

# Playing it Safe: How Media Analysis Reveals New Pathways for Responsible Gambling

## Media Analysis Summary



As betting operators have come under scrutiny for their treatment of addicted gamblers, a growing number of industry players have started focusing their PR and comms efforts on responsible gambling – a set of social responsibility initiatives to ensure the integrity and fairness of their operations and to promote awareness of the harms associated with betting.

The media debate around the industry was dominated by companies' efforts to showcase their responsible gambling efforts, which made **Corporate campaigns** the largest topic by share of voice:

### Topics in the responsible gambling debate by share of voice



34%

Corporate campaigns



27%

Government/NGO initiatives



16%

Regulation



14%

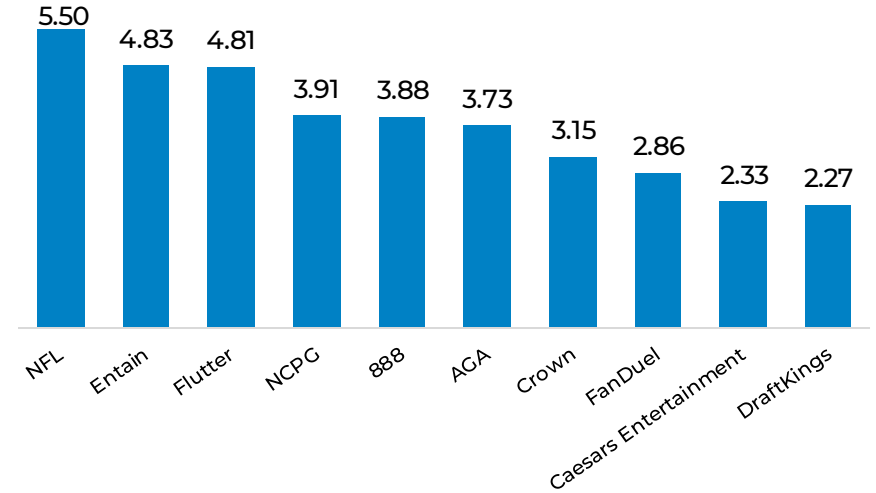
Fines/Penalties



9%

Gambling addiction research

### Top 10 organisations in the responsible gambling debate by media impact score



### 5 takeaways from the responsible gambling debate:

- Use PR to spread messages that change behaviour rather than merely promoting campaigns
- Educational campaigns might not be the best idea
- Go experiential
- Incorporate some ESG strategies, but beware of “responsible gambling washing”
- Make better use of social media

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Read the whole analysis here:

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