

Protecting the player

Evidence is a necessary pre-requisite for regulation, writes Euromat president *Jason Frost*

REGULATORY intervention on the basis of evidence is the accepted approach to policymaking.

It forms the basis of smart or better regulation and the process of impact assessment that the European Commission, OECD and many national governments have spent years developing. Yet this principle seems to be overlooked when it comes to the regulation of gaming.

I was reminded of this when Euromat held its executive committee meeting at the ENADA show in Italy.

The industry is facing a huge reduction in the installed base of AWP's on the basis of player protection. While the government cracks down on seemingly low-risk gaming, higher stakes gaming seems relatively untouched by restrictions. The severity of Italian changes is perhaps unique but the apparent contradiction of acting in a risk-based manner while restricting low-risk gaming is not.

We need to call this out for what it is: bad policymaking, which will fail to live up to the intended objective of protecting the player. If we really want to protect players then we need to encourage responsible businesses with fair, predictable rules framed on the basis of transparent evidence.

Policy like this can only be developed in dialogue with the industry and not over the heads of those business that will be affected by it.

