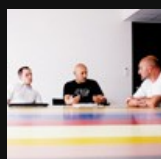




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## Corporate Social Responsibility

### Corporate Responsibility 2.0: Gaming on the World Wide Web

As online gaming pioneer, bwin has brought the enthusiasm for gaming and betting to the internet. bwin wants to reach out to the new generation of online gamers – with exciting and challenging offers – and takes responsibility. bwin builds on the strengths of the web in order to tie up responsibility and gaming.

Responsible Gaming for bwin is based on the following three pillars: gamer security, protection against gaming addiction, and gaming security.

#### 1. Gamer Security

bwin takes responsibility for the security of its gamers. For their protection, bwin follows the principles of the [EGBA](#) (European Gaming and Betting Association) by excluding minors and protecting privacy. This requires responsible data and payment processing. Independent authorities strictly monitor the fairness and randomness of the games. Marketing, too, is focused on gamer protection. A fair gaming line-up only makes promises that it can keep.

Not least the quality of bwin's gamer security is ensured by an audit conducted by the internationally recognised and independent non-profit organisation [eCOGRA](#) (e-Commerce Online Gaming Regulation and Assurance).

#### 2. Protection against Gaming Addiction: Research - Prevention - Intervention

bwin's Responsible Gaming Team provides help for people with gaming problems within its gamer protection scheme. In the world-famous Division on Addictions (DOA), Cambridge Health Alliance, a teaching affiliate of Harvard Medical School, bwin has had a research partner for many years that is also a pioneer in the field of addiction research.

More on the [research by the Division on Addictions](#)

DOA is the first research institution to use real gaming behavior around the world as the basis for researching online gaming. Its research findings not only continually benefit the research community but also contribute to the bwin responsible gaming user services, the activities of the Responsible Gaming Team, and employee training. EMERGE, a gaming-addiction training program, helps every bwin employee learn about unusual gaming behavior and understand how bwin takes care. Such measures include the explanation of the self-help toolkit, limits and the closing of accounts, and the referral of gamers to sources of help with which bwin cooperates on site. In preventing gaming addiction, bwin also adheres to the EGBA principles.

More on [bwin's responsible gaming approach](#)

#### 3. Gaming Security

bwin assumes responsibility for the security of its gaming line-up in two ways: first of all, bwin ensures "gaming usability" to keep gamers from making mistakes, such as placing bets or wagers unintentionally. Secondly,

the bwin online monitoring system and the experienced eye of the bookmakers help protect against fraud. Manipulation of bets and money laundering are crimes, not a game. There, too, bwin works in close cooperation with the [ESSA](#) (European Sports Security Association) in the framework of the EGBA.

#### **Personal responsibility is the most sustainable form of prevention**

bwin's customers take responsibility for their gaming. As experienced internet users, they are willing to undergo an identity check. Every responsible gaming provider must exclude minors and players with blocked gaming accounts. bwin customers take advantage of bwin's gaming line-up and information services and the option of voluntarily closing an account. bwin respects the self-control of our customers. That is the most sustainable form of protection.

#### **No business with problems**

The bwin business principle is: bwin does business with the fun people experience when gaming and betting, not the problems that people have with them. Anyone who is unable to size up risks, does not know his or her limits, or suffers from addiction is, in bwin's opinion, someone who needs help – but he or she is not a customer with whom bwin wishes to do business. All of bwin's responsible gaming activities are designed with this principle in mind.

#### **Further informationen**

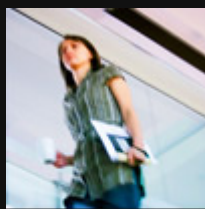
Please download bwin's [CSR Factsheet](#).



print



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## Responsible Gaming Measures

### Implications on Responsible Gaming

Research of the Division on Addictions (DOA), Cambridge Health Alliance, a Harvard Medical School Teaching Affiliate, has shown two things:

1. The myth of online gaming as a powerful seductive force has been empirically refuted. Online gaming – particularly online sports betting – has no greater problem potential than offline gaming.
2. Responsible gaming measures show effect.

The progressive findings not only supply the international scientific community with the empirical basis that is lacking in the field of addiction research, but also the work of bwin derives lasting benefits from the cooperation with the Harvard Medical School Faculty members. This cooperation ensures that bwin can make its vision of safe and recreational gaming become a reality and our responsible gaming measures are built upon scientific evidence.

#### Vision

Safe recreational gaming

#### Principles

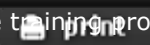
Gamer protection

Gaming addiction prevention

#### Measures

Use of responsible gaming practices (limits, account blocking, self-help toolkit, supply of explanations, referrals to help centers, information)

Transfer of know-how for product development (safe and competitive games)



More information about the [research cooperation](#).

bwin has also taken on a pioneering role with its training program EMERGE. Employees can use it to learn about the topics of gaming and addiction interactively and find answers to their personal questions. And: bwin cooperates continuously with its research partners to enhance the responsible gaming measures with the latest scientific findings. All this also flows directly into the work of the bwin Responsible Gaming Team. Every day, its members show what responsible gaming really means by going through customer queries and communications on subjects such as limits, account blocking for a limited or indefinite period, information about self-help, and assistance with finding the right help services.

Other stakeholders, too, benefit from the research cooperation, which:

- helps society understand the risks of gaming,
- helps policy makers to get the necessary background knowledge,
- supplies the industry with best practice examples, and
- helps online gamers by supplying information and new tools for responsible gaming.

### **Conclusion**

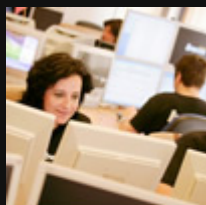
As a result of its research projects, the DOA has created scientific evidence which can be used to recognize problematic online gaming behavior. At bwin, this forms the scientific foundation for responsible gaming measures.

### **Download**

For further information, please read our paper on our [responsible gaming approach](#) and "[Using Science to stimulate a Paradigm Shift in studying Online Gaming – Implications for Addiction Research and Responsible Gaming](#)".



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## Education on Responsible Gaming

Together with the Division on Addictions, Cambridge Health Alliance, a teaching affiliate of Harvard Medical School, bwin educates its employees on addictive behaviors.

bwin is the first online gaming company offering its employees EMERGE (Executive Management Employee Responsible Gaming Education) – an interactive online training program developed together with Harvard Medical School and unique in the gaming industry.

This tool, based on scientific evidence, introduces employees to the topic of "Responsible Gaming" and how bwin takes care. Participants learn about addictions in general and how they arise, and they receive specific information about gaming addiction. In addition, employees hear about the support available from bwin for customers affected by these issues. This knowledge is then incorporated into bwin's services.

For further information please see this [short introduction to EMERGE](#).



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## Cooperation with Division on Addictions

A unique partnership: The Division on Addictions, Cambridge Health Alliance, a Harvard Medical School teaching affiliate, and bwin

For the assessment of conspicuous online gaming behavior and its consequences for responsible gaming, bwin has found the right partner: the Division on Addictions (DOA), Cambridge Health Alliance, a Harvard Medical School teaching affiliate.

This unique cooperation with experts who have been internationally recognized in the field of gaming addiction for over 30 years has given rise to a pioneering empirical project - never before has a research institution been able to study real online gaming behavior continually on the basis of over 40,000 anonymized bwin data records.

### Responsible Gaming Research Project

Since 2005, the Harvard Medical School Faculty members have been conducting long-term studies on gaming behavior in sports betting, casino, poker, and other gaming products on the internet. The uniqueness of this research is described by Howard J. Shaffer, Ph.D., Associate Professor, Harvard Medical School, Director, Division on Addictions, The Cambridge Health Alliance, a teaching affiliate of Harvard Medical School, as follows:

*"For the first time ever the studies conducted in cooperation with bwin use the accurate records from computer-based internet gaming to study actual gaming rather than what people remembered or were willing to say."*

Up to now, addiction research – as shown by the comparative literature study – has been evaluating the risks of addiction based on self-evaluations obtained through gamer surveys. Moreover, no reliable empirical data on online gaming itself was available. That makes researchers' determination of problem gaming and the risks of addiction highly questionable. The DOA has taken another path. For detailed information, please our whitepaper "[Using Science to stimulate a Paradigm Shift in studying Online Gaming – Implications for Addiction Research and Responsible Gaming](#)".

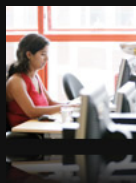
Howard Shaffer additionally summarizes the objective of the collaborative research program as follows:

- Establish a scientific evidence base that will guide the development of safe, recreational gaming
- Implement Responsible Gaming Programs that prevent the emergence of gaming-related problems
- Develop an algorithm enabling early detection of risk patterns of disordered gaming

### The Transparency Project

This partnership has also been beneficial to the international scientific community in the field of addictive behavior research. The Transparency Project, initiated by the DOA and supported by bwin, offers researchers free access to privately financed online gaming data for the first time.

More on the [Transparency Project](#)



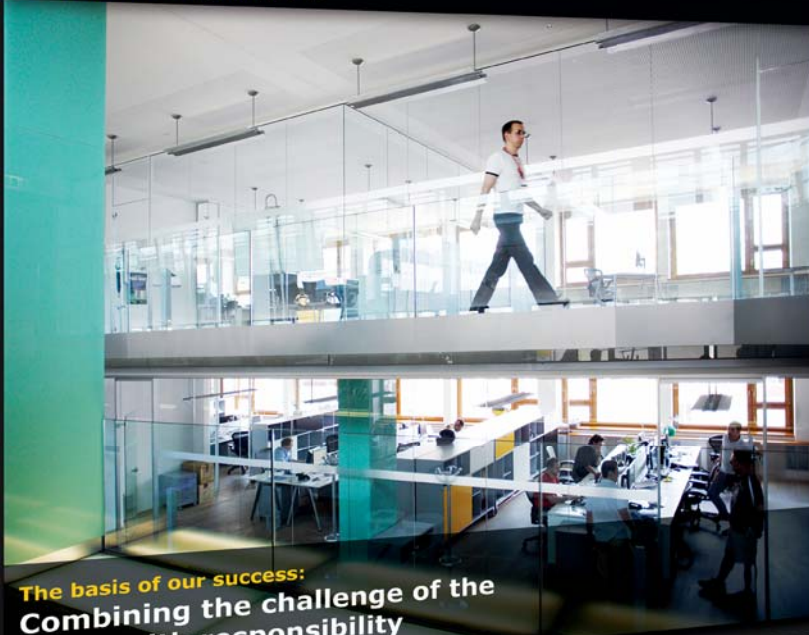
For further information on the cooperation between bwin and the Division on Addictions please see the whitepaper ["Using Science to stimulate a Paradigm Shift in studying Online Gaming – Implications for Addiction Research and Responsible Gaming"](#) and the paper on bwin's [responsible gaming approach](#).

### Studies available for download

All the studies conducted by the Division on Addictions are available for download at the [division's website](#). Due to copyright reasons, the marked articles are password protected. If you would like to have access to the password protected article reprints, [e-mail the Division on Addiction](#) your name and the name of the article you are requesting.

- Braverman, J., & Shaffer, H. J. (under review). How do gamblers start gambling: identifying behavioral markers for high-risk Internet gambling. *European Journal of Public Health*.
- LaBrie, R. A., & Shaffer, H. J. (under review). Identifying behavioral markers of disordered Internet sports gambling. *Addiction Research & Theory*.
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- Nelson, S. E., LaPlante, D. A., Peller, A. J., Schumann, A., LaBrie, R. A., & Shaffer, H. J. (2008). Real limits in the virtual world: Self-limiting behavior of Internet gamblers. *Journal of Gambling Studies*, 24(4), 463 - 477.
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- LaPlante, D. A. & Shaffer, H. J. (2007). Understanding the influence of gambling opportunities: Expanding exposure models to include adaptation. *American Journal of Orthopsychiatry*, 77, 616 - 623. (Password Protected)
- LaBrie, R. A., LaPlante, D. A., Nelson, S. E., Schumann, A., & Shaffer, H. J. (2007). Assessing the playing field: A prospective longitudinal study of Internet sports gambling behavior. *Journal of Gambling Studies*, 23, 347 - 362. (Password Protected)

Responsible Gaming at bwin >



The basis of our success:  
Combining the challenge of the  
game with responsibility

Responsibility >



Transparency  
Every game needs  
clear rules

Division on Addiction >

2,1 mio  
active players  
13 min  
daily unique visitors

Cambridge Health Alliance  
A teaching affiliate of  
Harvard Medical School

Combining the challenge of the  
game with responsibility  
The basis of our success:

Harvard Medical School  
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2,1 mio  
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13 min  
daily unique visitors

# Share and Win: Sharing and nurturing knowledge – the "Transparency Project"

- *Pioneering research work carried out jointly by the Division on Addictions (DOA), Cambridge Health Alliance, a teaching affiliate of Harvard Medical School, and bwin has brought forth the Transparency Project ([www.thetransparencyproject.org](http://www.thetransparencyproject.org)).*

For the first time ever, researchers from across the globe are invited to use the unique repository of empirical data on actual online gaming behaviour available at bwin for their own research purposes. By ensuring open access to research data on addictive behaviour, the DOA and bwin aim to provide international research with new impulses and empirical resources. The database offers researchers a basis to start out from in various areas – from psychology through economics and health policy to health care.

First public database worldwide for privately financed data sets on addictive behaviour

Every researcher can use the data sets provided by the DOA to carry out research, publish their own studies and put them up for debate, as well as to explore new data sets and issues based on these resources.

Researchers can contribute their own studies and data sets.

## Benefits for Society

It lies in the interest of our social community to detect any problematic gaming behaviour early on. The insights gained through the analysis of actual gaming behaviour are seminal for the development and use of “scientifically-based” player protection systems and therefore represent an essential element in the efforts of industry, politics and science to take on social responsibility.

Research for the benefit of society

## Practical Implementation

[www.thetransparencyproject.org](http://www.thetransparencyproject.org) features anonymized data sets encompassing the data records of more than 40,000 bwin users taken from two published studies. These data sets contain the material gathered during the initial eight months of the first prospective longitudinal real-time study on the behaviour of online sports bettors conducted in 2005. They comprise information on the general behaviour of 40,499 online sports betting customers who opened a user account with bwin in February 2005.

Data sets available for download

The quality of empirical conclusions also depends very much on the size of the sample taken into account. In an unprecedented way, researchers can add information to the existing empirical database and expand their knowledge of addiction.

Scientists can download the data sets once they are registered and also furnish their own data sets in turn. To do so, the data sets must have been published in a paper, undergone peer review and been assessed for their scientific quality by experts in the field.

## Project Progress

Six months into the project, more than 13,000 unique visitors from more than 50 countries had visited the Transparency Project website. The DOA has already received download requests and the first scientists and companies have announced their intention to provide their own data sets.

First download requests and provision of further data sets

Two files of data sets provided by bwin and one provided by the National Center of Responsible Gaming (USA) are currently available, three more have already been defined and will be added in the course of 2009.

Promoting transparency in privately funded studies



## Background

The DOA has set out to study the actual addictive behaviour of online gamers based on anonymized data sets of bwin users. In so doing, scientists are studying real gaming behaviour for the first time and not relying on the players' self-assessment (i.e. how users see their own gaming behaviour).

**Studying actual gaming  
behaviour**

Privately funded research studies are often seen critically by researchers, lawyers, the media, and the public. This is why the DOA set up the Transparency Project with the support of bwin in order to promote the transparency of privately funded research projects and to give scientists and stakeholders better access to scientific information.

## The Roles of bwin and the Division on Addictions

bwin has taken on a leading role worldwide in supporting research for the early detection of addiction and the development of new “scientifically-based” player protection measures. bwin is the founding sponsor of the Transparency Project.

## Inquiries

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