

# The use of A.I. in online gambling



# Online gambling in the UK

## April 2020 - March 2021



# £6.9 billion

Total GGY for Remote Betting, Bingo & Casino Sector (November 2021)

Gross Gambling Yield (GGY) is the amount retained by gambling operators after the payment of winnings prior to operating cost deductions, data from UK government's Gambling Commission

# What is A.I. typically used for within the industry?

Customer service  
and support

Driving player  
engagement

Ad targeting

Fraud detection

Player identification

Supporting responsible  
gambling



# What are the ethical challenges?

**Aim of the business  
is to be profitable**

A.I. is being used to profile customers and predict their behaviour

Every click is tracked, ads specifically targeted based on favourite games and past activity

**Identification of high value customers**

A.I. can identify customers who bring significant business to the website through analysing player data and curating promotions targeted toward them



# Potential solutions?



## Supporting responsible gambling

Identify potentially addicted gamblers by detecting problematic patterns

Advise players to take a break or even restrict them from playing

## Definite need for a watchdog

UK government's Gambling Commission oversees all online gambling, but do they have enough authority?

GambleAware charity has a strong presence, how much are they able to help?

# Personal thoughts...



# Thank you!

