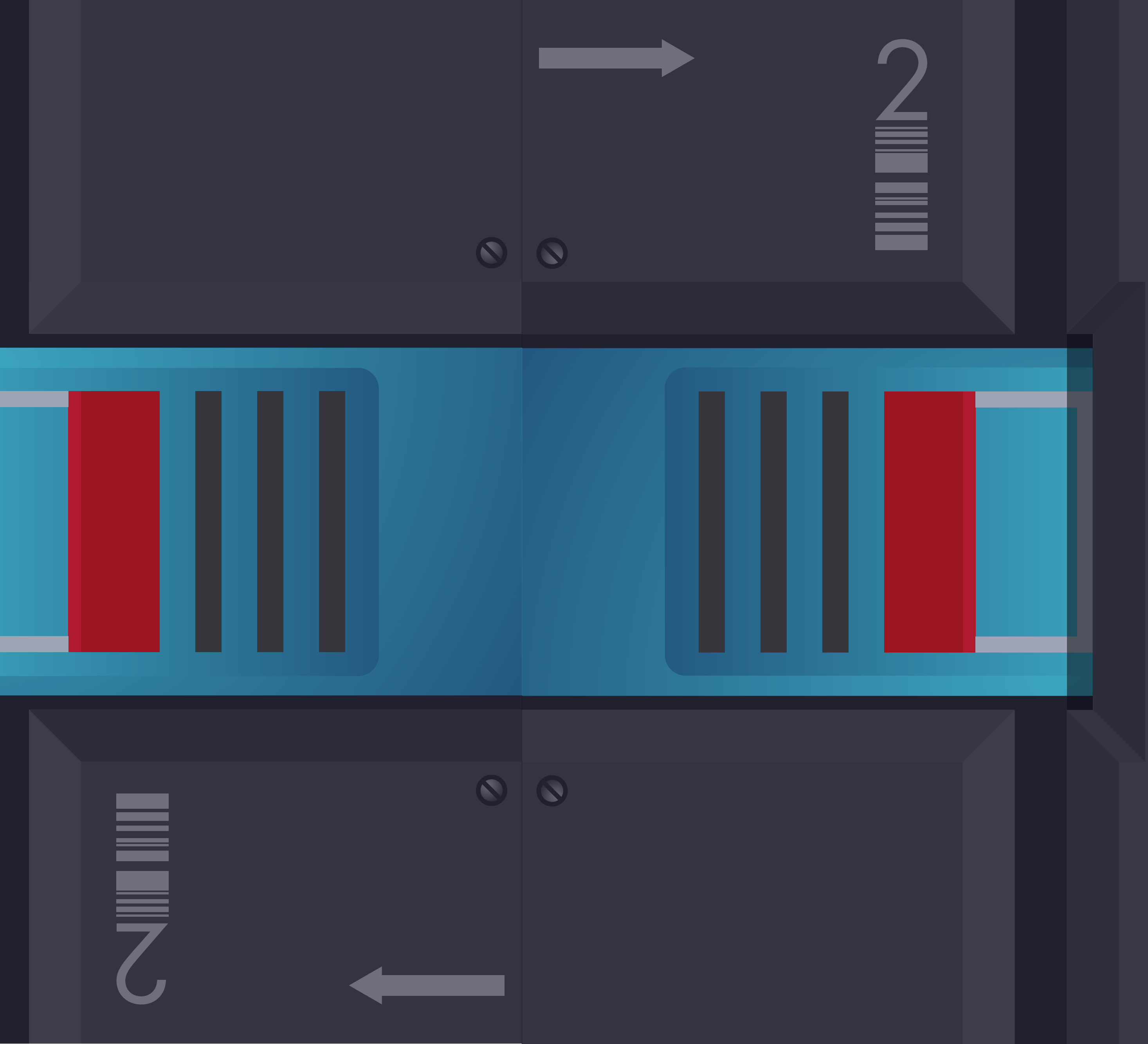


GAMBLING IN VIDEO GAMES

# LOOTBOXES

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# LOOT BOXES

## WHAT ARE THEY?

Loot boxes are consumables that a user can open up and they are then given a prize ranging anywhere from a cosmetic item to items that provide game changing effects.

## WHY BUY THEM?

Due to both the social stigma of not having the best cosmetics or not owning the best piece of gear in the game, users succumb to their urges and purchase these items with real-life money. When the user obtains an extremely rare item from a loot box, they receive a dopamine rush making them want to continue purchasing them.

## WHY ARE THEY BAD?

Games that have a pay-to-win aspect attached to loot boxes also become difficult for consumers who do not purchase loot boxes as they cannot beat the pay-to-win players with their gear, forcing them to either purchase loot boxes or continue to lose.

These companies know exactly what they are doing and understand that they can profit greatly if consumers continue to purchase these loot boxes and accept the status quo.

## ILLEGAL GAMBLING

Certain video games, such as CS:GO, allow players to use their skins (which have a real-life value) in online gambling sites, which are no different than the types of games found in casinos.

One of the main issues with loot boxes is how easy it is for children to gamble away their skins, without any age restriction. While certain countries have started to regulate loot boxes, not enough is being done to enforce this new market.

## \$3 BILLION INDUSTRY

Over the past year, \$3B was spent on these illegal gambling sites.

370 000 children, as young as 11 years old, were reported to have used these sites for gambling in the past week in only the United Kingdom.

# NEXT STEPS

You have a choice in the matter and these are some of the steps that you can take to help your child.

## STEP 1

Make yourself aware of the situation and understand what loot boxes are.

## STEP 2

Have a talk with your child and inform them on the dangers associated with loot boxes.

## STEP 3

Ensure your child no longer purchases loot boxes and/or plays games that have a pay-to-win aspect directly attached to loot boxes.