Social Gaming: Problems, Policies and Predictions

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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
“...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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