



Responsible Gaming Programs Grow with the Industry

By Bill Miller

The U.S. Supreme Court's 2018 ruling in *Murphy v. NCAA* to strike down the Professional and Amateur Sports Protection Act of 1992 (PASPA) marked the beginning of a transformative year for the gaming industry. Since the ruling, seven new markets are currently operational, with sports bettors having wagered \$3 billion in the first year alone. In 2019, eight more states plus D.C. have authorized sports betting, and we anticipate more states will move toward legalization later this year. To top it all off, the commercial gaming industry experienced its fourth straight year of gaming revenue growth in 2018, recording a historic \$41.7 billion in revenue.

With a thriving, rapidly expanding industry, our focus on and investment in responsible gaming efforts must remain our highest priority. The American Gaming Association (AGA) is committed to ensuring responsible gaming programs are at the forefront of efforts to legalize sports betting and then implemented in good faith as new markets open.

We are also committed to identifying proven, effective programs for responsible gaming and the prevention of problem gambling. That's why AGA launched the Responsible Gaming Collaborative, a group of leading gaming industry organizations, academics, and advocacy groups working to chart a new course on the complex issue of responsible gaming. Since convening in 2018, the group is working to identify the policies and programs that best address responsible gaming to be shared with the industry later this year.

Last summer, AGA expanded our Code of Conduct for Responsible Gaming, which outlines our members' obligations to our patrons, employees and communities, to include policies on sports betting. We also recently introduced the first-ever Responsible Marketing Code for Sports Wagering. By adhering to this code, AGA members promise to advertise only to those of or above the legal age for sports betting, support responsible gaming, control digital media and websites, and monitor code compliance, among other provisions. The code sets a high bar for sports betting advertising and will continue to ensure that everyone involved in the expansion of legalized sports betting across the country—gaming operators, sports leagues and teams, broadcasters, and other businesses—rise to this standard.

Not only does our continued commitment to responsible gaming keep the gaming industry at the forefront, it is also the key to shifting attitudes around gaming across the country. The belief that gaming is an acceptable form of entertainment is at an all-time high, 88%. More Americans than ever also recognize gaming

as a beneficial community partner; 80% of U.S. adults say the gaming industry is a job creator and 6 in 10 believe casinos help their local economies.

The industry commits hundreds of millions of dollars every year to promoting responsible gaming and it's clearly having a positive impact. According to our research, 90% of casino gamblers actively practice responsible gaming like setting budgets and tracking spending. In fact, a recent study on the industry's commitment in this area found that every responding AGA member has a responsible gaming policy and, combined, they have trained more than 64,000 employees on responsible gaming.



While the industry continues to make strides in promoting responsible gaming, we cannot become complacent. An impressive 8 in 10 casino visitors are aware of responsible gaming resources but ultimately, we want that number to be 10 out of 10. There is a breadth of opportunity for gaming in America right now. We stand committed to working with regulators, industry leaders, and gaming employees to ensure responsible gaming remains a top priority, the illegal market is eliminated, and that compliance is ensured and enforced. We know achieving these goals will be a marathon and not a sprint. We are devoted to leading the industry's efforts to promote responsible gaming.



Bill Miller is the President and CEO of the American Gaming Association, the premier national trade group representing the \$261 billion U.S. casino industry, which supports 1.8 million jobs nationwide.