



Blurring Lines in Youth Gam(b)ling

Implications for the Public Health Field



Massachusetts Council on
Compulsive Gambling
We understand the problem. We can help.

Julie M. Hynes, MA, CPS
Director of Responsible Gambling
May 2, 2019 | Brockton, MA

INTRODUCTIONS

4G 

MESSAGE

9:01 AM

FIRST THING'S FIRST

The complete slide
deck & print-friendly
handouts are
posted at:

www.maccg.org/blurringlines

4G 

MESSAGE

9:03 AM

OBJECTIVES:

Describe at least three recent trends in youth video gaming and gambling;

Identify risk and protective factors, as well as specific at-risk populations

Describe 3 methods of addressing problematic gaming & gambling

**How about you--
YOUR objectives for today?**

This presentation is not about overall use of screens and technology.

HEADS UP



There may be content here that could present as a trigger to some. Please take care of yourself and give yourself a break if needed.

CAVEAT

Material here is very fresh...but just like your new phone, this material will likely be outdated by tomorrow. :/



Image purchased by J. Hynes via cartoonstock.com; please do not duplicate.



PART 1.

TRENDS & DEFINITIONS



WHY THIS ALL MATTERS.



REALITY

Worst game ever.

Graphic source: <http://www.cyber-scholar.com/>
5/2/19 | maccg.org/blurringlines



- GAMIFICATION
- BLURRINESS

Lottery machine at Sea-Tac Airport

We don't think of these things as gambling.

Therefore, we don't think **our young people** are gambling.

"THIS APP CHANGED MY LIFE"

—guy who won a Million dollars playing a *Scratch* ticket he discovered through the new Washington's Lottery mobile app.

Could happen. Download yours today.

Available on the [App Store](#) [Google play](#)

WASHINGTON'S LOTTERY

The advertisement features a large quote in green text: "THIS APP CHANGED MY LIFE". Below the quote, a testimonial states: "—guy who won a Million dollars playing a Scratch ticket he discovered through the new Washington's Lottery mobile app." Further down, it says "Could happen. Download yours today." and provides links to the App Store and Google Play. A circular logo for Washington's Lottery is also present. In the bottom right corner, the word "ringlines" is visible.

DEFINITION: GAMBLING

Risking something of value
in the hopes of obtaining
something of greater value.

Source: American Psychiatric Association - DSM-5 (2013).

[Handout/Activity]

GAMBLING OR NOT?

- **Circle “yes” for the activities which you believe are gambling.**
- **Now, put an “S” next to the activities that are mostly skill-based, and an “L” next to the activities that seem mostly luck-based**

BLURRING LINES?

1. PRIZE:

Anything of value the sponsor awards in a promotion. *(e.g., real money or a virtual reward to help advancing in a game.)*

2. CHANCE:

A process beyond the participant's direct control determines the outcome. *(e.g., an instant-win game at a fast food restaurant.)*

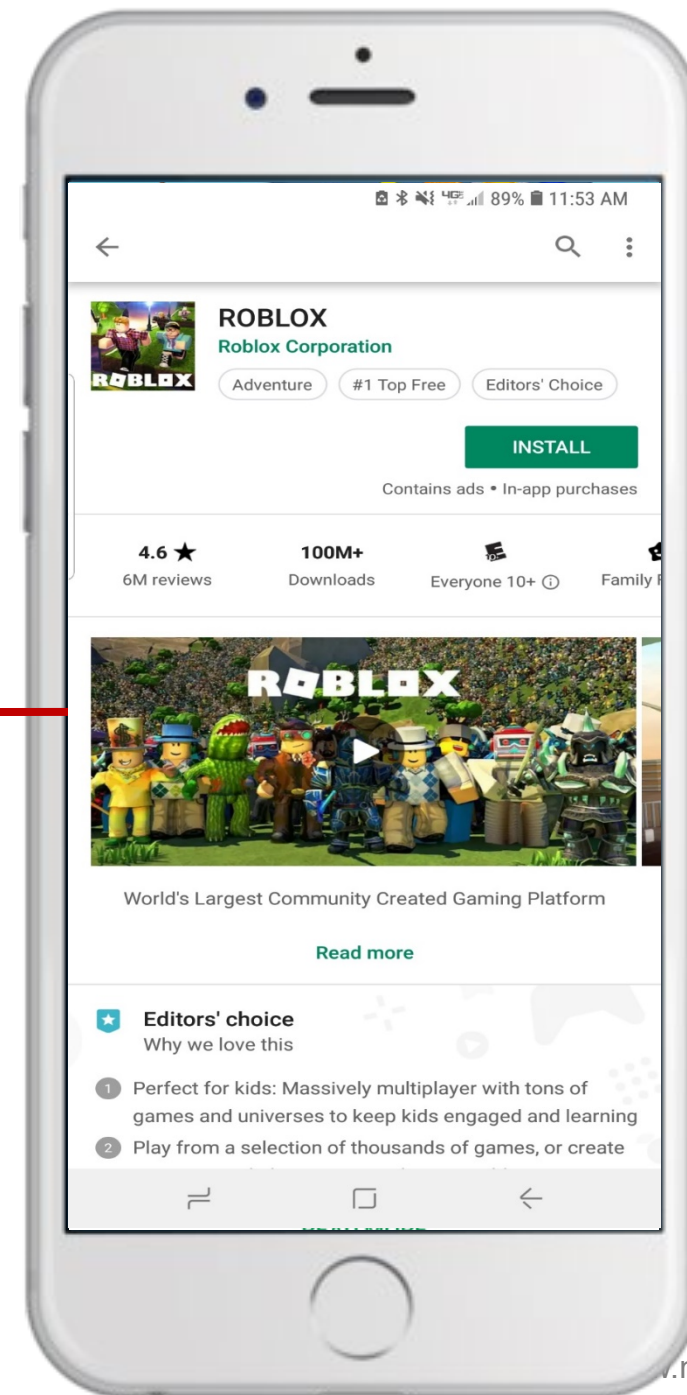
3. CONSIDERATION:

Requires money or significant effort. *(e.g., inviting Facebook friends in order to gain new “lives.”)*

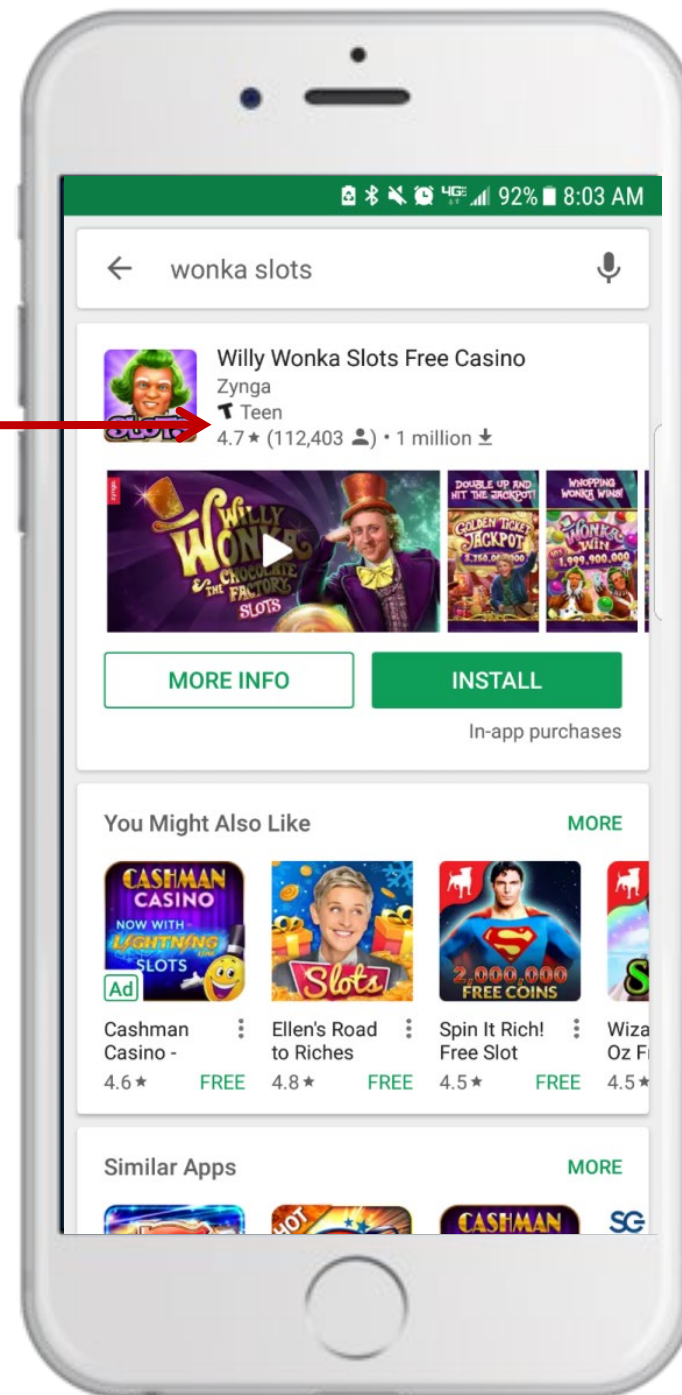
“FREEMIUM.”

FREE* APPS...

*(WITH “IN-APP PURCHASES.”)



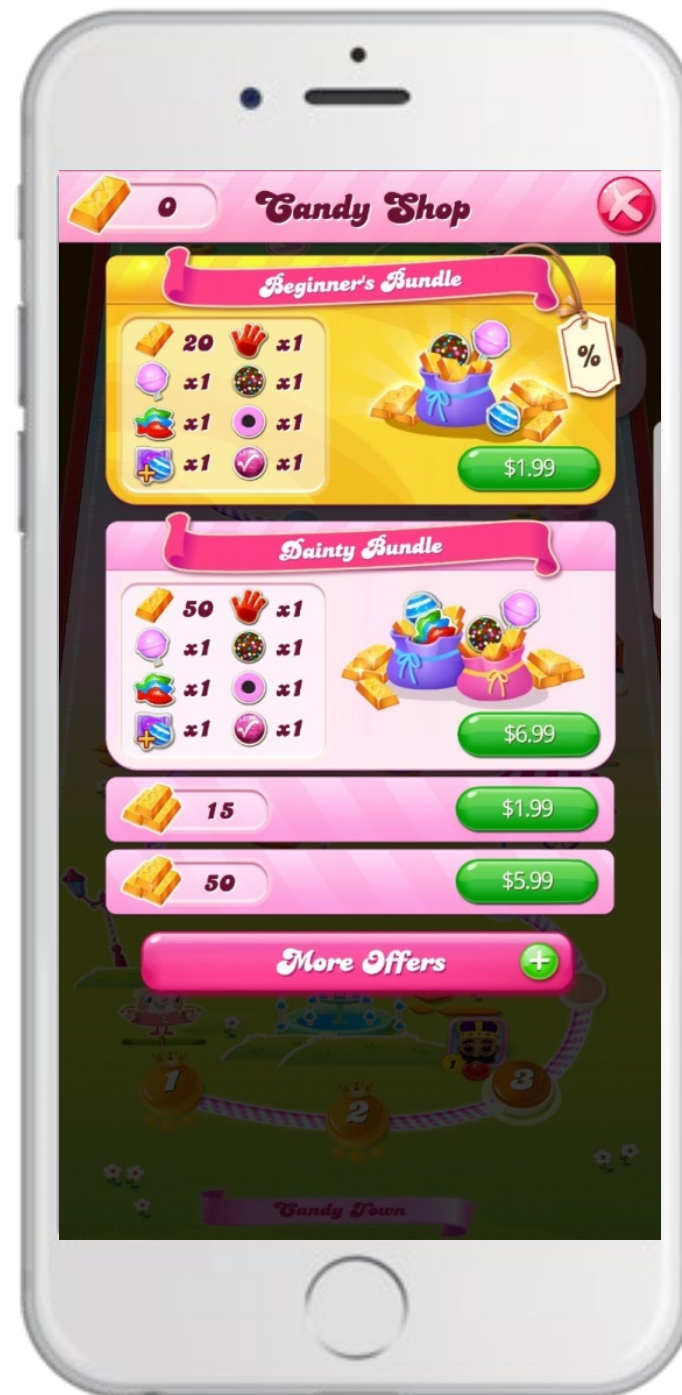
DO RATINGS STOP MOST KIDS?



REAL MONEY FOR PRETEND MONEY / PRIZES



AND CANDY!





Of 100 most popular Facebook games, more than half (54%) include gambling content (22% are slot-based)

TYPICAL FREEMIUM SCENARIO:

WOOHOO! COOL
FREE GAME!

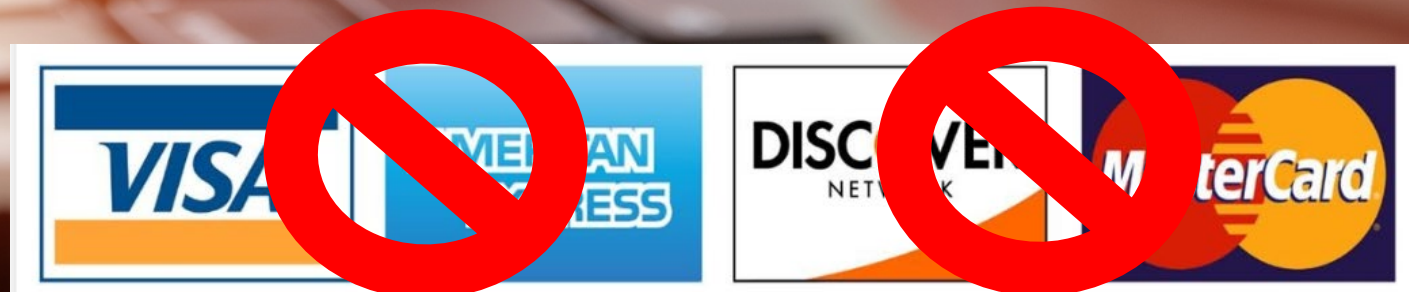
&@*\$#!
IT'S GETTING
HARDER.

OOH!
WAYS TO LEVEL UP
FASTER!

FREE!
COOLEST
GAME EVER!

As the game progresses, it gets harder and harder to
“level up” (without \$\$)...

Still in effect: Unlawful Internet Gambling Enforcement Act of 2006



UIGEA CARVED OUT FANTASY SPORTS

“§ 5362. Definitions

“In this subchapter:

“(1) BET OR WAGER.—The term ‘bet or wager’

“(A) means the staking or something of value upon the outcome of a sporting event, or a game, subject to an agreement or understanding that the person will receive something of value if a certain outcome;

“(B) includes the purchase of a ticket to win a lottery or other prize (which is predominantly subject to chance);

“(C) includes any scheme of a lottery, as defined in section 3702 of title 28;

“(D) includes any instruction relating to the establishment of a business, the better or customer in, to, the business of betting or wagering;

“(E) does not include—

“(ix) participation in any fantasy or simulation sports game or educational game or contest in which (if the game or contest involves a team or teams) no fantasy or simulation sports team is based on the current membership of an actual team that is a member of an amateur or professional sports organization (as those terms are defined in section 3701 of title 28) and that meets the following conditions:

“(I) All prizes and awards offered to winning participants are established and made known to the participants in advance of the game or contest and their value is not determined by the number of participants or the amount of any fees paid by those participants.

“(II) All winning outcomes reflect the relative knowledge and skill of the participants and are determined predominantly by accumulated statistical results of the performance of individuals (athletes in the case of sports events) in multiple real-world sporting or other events.

“(III) No winning outcome is based—

“(aa) on the score, point-spread, or any performance or performances of any single real-world team or any combination of such teams; or


“(bb) solely on any single performance of an individual athlete in any single real-world sporting or other event.





 FANDUEL

Source: Unlawful Internet Gambling Enforcement Act of 2006. Retrieved from:
<https://www.congress.gov/109/plaws/publ347/PLAW-109publ347.pdf>


“DFS” - DEMONSTRATION:



[Lobby](#)
[Lineups](#)
[Contests](#)
[Leagues](#)
[Missions](#)
[Promos](#)





julhynes
 \$5.00




DEPOSIT

[FEATURED](#)
[NFL](#)
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[GOLF](#)
[NAS](#)
[MMA](#)
[SOC](#)
[EL](#)
[CFL](#)
[LOL](#)
[MLB](#)




\$15,000 GUARANTEED
\$2,000 TOP PRIZE

Today • \$8 Entry • EL
 [PLAY NOW ›](#)



\$500,000 GUARANTEED
\$50,000 TOP PRIZE

Tonight • \$8 Entry • NBA
 [PLAY NOW ›](#)



\$215,000 GUARANTEED
\$15,000 TOP PRIZE

Sunday • \$3 Entry • NFL
 [PLAY NOW ›](#)

[Buy Tickets To Thousands Of Events At Fanxchange.com & See Your Favorite Players Live!](#)

Buy Tickets To Thousands Of Events At Fanxchange.com & See Your Favorite Players Live!

 [Create a Contest](#) |
 [Create a Lineup](#) |
 [Strategy & Research](#) |
 [Refer a Friend](#)

NEXT START 02:00:29

Sport	Contest	Style	Entry Fee	Total Prizes	Entries	Live
	our super duper quick coverage of daily					
	NFL \$3.1M Fantasy Football Millionaire [4th to 1st]	Classic	\$20	\$3,110,000	10.8K/102.5K	Sun 1:00p
	★ NFL \$1.35M Play-Action [100K to 1st]	Classic	\$3	\$1,350,000	66.5K/535K	Sun 1:00p
	★ NBA \$225K Spin Move	Classic	\$44	\$225,000	2350/5963	08:45:29
	★ NBA \$150K Sharpshooter [20 Entry Max]	Classic	\$3	\$150,000	15K/59.4K	08:45:29

[Here's our super duper quick coverage of daily fantasy sp



Online Sports Betting: *Still illegal across state lines*





“ROWA”

U. S. Department of Justice

Office of the Deputy Attorney General

• 2

The Deputy Attorney General

Washington, D.C. 20530

January 15, 2019

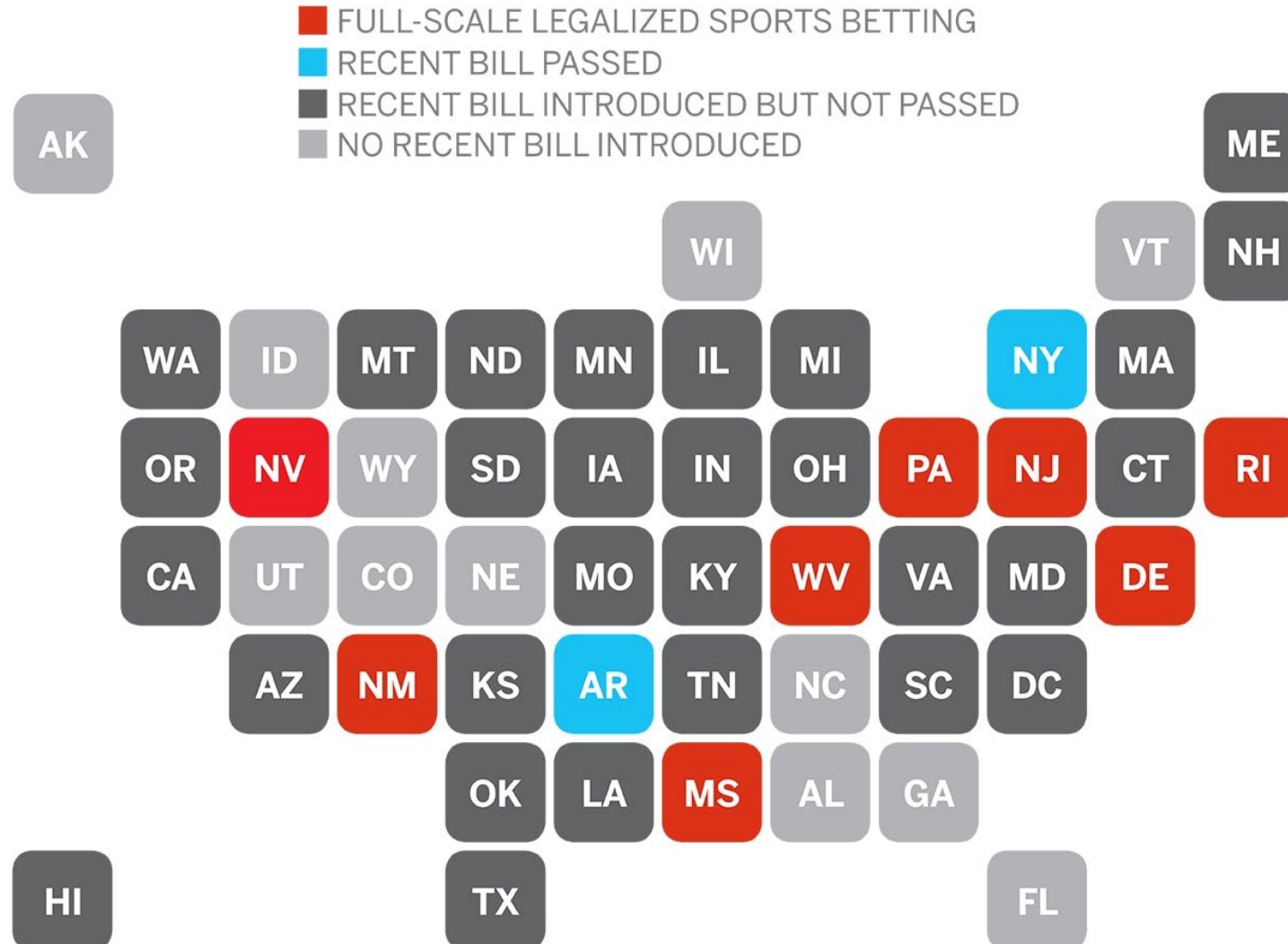
NOW the Wire Act is interpreted to include ALL gambling across state lines.

SUBJECT: Applicability of the Wire Act, 18 U.S.C. § 1084, to Non-Sports Gambling

The Office of Legal Counsel (OLC) has published an opinion finding that all but one of the prohibitions of the Wire Act, 18 U.S.C. § 1084, apply to non-sports gambling. OLC reconsidered a 2011 opinion that reached a different conclusion.¹

Department of Justice attorneys should adhere to OLC’s interpretation, which represents the Department’s position on the meaning of the Wire Act. *See* 28 C.F.R. § 0.25.

SPORTS BETTING BILL TRACKER



Source: http://www.espn.com/chalk/story/_/id/19740480/gambling-sports-betting-bill-tracker-all-50-states
(map updated 2/15/2019)

LET'S PLAY "GUESS THE SPORT!"

The [redacted] smashed the [redacted]'s hopes of winning the inaugural [redacted] Playoffs, securing a 3-0 victory during Week 2 of the [redacted] League semifinals at the [redacted] Arena in [redacted], California, Friday night, and will advance to the inaugural finals in New York next week.

Seconds into the game, it was clear that the [redacted] was playing with a different level of focus.

[redacted] was coordinated, with [redacted]

EDITOR'S PICKS

How to watch [redacted] League on ESPN and Disney XD this week

The [redacted] League has come to the ESPN, Disney



ANSWER: OVERWATCH (VIDEO GAME)

The London Spitfire smashed the Los Angeles Valiant's hopes of winning the inaugural Overwatch League Playoffs, securing a 3-0 victory during Week 2 of the Overwatch League semifinals at the Blizzard Arena in Burbank, California, Friday night, and will advance to the inaugural finals in New York next week.

Seconds into the game, it was clear that the Spitfire was playing with a different level of focus. London's tank line was coordinated, with Choi "Bdosin"

EDITOR'S PICKS

How to watch Overwatch League on ESPN and Disney XD this week

The Overwatch League has come to the ESPN, Disney



Source: http://www.espn.com/esports/story/_/id/24153101/overwatch-league-playoffs-london-spitfire-becomes-first-overwatch-league-playoffs-finalist (July 30, 2018)

A NEW EXPLOSION OF SPORTS.

TRADITIONAL SPORTS



Etc...

ESPORTS



Etc...And new games keep coming...

All We Want to Do Is Watch Each Other Play Video Games

Gamers are the new stars. Esports arenas are the new movie theaters.



Bring your own controllers: at the new Esports Arena in Oakland, Calif. Jason Henry for The New York Times

May 2, 2018:

<https://www.nytimes.com/2018/05/02/style/fortnite.html>

By Nellie Bowles

May 2, 2018

May 2, 2018:

<https://www.nytimes.com/2018/05/02/style/fortnite.html>

Video games are beginning their takeover of the real world.

Fortnite
The World's Most Popular Battle Royale Game
Play for free on PC, PS4, Xbox One, Switch, and mobile.
Join the battle today!

4/26/19 - Video Gaming Addiction: Is Your Child's Health at Risk?



WHAT WE KNOW: GAMING & GAMBLING CONVERGE

- Direct competition
- Skins
- Fantasy
- Loot boxes & other microtransactions

How esports, gambling, and sports betting are converging

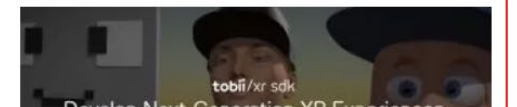
DEAN TAKAHASHI @DEANTAK NOVEMBER 3, 2018 12:10 PM



NOW PLAYING < 2 of 27 > || 🔊 HD
Don't Miss! - 03/24

NEXT Pygmy Goats Journey Though Danger for Play...

MOST READ



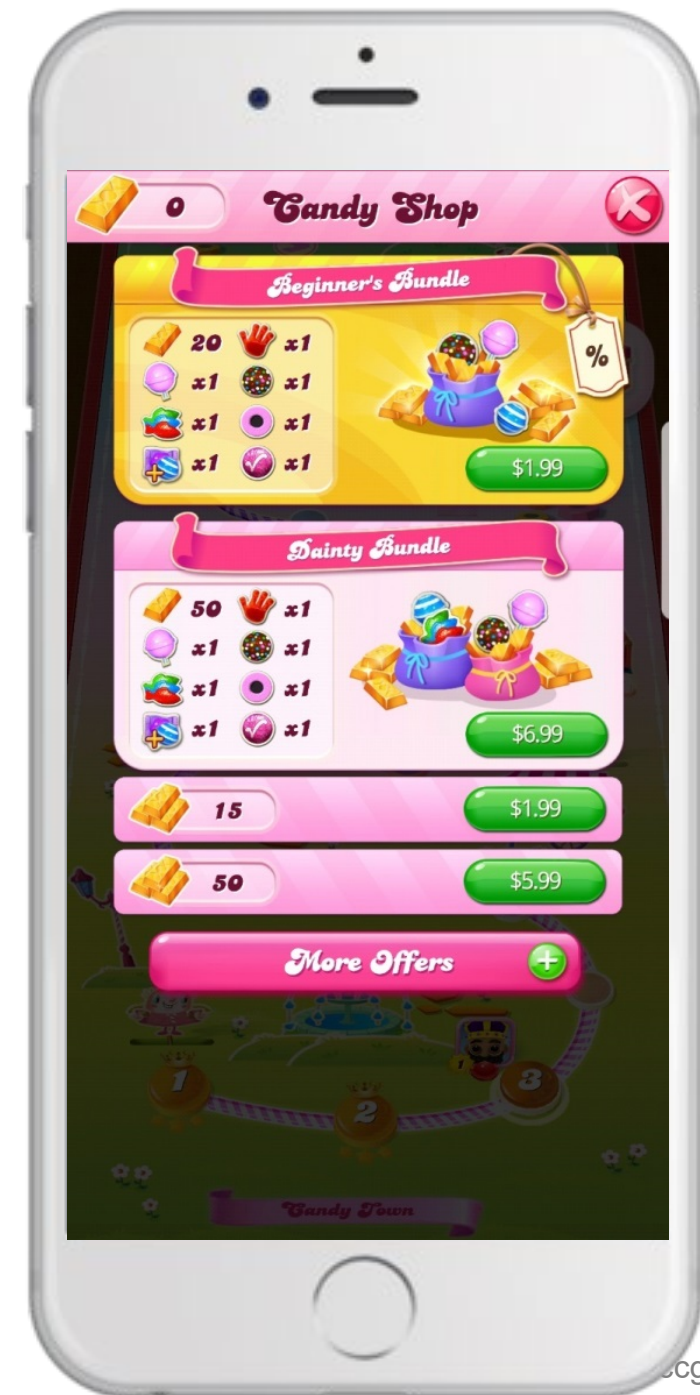
NEW WAVE OF SPORTS BETTING

11% of sports bettors nationwide have bet on esports



“MICROTRANSACTIONS”

REAL \$,
VIRTUAL PRIZES



LOOT BOX MICROTRANSACTIONS

Small payment.

Could get something really cool... but probably not.



LOOT BOX IN ACTION



Animation source: <https://gfycat.com/gifs/detail/zealousglossygazelle>



[Home](#) » [Tips & Advice](#) » [Business Center](#) » [Business Blog](#) » [FTC workshop looks into loot boxes](#)

FTC workshop looks into loot boxes

By: Lesley Fair | Apr 8, 2019 11:14AM

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TAGS: [Bureau of Consumer Protection](#) | [Consumer Protection](#) | [Advertising and Marketing](#) | [Children](#) |

[Online Advertising and Marketing](#)

Gamers call them loot boxes – in-game rewards players can buy that contain a random assortment of virtual items. The loot may help players advance in an online game or allow them to customize their avatars. The rewards may be virtual, but they've become a very real revenue stream for game developers. Do loot boxes raise consumer protection concerns, especially for younger players? That's the topic of an upcoming FTC workshop, *Inside the Game: Unlocking the Consumer Issues Surrounding Loot Boxes*.

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Topics

[Advertising and Marketing](#) (568)

[Advertising and Marketing Basics](#) (235)

[Children](#) (50)

[Children's Privacy](#) (64)

[Consumer Privacy](#) (186)

CNN, March 2019:

Video games are now a legitimate high school sport

By Omar Jimenez, CNN

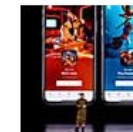
Updated 9:00 PM ET, Mon March 18, 2019



MORE FROM CNN BUSINESS




JPMorgan Chase CEO on the future of the Democratic party





Apple launches game subscription service

Recommended by **Outbrain**

 Health IQ

Income over \$100K/year?
Get \$2MM life

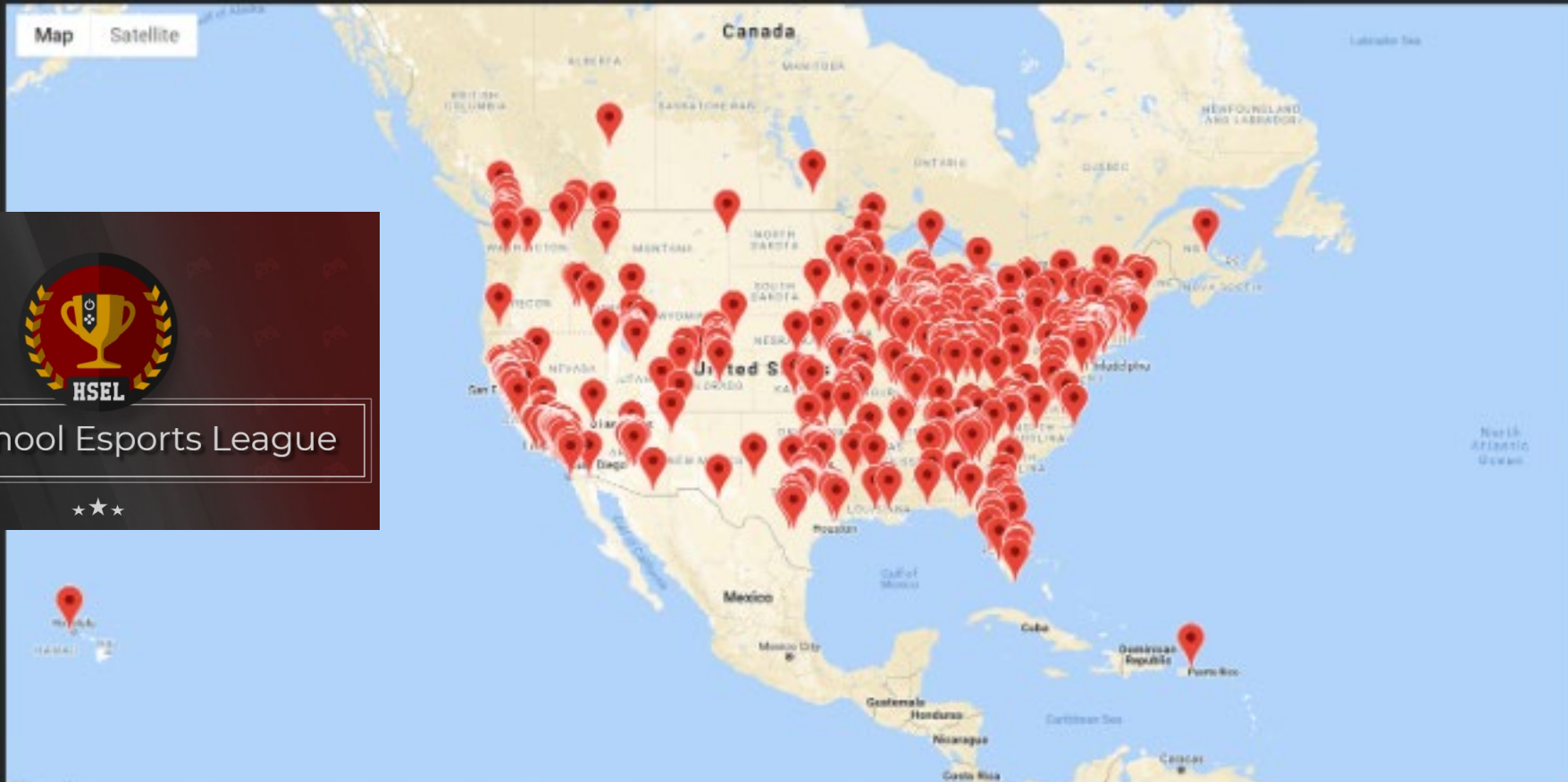




Source: <https://www.cnn.com/2019/03/18/tech/esports-varsity-arena/index.html>

91 Compulsive Gambling

The Largest League



High School Esports League



Students: 21,700 - Schools: 1,107

Source: <https://www.highschoolesportsleague.com/starter-pack>

TECH CHART OF THE DAY

ESPORTS REVENUES AND AUDIENCE GROWTH, 2015-2020

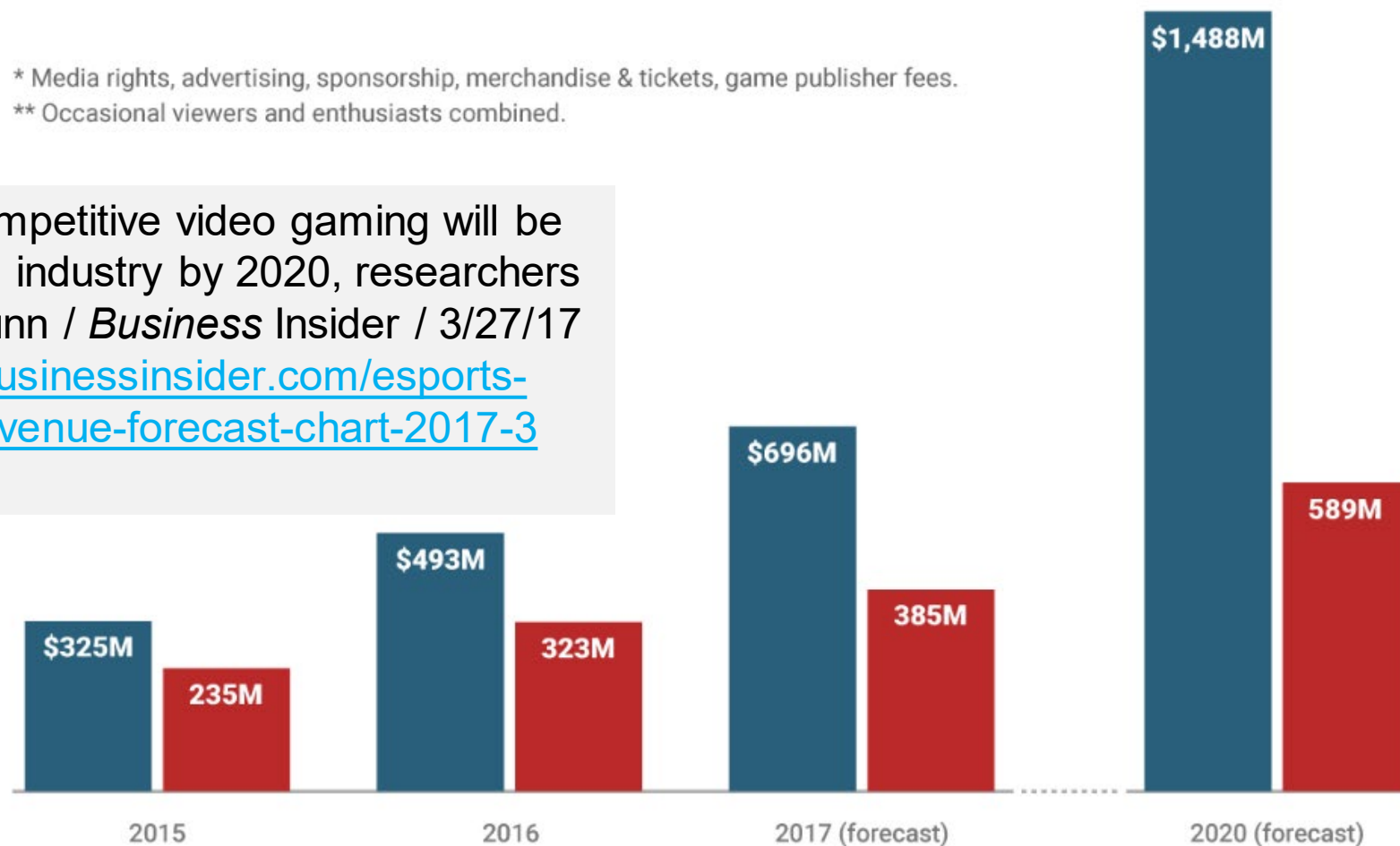
■ Total revenues*

■ Total audience**

* Media rights, advertising, sponsorship, merchandise & tickets, game publisher fees.

** Occasional viewers and enthusiasts combined.

Source: "Competitive video gaming will be a \$1.5 billion industry by 2020, researchers say," Jeff Dunn / *Business Insider* / 3/27/17
<http://www.businessinsider.com/esports-popularity-revenue-forecast-chart-2017-3>



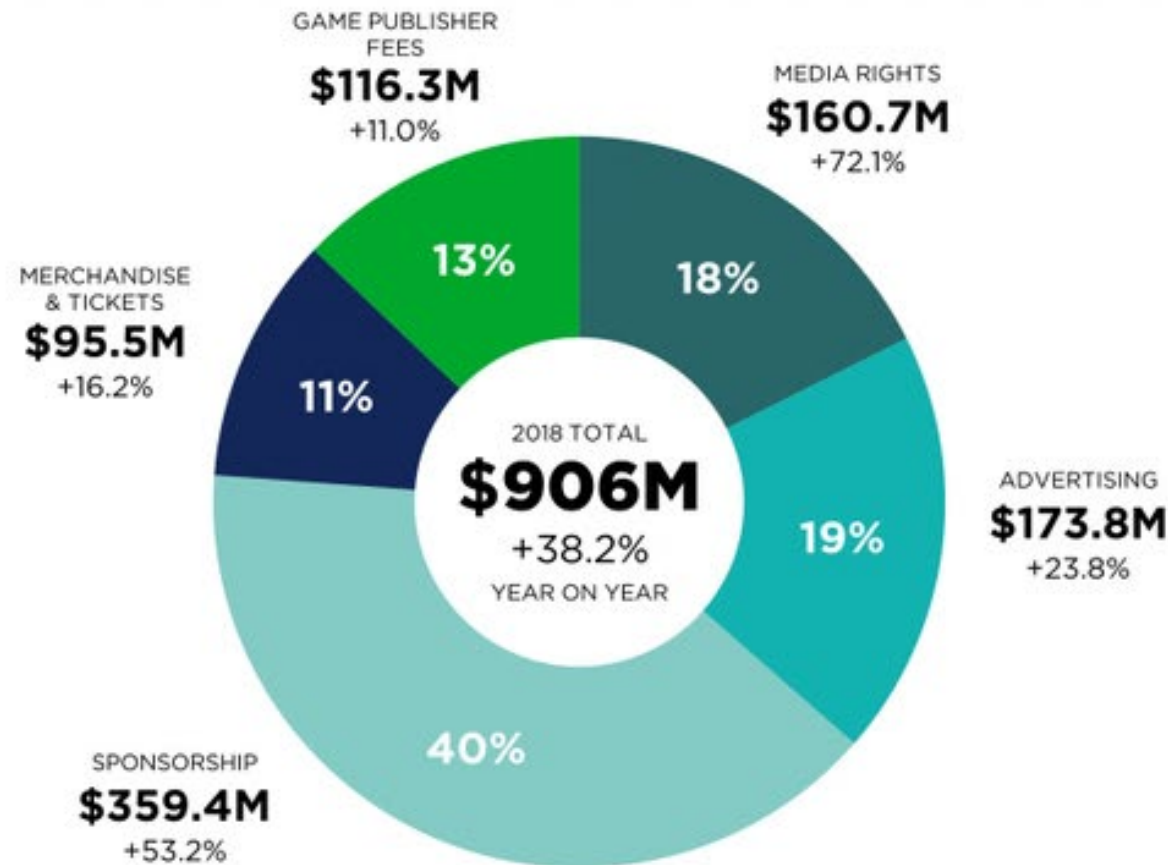
SOURCE: Newzoo

statista | BUSINESS INSIDER



2018 ESPORTS REVENUE STREAMS | GLOBAL

INCLUDING YEAR-ON-YEAR GROWTH




Newzoo's esports revenue figures always exclude revenues from betting, fantasy leagues, and similar cash-payout concepts, as well as revenues generated within games.

©Newzoo | 2018 Global Esports Market Report

Via <https://www.forbes.com/sites/mattperez/2018/02/21/report-esports-to-grow-substantially-and-near-a-billion-dollar-revenues-in-2018/#5f338e542b01>

STREAMING




Discover


Following


Browse

...


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17







Get Bits





Followed Channels


 FwiTV
5 new videos
Offline


Featured Channels


 TwitchRivals
PLAYERUNKNOWN'S...
16,889


 ELEAGUE TV
Mortal Kombat 11
5,624

 Tatted
Tower Unite
83


 itsTina
MLB The Show 19
46

 Day9tv
Dota 2
1,825


 LiBrizzi
Mordhau
245

 Search to Add Friends

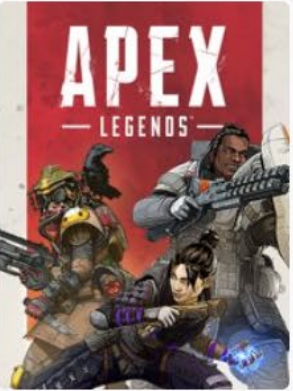
Categories recommended for you




Fortnite
146K viewers
Shooter




Just Chatting
60.6K viewers
IRL




Apex Legends
26.1K viewers
FPS Shooter



League of Legends
154K viewers
MOBA




Grand Theft Auto V
165K viewers
Action




Overwatch
23.3K viewers
FPS Shooter

Fortnite streamers recommended for you


LIVE



LIVE



LIVE



Not interested?

www.twitch.tv

5/2/19 | maccg.org/blurringlines

SCHOLARSHIPS & MORE.

[HOME](#)[HIGH SCHOOL PARTNERSHIP](#)[HSEL MAJORS](#)[ABOUT](#)[LOGIN](#)[SIGN UP](#)

WE BRING ESPORTS TO HIGH SCHOOLS

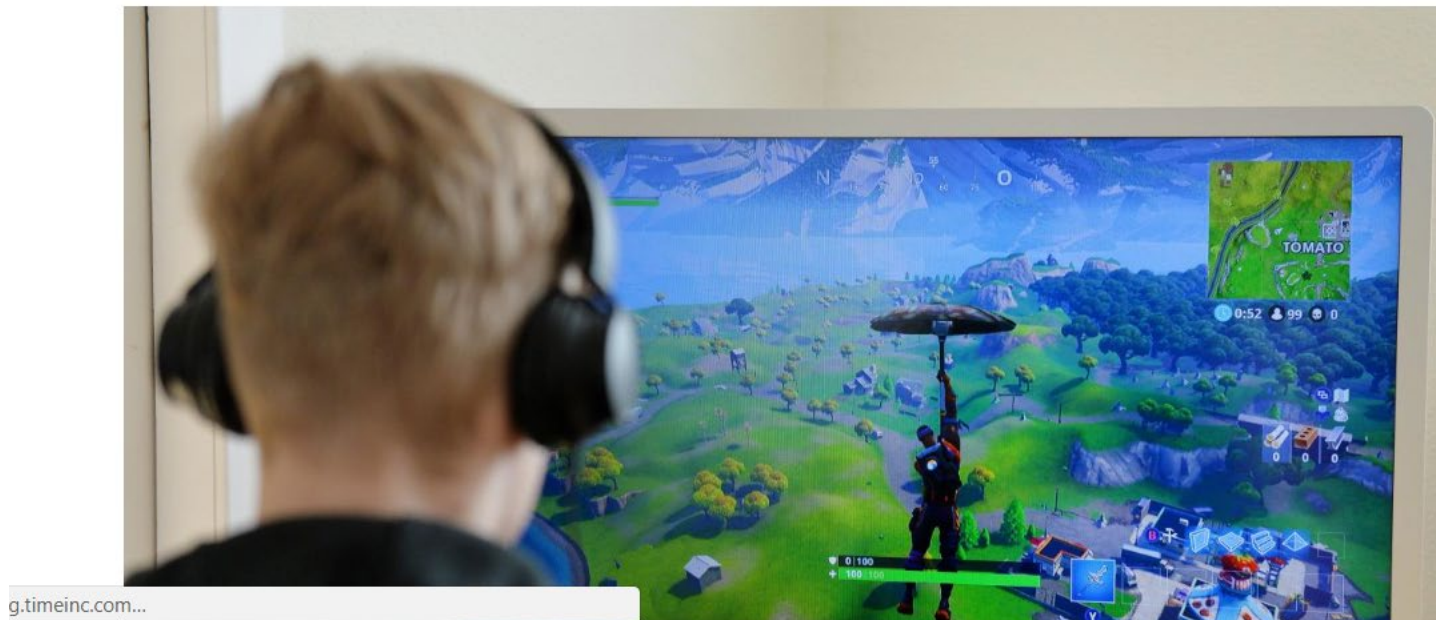
Partner your high school to compete with the best in North America

Earn scholarships, rewards and more!

[SIGN UP](#)

MORE SPORTS

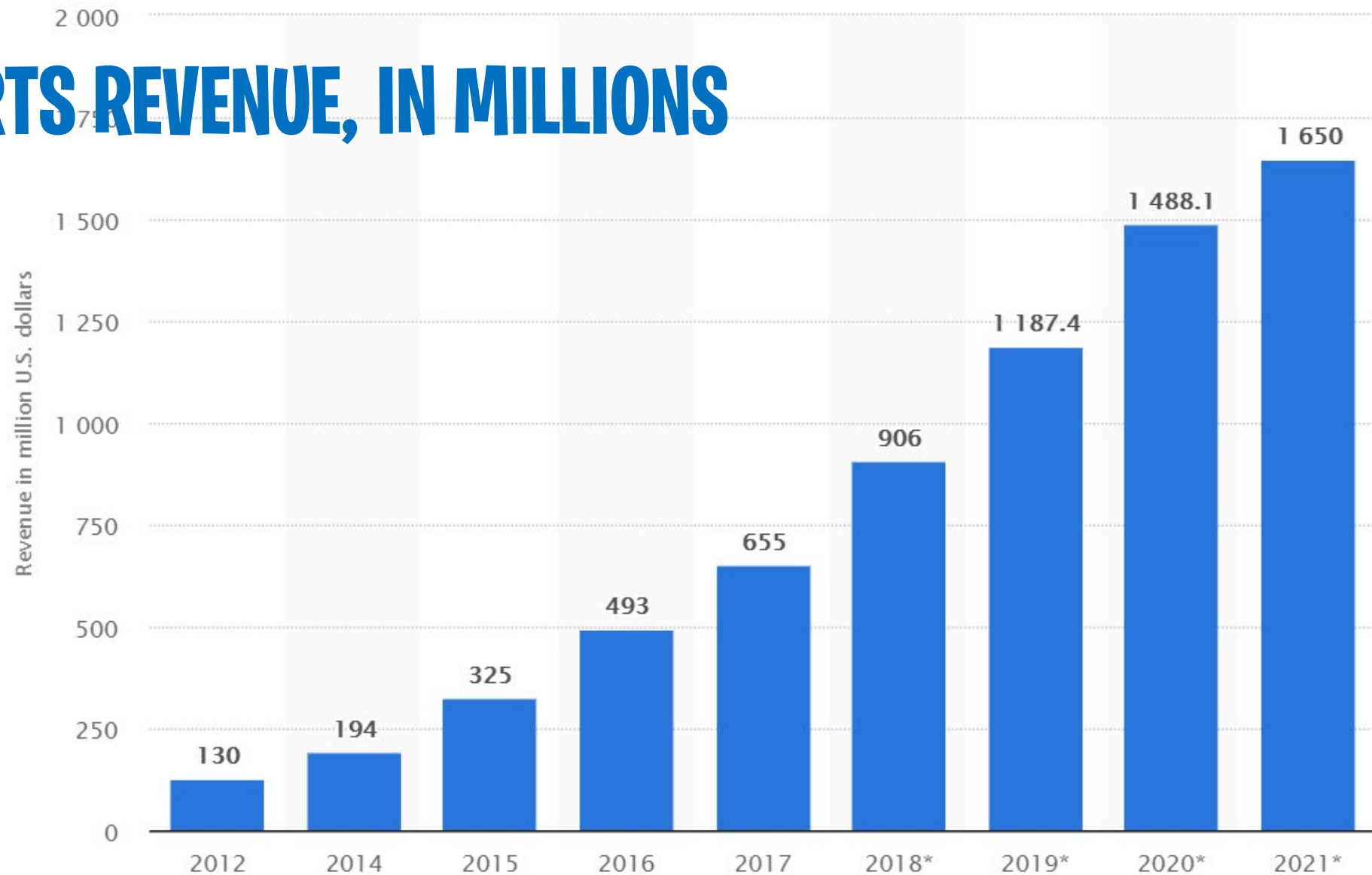
Professional Esports Team Signs 13-Year-Old Fortnite Player



Sports Illustrated, 4/25/18:

<https://www.si.com/more-sports/2018/04/25/esports-team-secret-signs-13-year-old-fortnite-player>

ESPORTS REVENUE, IN MILLIONS



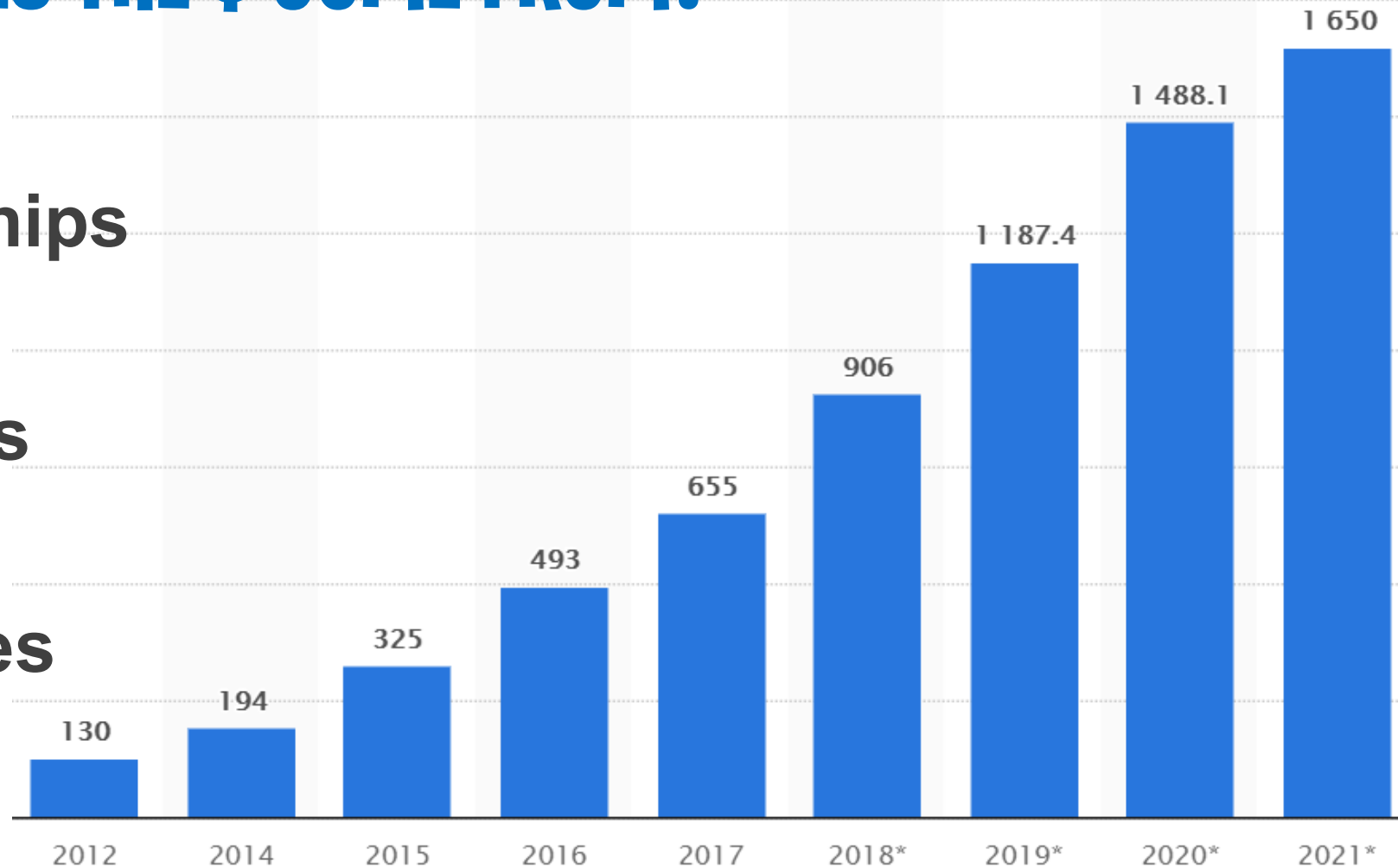
<https://www.statista.com/statistics/490522/global-esports-market-revenue/>

© Statista 2019

www.maccg.org/mcsummit

WHERE DOES THE \$ COME FROM?

- Sponsorships
- Betting
- Prize pools
- Merch
- Ticket sales



Esports Wagering a Growing Hit with Gamers

By **Jean Carter** - September 17, 2018



Share on Facebook



Tweet on Twitter




Esports is rapidly becoming the place to go for people who want to catch the future wave of gambling. Nowhere is that more apparent than in the numbers currently being wagered. Five years ago, the esports market was not even a thought with regard to gaming. Now, with companies such as [Unikrn](#) –which is an esports company with its roots in gaming, this market is taking in money by the billions. A recent research survey indicated that approximately \$6.7

SKINS. Entertainment. Street Cred. Possible \$.


M4A4 | Neo-Noir

Covert Rifle

StatTrak Available



\$28.21 - \$251.31
\$82.69 - \$980.56

 Clutch Case


[Inspect in-game \(FN\)](#) [Search Steam Market](#)

[M4A4 Neo-Noir Skin & Price Details](#)


MP7 | Bloodsport

Covert SMG

StatTrak Available



\$5.61 - \$19.34
\$14.14 - \$101.81

 Clutch Case


[Inspect in-game \(FN\)](#) [Search Steam Market](#)

[MP7 Bloodsport Skin & Price Details](#)


AWP | Mortis

Classified Sniper Rifle

StatTrak Available



\$18.03 - \$35.35
\$42.93 - \$101.82

 Clutch Case

[Inspect in-game \(FN\)](#) [Search Steam Market](#)

[AWP Mortis Skin & Price Details](#)

11% of 11-16 year-olds have placed bets using in-game items.



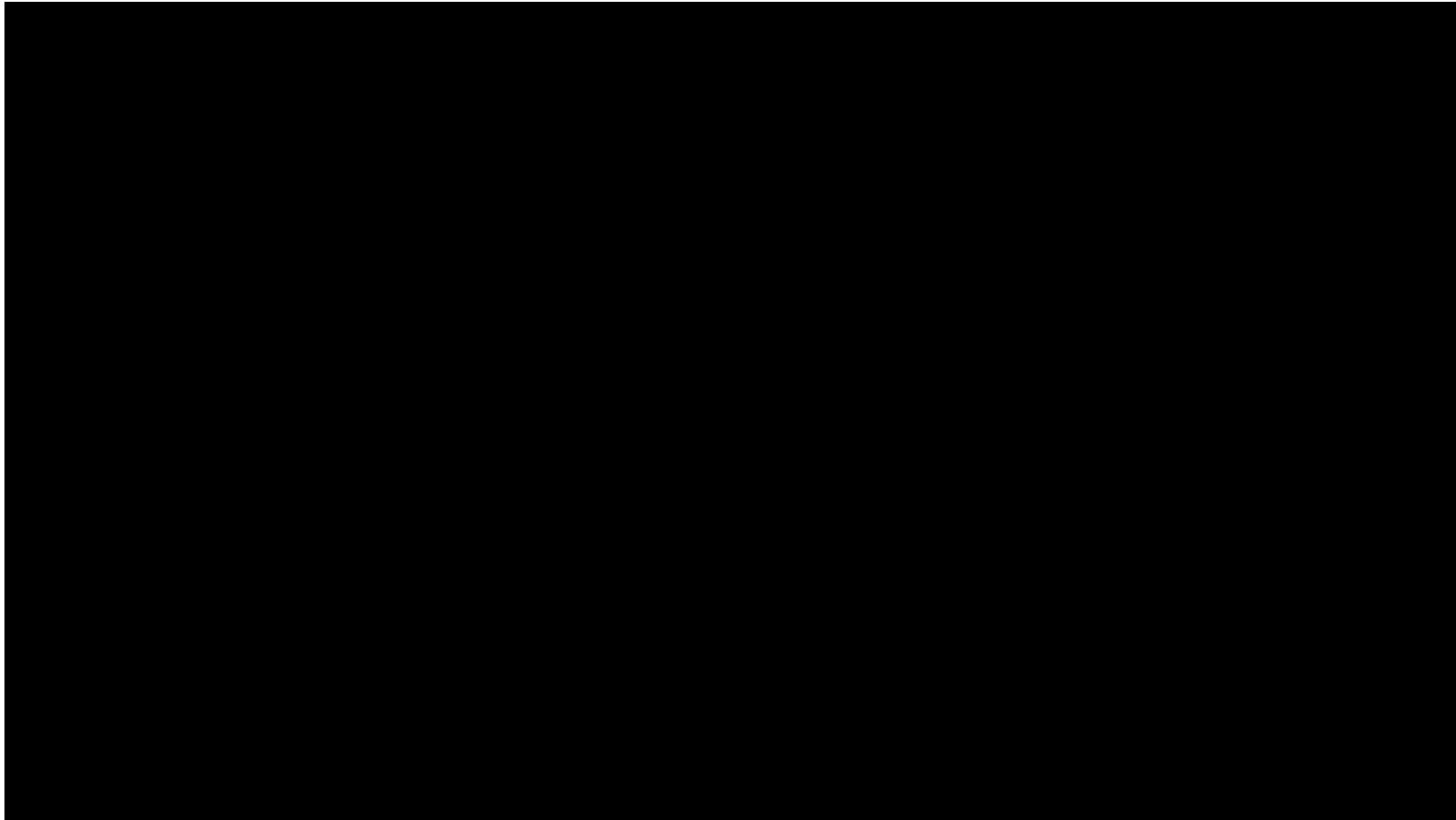
Data source: U.K. Gambling Commission, <https://www.gamblingcommission.gov.uk/news-action-and-statistics/news/2018/Gambling-Commission-publishes-new-report-on-children-and-gambling-trends.aspx> Video source: YouTube "Pretty Good Gaming," Full video: https://www.youtube.com/watch?v=iLYNM_PmMm0

5/2/19 | maccg.org/blurringlines







UNDERAGE SKIN GAMBLING ON THE RISE (4/30/19)

(Below: How skins gambling works)

Prediction: total
spend on loot
boxes and skin
gambling will reach
US **\$50 billion**
by 2022



SKINS. Entertainment. Street Cred. Possible \$.

<div><div>M4A4 Neo-Noir</div><div>Covert Rifle</div><div>StatTrak Available</div><div></div><div><div>\$28.21 - \$251.31</div><div>\$82.69 - \$980.56</div><div> Clutch Case</div><div><div>Inspect in-game (FN)</div><div>Search Steam Market</div></div><div>M4A4 Neo-Noir Skin & Price Details</div></div></div>	<div><div>MP7 Bloodsport</div><div>Covert SMG</div><div>StatTrak Available</div><div></div><div><div>\$5.61 - \$19.34</div><div>\$14.14 - \$101.81</div><div> Clutch Case</div><div><div>Inspect in-game (FN)</div><div>Search Steam Market</div></div><div>MP7 Bloodsport Skin & Price Details</div></div></div>	<div><div>AWP Mortis</div><div>Classified Sniper Rifle</div><div>StatTrak Available</div><div></div><div><div>\$18.03 - \$35.35</div><div>\$42.93 - \$101.82</div><div> Clutch Case</div><div><div>Inspect in-game (FN)</div><div>Search Steam Market</div></div><div>AWP Mortis Skin & Price Details</div></div></div>
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COLLECTING ITSELF: WHAT'S THE DIFFERENCE?



Aaron Judge 2017 Topps #287 Rookie Card PGI 10 ([View all Aaron Judge](#))

\$144.99

[Affirm](#) Monthly Payments available on orders over \$250. [Learn more](#)

Free Shipping

This item usually ships in 1-2 business days.

Qty:

ADD TO CART

☐ Yes, Add a Display Stand for \$9.95



The SportsMemorabilia.com Advantage

COLLECTING ITSELF: WHAT'S THE DIFFERENCE?



Lauren Ralph Lauren Millbrook
Medium Satchel

\$298.00

Extra 30% off code: VIP
With offer \$208.60



COACH Chelsea Crossbody in
Pebble Leather

\$225.00

Now \$135.00 - 225.00

Extra 30% off code: VIP
With offer \$94.50 - 157.50

★★★★★ (28)



COACH Large Crossbody
Dufflette

\$350.00

Now \$210.00 - 350.00

Extra 30% off code: VIP
With offer \$147.00 - 245.00

★★★★★ (14)

COLLECTING ITSELF: WHAT'S THE DIFFERENCE?

iTunes

entertainment iTunes has to offer on your Mac and PC.

Overview

Music

Video

Charts

Download



Now accepting PUBG skins whilst we update our bot system due to the new CS:GO update.



Provably Fair

ROULETTE

English

Red train - 5 reds in a row!



Oxymoron csgoroll.com

where is prediction room?

Smiley -iwnl- csgoroll.com

oxymorono pres on "english"

luck up and press on "english"

Oxymoron csgoroll.com

thanks

Smiley -iwnl- csgoroll.com

np man :)

You must login in to chat

AGREEMENT ON THE USE OF SITE

Dear users, by continuing to use our site CSGORoll.com, you agree to the **Terms of Service** and acknowledge that you are at least 18 years of age or older.

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I AGREE AND ACKNOWLEDGE

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FEATURED ITEMS

CS:GO MARKETPLACE

TRUSTPILOT

TRUSTSCORE 9.8
1,525 REVIEWS

Twitter Feed

OPskins.com
@opskinsgo

When you find a bike mid-flank

via iamDNDR



AK-47 | Vulcan

Factory New Covert Rifle



TRADING UNLOCKED

\$74.00

207.17

Suggested Price: \$76.71

Inspect

Add to Cart

Wear: 6.23002%

★ M9 Bayonet | Black Laminate

Minimal Wear ★ Covert Knife



TRADING UNLOCKED

\$190.00

531.93

Suggested Price: \$203.67

Inspect

Add to Cart

Wear: 10.39263%

★ Karambit | Tiger Tooth

Factory New ★ Covert Knife



TRADING UNLOCKS IN 6 DAYS, 19 HOURS

\$300.00

839.90

Suggested Price: \$322.50

Inspect

Add to Cart

Wear: 1.17965%

★ Bayonet | Fade

Factory New ★ Covert Knife



20% OFF

TRADING UNLOCKS IN 6 DAYS, 19 HOURS

\$179.00

501.14

Suggested Price: \$224.47

Inspect

Add to Cart

Wear: 1.44399%

Prize.

Chance.

Consideration.



CSGO Empire @CSGOEmpire · Nov 14

Shadow Daggers | Doppler (FN) Giveaway! 💜

To enter:

- Enable notifications at csgoempire.com
- RT
- Follow

The winner will be picked in 24 hours

Good luck 🍀



468



8.5K



4.1K



1es