

NOVA SCOTIA GAMING CORPORATION'S

*responsible gambling*

CONFERENCE

# **The I-Gaming Conundrum**

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## Synopsis: A Need for Change

New and emerging technologies for the prevention, detection and treatment of problem gambling are important and progress has been made, but the bigger challenge is conveying the importance of social responsibility, and in doing so changing the way the online gambling industry addresses the issue.

## Mechanisms for Promotion of Responsible Gambling Online

- Self Exclusion
- Self-Imposed Limits
- Family-Imposed Exclusion
- Detection of Patterns
- Restrictions on Advertising
- Access to Treatment

## Challenges Unique to I-Gaming

- Unregulated Online Gambling
- The Dot-Net Advertising Model
- Internet/Game Addiction
- Player Identification
- A Relatively New Phenomenon
- Immediate Gratification

## Working toward Solutions

- Regulation Is the Only Answer
- Social Responsibility and Technology in Tandem
- The More Research the Better
- Availability, Affordability and Ease of Use
- Education of I-Gaming Operators
- Online Programs

## A Global View

- Europe - Awareness is high, but the potential opening of markets presents new challenges.
- North America - Responsible gambling has not been a focus of the Internet gambling debate.
- Offshore Jurisdictions - Competition has forced them to be more proactive.
- Australia - Problem gambling is a hot-button issue.

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