Ethical Gambling:
policies of gambling in modern societies

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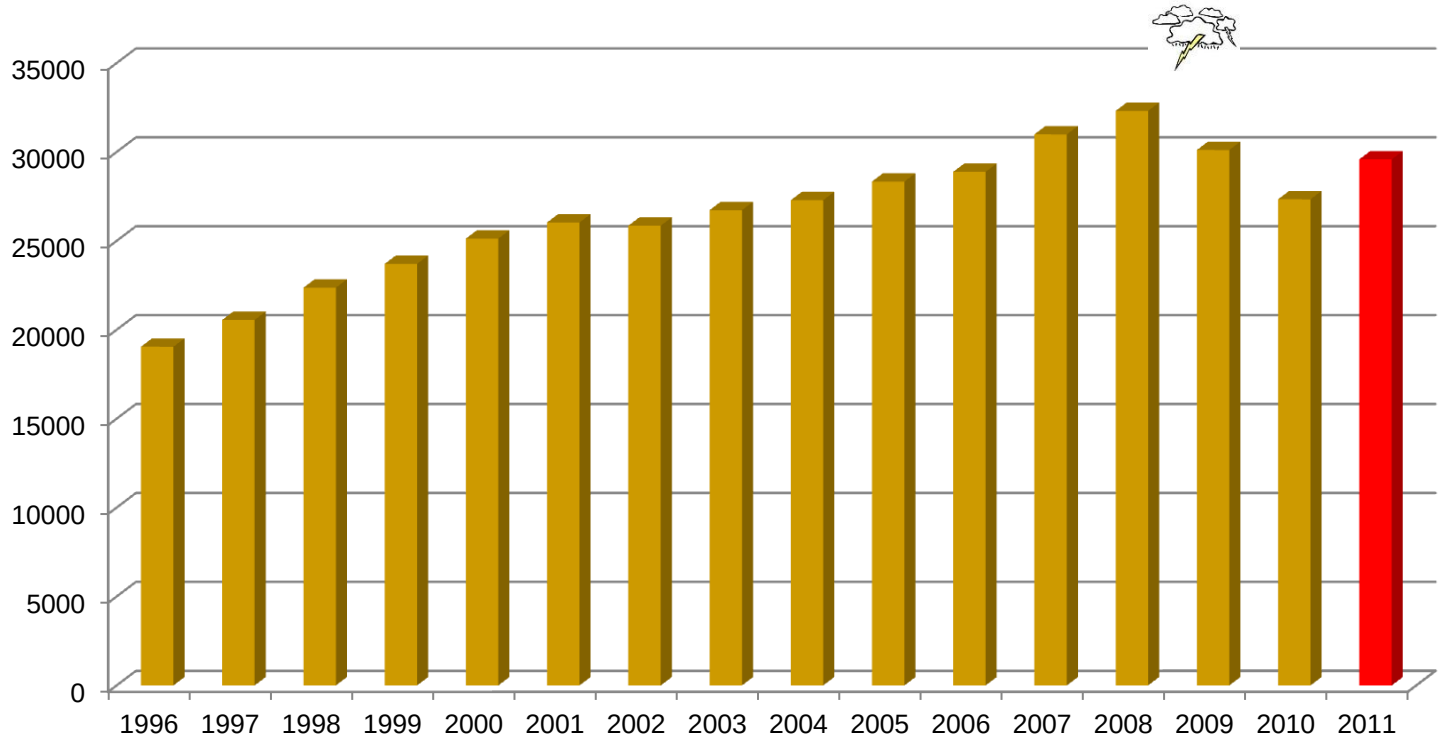
Ethical Gambling: *a necessary concept*

- Can be ethical an economic activity which based its revenue in the losses of their investors?
- Can be ethical if the behaviour that promotes in the consumer is also the main cause of a mental disorder?



Ethical Gambling:
Economic assumptions

- 1. Gambling is a daunting economic activity.



2011: Legalization of Online Gambling











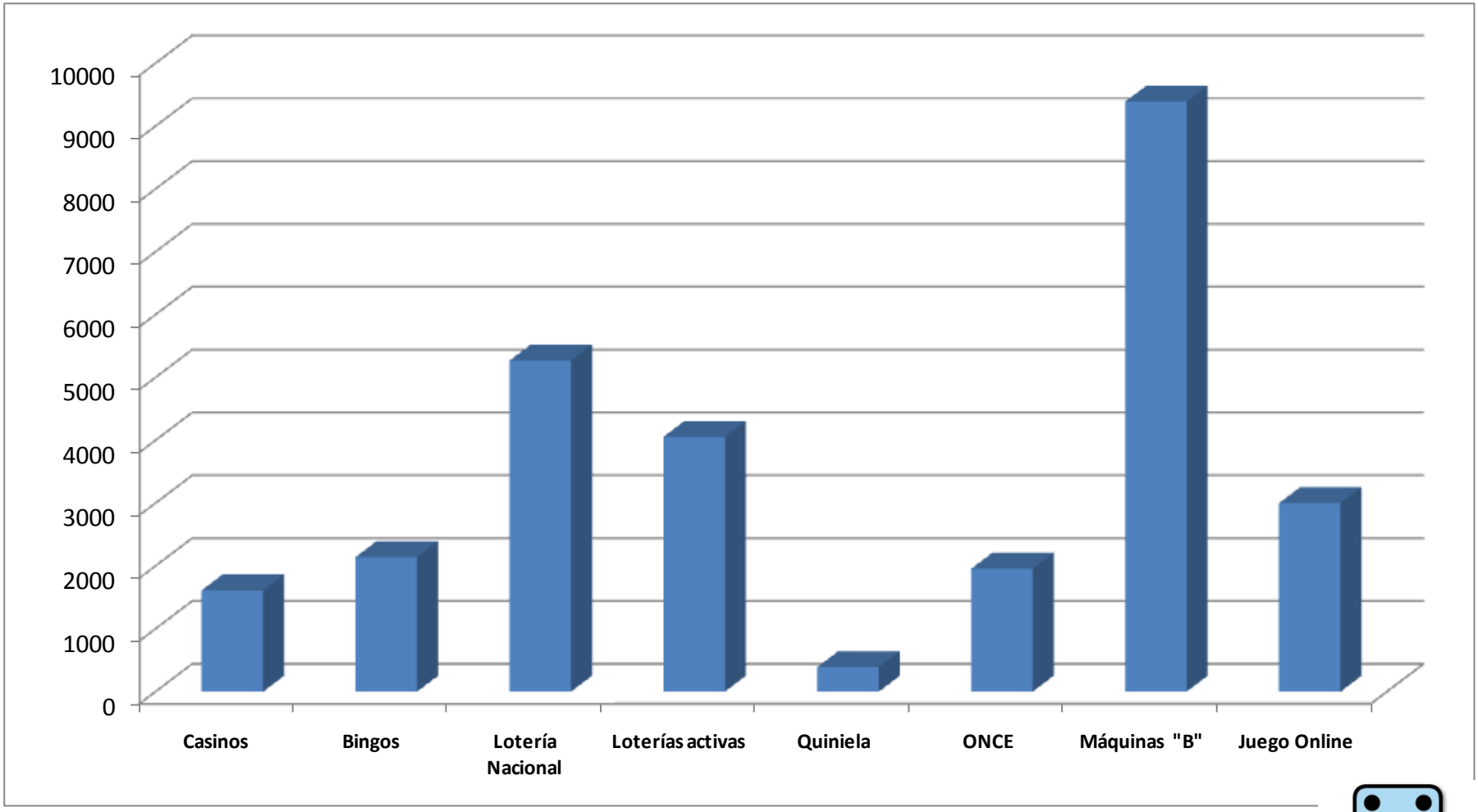




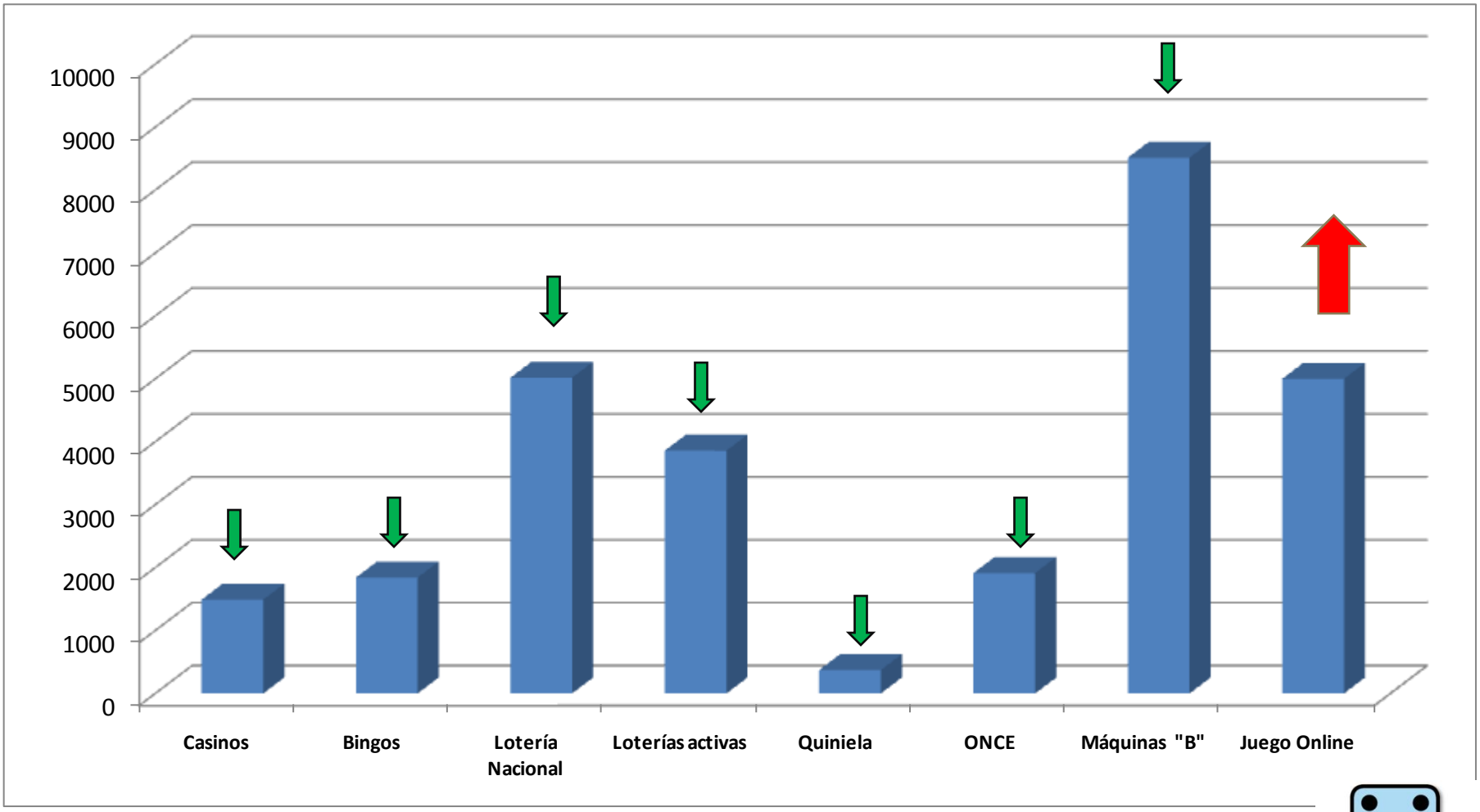




Spend in Gambling in Spain: 2011
(billions euros)

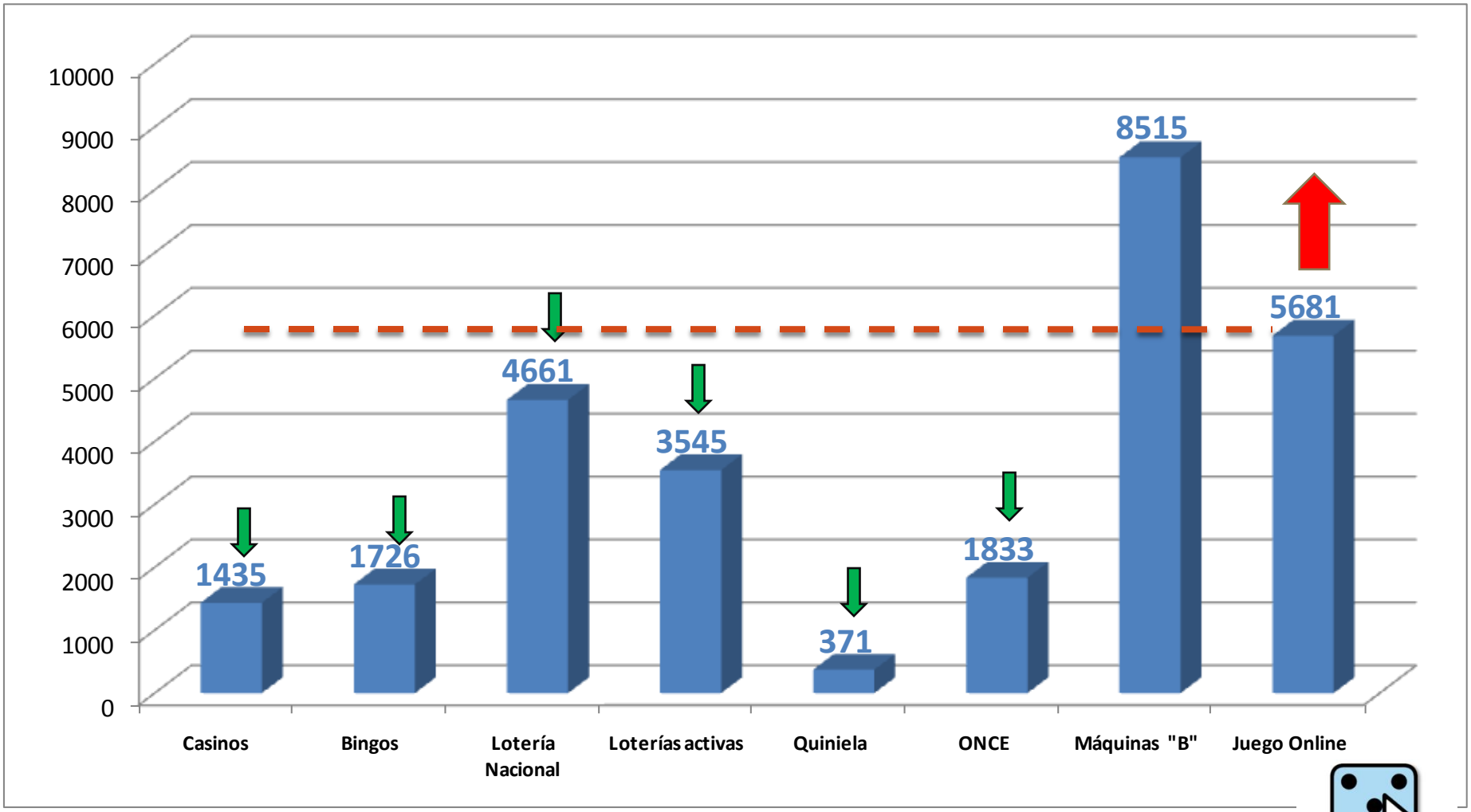


Spend in Gambling in Spain: 2012
(billions euros)



Spend in Gambling in Spain: 2013

(billions euros)



Ethical Gambling:
Economic assumptions

- 2. Gambling is designed in such a way that the mathematical expectation is always favourable to the company that manages the game



Ethical Gambling:
Economic assumptions

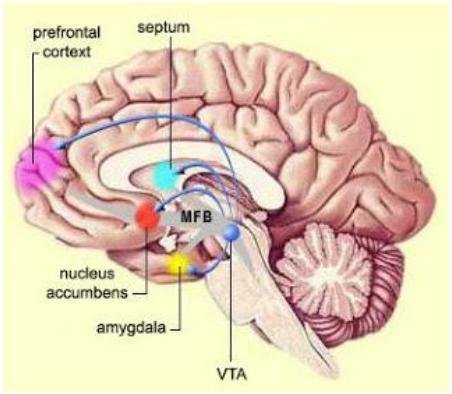
- 3. Gambling is a win/lose economic relationship, in which the business does not produce a value-added product



Ethical Gambling:
Psychological assumptions

- 1. Gambling is a potentially addictive activity, because:
  - a) it activates the same reward circuits in the brain as drugs
  - b) the clinical symptoms of pathological gambling are the same as that of drug addictions or alcoholism

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Ethical Gambling:
Psychological assumptions

- 2. The pathological gambling is a serious mental disorder whose clinical and diagnostic criteria always lead to a pattern of excessive gambling.



Ethical Gambling:
Psychological assumptions

- 3. This pattern of excessive gambling places the player in a spiral of increasingly important losses, given that the mathematical expectation is not favourable to the player



Ethical Gambling:
Psychological assumptions

- 4. Pathological gamblers continue to play in spite of the awareness that doing so will seriously harm them and their families, or they will have problems with the law because of using illegal means to obtain money with which to keep playing.



Ethical Gambling:
Psychological assumptions

- In short:

  Gambling addicts are not free to stop playing



Ethical Gambling:
Psychological assumptions

Gambling is a disease of freedom



Concepts related with Ethical Gambling

Related concepts

1. "**Just Game**": the players involved have the same probability of winning, but gambling is not a "Just Game", because it is designed in such a way that the mathematical expectation is always favourable to the company that manages the game



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- Proposal of Ethical Gambling: Regulation of Publicity and Marketing Techniques

Related concepts

- 2. "**Corporate Social Responsibility**". Business which harms people, goods or important resources for the society must perform the necessary actions to compensate for the damage done.
- Proposal of Ethical Gambling: To prevent rather than cure by **Regulation of the opportunity to gamble**

Related concepts

- 3. "**Responsible Gambling**" . Inform to the risks of gambling and the resources for treatment. Actions directed to protect the gambler of the potential harmful effects of gambling

- Proposal of Ethical Gambling: To impede excessive losses by part of gambler by a General Regulation of Games

Ethical Gambling:

Model of Regulation of Gambling



1. Regulation of Publicity and Marketing Techniques:













1. Regulation of Publicity and Marketing Techniques:





1. Regulation of Publicity and Marketing Techniques:

- Ban on TV advertising of the most addictive games (slot machines, bingo, roulettes, etc.)
- Forbid to present gambling as a way to improve professional success, or give the impression that it promotes positive mood, helps resolve conflicts, etc.
- Internet advertising should appear only within the web pages of games
- Remove some marketing techniques, as "bonus", because it induces excessive and irresponsible gambling







2. Regulation the Opportunity of Gamble

- Remove all slot machines from bars, pubs, and restaurants, and located them in gambling-halls and casinos
- Locate the automatic betting machines in gambling-halls and casinos
- Limit the gambling halls and casinos
- …





3. General Regulation of Games

1. "Gambling Smart Card" for all electronic games that a
   - Reliable identification of gambler in all electronic a online games
   - **Limit the losses (daily and monthly)**



2. Modify the structural characteristics of the more addi games, as for example:
   - Increase the delay between the bet and the result
   - Limit the speed of bets



3. Forbid the more addictive games : Slot online

- We have presented all this proposals to the Spanish Deputies Congress, to the Senate, and Spanish Government but we have not achieved anything…

- Yet



- Thanks for your attention!

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