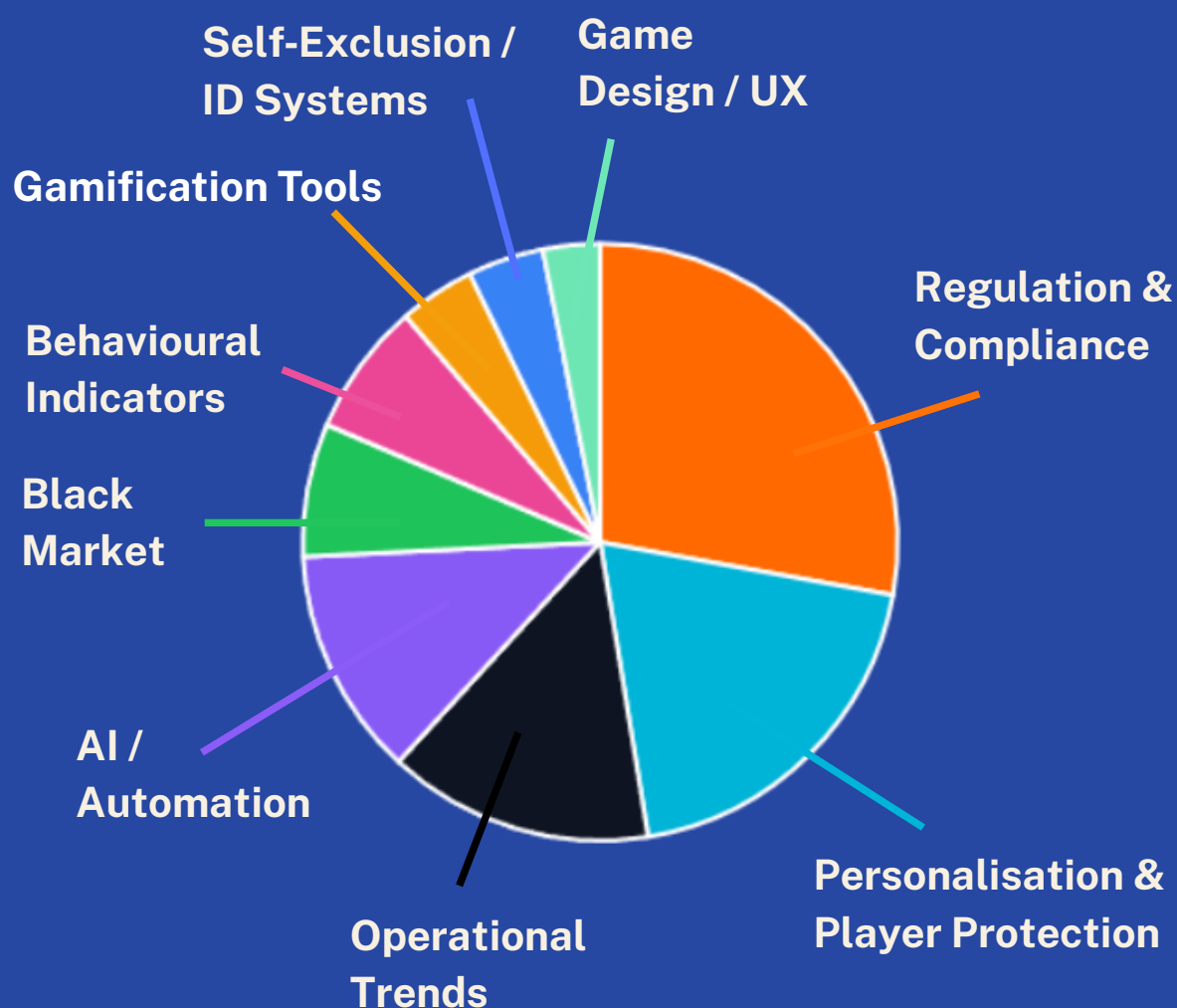


# Responsible Gambling 2026 Prediction Themes

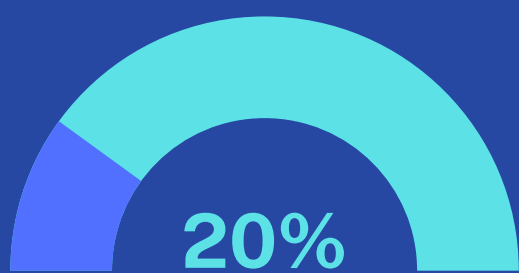


## Regulation & Compliance



# 27%

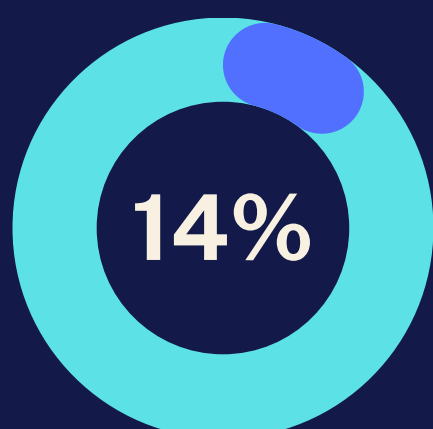
The strongest theme by far — highlighting stricter rules, affordability checks, enforcement, fines, Duty of Care, and standardisation.



Hyper-personalised interventions, tailored limits, and AI-supported messaging featured heavily.

## Personalisation & Player Protection

## Operational pressure is rising



24/7 Monitoring



Efficiency



Standardisation and benchmarking



ESG expectations

## AI/Automation



# 14%

AI is mentioned in almost every category — monitoring, automation, LLMs, behavioural prediction, and even fraud risks.

## Behavioural Insights & Indicators Are Strengthening

# 7%

Pattern detection (session length, stake escalation, erratic behaviours)

Growing emphasis on Markers of Harm as the industry standard

Expectation of behavioural monitoring evidence, not just tool availability

Behavioural algorithms used directly by regulators

## Self-Exclusion / ID Systems

# 4%

- Self-Exclusion 2.0 (centralised, cross-operator registries)
- Digital ID and mobile-enabled retail play
- Facial recognition for verification & monitoring

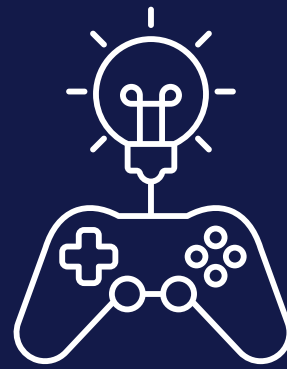
## Black market



# 7%

Regulatory environments tightening pushing displacement into grey/illegal markets.

## Gamification



# 4%

- RG tools becoming gamified (avatars, wellness missions)
- Targeted towards younger demographics
- Desire to make safety engaging, not punitive
- Simultaneous rise in gamification restrictions, especially in EU markets

## Game Design/UX



# 3%

Although least frequently mentioned, this area represents a strategic emerging trend: Integration of RG directly into game UX and 'Safe-by-design' mechanics (adaptive prompts, breaks, nudges)