

Diversity, Sustainability and Regulation: What Are the PR Takeaways from ICE London 2023?

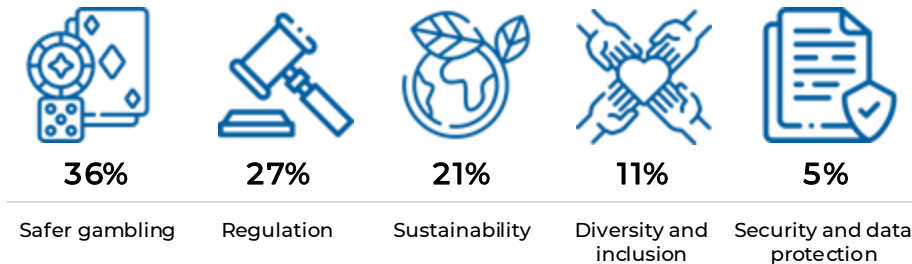
Media Analysis Summary



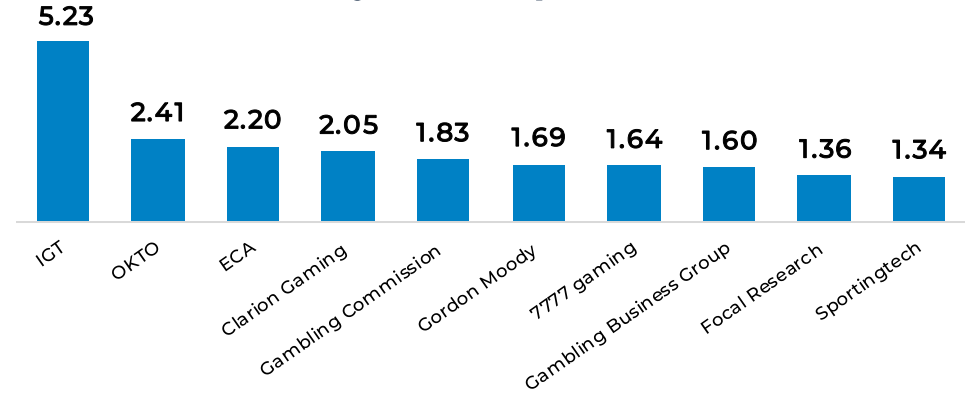
The biggest event in the gaming calendar, **ICE London**, set a new attendance record, as it returned to full-scale post-pandemic this February.

Industry players focused their comms efforts on safer gambling. Most media outlets focused on the **Consumer Protection Zone (CPZ)** at the venue, which featured a blend of providers of responsible gambling tools and solutions alongside leading not-for-profit organisations.

Topics in the ICE London 2023 debate by share of voice



Top 10 organisations in the ICE London 2023 debate by media impact score



IGT emerged as the most prominent company in the ICE London 2023 because of its new sustainability efforts. The company's initiatives were encompassed within its new **Sustainable Play campaign**, which was unveiled at ICE London and included thereafter in IGT's marketing and communications of its continued commitments to 9 of the 17 UN Sustainable Development Goals (SDGs).

PR takeaways from ICE London 2023:

- Safer gambling moves centre stage
- Gambling companies dwell on a new topic: sustainability
- Diversity becomes a bigger reputation priority
- The industry needs to promote its positive impact
- Gambling companies should take part in regulation debates

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