

# Cashless Payments, Safety and Responsible Gambling: What Trends Emerged During Global Gaming Expo 2022?

Media Analysis Summary



The media conversation around the 2022 edition of the Global Gaming Expo told a story about an industry that quickly recovered from the pandemic and that seems immune to the current financial crisis.

The economic state of the industry became the largest topic in the debate, followed by **Safety and security**, which focused on squashing the illegal gambling market.

## Top 5 topics in the Global Gaming Expo 2022 debate by share of voice



26%

Economic outlook/Inflation



24%

Safety and security



19%

Digital payments



17%

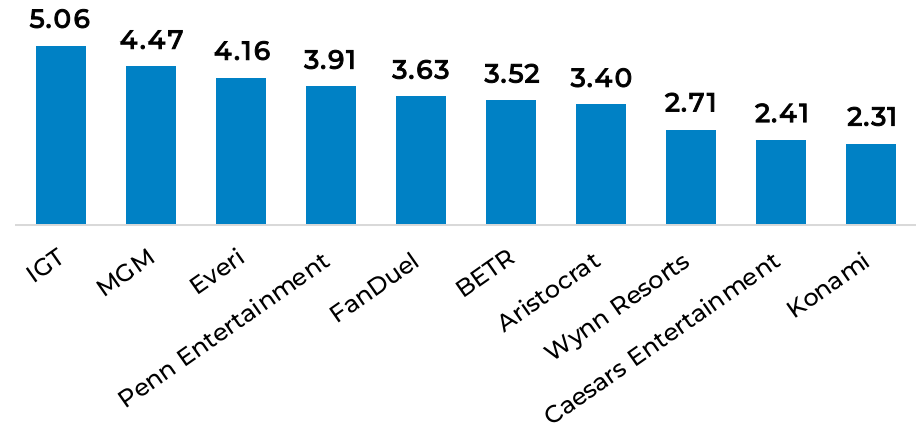
Responsible gambling



8%

iGaming

## Top 10 organisations in the Global Gaming Expo 2022 debate by impact score



## 5 takeaways from Global Gaming Expo 2022

- Optimism abounded as financial headwinds haven't hit gambling yet
- Illegal gaming was identified as a serious reputation issue for the industry
- The digital payment push becomes a must
- Responsible gambling gets more serious
- Sports betting is moving towards an under-served segment – women

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