

Online Gaming Player Protection in Practice

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1. Player protection
2. Intensive and lasting training
3. Responsible advertising
4. Cooperation with counseling centers and treatment facilities
5. Quality assurance and support for research



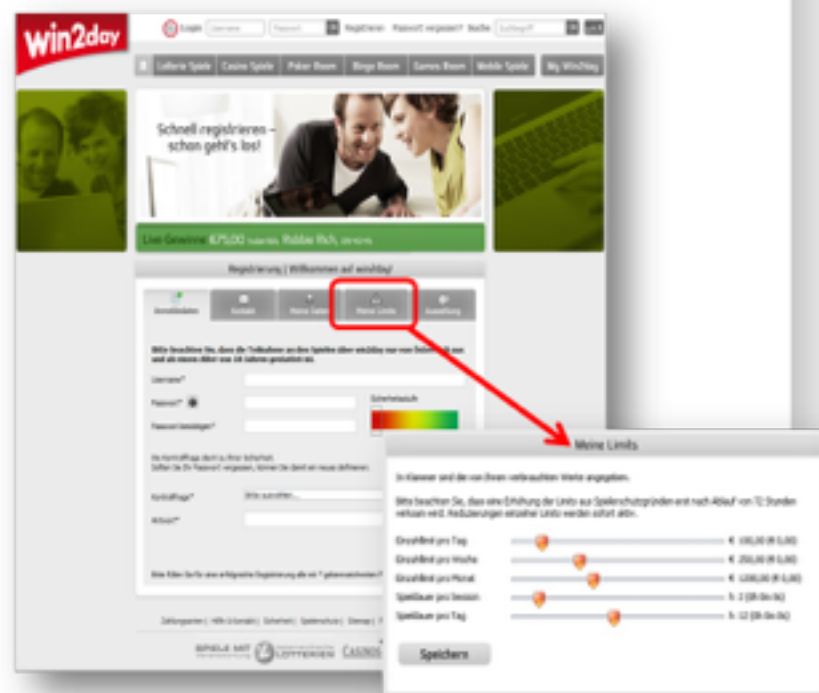
Specifics: Online Gaming

- Increased potential danger for at-risk players:
 - Easy access
 - Anonymity
- Online gaming increasingly gaining in significance – requires intensified prevention measures



win2day Registration Process

- Obligatory provision of first name, last name, date of birth
- Check for compliance with minimum age restrictions and domicile in Austria
- Obligatory definition of cash deposit and time limits
- Predefined maximum cash deposit limit



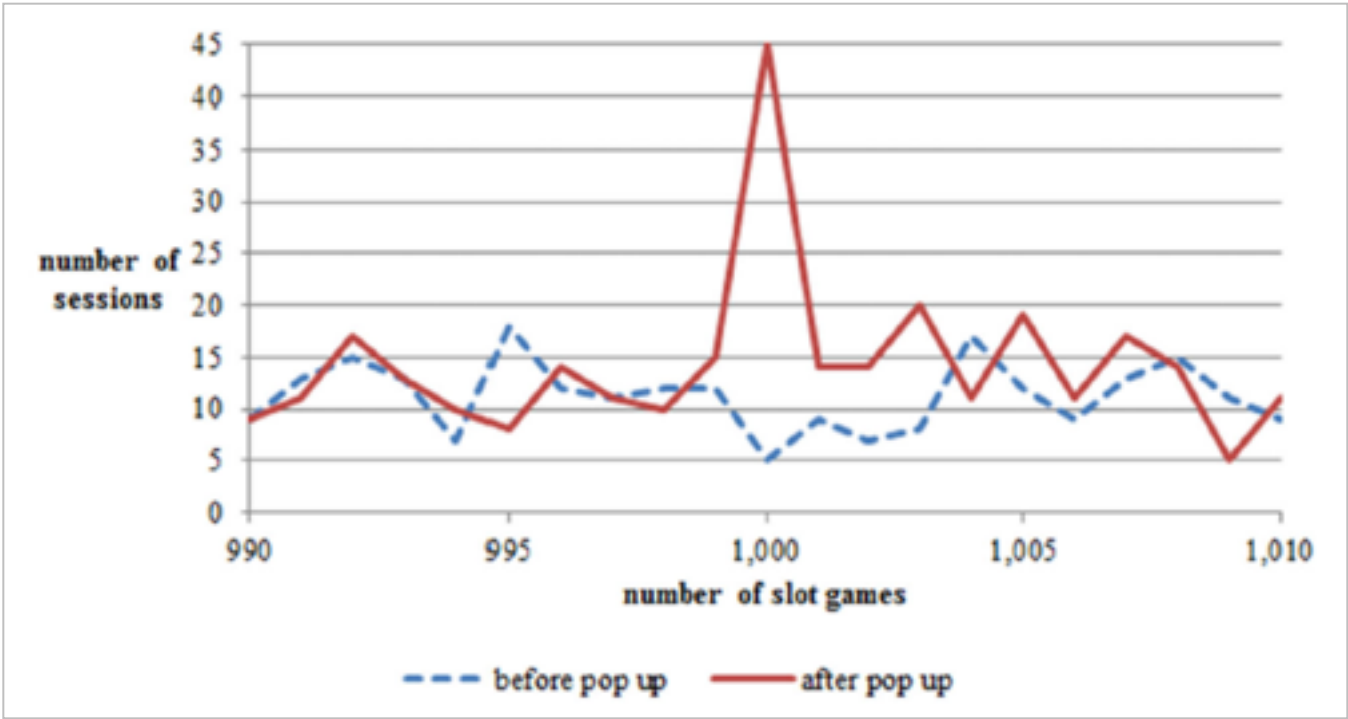
Self-exclusion Options on win2day

- ✓ 1 month
- ✓ 3 months
- ✓ 6 months
- ✓ 1 year
- ✓ 2 years
- ✓ 3 years





Mandatory Pop-up Message



(Auer, Malischnig & Griffiths, 2014)

Personalized Feedback

- Diabetes management
- Reducing obesity
- Stopping smoking
- Sports sector
- “One aim of responsible gambling strategies is to increase a player’s ability to make informed choices regarding gambling by providing accurate, comprehensive, and easily available information.” (Monaghan 2008, S. 215)
- → MENTOR

MENTOR - Personalized Feedback Tool

MENTOR provides players with simple information that helps them to understand their own gaming behavior. The comparison with other players encourages them to change their own behavior where appropriate.



Information Provided via MENTOR



MENTOR Wins/Losses

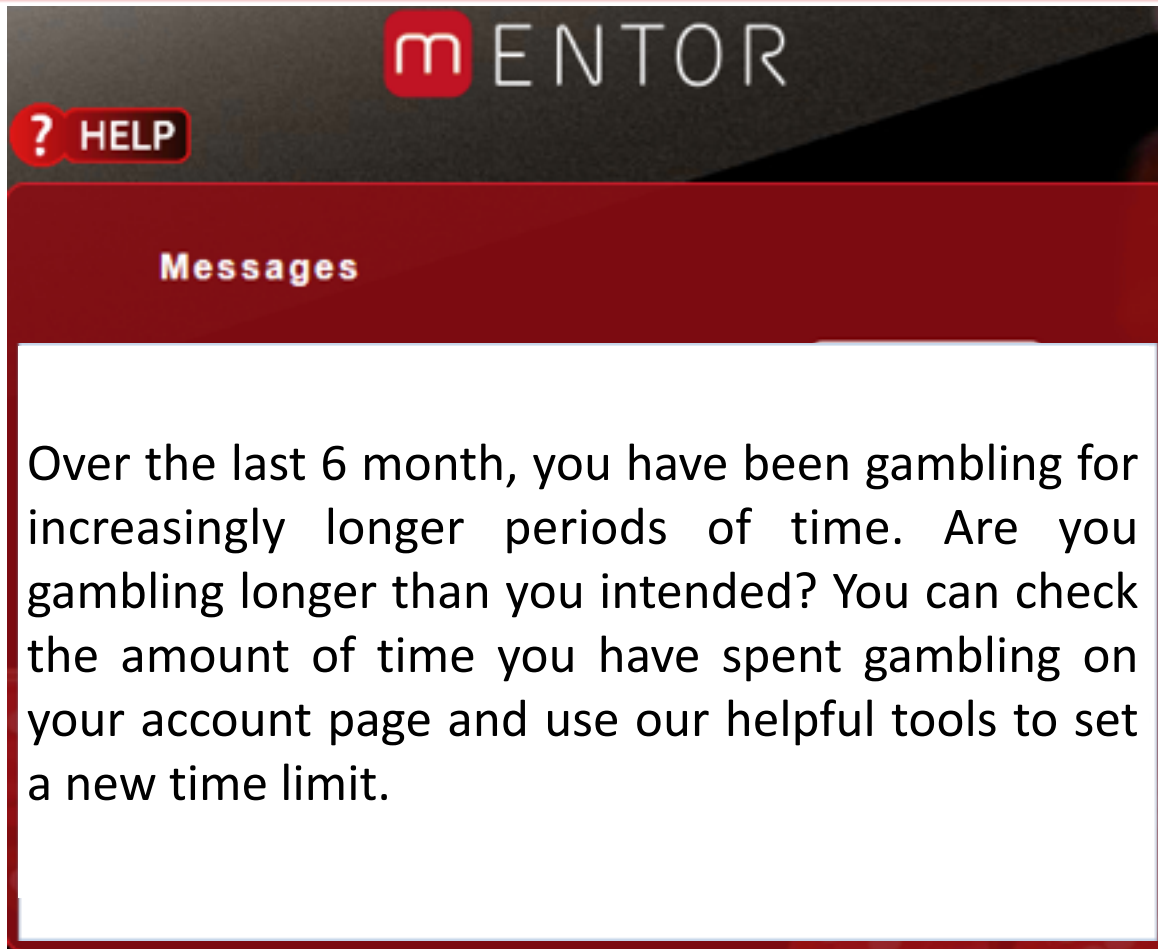


MENTOR Messages



1. Welcome message
2. Messages based on individual gaming behavior, e.g. relating to time/money spent, deposits. Separate messages for poker and slot machine players as well as in the case of periodic gambling excesses for binge gamblers in comparison to other gamblers.
3. General messages regarding chasing losses, gamblers' fallacy, winning streaks, and many more.

MENTOR Personalized Messages



Welcome Page 2013

The screenshot shows the MENTOR casino website's welcome page. The layout includes:

- Left Sidebar:**
 - Gewinnabfrage:** Input field for 'Quittungsnummer' and a button to view 'Alle Gewinnzahlen'.
 - So einfach geht's:** Steps for account creation: 'Username und Passwort wählen', 'Details zur Person angeben', and 'Bestätigungslink im E-Mail anklicken'.
 - Einzahlungsmöglichkeiten:** 'Jetzt registrieren...' button.
 - wi2day Center:** Links for 'Hilfe & Kontakt', 'FAQs', 'Guided Tour', 'Alle Spielanleitungen', 'Alle Spielbedingungen', 'Anzahlmaschinen', 'Drohlgewinnauszahlung', 'Systemanforderung', 'Neuauflad', and 'SD9 im wi2day Design'.
 - Social Corner:** Facebook link and 'Zur wi2day Fanpage' button.
- Top Navigation:** 'Gewinnabfrage', 'win2day Jackpots' (showing 249,331.80 and 45,508.83), 'Schon probiert?' (Casino Turniere), 'Schon probiert?' (GUMBY), and 'Schnellstart'.
- Central News Section:**
 - 31 Mio.:** Headline for a lottery draw on Friday, October 25, 2013.
 - Mit Lottoschein freier Eintritt ins Naturhistorische Museum:** Article about a lottery prize for museum access.
 - Gratis spielen, Cash gewinnen!:** Promotion for 'Gratis Bingo' on Fridays.
 - Täglich spannende Casino Turniere:** Promotion for daily casino tournaments.
- Right Sidebar:**
 - Responsible Gaming:** Section with the MENTOR logo and 'VERANTWORTUNG' text.
 - Top 5:** List of top games: 1. Alice Wabe, 2. River of Riches, 3. Pagan's Splash, 4. Cash Pot, 5. Dragon's Cave.
 - Zertifizierung:** ISO 9001 and ISO 27001 certifications, and 'GAMCARE CERTIFIED' logo.

Welcome Page 2015

The screenshot shows the win2day website interface. At the top, there are several promotional banners for lotteries and games, including 'win2day Jackpots' with a prize of €149,019,62 and 'Lotto' with a 'Jackpot 1,9 Mio. €'. A blue arrow points from the top right towards the 'Was ist MENTOR?' section. The main content area is divided into several sections: 'So einfach geht's' (login/register), 'win2day Center' (help/FAQs), 'Social Corner' (Facebook, Channel, Follow win2day, Google+), and 'News'. The 'News' section features three articles: 'Falco - die Austropop-Slot!', 'EuroMillionen: € 21 Mio. im Europott', and 'Ihr Spielverhalten im Blick'. A 'Top 5' list on the right side ranks games: 1. Falco, 2. Alles Walze, 3. Cash Pot, 4. Fruit Stars, 5. River of Riches. The bottom right corner features a 'GAMCARE CERTIFIED' logo.

Christmas Promotion 2014

win2day

SPIELE MIT Verantwortung Österreichische LOTTERIEN CASINOS AUSTRIA


Lotterie Spiele

Casino Spiele

Poker Room

Bingo Room

Sportwetten



[Wähle hier das Feld für die Anrede],

Tannenduft, Kerzenschein, Lebkuchen oder Vanillekipferl, Karpfen oder Weihnachtsgans:
Wir wünschen Ihnen ein frohes Weihnachtsfest ganz nach Ihrem Gusto, mögen Ihre Wünsche in Erfüllung gehen.

Unser Wunsch ist es, dass Ihr Besuch auf win2day auch 2015 ein Vergnügen bleibt. MENTOR unterstützt Sie dabei mit nützlichen Statistiken und Analysen zu Ihrem eigenen Spielverhalten. So sind Sie stets über die aktuelle Entwicklung Ihres Spielverlaufs bestens informiert. Mit MENTOR gewinnen Sie so mehr Übersicht und bewahren bei Ihren Entscheidungen einen kühlen Kopf.

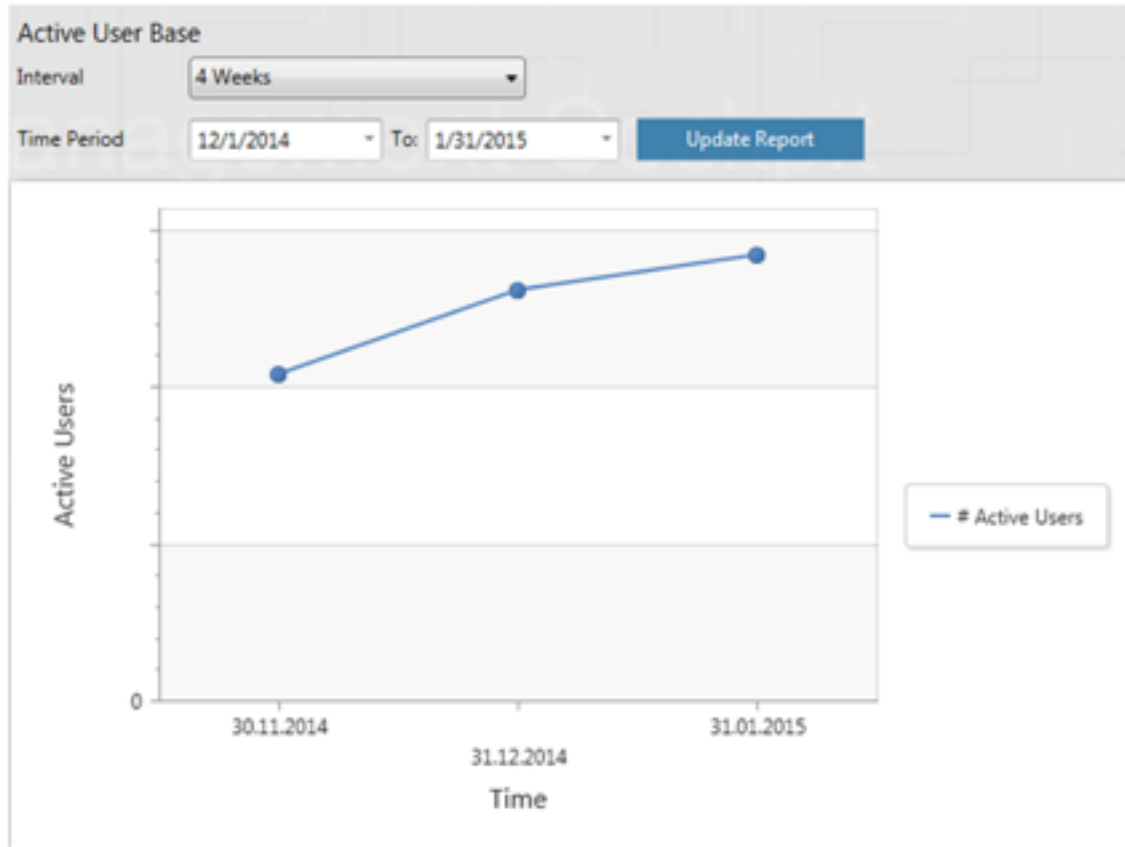
Den Link zur Anmeldung finden Sie unter "Meine Services" direkt in Ihrem "My Win2day" Bereich.

Wir freuen uns auf ein spannendes, unterhaltsames und glückliches Wiedersehen im nächsten Jahr.

Das Glück ist, wo Sie sind!

Ihr win2day Team

Significant Increase in MENTOR Registrations



Further Steps

- Six months after registering with the win2day site, each customer will receive an e-mail with information about MENTOR and a request to register for the tool.
- MENTOR messages need to be easily detectable and accessible.

News: www.tipp3.de



Outlook

- How do customers use the tool?
- Are there differences between a mandatory and a voluntary approach?
- What we know: Messages should be easy detectable and
- Reminders are necessary to remind users of the usefulness of the tool.

Thank you for listening!

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