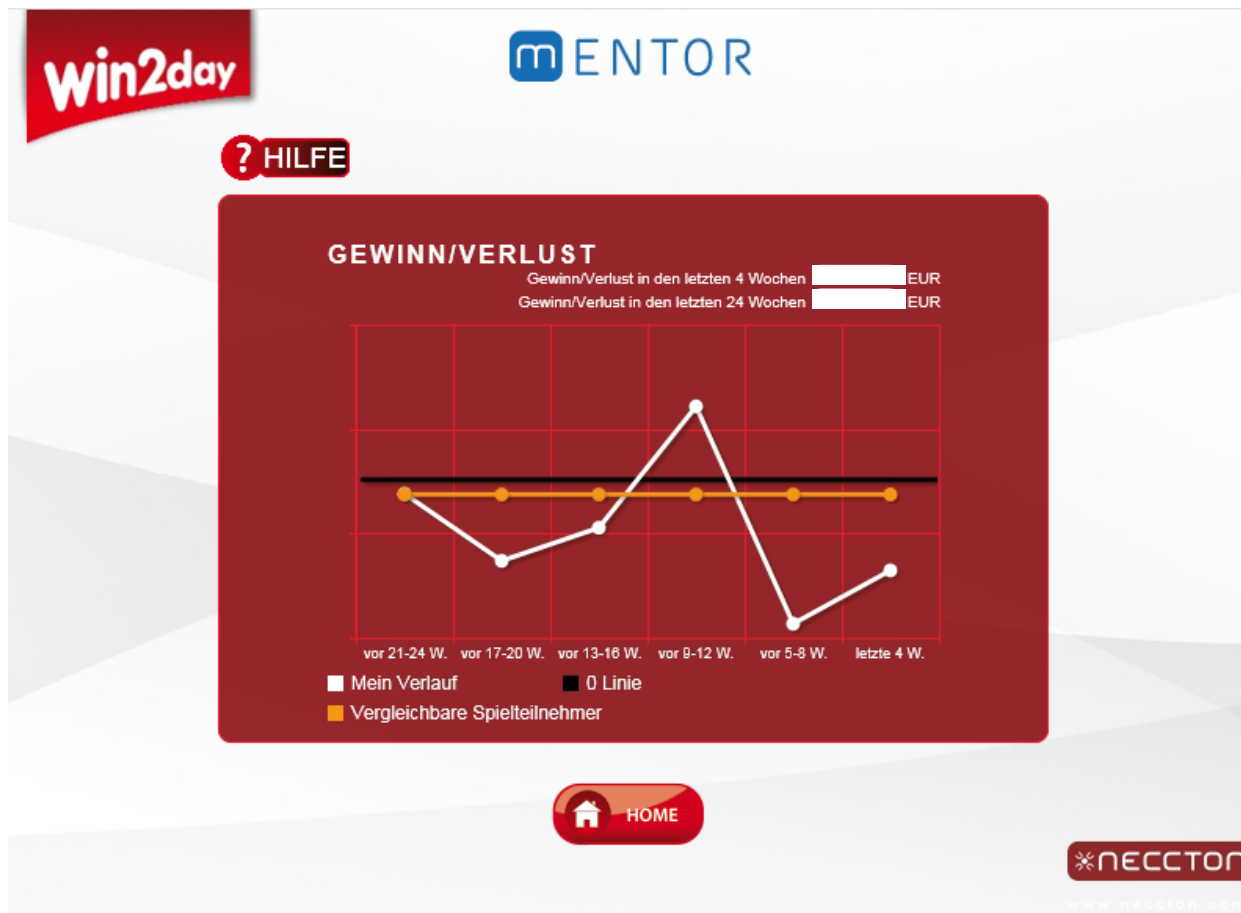


Message

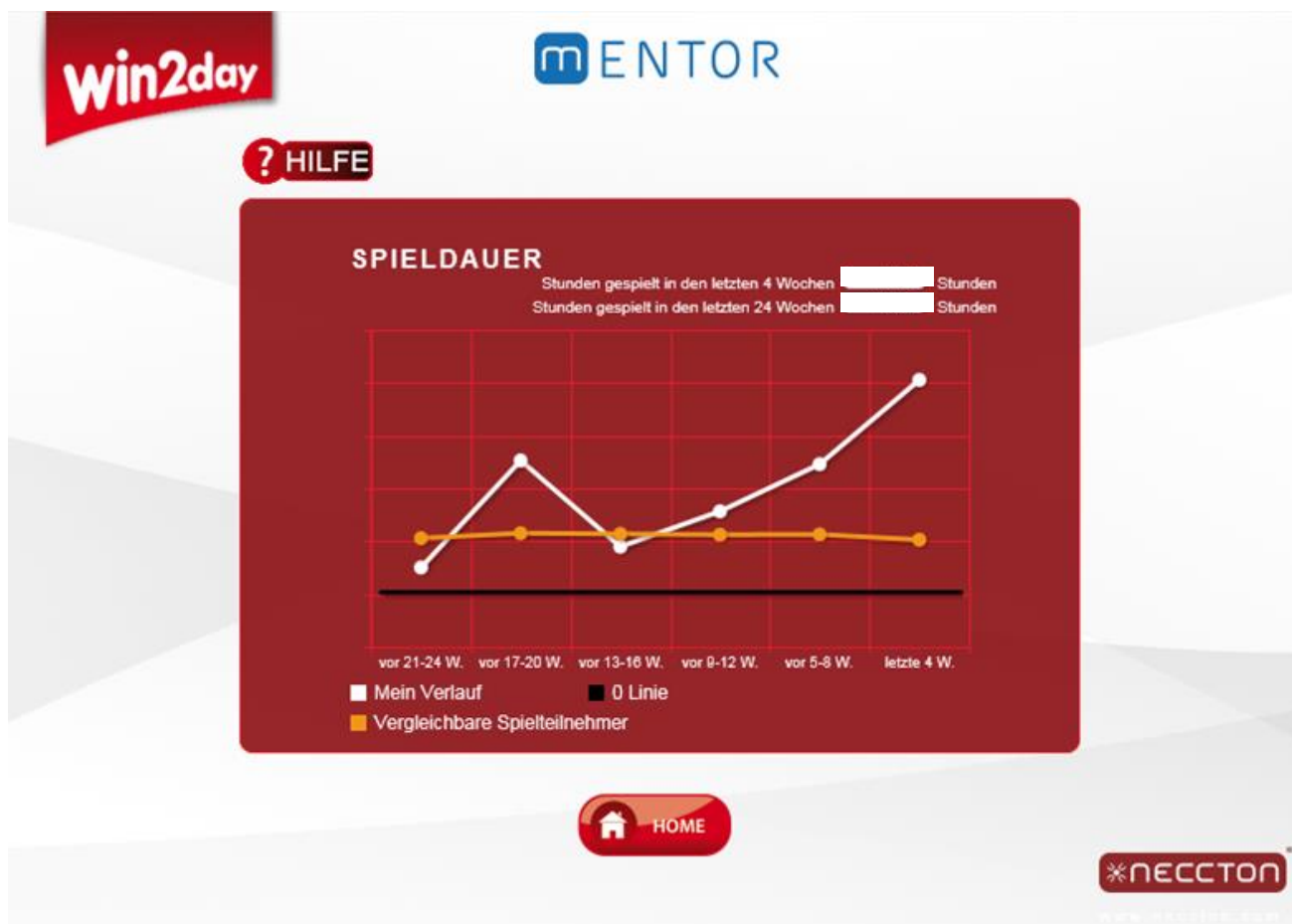


“Over the last 6 months, your losses have increased. Have you spent more money on gambling than you intended? You can check your spending on your personal account page and use our helpful tools to set a spending limit.”

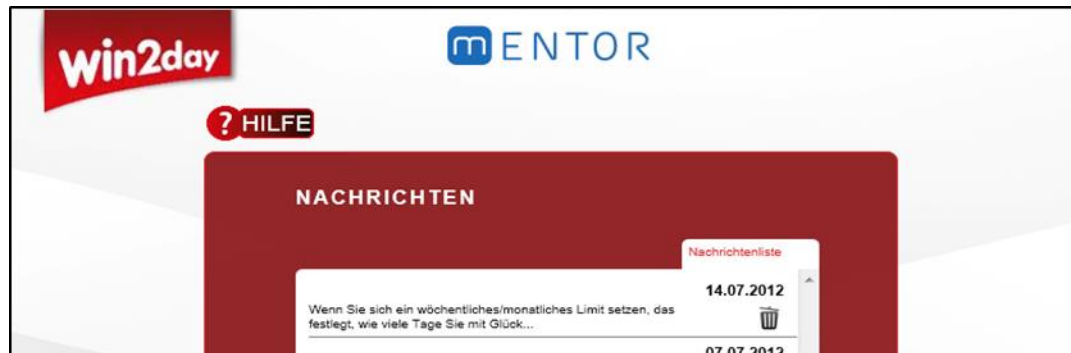
Wins/Losses: A Few Weeks Later



Duration of Play

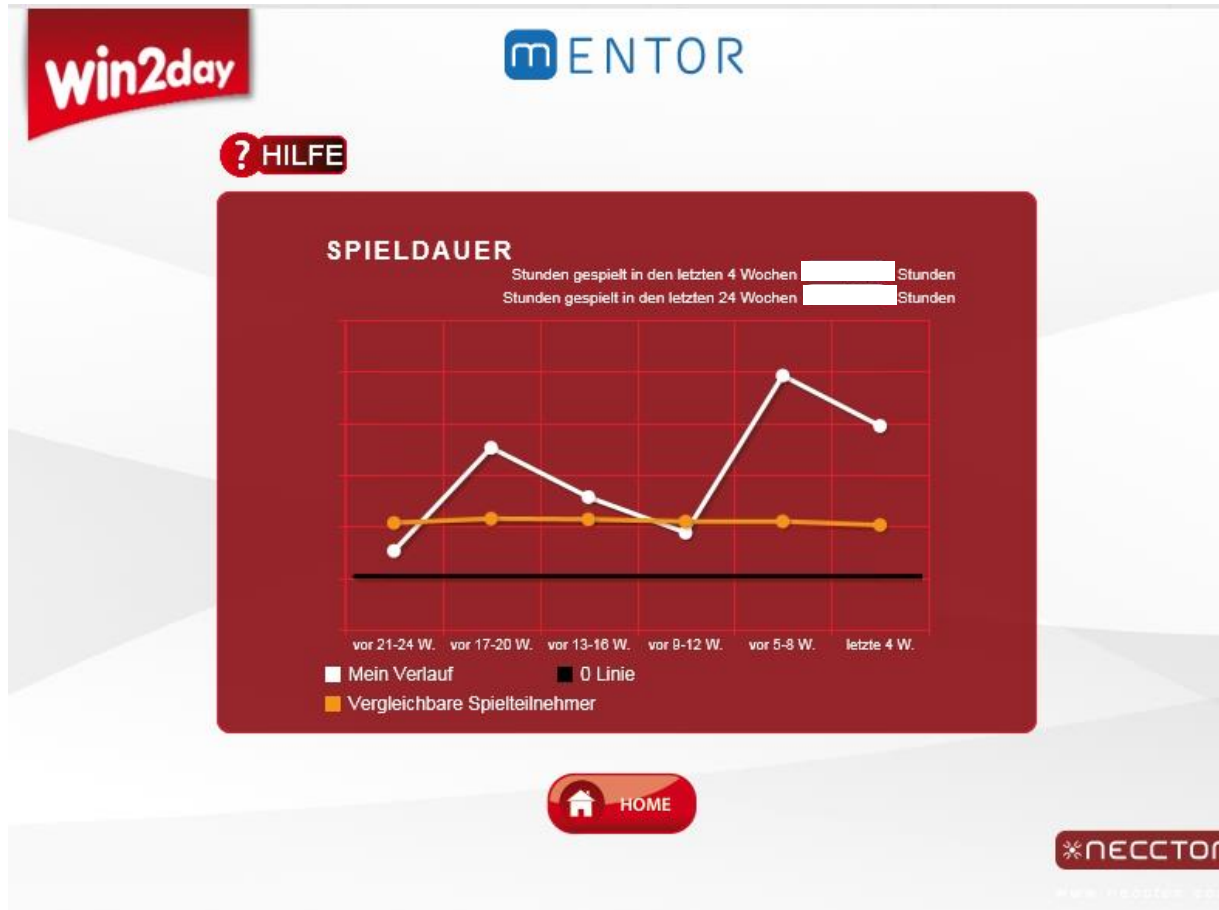


Message

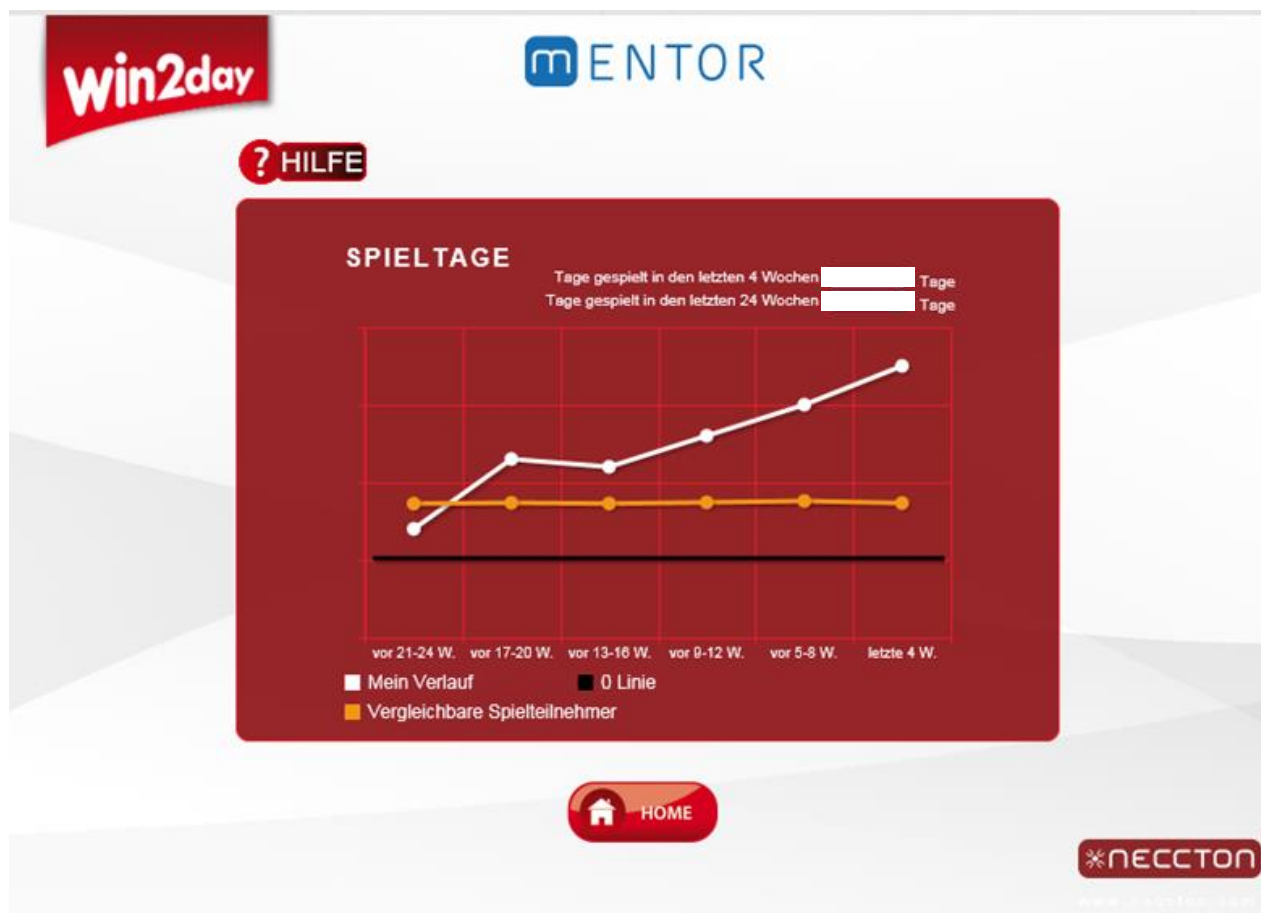


“The amount of time you have spent gambling has risen over the course of the last 6 months. Are you spending more time gambling than you had originally intended? You can monitor the amount of time you spend gambling on your MENTOR profile page and make use of our helpful win2day “responsible gaming” measures to set yourself a time limit.”

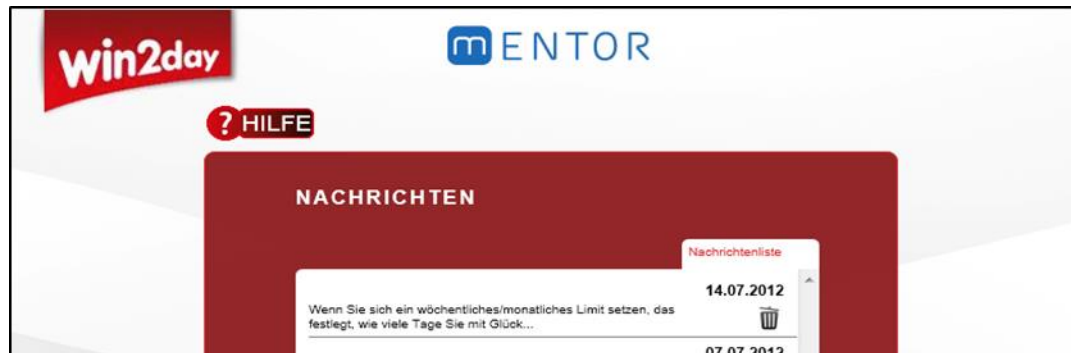
Duration of Play: A Few Weeks Later



of Days Played

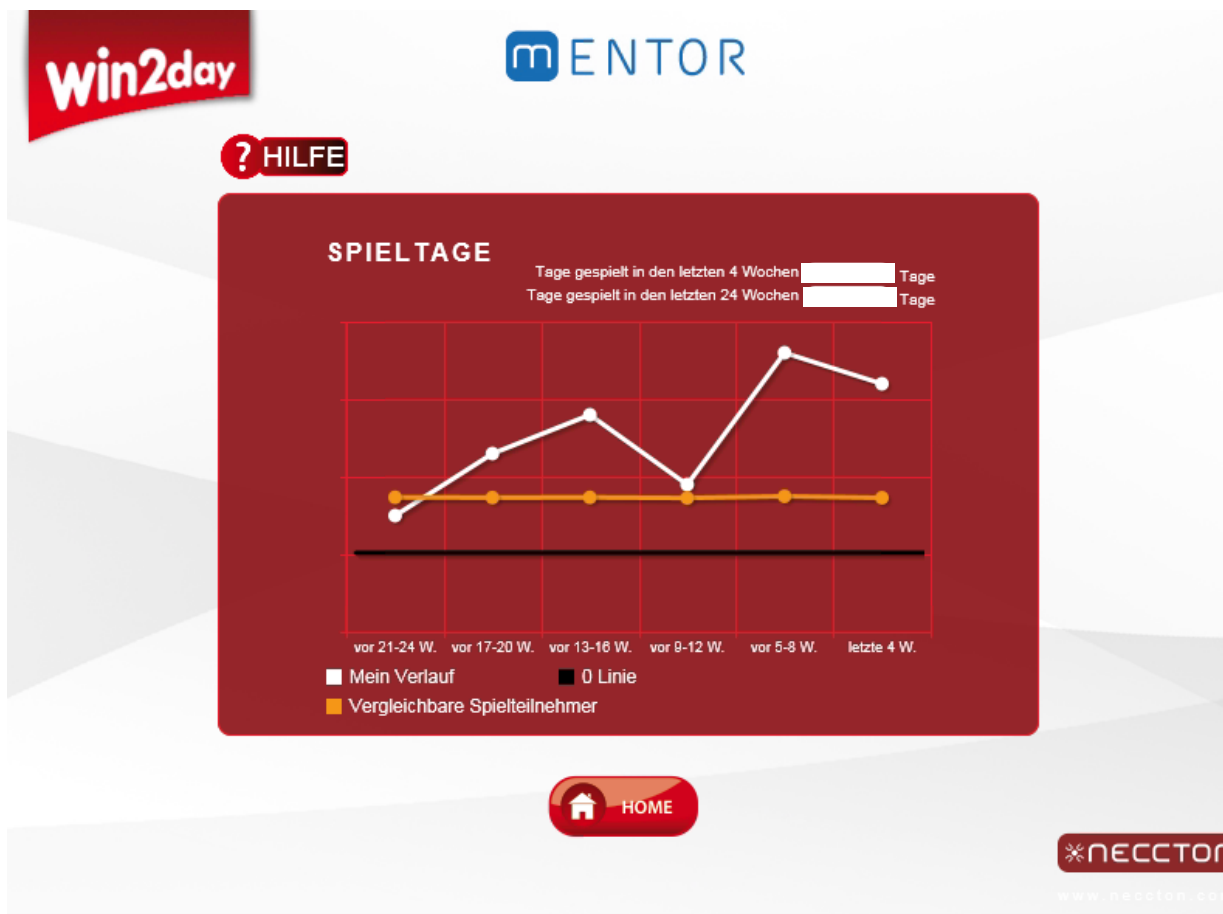


Message

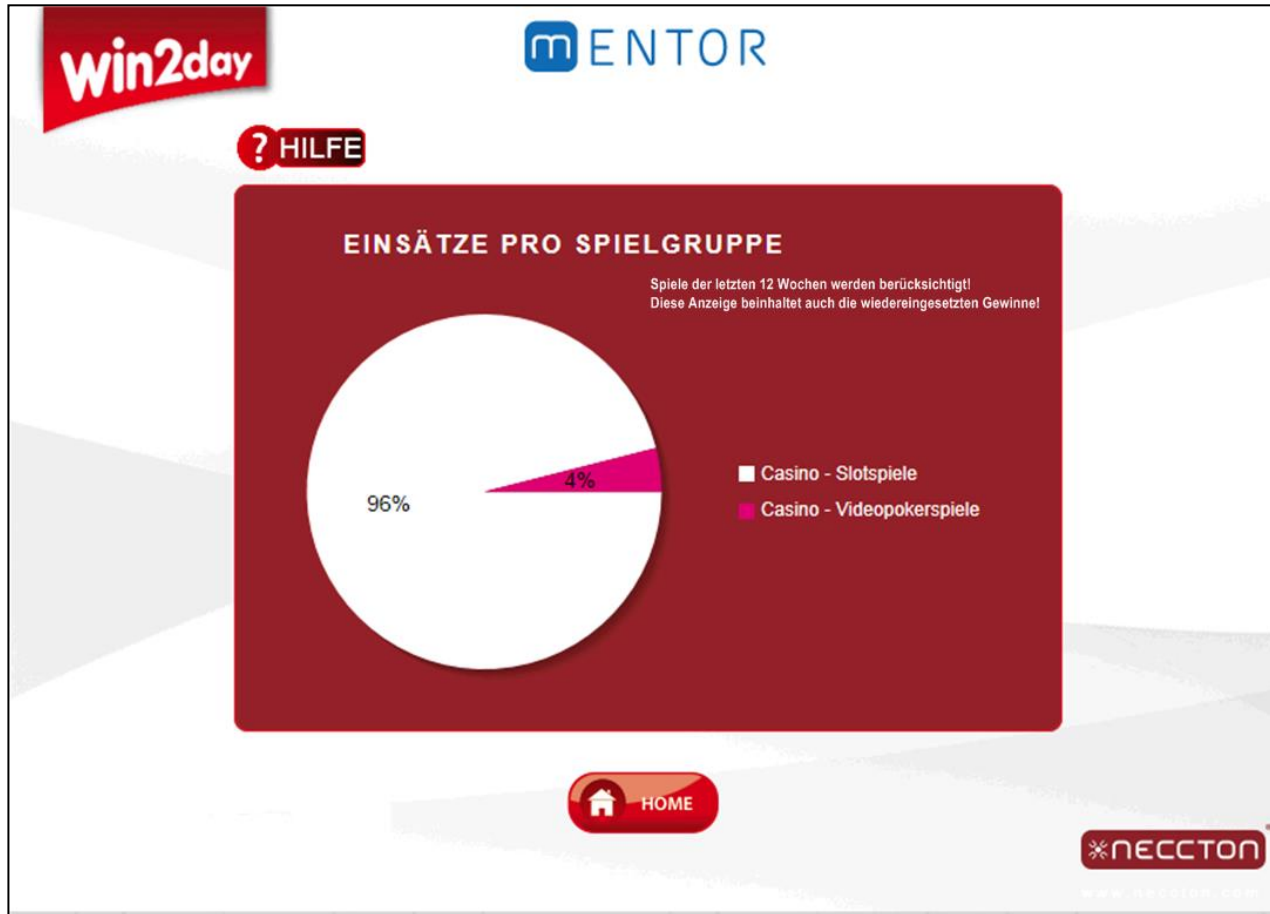


“The number of days you have played on the win2day site has risen over the course of the last 6 months. Are you gambling on more days than you had originally intended? You can monitor the number of days you visit the site on your MENTOR profile page and make use of our helpful win2day “responsible gaming” measures to set yourself a (new) time limit.”

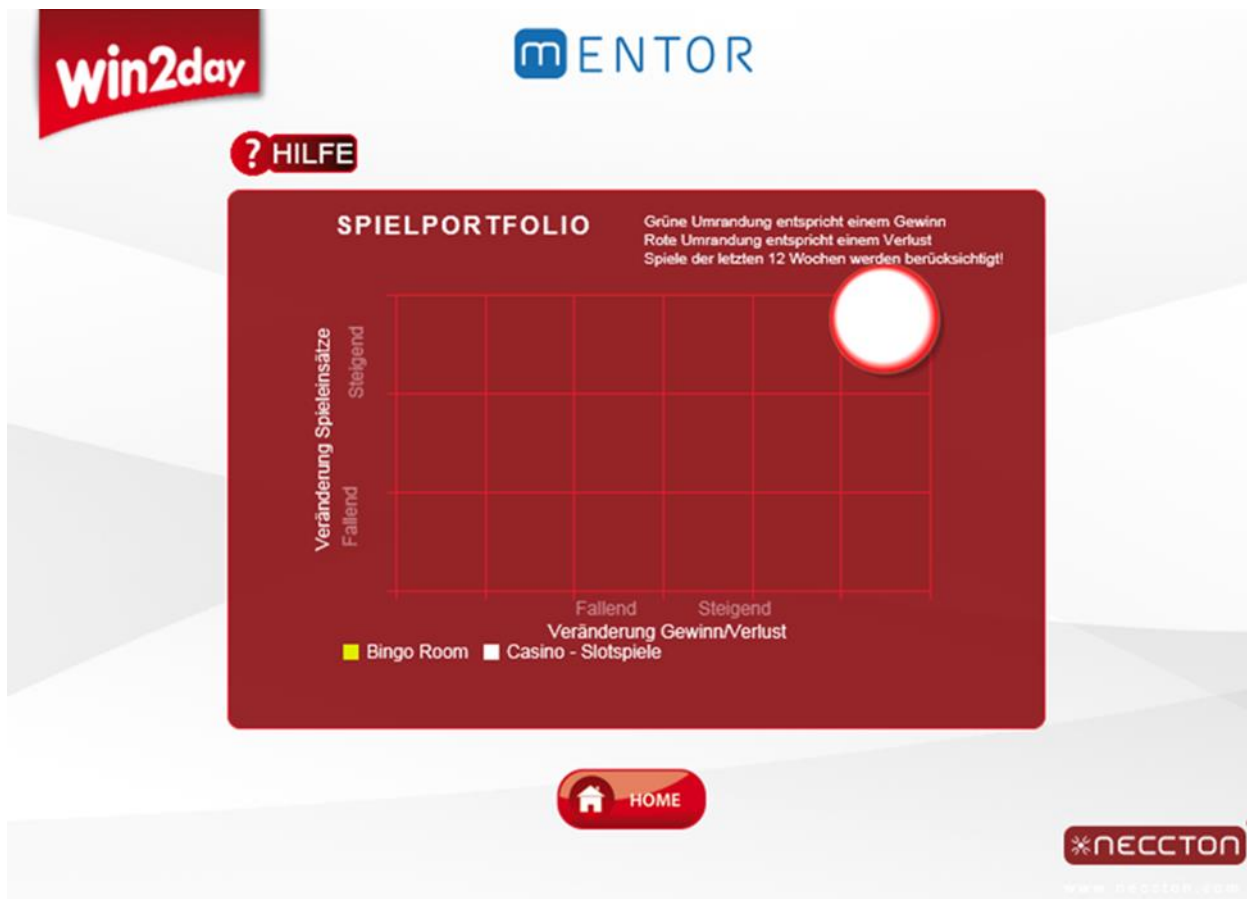
of Days Played: A Few Weeks Later



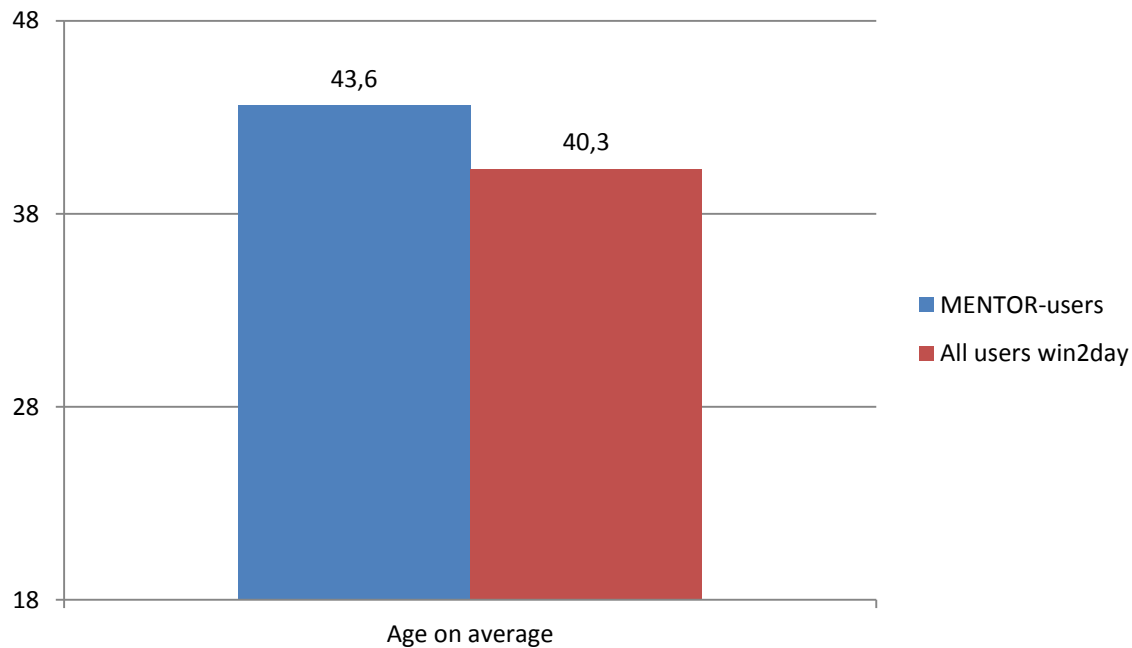
Bets per Game Type



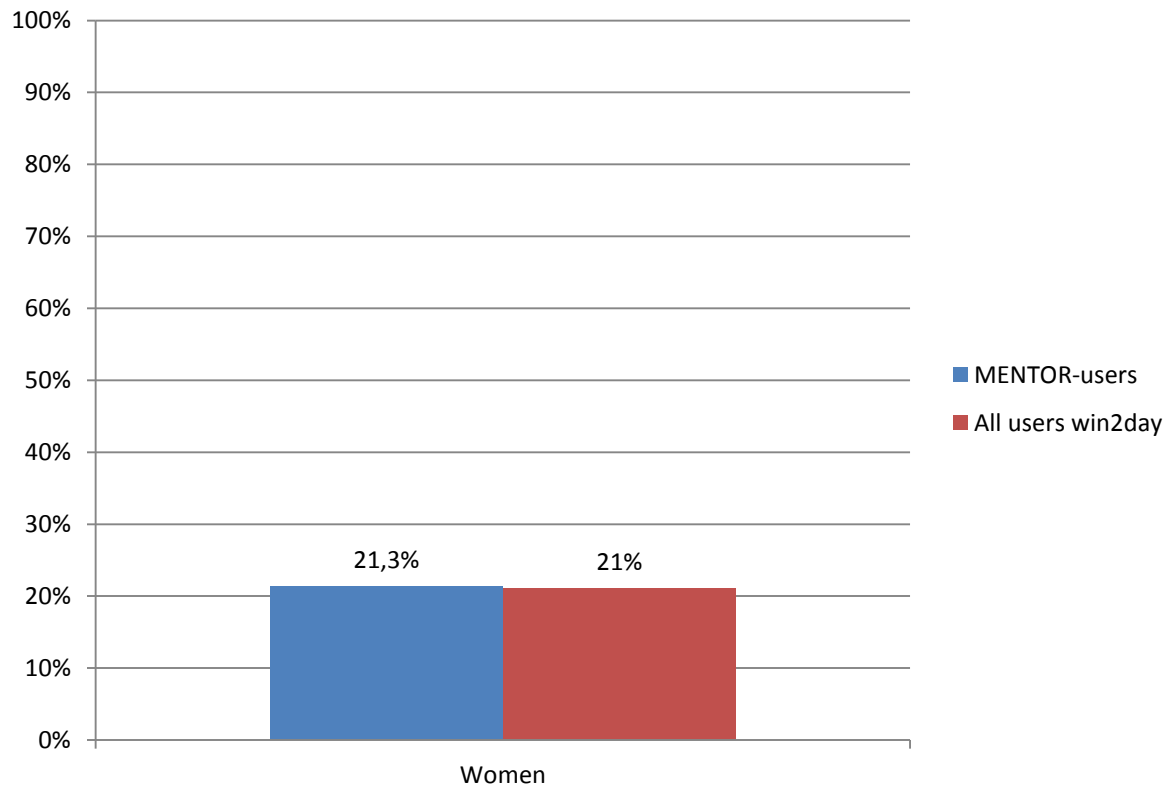
Portfolio of Games



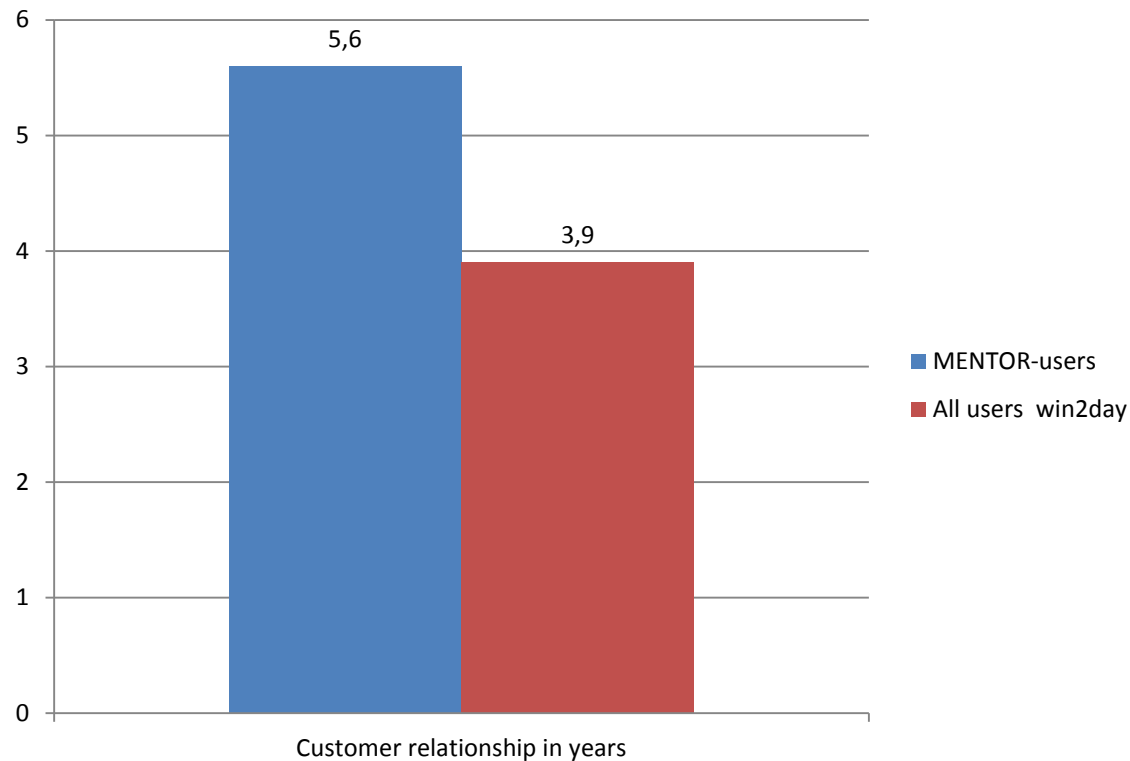
Average Age of MENTOR/win2day Users



Female MENTOR/win2day Users



Length of Customer Relationship



Number and Type of MENTOR Messages

General and Additional General Messages:

Time Limit:	105
Informed Player Choice Menu:	23
Deposit Limit:	106
Day Limit:	80
Chasing Losses:	20
TOTAL:	334

Personalized messages as a result of individual gambling behavior:

Increased Time I:	63
Increased Deposit I:	53
Increased Days Spent I:	40
Lucky Streak:	2
Binge Gambling:	2
Poker player message for heavy time but small losses:	2
Increasing Pokerrake with wins :	1
TOTAL:	163

Outlook

- Monitoring and evaluation
- What impact do the messages have?
- When should an operator intervene?
- How should an operator intervene?
- How do you address vulnerable groups?

Thank you for listening!



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