



# WEEK 15

## FRIDAY 11 APR 2014

### THIS WEEK

- More UK footballers arrested over fix claims
- Guest column: Daniel Sahlin on social casinos
- New Betfair exchange launches in Italy
- Tweets of the week



#### TOP STORY

# INDUSTRY 'PREVENTING REFORM'

### Influence over problem gambling research criticised



The gaming industry's influence over problem gambling research is stopping important reforms, according to a report released this week. A three-year study from Goldsmiths, University of London, supported by funding from the European Research Council, says that research is currently "dependant" on the gambling industry for funding and access to data, and as a result produces "conservative findings that prevent necessary reforms".

Based on interviews with 109 global stakeholders, *Fair Game: Producing Gambling Research* claims that the industry, industry-funded charities and the government all have too much influence over research. It says they "control funding, prioritise banal questions, determine who can access crucial data and set the terms of that access".

The report calls on access to information to be made a compulsory part of licensing and for research to be funded by a mandatory levy. It also concludes that, rather than blaming problem gambling on the individual, research should instead focus on how

**CONTINUED ON NEXT PAGE ►**

A typical betting shop scene and [inset] the front cover of the Fair Game report

BROUGHT TO YOU BY: **GAMBLINGINSIDER**

**FROM FRONT PAGE ►**

the industry and state “benefit from certain policies”.

Previously in the UK three separate bodies oversaw problem gambling strategy, commissioning and fundraising respectively. In 2012 the merger between commissioning group the Responsible Gambling Fund (RGF) and fundraising organisation Gambling Research Education and Treatment (GREaT) formed the Responsible Gambling Trust (RGT), who now both fundraise and commission research. The RGT is chaired by Neil Goulden, previously chief executive and chairman at operators Gala Coral and, until very recently, chairman of the Association of British Bookmakers, while Ladbrokes CEO Richard Glynn is an RGT trustee.

RGT chief executive Marc Etches told *Gambling Insider* that his organisation have implemented “robust governance arrangements” verified by the Gambling Commission and its independent advisor the Responsible Gambling Strategy Board (RGSB), while research is “commissioned by an independent research committee, overseen by a wholly independent panel of academic experts and is always subject to peer review”. He added that the presence of industry figures on the RGT’s Board of Trustees “encourages the wider industry to understand and assist with our programme of research, education and treatment”.

**KEY POINTS**

- Report claims gaming industry’s influence over problem gambling research is preventing reform

- *Fair Game* study says industry controls funding, questioning and data access
- Report calls for information access and research levy to be made mandatory

**UK****FOOTBALLERS ARRESTED OVER SPOT-FIXING CLAIMS****Seven players bailed over bribery and money laundering accusations**

Seven footballers have been arrested and bailed as part of an ongoing investigation into spot-fixing. Preston players John Welsh, Keith Keane [below], Bailey Wright, David Buchanan, Ben Davies and Graham Cummins [right], along with Barnsley’s Stephen Dawson, have been interviewed over allegations of bribery and money laundering relating to matches from both this season and last.

Six other players previously arrested and bailed over the same allegations have been re-arrested. They are Blackburn Rovers striker DJ Campbell; ex-Charlton and Portsmouth defender Sam Sodje,



plus his brothers Akpo, a Tranmere Rovers striker, and Steven, who last played professional football in 1994; former Oldham Athletic winger Cristian Montano and Tranmere defender Ian Goodison.

The investigation began after Sam Sodje described to a *Sun on Sunday* journalist how he once punched an opponent during a League One match to get a red card, for which he was paid £70,000.

The Football Association is proposing a total ban on football betting by players and staff in the English game’s top eight tiers, with an FA council proposal due to be voted on at an AGM on 21 May.

**KEY POINTS**

- Seven footballers arrested and bailed as part of a spot-fixing investigation
- Six other players re-arrested following initial December arrests

**ITALY****BETFAIR LAUNCH ITALIAN EXCHANGE****Ring-fenced offering added to existing products**

Online operators Betfair have gone live with a ring-fenced betting exchange

**Tweets of the week** 

**“In 2012, 1.8 trillion (yes, trillion) display ads were paid for, but not seen.”**

*Gaming analyst and consultant @AideenShortt*

**“This proposal to stop players betting on any football is outrageous, pointless and asking for trouble. It will do NOTHING to prevent fixing.”**

*Racing Post editor @BruceMillington*

**“Guy just asked me after a hand if I went to church this morning. ‘No, but you’d be surprised how long a human sacrifice will last you.’”**

*Poker pro Jimmy ‘Gobbo’ Fricke [@jvfricke]*

in Italy. The new offering, which will be taxed at a rate of 20% on commission, will join the firm's current sportsbook, poker and casino products on its *Betfair.it* site. The new service was given the green light after an "extensive testing process" with regulators.

Betfair CEO Breon Corcoran said that the new product, which he described as the first regulated betting exchange in Italy, marked an "important step" in the firm's drive to grow sustainable revenues.

**KEY POINTS**

- Betfair launch ring-fenced betting exchange in Italy

**NEWS IN BRIEF**

**ROUNDUP: LADBROKES, GAMEACCOUNT**

The rest of the week's key stories on *GamblingInsider.com* and the web

- **Ladbrokes** have completed their acquisition of Australian operator **Betstar**.
- **GameAccount Network** has announced a play-money partnership with US tribal group **Osage Casinos**.

**GUEST COLUMNIST**

**"IT'S TIME FOR A THIRD GENERATION OF ONLINE CASINOS"**



by **Daniel Sahlin**  
social casino CEO

"I am sure we all remember our early experiences with online casinos. The first few steps in the world were ugly-looking sites, with regular casino

games like blackjack and roulette as the main feature. The second generation of online casinos came around 2007-2008, when the game providers, who after almost ten years had learned what the public wanted, started to come out with killer productions. Or to put it another way, slots that were actually fun.

For me, the vision of the third generation is a casino that blends social features with built-in loyalty programs, and a product that is focused on added value for the player that is not just another bonus. There is also built-in storytelling, visual loyalty and added surprises. Instead of just creating another brand of casino, with the same games as everybody else, we are creating a new world.

So how did I get this idea? I was involved in a project where I started to introduce social features in a loyalty program that I was analysing and came up with the idea of using the animals of Africa as a part of the story and progression of levels. In the level program I also included a natural progression to reach the top, which in this case was the Lion King. I also added funny names to enliven and personalise the progression a bit. These ideas would have been a great addition to the product, but the management was divided and it never came to be.

I could just see it in front of me; create a 'world' that we 'live' in, with fun and cool citizens. Let them form the brand and the story and then just build the world on a natural progression of life, with levels and status. The higher you progress, the more status you get. Add items and stuff that people love, find the sponsors that want to sell or brand products with you, use

in-game advertising and product placement which actually works. Add in social features like trading, chatting, competitions and unique items and you have the perfect drivers of what makes people come back and stay.

All these social features will not be there from the start, but we have a very clear vision of where we are going. Trading and invites will be built in over a series of editions and we will focus on player retention to prolong the value of play and reasons to stay with the City of Bling.

What makes our Bling City stand out will be design and creativity never seen before in online casinos, how we approach the market and brand ourselves, how we communicate to our players and, finally, how we increase the value of our gameplay by introducing third-party brands and advertising. The rise of social games and social apps is having a big impact on modern life – we are just bringing it to the online casino atmosphere.

So what can I say; is the world ready for the third generation of online casinos? The answer is 'yes', it's time for social gambling."

*Daniel is the founder and CEO of social casino Bling City. He has worked in the gaming industry for almost 20 years and has also studied Casino Management and Casino Marketing at the University of Nevada, Las Vegas, with a Bachelors and Masters degree in Hospitality Management*

**Want to be a guest columnist in GI Friday? Write to: editor@gamblinginsider.com**

**OUT NOW: Look out for the March/April issue of *Gambling Insider's* print magazine, including an interview with American Gaming Association president and CEO Geoff Freeman, as well as a look at how bookmakers are increasingly making use of statistics**



**BETTINGJOBS.COM**  
REVOLUTIONISING I-GAMING RECRUITMENT

**NET DEVELOPER (BACKEND)**

**Location:** Malta; **Contract:** Perm

Experienced backend .Net developers are required to help build an exciting sports-betting product. The focus of the role will be on everything backend for the sports-betting engine for a big name in i-gaming. You will ideally have an MSc or BSc in relevant area; 8 years of working experience in the related field is required for this position; and experience from trading, finance or other trading businesses. Key skills are C#, asp.net, MVC, SQL Server, nServiceBus. Get in touch for more information or to apply.

Apply to [dgosling@bettingjobs.com](mailto:dgosling@bettingjobs.com) (+44 1355 588988) quoting reference GIF14\_15

**BETTINGJOBS.COM**  
REVOLUTIONISING I-GAMING RECRUITMENT

**UX DESIGNER**

**Location:** Amsterdam, Netherlands; **Contract:** Perm

A creative UX Designer for a role with an up-and-coming mobile casino. You will take responsibility for the development of the creative graphic elements, banners, screens, motion design and landing pages as well as vital visuals for the mobile and desktop brands. Ideal candidates will have a broad, creative design experience preferably from an agency background where a wide range of skills were required, yet be prepared to focus on fewer brands. This is a cornerstone hire for the company who have a view to helping aid career development.

Apply to [dgosling@bettingjobs.com](mailto:dgosling@bettingjobs.com) (+44 1355 588988) quoting reference GIF14\_15



**BECOME AN INSIDER  
IT'S FREE!**

**APPLY  
NOW**

GET THE PRINT MAG:  
**GAMBLINGINSIDER**

**GET THE APP:**



**Skrill**



**Instant payments  
with Skrill 1-Tap.™**

**Making payments simple**

When making a payment for the first time, customers enter their payment details and enable Skrill 1-Tap for future purchases. They can then pay with a single tap on all devices, from mobiles to PCs. No more lengthy payment forms, no more abandoned purchases.



**Let your customers pay with a touch**

With Skrill 1-Tap, you give your customers the choice to pay in the simplest way available. They don't need to enter login details or payment information. A single tap of the screen or a click of the mouse - and the money is deposited in your account.

**To experience 1-Tap, scan here**

