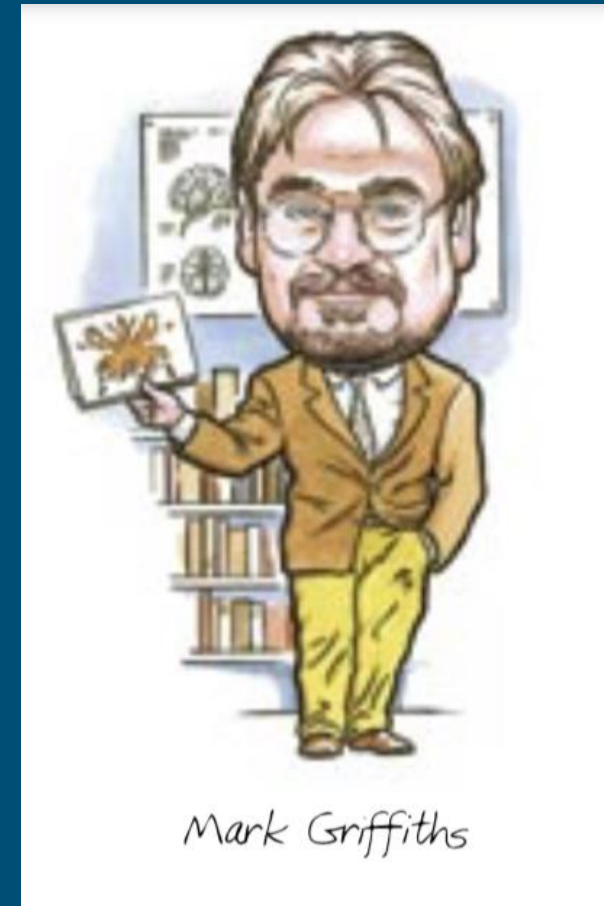


EUROPEAN TRENDS AND HOT TOPICS IN RESPONSIBLE GAMBLING

**Dr Mark Griffiths
Distinguished Professor
of Behavioural Addiction**

**International Gaming Research Unit
Nottingham Trent University**

mark.griffiths@ntu.ac.uk



GAMBLING TRENDS IN RG PRACTICES

- Use of behavioural analytic tools for identifying problem gamblers
- Personalized messaging systems for those who display at-risk gambling behaviour
- Bibliometric ID measures starting to be introduced
- Rewarding players for engaging in responsible gambling practices (gamification)
- Use of online techniques to help and assist problem gamblers
- Evaluation of RG tools to assess their efficacy
- Use of tracking data to evaluate RG practices



HOT TOPICS AND EMERGING ISSUES

- Gambling/gaming convergence (e.g., loot boxes, esports)
- Gambling advertising (increase in some countries/prohibition in others)
- Responsible gambling advertising
- In-play sports betting
- Gambling as a public health issue
- Gambling blocking by banks
- Geo-location and gambling

