
PRESS STATEMENT

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PwC selected to conduct research into remote gambling

The Responsible Gambling Trust (RGT) has commissioned PwC to complete a programme of research into remote gambling behaviour. PwC will conduct a two-phase programme of research to explore the potential of behavioural analytics and industry-held data to indicate and mitigate the potential for gambling-related harm. This project is intended to build on the research into customer behaviour on gaming machines in licensed betting offices published by RGT in December 2014.

During the first phase PwC will work with Canada's Responsible Gambling Council to engage with remote operators participating in the research programme to understand their existing processes and controls to minimise harm. Phase two of the research programme will analyse industry data and control systems to recommend practical applications of harm minimisation for remote gambling operators serving British consumers.

RGT began the tender process for this research in March 2015 and invited proposals from organisations with relevant expertise and experience. PwC was commissioned to complete the research after a rigorous and competitive selection process. The research programme is expected to take eighteen months to complete.

Marc Etches, Chief Executive of the Responsible Gambling Trust, said:

"RGT is committed to commissioning research not only to understand player behaviour but to improve processes in the industry to mitigate gambling-related harm. We have completed an extensive tender process and have emerged with research partners of the highest calibre. Between them PwC and the Responsible Gambling Council have an extensive understanding of the gambling industry and issues of social impact and I am confident that this work will make a valuable contribution to efforts to minimise gambling-related harm in the remote sector."

David Trunkfield, PwC Partner and Betting & Gaming Leader, said:

"We're delighted to be working with the RGT on this important question as doing the right thing for society is central to PwC's purpose. By combining our leading data analytics practice and betting & gaming teams, we'll be using a data led approach to come up with practical recommendations to improve the identification and mitigation of gaming-related harm. We're looking forward to working closely with the RGT and remote gaming industry over the next 18 months."

-ENDS-

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NOTES TO EDITORS

- The Responsible Gambling Trust is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, the Responsible Gambling Trust funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support.
- The Responsible Gambling Trust raises a minimum of £5 million each year from the gambling industry operating in Britain within a voluntary (donation based) system and funds research, education, prevention and treatment services. Funding priorities are guided by the national strategy advised by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The latest strategy was published in December 2012.