

FACT SHEET

RESPONSIBLE • PROGRESSIVE • ACCOUNTABLE

January 2012

My-Play System

Background

- The world-first video lottery informed player choice system, called the My-Play System in Nova Scotia, was announced following ground-breaking research conducted in 2005-06 on a Responsible Gambling Device (RGD) in the Windsor / Mount Uniacke area.
- Through the use of the RGD, players had access to five information tools:
 - ▶ Access to historical information on the total money spent and time played for a period of a day, week, month, or year;
 - ▶ Access to in-progress play activity information, including the amount of money put in and the amount cashed out in the current play session;
 - ▶ Ability to set a spending limit for a day, week, month, or year;
 - ▶ Ability to set a time limit for play from a set amount of hours per day, week, month, or year; and,
 - ▶ Ability to stop play immediately for 24, 48, or 72 hours.
- The RGD was researched by three independent experts and findings concluded that the player information tool helped certain categories of players spend less, exercise more control and make more informed decisions.
- Some interesting findings included:
 - ▶ 71% of players in the test area used an RGD tool;
 - ▶ Once a player tried the RGD tools, 65% continued to use them in additional play sessions;
 - ▶ Players underestimated the time and money spent on VLTs, suggesting the tools provide helpful information;
 - ▶ Players using the RGD consistently had longer play sessions, higher wagering and winnings but did not increase their spending, suggesting a more enjoyable play session; and,
 - ▶ Extended use of the RGD revealed an overall decrease in player spending.
- Players who benefited the most were the no or low risk players, the primary target for this preventative measure, as they can leverage the information and tools to make informed play choices. Some portion

of the moderate risk player group may also benefit from the tools if they were able to change any play characteristics that are harmful and indicative of a problem.

- As a result of a competitive procurement process in 2007, Techlink Entertainment, a Cape Breton, Nova Scotia company, was awarded the contract to create the My-Play System.
- Implementation of the My-Play System continued with a field test in the Sydney area from July to October 2009.

The My-Play System

- There are two components to the My-Play System: a stand-alone enrolment device which is installed in the video lottery retailer's establishment; and a player interface which is incorporated into each video lottery terminal.
- When a player enrolls in the System, a unique player account number is generated from the information the player provides. Once the account number is created, the player's personal information is instantly removed, making game play information completely anonymous.
- Under the current enrolment model, players can obtain a player card using a driver's license or government issued identification card. Per the 2011 Responsible Gaming Strategy, a light enrolment model will be introduced in the near future. Players will not be required to provide any element of their personal information if they choose to enrol in the system under the light enrolment model.
- If players require assistance or have questions on the various enrolment models, retailers are trained to help.
- In the summer of 2010, the My-Play System was integrated into every video lottery terminal in the Province. All 2,215 terminals off-reserve and 599 terminals on-reserve are activated with the My-Play System.

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- Annual operating, maintenance and amortization costs are estimated to be between \$4 - 5 million per year for five years.
- After a competitive procurement process, the Responsible Gaming Council was retained to conduct a four-year longitudinal study of the social and economic impacts of the My-Play System. The research plan has undergone a full ethics review as part of its development to ensure all steps meet important research standards.
- Preliminary and independent research on the My-Play System suggests that it may also have some benefit for higher risk players.
- As part of the 2011 Responsible Gaming Strategy, enrolment in the My-Play System will be mandatory as of April 1, 2012.

Experts say...

“Given the Nova Scotia Gaming Corporation’s stated desire to promote responsible gambling behaviours, it would seem that this device provides a powerful tool in the tool chest for players seeking to do exactly that.”

- Dr. Bo Bernhard