



50%
stopped
playing

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Effects of a forced 10min brake


- Background
- Risklevel of players that got the brake
- Multiple brakes and their effects.
- Effects on money spent.

Background


About 4 000 VLT's in Restaurants and Bingo halls

Max bet 6kr

Max win 600kr

 56.6%

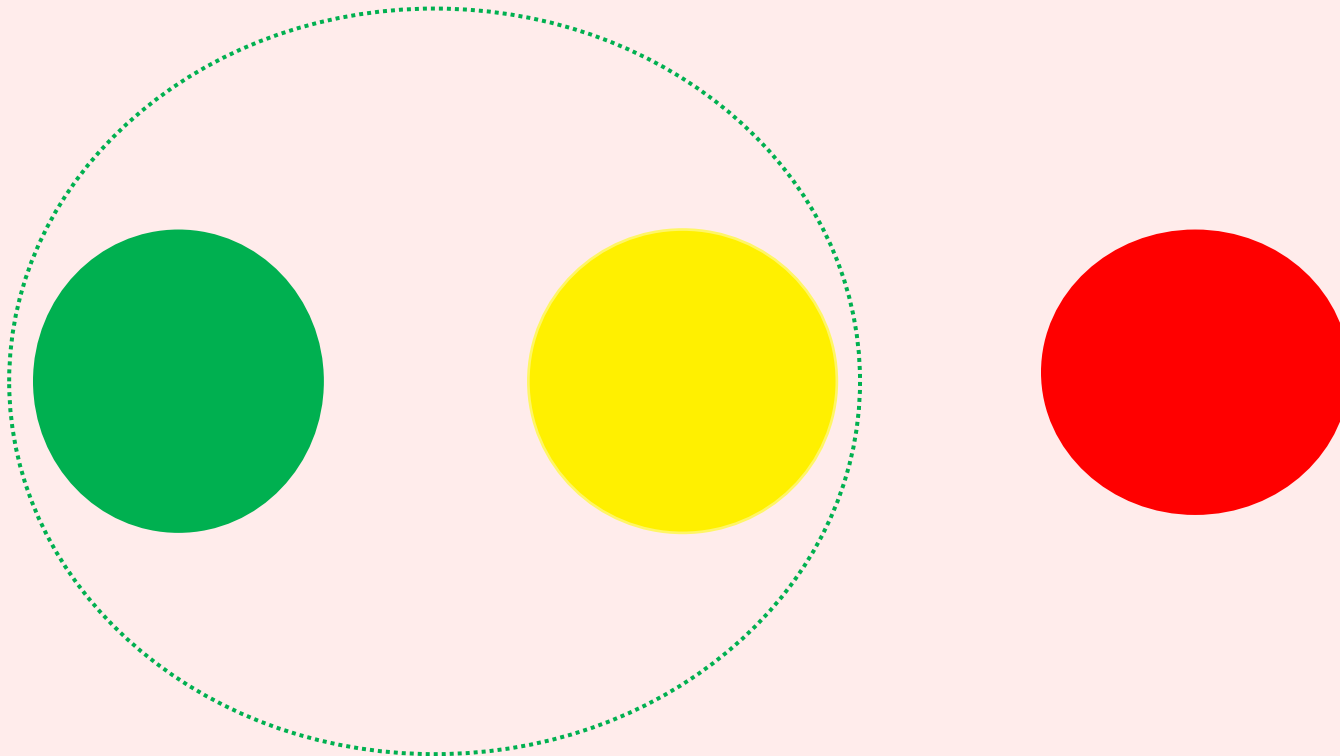
 35%

 8.4%



Keep having fun when playing!

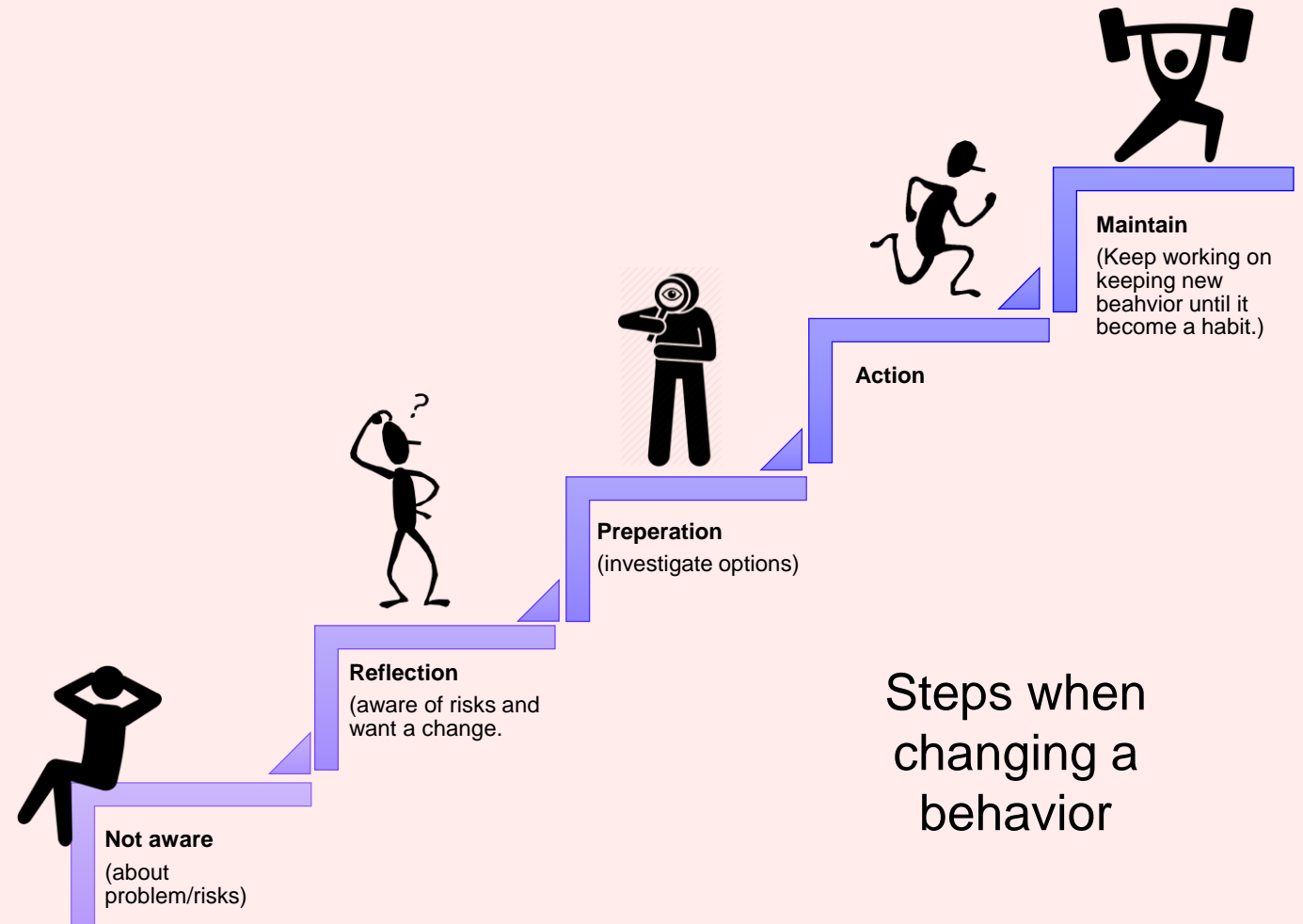
- Our customers shall be in control of their gambling
- Help them to make wise decisions regarding their gambling.



Personal communication at the right time and in the way.

KEY: Good balance between nudging and information.

Transtheoretical model (TTM) Prochaska & DiClemente (1983)

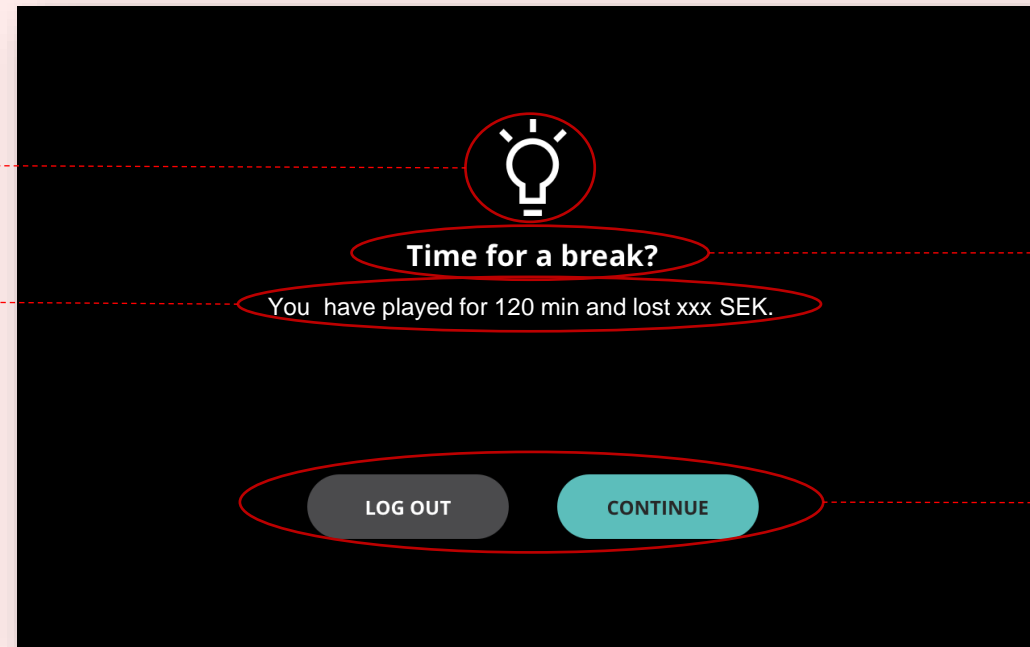


Steps when changing a behavior

Old communication, after 2 hours

Awareness

Awareness



Reflection

Decision/Action

12% stopped playing

New communication after 2 hours

Reflection



10-minute game break

You have been playing for 2 hours and will now have a 10-minute break.

Reflection

How about doing something else?

CLOSE

Awareness in a polite way.

Action

50% stopped playing

Active break communication



Your 10-minute game break is still in effect

Tracking your gambling habits helps to keep it fun.
What do you find beneficial about learning more about your
gambling habits?

N.B. After your 10 minute-break is over, you'll need to **log out and log in again** to resume play.

CLOSE

START SELF-TEST

Do you want to talk to someone or do you have questions? Contact Customer Service at 0770-11 11 11.



Your 10-minute game break is still in effect

Tracking your gambling habits helps to keep it fun.
Which limit helps you to keep track of your gambling habits –
time or amount?

N.B. After your 10 minute-break is over, you'll need to **log out and log in again** to resume play.




CLOSE

MY LIMITS




Do you want to talk to someone or do you have questions? Contact Customer Service at 0770-11 11 11.

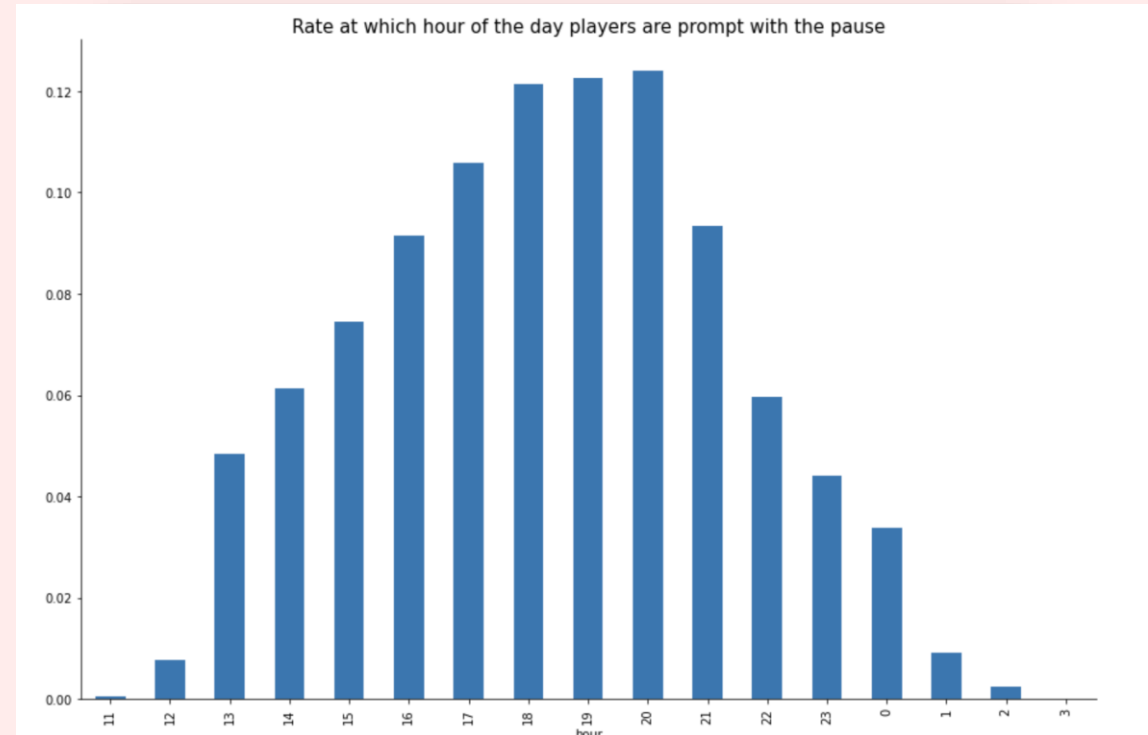
Who got the 10 min break?

15 jun – 15 dec 2021 Average distribution of messages each week.

| | <u>Distribution</u> | <u>Dist./riskgroup</u> |
|--|---------------------|------------------------|
|  | 22.5% | 2.8% |
|  | 55.6% | 11.2% |
|  | 21.9% | 18.3% |

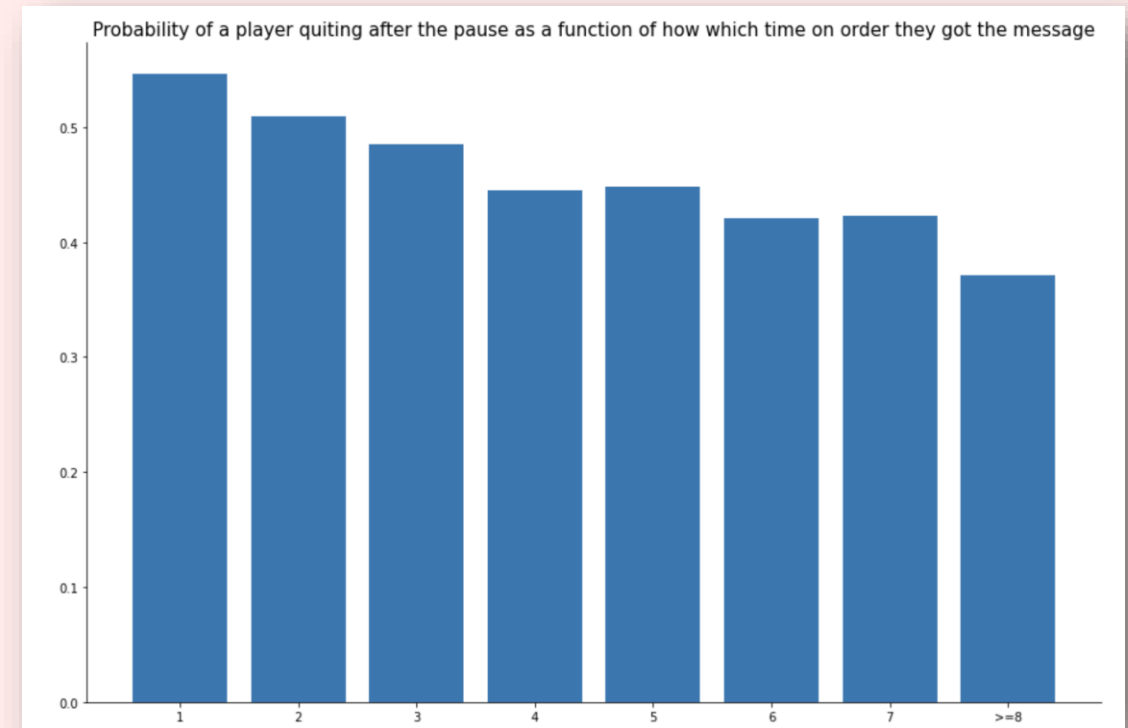
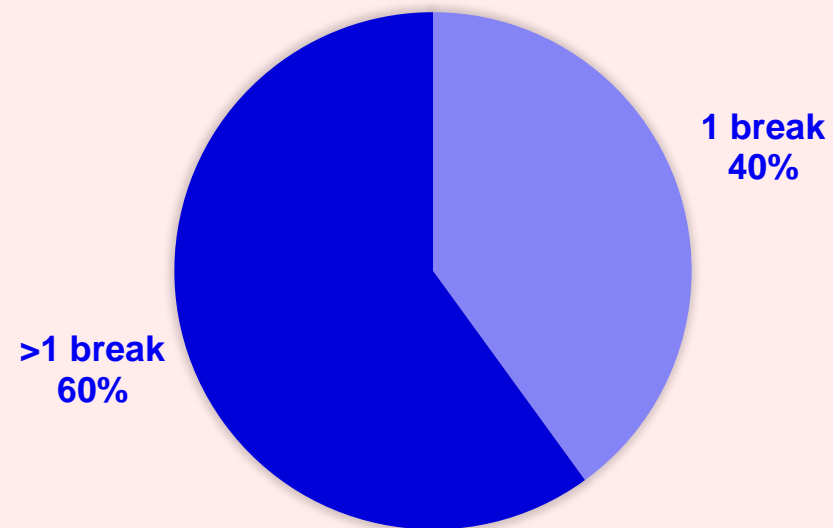
Who quit playing after the break?

| | <u>Average</u> | <u>23-02</u> |
|---|----------------|--------------|
|  | 55% | 70% |
|  | 48% | 59% |
|  | 38% | 51% |

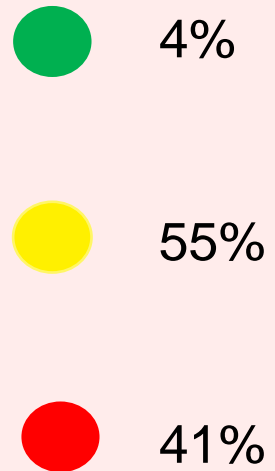


Break one or more times

15 jun – 15 dec 2021



Paus \geq 10times during 6 months



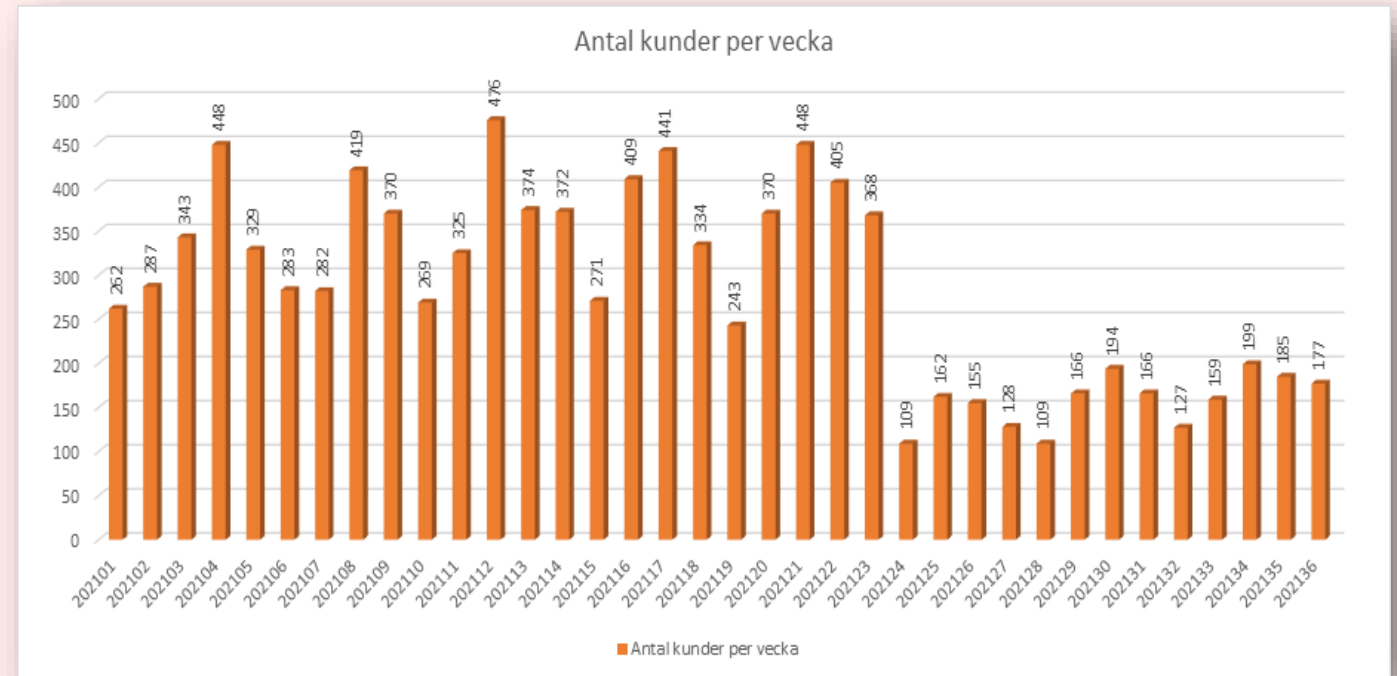
Stopped playing completely

- 2% of the players that received a break in june – dec 2021 did not play again the following 6 months.
- 22% of **all players** only played one time in 2021

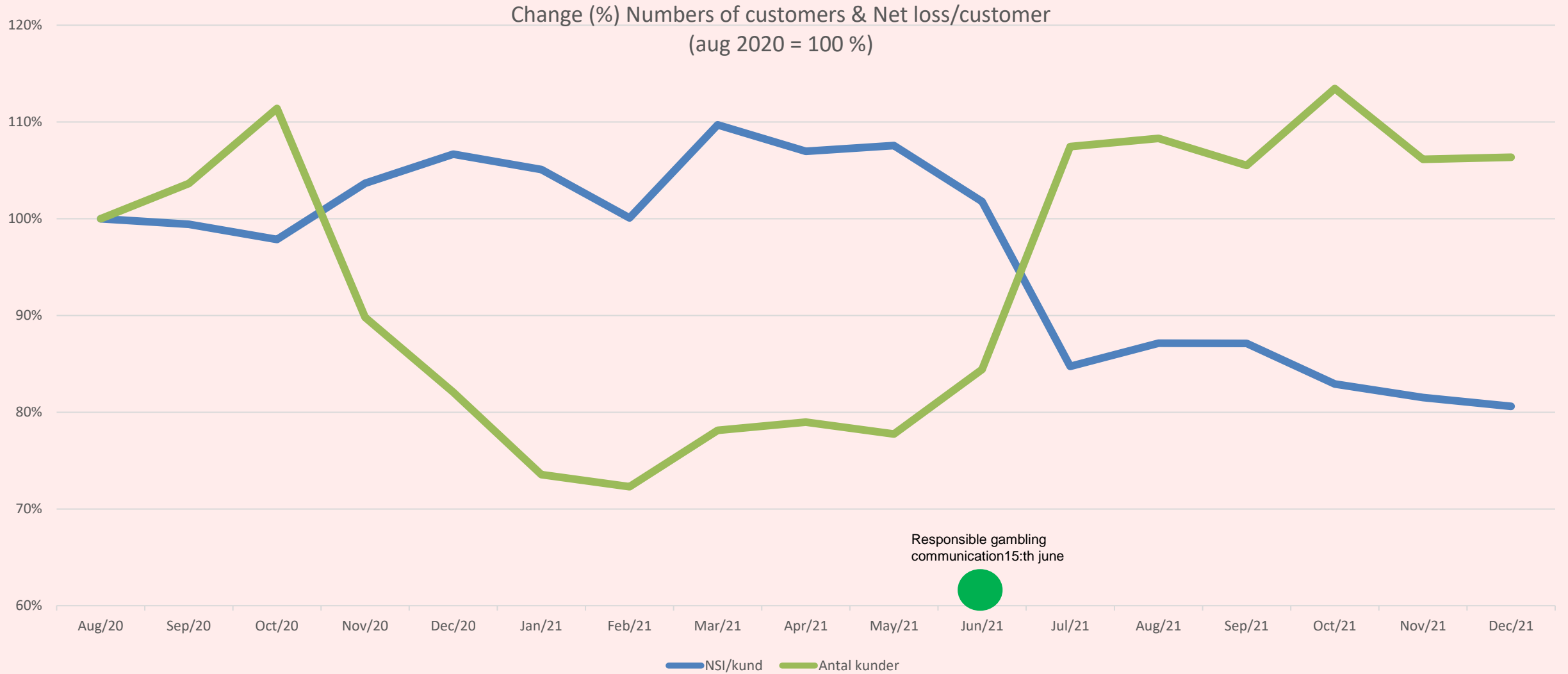
About 60% less players hit the 5 000kr weekly max limit.

Responsible gambling communication

- High losses
- Long time of playing
- Riskfull gambling behavior.
- A previous gambling breake of 3-6 months.
- Personalized message when limit is raised.
- 10 min break after 2h playing



Compared 12 weeks before with 12 weeks after implementation of responsible gambling communication



Conclusion

By creating **awareness**,
making the customer **reflect**
and make it easy to **act**,
many players choose themselves to reduce their gambling.

A good way for sustainable gambling and to help the player to keep having fun when gambling!