

# AN OPERATOR'S APPROACH TO RESPONSIBLE GAMING



MGM RESORTS



BETMGM



National Conference  
on Gambling Addiction &  
Responsible Gambling 2024



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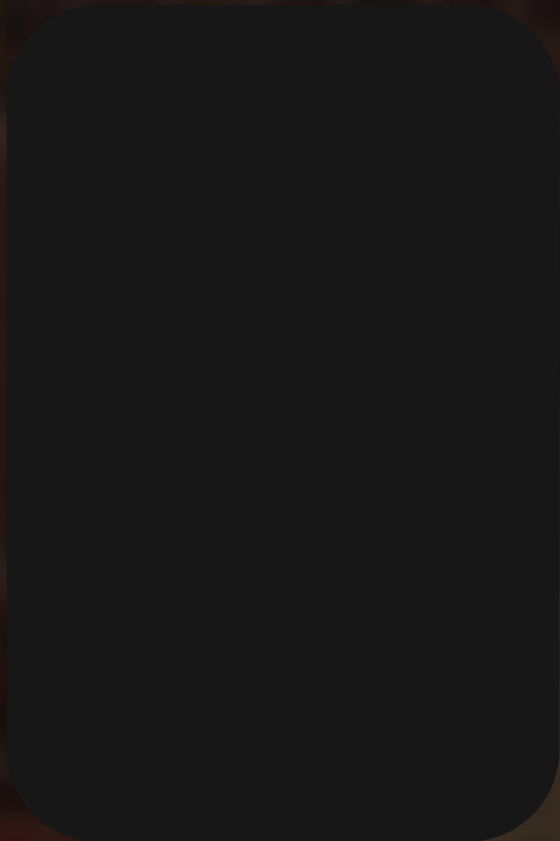


# WHY IS RESPONSIBLE GAMING IMPORTANT

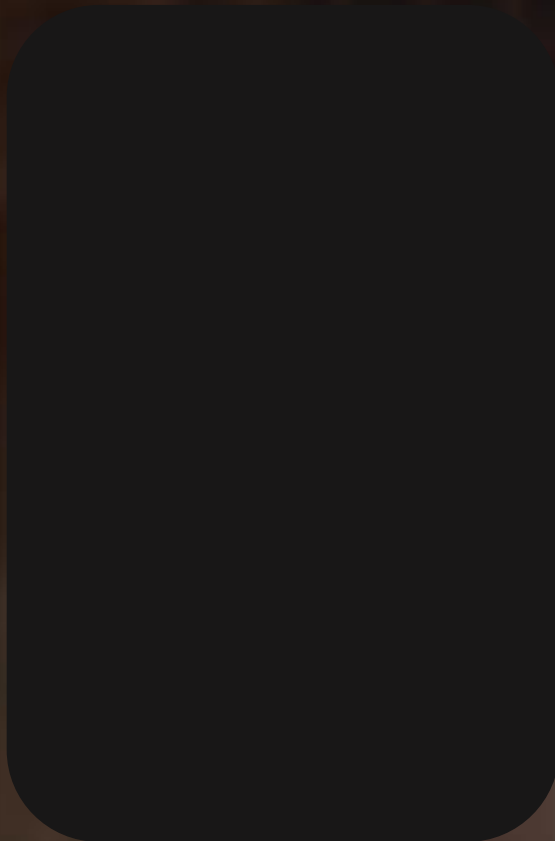


# AN OPERATOR'S APPROACH TO RESPONSIBLE GAMING

**1** Advancing  
Responsibility



**2** Increasing  
Education



**3** Driving  
Sustainability





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INTERNATIONAL CENTER FOR RESPONSIBLE GAMING

**3** Driving  
Sustainability



# AN OPERATOR'S APPROACH TO RESPONSIBLE GAMING

**1** Advancing  
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**2** Increasing  
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INTERNATIONAL CENTER FOR RESPONSIBLE GAMING

**3** Driving  
Sustainability

GameSense™

# ADVANCING RESPONSIBILITY

## INDUSTRY BENCHMARKS

- Tone From the Top
- Culture
- Stakeholder Development
- Dedicated RG Department
- Support & Outreach





# INCREASING EDUCATION



# INCREASING EDUCATION



## FUNDED RESEARCH



- Association between employee department and responsible gaming program perceptions: extension and follow-up study
- Gamblers' beliefs about responsibility for minimizing gambling harm
- Who holds a shared responsibility view of minimizing gambling harm? Results from a multiwave survey of casino gamblers
- A comparison of two GameSense implementation approaches: How program awareness and engagement relate to gambling beliefs and behaviors
- Efficacy of GameSense as a responsible gambling program among US-based MGM Loyalty Club members
- Association between casino resort employee department and responsible gambling program perceptions: a three-year follow-up study



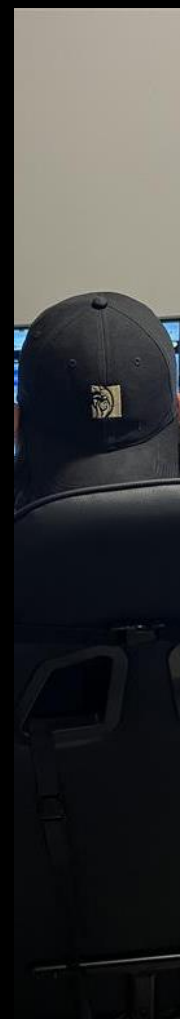
- Study of sustainability and risk



- An open label pharmacotherapy trial for reducing gambling disorder symptom severity and gambling urges



- Examining responsible gambling advertising practices and testing effects of actual responsible gambling messages on behavior
- Sex and gender and gambling disorder
- Gambling industry employees
- Mental health problem comorbidities with gambling disorder
- Responsible gambling /prevention of gambling disorder



# INCREASING EDUCATION



## EMPLOYEE TRAINING PROGRAMS

GameSense

### ADVISOR

*Increase understanding and application of Responsible Gaming strategies, GameSense concepts, and tools to mitigate harm*

GameSense

### ADVANCED

*Increase understanding and application of Responsible Gaming strategies, GameSense concepts, and tools to mitigate harm*

### ROLE SPECIFIC

*Using a Player Health lens to apply company and regulatory responsible gaming practices within position duties*

### REFRESHER

*Annual jurisdiction-specific training to provide updates and reminders on essential Responsible Gaming content*

GameSense

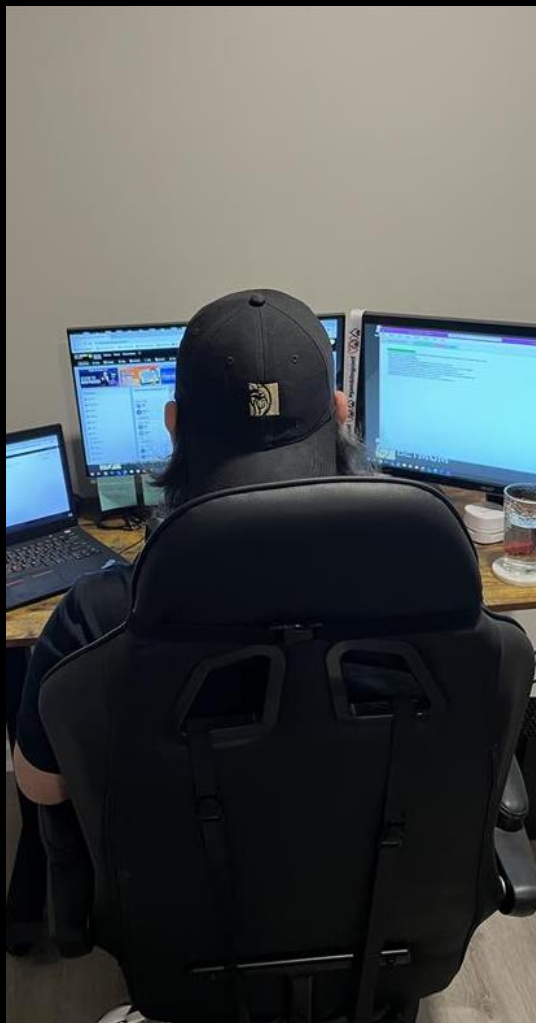
### ESSENTIALS

*Basic understanding of Voluntary Self-Exclusion, GameSense, Problem Gambling, and the importance of Responsible Gaming*





# INCREASING EDUCATION

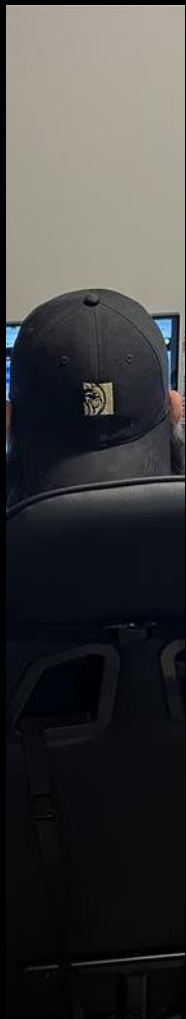


## CONSUMER AWARENESS

- Responsible gaming as a customer service extension
- Normalize the conversation
- Promotion and reinforcement of positive play behaviors
- Facilitators of information and resources
- See something, say something



# INCREASING EDUCATION



## EMPLOYEE SUPPORT

- Internal messages: electronic and back-of-house
- Employee Assistance Program
- Local resources
- Research to advanced awareness and understanding





# INCREASING EDUCATION



- Lived experience
- Education and awareness
- Targeted training



- BetMGM accredited
- Measurable and evidence-based standards
- Backed by safeguards and player protections to foster sustainable player base

# DRIVING SUSTAINABILITY

## FOCUS

- Active engagement
- Increased awareness
- Utilization of responsible gaming tools and strategies

## GAMESENSE

*Promoting Responsible Gaming*

## MITIGATING HARM

*Supporting Those Experiencing Difficulties with Gambling*

## LIMIT SETTING TOOLS

*Technology to Support Responsible Play*

## AGE VERIFICATION

*Preventing Underage Gambling*

## ADVERTISING

*Increasing Awareness and Applicability*



# DRIVING SUSTAINABILITY

## FOCUS

- Mitigating harm
- Self-Exclusion, Self-Limit, Timeouts
- Unified approach by MGM Resorts & BetMGM



## GAMESENSE

*Promoting Responsible*

## MITIGATING HARM

*Supporting Those Experiencing Difficulties with Gambling*

## LIMIT SETTING TOOLS

*Technology to Support Responsible Play*

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# DRIVING SUSTAINABILITY

## FOCUS

- Drive informed decision making
- Support health play
- Increase gambling literacy

## GAMESENSE

*Promoting Responsible*

## MITIGATING HARM

*Supporting Those Experiencing Difficulties with Gambling*

## LIMIT SETTING TOOLS

*Technology to Support Responsible Play*

## AGE VERIFICATION

*Preventing Underage Gambling*

## ADVERTISING

*Increasing Awareness and Applicability*



# DRIVING SUSTAINABILITY

## FOCUS

- Age verification
- ID checks
- Know Your Customer processes

## GAMESENSE

*Promoting Responsible*

## MITIGATING HARM

*Supporting Those Experiencing Difficulties with Gambling*

## LIMIT SETTING TOOLS

*Technology to Support Responsible Play*

## AGE VERIFICATION

*Preventing Underage Gambling*

## ADVERTISING

*Increasing Awareness and Applicability*





# DRIVING SUSTAINABILITY

## FOCUS

- Prominently promote Gamesense
- Las Vegas marquees, casinos, slots, hotel rooms, billboards, television, print, and radio
- Dedicated RG ads

## GAMESENSE

*Promoting Responsible*

## MITIGATING HARM

*Supporting Those Experiencing Difficulties with Gambling*

## LIMIT SETTING TOOLS

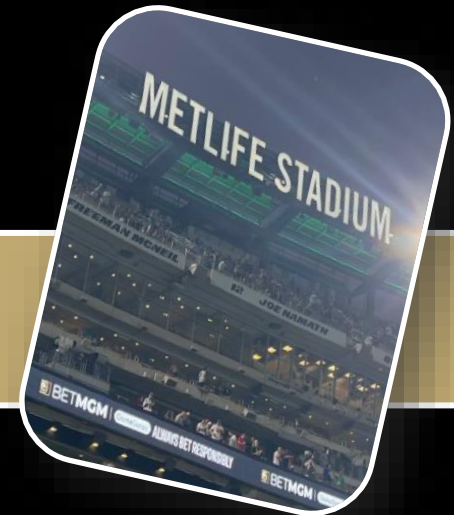
*Technology to Support Responsible Play*

## AGE VERIFICATION

*Preventing Underage Gambling*

## ADVERTISING

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# DRIVING SUSTAINABILITY





# BY THE NUMBERS

ESTIMATED  
ANNUAL

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RG VALUE  
& SPEND

DEDICATED  
MARKETING

---

\$10+

MILLION

RESEARCH  
& SUPPORT

---

\$1.2

MILLION

TIERED  
TRAININGS

---

\$750

THOUSAND



# WHAT IS THE FUTURE OF RESPONSIBLE GAMING

## CONTACT



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