



Tool for Responsible Games

London Workshop on Problem Gambling:
Theory and (Best) Practice
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What is the point...?



- There's need for deeper understanding of the games and their very features, to be able to discuss and act on the problem gambling phenomenon.
- Some sweeping generalizations of the problematic factors have been made over the years, and a few of them are still nowadays often considered too easily as self-evident truth.
- All the parties would gain from common understanding in this area of research.
 - Researchers
 - Regulators
 - Operators
 - Treatment staff
 - Manufacturers
 - Problem Gamblers
 - ...





Background and co-operation



Background & co-operation



- The Tool for Responsible Games is based on a research project by two Finnish professors (Heikkilä & Laine) in 2003-4. Their typology was based on a synthesis of a number of research results and resources.
- RAY & Veikkaus started a co-operation in producing a tool, based on this typology, in 2005.
- First version has been ready since spring 2006, present version is working online.
- Both companies have employed the tool in their product development process: Existing products as well as new product ideas have been systematically evaluated.





Background & co-operation

- Another Finnish operator, Fintoto joined the process in early 2008.
- The tool has been introduced to Finnish regulators in May 2008, and further negotiations about their role in using the tool are still going on.
- There was a presentation of the tool in EASG Conference, July 2008.
- There is also a pilot case with Loteria De Catalynia in Spain, started in March 2009.





Tool for Responsible Games in a nutshell





The Tool in a nutshell

- The very idea has been a unified model which will enable pinpointing potential hazardous qualities in games, and comparison of games.
- The main target is to improve the control on the risks involved in the gaming.
- Identifying and specifying the potentially harmful features helps to focus on the essential objectives.
 - 'Forces' to think about concrete product solutions to support responsible gaming.





The Tool in a nutshell

- The tool can be used
 - in product development phase, in order to evaluate product features
 - in launch and production phase, in order to evaluate responsible distribution and marketing measures
- The evaluation results, i.e. profiles, can be compared with other products, and overall maximum values for product categories or distribution channels can be set based on the profiles.



The Typology

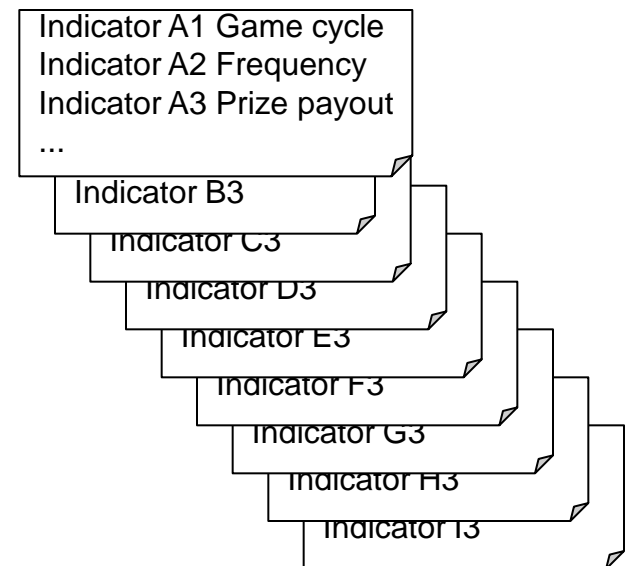
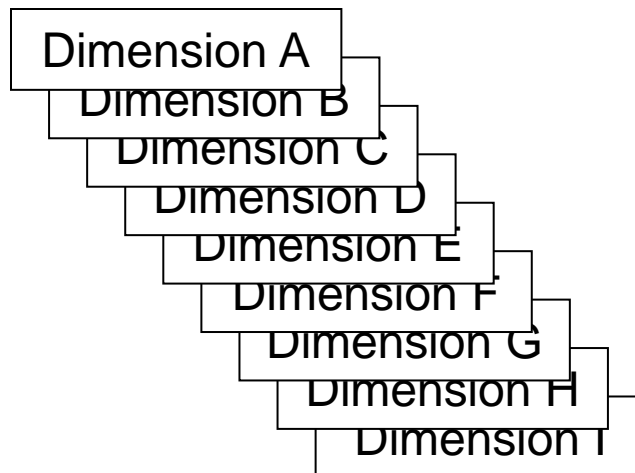
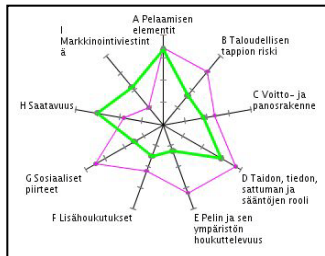


- Products are evaluated in nine dimensions
 - A. Basic Product Elements
 - B. Risk of Financial Loss
 - C. Prize and Stake Structure
 - D. Role of Skills, Chance, and Rules
 - E. Attractiveness of the Product and its Environment
 - F. Additional Attractive Aspects
 - G. Social Aspects
 - H. Distribution & Accessibility
 - I. Marketing
- Each dimension has several subcategories, i.e. 'indicators'.
- The whole evaluation process requires detailed knowledge of the product or product idea.





Tool for Responsible Games



Indicators



- Data feed on the very grass root level.
- Questions serving as indicators, answers given in scale 0-4.
 - Every indicator has relevant weighting in the dimension.

C4 Payout percentage

C4 Palautusprosentti

1
2
3
4
5

Mikä prosentuaalinen osuus peliin pelatusta rahasta palautuu pelaajalle voittoina? Arvioidaan toteutuvaa palautusprosenttia. Korkea palautusprosentti houkuttelee pelaamaan tai todennäköisesti vähintään lisää toistoja ja pelisession pituutta, kun voitettuja rahoja pelataan takaisin peliin. Asteikko juoksee = 0,15 50:stä (Lotto, Veikkauksen arvat) yli 95 prosenttiin (esim. Ruletti).

0 = 50 % (viikkorytmiset onnenpelit)
1 50 = 70 % (keno, mitali, bingo, vakio, vpelit)
2 70 = 85 % (Pitkäveto, vedonlyönti)
3 85 = 95 % (Pitkäveto sinkut, live)
4 Yli 95 %

- After answering all the questions, the tool will create a profile.



Online application

Data feed, log, results, graphics, comparisons...



Rahapelien vastuullisuustyökalu

Aloitus **Profiilit** Vertailu Tuotetiedot Julkaise Käyttäjät

Tuote: Valmistuote1

Saatavuus
 Markkinointiviestintä

Valmistuote1 (Ideointivaihe) :: Kuponkipelit

Pakolliset osiot

Pelaamisen elementit	A	2.45
Pelisykli: pelaaja	A1 20% 3	
Pelisykli: pelinjärjestäjä	A2 20% 2	
Voitonmaksu	A3 20% 3	
Mahdollisuus erilaisten pelitapojen valintaan	A4 10% 4	
Session pituus	A51 5% 2	
Toistot yhden kierroksen tai session aikana	A52 5% 3	
Toiminnallinen oppoutuminen	A61 5% 2	
Alyllinen oppoutuminen	A62 5% 0	
Sosiaalinen oppoutuminen	A63 5% 2	
Aktiivisuuden aste	A64 5% 0	

Taloudellisen tappion riski	B	2.20
Kertapanos	B1 10% 2	
Kuinka paljon tyypillisesti hävitään yhden pelin arvontaan t...	B2 20% 3	
Pelaamisen hinta eli kuinka nopeasti tappio keskimäärin k...	B3 20% 0	
Pelin maksimipanosust yhteen arvontaan tai pelikierrokseen	B4 10% 2	
Kuinka paljon voi enimmillään hävitä yhteen arvontaan tai...	B5 20% 3	
Pelaamisen kovuus per aikajaks	B6 20% 3	

Voitto- ja panosrakenne	C	2.25
Suurimman voiton houkuttelevuus	C1 20% 0	
Muiden kuin suurimman voiton houkuttelevuus	C2 15% 3	
Voittotiheys eli voitofrekvenssi eli voitossuhde	C3 20% 2	
Palautusprosentti	C4 15% 4	
Panoskaala	C5 10% 3	
Valittava voitokerroinosaala	C6 10% 2	
Pelin pienin osallistumismaksu	C7 10% 3	

Taidon, tiedon, sattuman ja sääntöjen rooli	D	3.00
Pelin sääntöjen ja ohjeiden vaatavuus	D1 25% 3	
Pelin taitamisen vaikeus	D2 25% 4	
Strateginen ja systeeminen pelaaminen	D3 25% 3	
Aistien ja motoriikan merkitys	D4 25% 2	

Pelin ja sen ympäristön houkuttelevuus	E	3.50
Värit, valot, äänet	E1 25% 3	
Miljö	E2 25% 4	
Pelaamista tukevat palvelut	E3 25% 4	
Pelaamiseen liittymättömät oheispalvelut	E4 25% 3	

A Pelaamisen elementit

2.45

B Taloudellisen tappion riski

2.20

C Voitto- ja panosrakenne

2.25

D Taidon, tiedon, sattuman ja sääntöjen rooli

3.00

E Pelin ja sen ympäristön houkuttelevuus

3.50

F Lisähoukutukset

2.25

G Sosiaaliset piirteet

3.00

H Saatavuus

1.00

I Markkinointiviestintä

2.40

Valmistuote1 (Ideointivaihe) :: Kuponkipelit



Käyttäjätiedot

Asetukset

Yleiset

Kieli

suomi

Profiilikuva

Arvopisteiden fontin koko

14

Otsakkeen fontin koko

12

Kuvan koko

120%

Piirtoviivan paksuus

1

Kuvion täyttö

Ohjeet





Results and guidelines for interpretation



Guidelines for interpretation



- Comparisons between games can be made although the significance and role of some features might be debatable.
- From this point of view, the tool leaves some room for some reasonable interpretation, that might be needed in some special cases.
- Vice versa, it is a tool for professionals, so it also requires great proficiency and knowledge from those who carry the results into practice, both from the operators and authorities.



Guidelines for interpretation



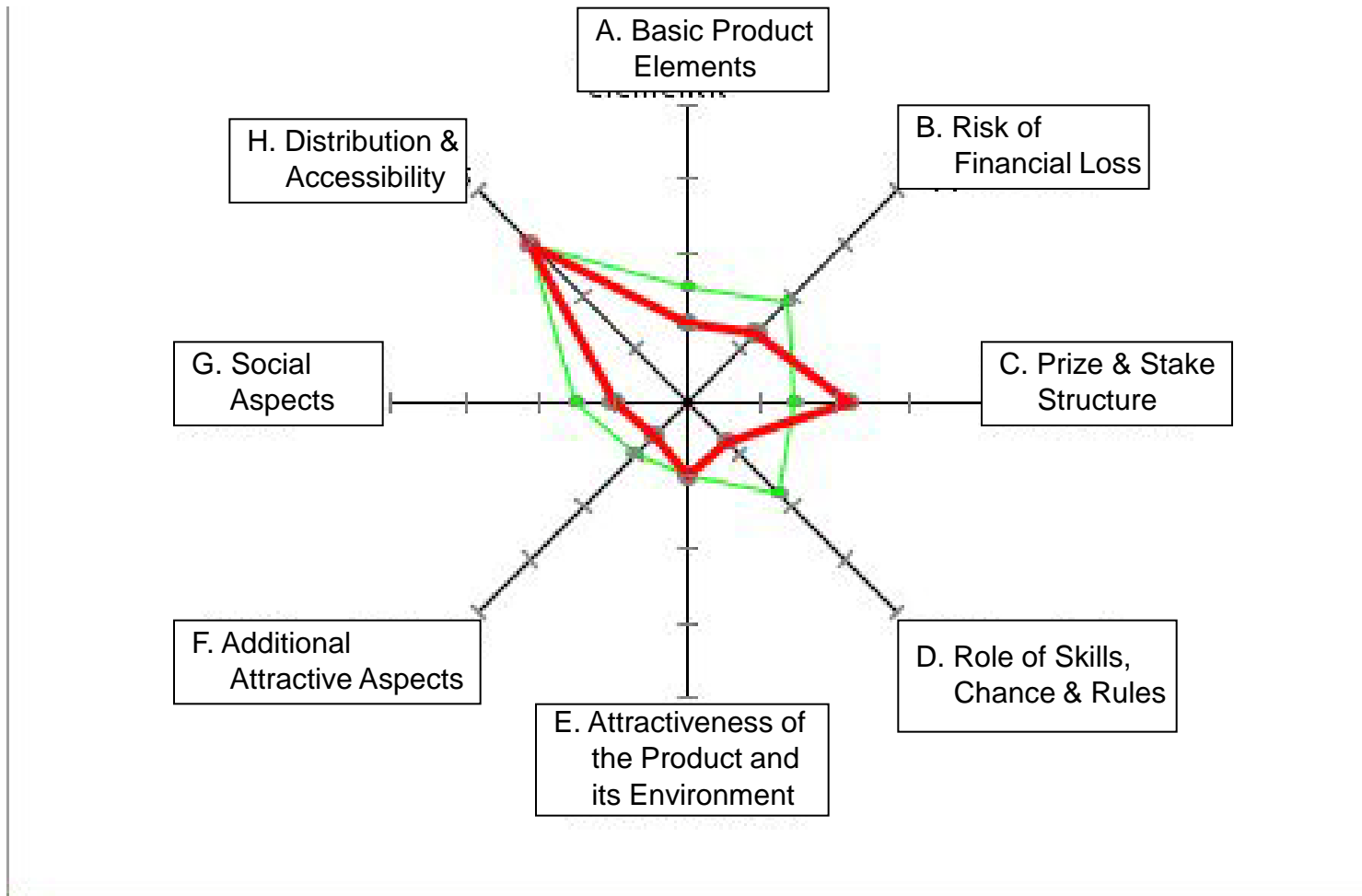
Some basic guidelines for interpretation

- The higher the values are in the indicators and dimensions, the more hazardous the product potentially is.
- High values both in individual indicators and dimensions should be analysed with particular care.
- Even though a product would seem particularly attractive in one dimension, the qualities of another dimension may compensate for that.
- Some qualities are ambiguous, e.g., social aspects of gaming can prevent, or encourage addictive behaviour.



Results, comparing games of Veikkaus

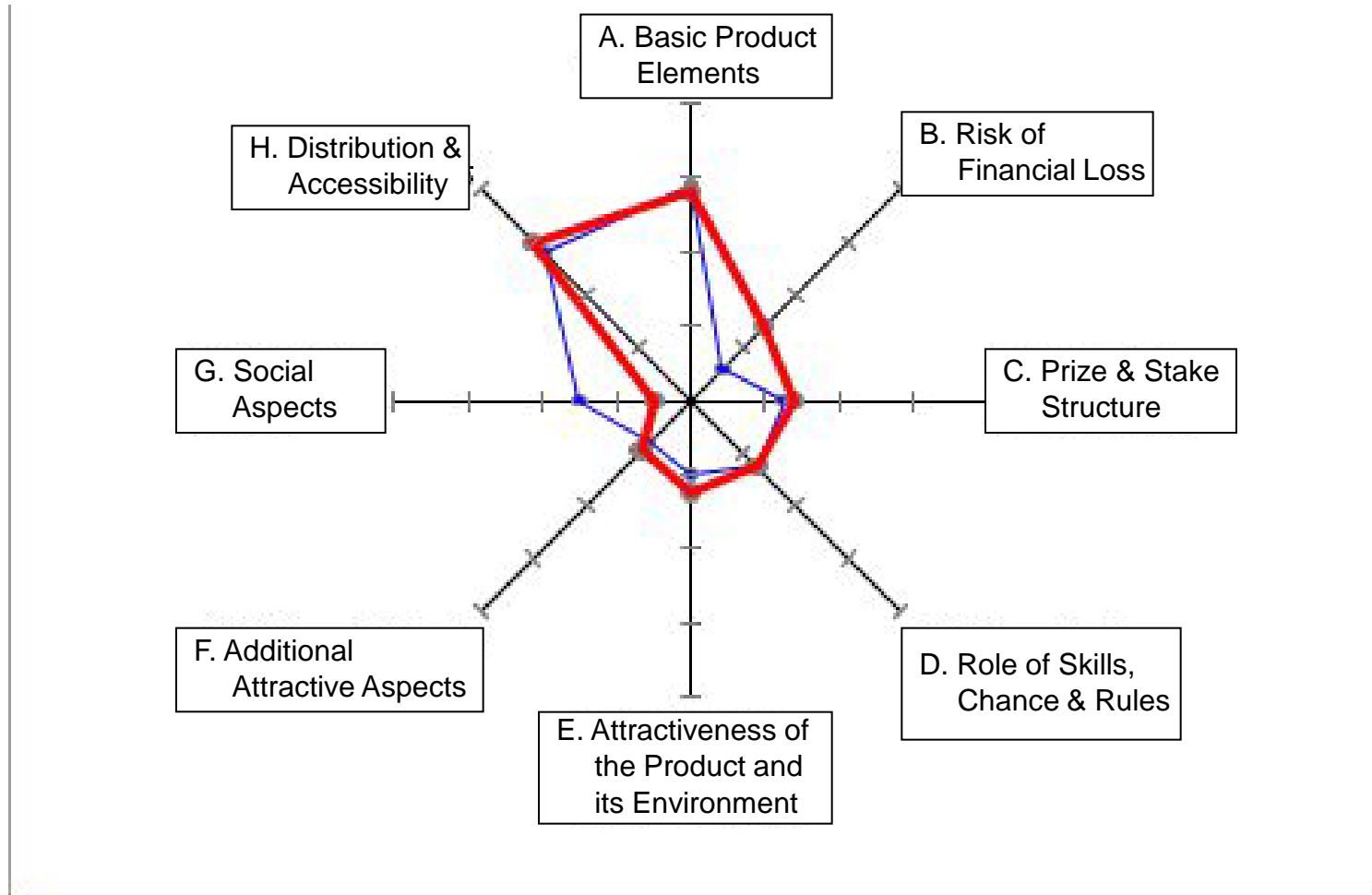
A sports game **Vakio** & daily **Keno**



- Vakio (Tuotantoversio) :: Kuponkipelit
- Keno (Tuotantoversio) :: Kuponkipelit

Results, comparing games of RAY

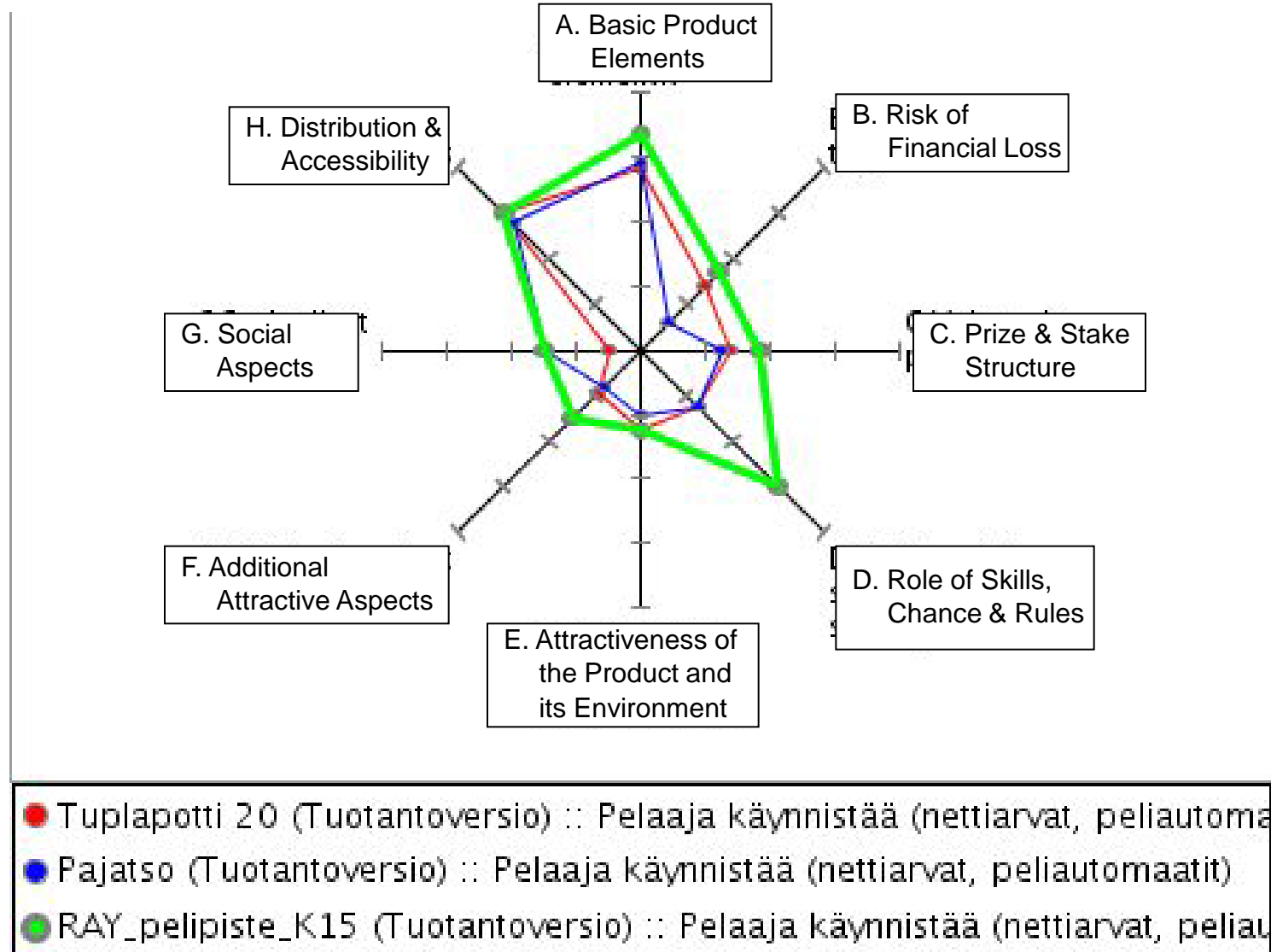
A classic **Pajatso** & fruit game **Tuplapotti**



● Pajatso (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
● Tuplapotti 20 (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)



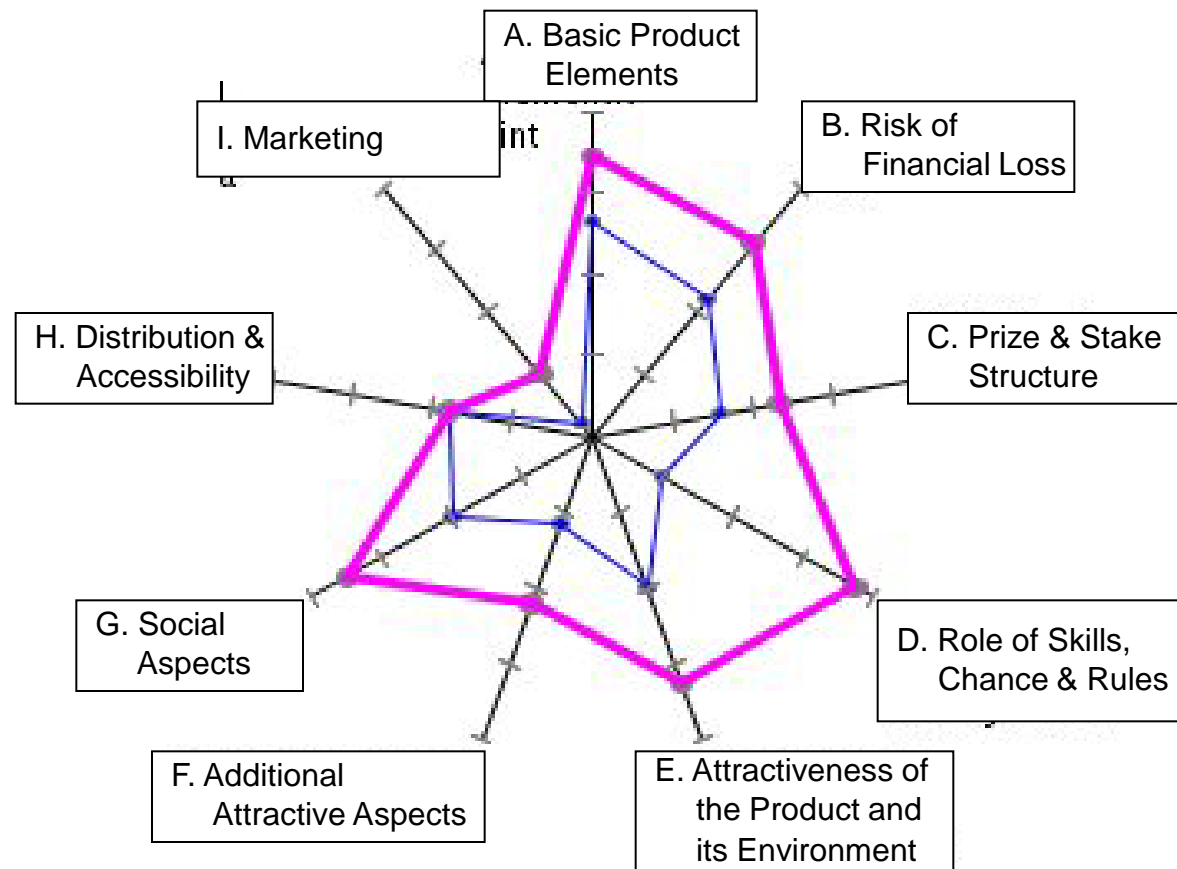
Comparing games & distribution channels of RAY Pajatso & fruit game **Tuplapotti** in **basic distribution**



Comparing games & distribution channels of RAY



A fruit game **Luna** in **Arcades with age limit 18**

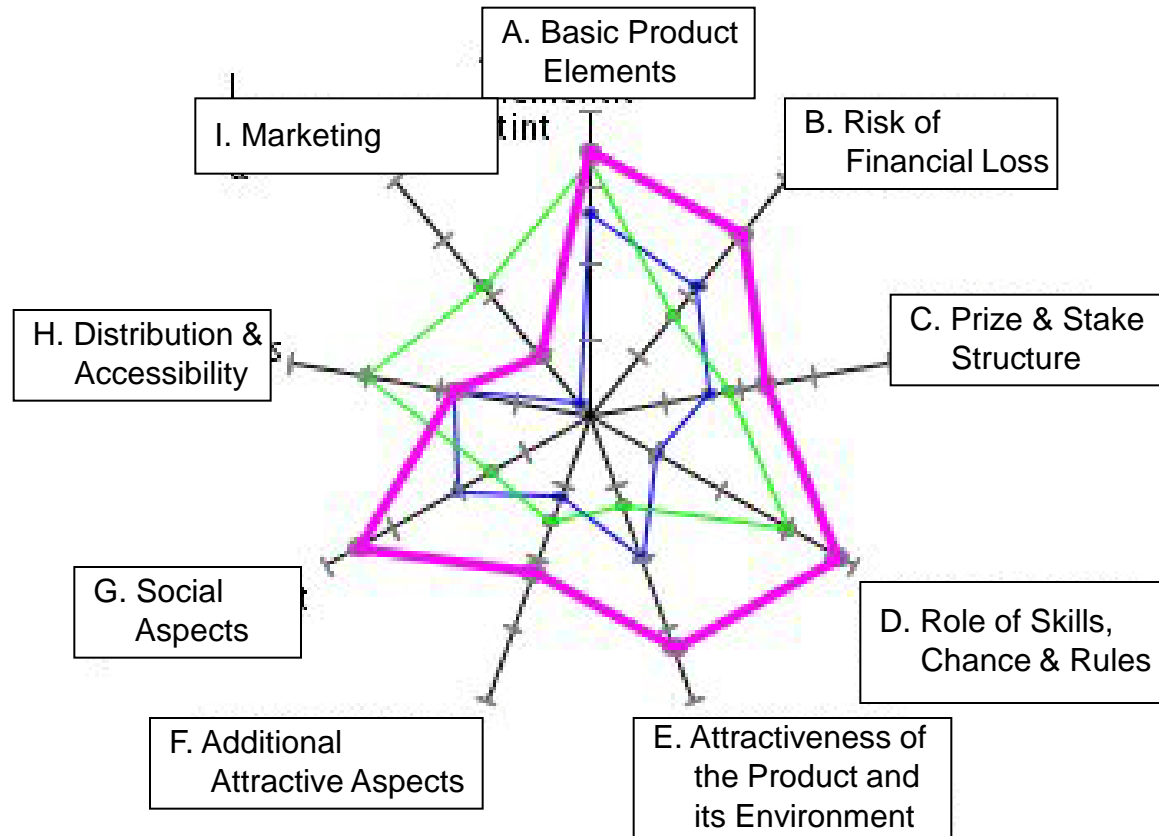


- Luna (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
- RAY_pelisali_K18 (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)



Comparing games & distribution channels of RAY

Luna fruit game & Arcades with age limit 18 & basic distribution



- Luna (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
- RAY_pelipiste_K15 (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
- RAY_pelisali_K18 (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)





Experiences so far



Experiences so far



- All the companies have implemented the tool in their product development & game design process.
 - Changes for the games are made already in early stages of game development process.
- Work on the guidelines of interpreting the evaluation results has continued.
 - There can and should be debate on the actual effect of certain factors, e.g. payout percentage. Regardless of the debate, the tool produces comparable data.
- It is easier to analyze games claimed to be problematic.
 - Hard data, e.g. via behavioural tracking could add more value.
- The influence of the tool is meant to be preventive, so it is difficult to pinpoint accurate results at this stage.



Other known tools



GAM-GaRD

Gaming Assessment Measure – Guidance about Responsible Design

Nottingham Trent University, M. Griffiths & R. Wood & alii

AsTERiG

Assessment Tool to measure and Evaluate the Risk potential of Gambling products

Hochschule Bonn-Rhein-Sieg, Gambling Scientific Forum





Thank you for your attention.
Comments, discussion...

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