



Responsible Online Gaming Association

Advancing Responsible Gaming Standards, ROGA's Mission and Goals

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Introduction

Moderator



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(ROGA)

Panelists



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Head of Responsible
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Senior Director,
Responsible Gaming
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Impact, FanDuel

What is ROGA?

With the rapid growth of legalized online gaming in the U.S., there is both an opportunity and a responsibility to better understand how to promote responsible gaming.

OUR MISSION

To collectively promote responsible gaming through the implementation of critical initiatives and by facilitating collaboration amongst experts, researchers, clinicians, customers, policymakers, and a variety of other vital parties with the shared goal of helping to protect player wellbeing.



Our Members

ROGA members represent 90% of the online sports betting market by handle



Our Purpose

The Current Landscape

The distinction between responsible gaming and problem gambling policies and support remain unclear to much of the public and broader industry.

The continued growth in online gaming requires responsible gaming standards to adapt and evolve universal best practices for this new scale.

While operators are continuing to invest in responsible gaming, there is only so much single operators can do to move the needle on RG.

How ROGA is Driving Progress

Clarifying the role of responsible gaming by promoting clear distinctions between responsible gaming practices and problem gambling interventions, helping the public and industry better understand each.

Modernizing best practices by supporting scalable, research-driven responsible gaming standards that keep pace with the growth of the online gaming ecosystem.

Facilitating a “big tent” approach to responsible gaming to implement industry-wide solutions and resources.



Five Core Pillars Of Our Work



Research



Education & Awareness



Best Practices



Independent Data Clearinghouse



Independent Certification Program

Our Work



Certification Program

- ROGA is launching an independent certification program to support operators' continued commitment to robust responsible gaming standards.
- Providing a framework covering key areas such as corporate policy, self-exclusion, employee training, and more.
- Supports ongoing advancement that embeds responsible gaming into the player experience.

Our Work

Data Clearinghouse / Member-wide Self-Exclusion

- ROGA is creating an independent data clearinghouse to provide a more holistic view of players.
- Its first iteration will enable member-wide self-exclusion to help better support those who want to restrict their access to online gaming – implementing these requests across the legal online gaming industry.

Promoting RG Education

KNOW YOUR PLAY

- Know Your Play is a national education campaign to equip college-aged students with helpful information related to responsible gaming, mental health, and financial literacy.
- To meet students where they are — socially, developmentally, and digitally—Know Your Play leverages interactive tools and digital content tailored to the college experience and young adults' newfound financial and personal independence.



FanDuel RG Ambassador amplification

Promoting through Trusted Voices program and ambassador content across social channels.

Fanatics & NCPG Enhanced RG Training

Fanatics partners with the NCPG to provide required enhanced RG training to all FBG customer-facing staff to better support our customers on all things RG.

DraftKings – RG Training from the Start

DraftKings delivers evidence-based RG training in partnership with Cambridge Health Alliance and EPIC Global Solution. Starting on day three, all employees start their RG training journey.

BetMGM – Training is Continuous

Beyond employee training, BetMGM delivers education sessions to key external stakeholders – most recently in Puerto Rico with professional and amateur athletes.

Our Work

Research / Best Practices / Academic Collaboration

- ROGA is a founding member of AI Research Hub with UNLV to inform best practices for responsible gaming in the age of AI.
- ROGA recently launched guidelines for VIP Player Program Management.
- ROGA formed an Advisory Committee of regulators, researchers, and clinicians to help guide evidence-based standards.
- Collaboration with academic and industry partners to identify and research responsible gaming best practices.

Personalizing Responsible Gaming

ROGA members integrate responsible gaming into players' experience through personalized solutions.

FanDuel's My Spend

- Helps players **easily track and review personal play** activity and set limits
- Multi-channel marketing campaign drove **awareness and tool engagement**

DraftKings RG Solutions

- **RG Center:** Houses all things RG at DraftKings
- **My Stat Sheet:** Provides personalized play insights (daily, weekly, monthly, lifetime)
- **My Budget Builder:** Provides customized budgeting guidance and awareness

Fanatics' Birches Health Digital Platform

- **Budgeting Tools:** Time & Spend Calculators
- **Curated RG Content:** League and event-specific
- **Self-exclusion Support:** State-specific guidance
- **Peer Support:** Access to Gambling Recovery Specialists

BetMGM Example

- **GameSense welcome emails** to empower players from the start
- **In app messages** promoting GameSense and tools.
- **Tailored interactions** by trained GameSense Advisors to assist players

Looking Ahead

How ROGA and its members will continue to drive progress in responsible gaming

Innovation

1. ROGA is moving the RG field forward through our partnership with UNLV's AI Research Hub.

Research

1. ROGA will continue to support research and build the evidence base for RG best practices and further personalization.
2. FanDuel's 3-year Center of Excellence grant to ICRG focused on RG engagement & social norms

Collaboration

1. ROGA will serve as an industry convener to create solutions that would not be possible otherwise.
2. Big-tent approach around underage gambling prevention and collaboration on shared goals via Trusted Voices program.



Questions

The logo for the Responsible Online Gaming Association (ROGA) features the letters 'ROGA' in a bold, sans-serif font. The 'R' and 'A' are dark grey, while the 'O' and 'G' are a lighter grey, creating a layered effect.

Responsible Online Gaming Association

Thank you!