Blurring Lines in Youth Gam(bl)ing
Implications for the Public Health Field

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May 2, 2019 | Brockton, MA
INTRODUCTIONS
FIRST THING’S FIRST

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

www.maccg.org/blurringlines
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 & gaming
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Material here is very fresh…but just like your new phone, this material will likely be outdated by tomorrow. :/
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
We don’t think of these things as gambling. Therefore, we don’t think our young people are gambling.
DEFINITION: GAMBLING

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

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.”)

Rose, 2006
"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)

Giroux, 2016
TYPICAL FREEMIUM SCENARIO:

WOOHOO! COOL FREE GAME!

@*$#! IT'S GETTING HARDER.

OOH! WAYS TO LEVEL UP FASTER!

As the game progresses, it gets harder and harder to "level up" (without $$)...
Still in effect: Unlawful Internet Gambling Enforcement Act of 2006
§ 5362. Definitions

"(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."
“DFS” - DEMONSTRATION:

[Here’s our super duper quick coverage of daily fantasy sports.

Draft Kings is a platform for daily fantasy sports. It offers various contests with guaranteed prizes. You can create contests, lineups, and access strategy research. The platform also offers ticketing to thousands of events through Fanxchange.com, allowing you to see your favorite players live.

For example, there is a $1.35M Play-Action contest with a $20 entry fee and a guaranteed prize pool of $1,350,000. There's also a $225K Spin Move contest with a $44 entry fee and a guaranteed prize pool of $225,000. And a $150K Sharpshooter contest with a $3 entry fee and a guaranteed prize pool of $150,000. The contests are available in various sports including NFL, NBA, and more.

To participate, you can create a contest or refer a friend. The next start time is 02:00:29. You can enter the contests by clicking the ‘Enter’ button.
Online Sports Betting: Still illegal across state lines

Wire Act of 1961!
NOW the Wire Act is interpreted to include ALL gambling across state lines.


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.
(map updated 2/15/2019)
LET'S PLAY “GUESS THE SPORT!”

The [redacted] were smashed the [redacted] [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] [redacted] was coordinated, with [redacted].

EDITOR'S PICKS

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

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

## A New Explosion of Sports

<table>
<thead>
<tr>
<th>Traditional Sports</th>
<th>eSports</th>
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<tbody>
<tr>
<td>NFL</td>
<td>CS:GO</td>
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<td>PGA Tour</td>
<td>League of Legends</td>
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<td>NBA</td>
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<td>MLB</td>
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All We Want to Do Is Watch Each Other Play Video Games

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

May 2, 2018:
https://www.nytimes.com/2018/05/02/style/fortnite.html
4/26/19 - Video Gaming Addiction: Is Your Child’s Health at Risk?

VIDEO: Video Gaming Addiction: Is Your Child’s Health at Risk?

4 minutes left
WHAT WE KNOW: GAMING & GAMBLING CONVERGE

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

How esports, gambling, and sports betting are converging

Source: https://venturebeat.com/2018/11/03/how-esports-gambling-and-sports-betting-are-converging
NEW WAVE OF SPORTS BETTING

11% of sports bettors nationwide have bet on esports

Data source: National Survey on Gambling Attitudes and Gambling Experience (NGAGE), 2019  www.ncpgsurvey.org
“MICROTTRANSACTIONS”

REAL $,
VIRTUAL PRIZES
LOOT BOX
MICROTTRANSACTIONS

Small payment.

Could get something really cool… but probably not.
LOOT BOX IN ACTION

Animation source: https://gfycat.com/gifs/detail/zealousglossygazelle
FTC workshop looks into loot boxes

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

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.

Video games are now a legitimate high school sport

By Omar Jimenez, CNN
Updated 9:00 PM ET, Mon March 18, 2019

The Largest League

Students: 21,700 - Schools: 1,107

Source: https://www.highschoolesportsleague.com/starter-packet
ESPORTS REVENUES AND AUDIENCE GROWTH, 2015-2020

* Total revenues: Media rights, advertising, sponsorship, merchandise & tickets, game publisher fees.
** Total audience: Occasional viewers and enthusiasts combined.

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

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
Professional Esports Team Signs 13-Year-Old Fortnite Player

https://www.si.com/more-sports/2018/04/25/esports-team-secret-signs-13-year-old-fortnite-player
ESPORTS REVENUE, IN MILLIONS

WHERE DOES THE $ COME FROM?

• Sponsorships
• Betting
• Prize pools
• Merch
• Ticket sales

www.maccg.org/blurringlines
Esports Wagering a Growing Hit with Gamers

By Jean Carter - September 17, 2018

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


Video source: YouTube “Pretty Good Gaming,” Full video: [https://www.youtube.com/watch?v=iLYNM_PmMm0](https://www.youtube.com/watch?v=iLYNM_PmMm0)
Prediction: total spend on loot boxes and skin gambling will reach US $50 billion by 2022.
Entertainment. Street Cred. Possible $.

**M4A4 | Neo-Noir**
- Covert Rifle
- StatTrak Available
- $28.21 - $251.31
- $82.69 - $980.56
- Clutch Case

**MP7 | Bloodsport**
- Covert SMG
- StatTrak Available
- $5.61 - $19.34
- $14.14 - $101.81

**AWP | Mortis**
- Classified Sniper Rifle
- StatTrak Available
- $18.03 - $35.35
- $42.93 - $101.82

[Image Source: https://csgostash.com/]
COLLECTING ITSELF: WHAT’S THE DIFFERENCE?
COLLECTING ITSELF: WHAT’S THE DIFFERENCE?

Lauren Ralph Lauren Millbrook Medium Satchel
$298.00
Extra 30% off code: VIP
With offer $208.80

COACH Chelsea Crossbody in Pebble Leather
$225.00
Now $135.00 - 225.00
Extra 30% off code: VIP
With offer $94.50 - 157.50
★★★★★ (26)

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 has to offer on your Mac and PC.

Image Source: itunes.com
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.

If you do not agree and/or are under the age of 18, then immediately withdraw all the funds from your account and cease all activity on our site. Failure to do so can result in your account being locked due to violations of our Terms of Service.

I AGREE AND ACKNOWLEDGE  Cancel
Prize.

Chance.

Consideration.