

Social Gaming

The key difference between social gaming and gambling is that with social gaming you cannot win a prize that is classified as money or 'money's worth'.

If you can win points or 'virtual currency' (with no real world value) on a game involving social interaction, that is classified as social gaming.

Popular social games include MyVegas, Candy Crush, Farmville or Mafia Wars.

- **Skins betting**

Skins betting is when player buy bonus items, lives or character traits for a role-playing game. The additional items can then be bought and sold on third party marketplace websites where the price may fluctuate. This leading to investment for potential, unpredictable returns.

- **Time consumption**

Some players may spend a lot of time on a social game. This is especially common on games that have an immersive world, or customisable characters. The physical implications (inactivity, repetitive strain injury, sleep deprivation) go hand in hand with social implications, such as social isolation, or lack of self-care.

- **In-game purchasing**

In-app or in-game purchasing can be a very easy way to run up a significant bill. With one tap, players can buy bonuses, level ups, hints etc., and quickly lose control of spending limits.

eSports

eSports is a form of competition that takes place electronically, most often in the form of video games. Some eSports professionals make money from gaming competitively online and in packed out arenas.

eSports is a popular spectator sport, with an estimated global audience of up to 150 million people. As such it has become an attractive betting proposition.

Popular eSports Games include Defense of the Ancients (DOTA), League of Legends (LOL), Counter Strike Global Offensive (CS:GO) and Overwatch.

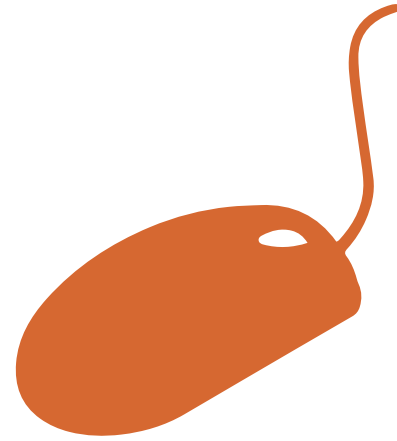


Key issues with eSports

eSports and betting have become more closely linked in recent times, however eSports is popular with a young demographic and many fans are under the legal age to gamble.

Though proportionally there is little gambling on e-sports taking place in the mainstream market, there are more opportunities to place bets in unregulated markets. This is a of particular concern in relation to young people.

eSports matches are also streamed for free on the web, via sites like twitch.tv, which can also include promotion for different forms of gambling. The Gambling Commission has started to consider this as an issue of concern, along with skins betting.



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