

Responsible Gambling: Consumer Insights and Trends in Latin America 2022

2nd Edition



AUGUST 2023



Overview

Founded in 1999, Playtech is the leading platform, content and services provider in the online gambling industry and brings over 20 years of experience and investment in technology to the gambling sector. With over 180 licensees operating in over 30 regulated markets. The company is focused on regulated and regulating markets across its B2B and B2C businesses. Both divisions leverage Playtech's proprietary technology to deliver innovative products and services to ensure a safe, engaging and entertaining betting and gaming experience.

Playtech initiated this insights report as a supplement to its initial insights report, which was published in January 2022. The surveys provide a greater perspective about evolving trends in the main markets across Latin America. Playtech has partnered with a third-party polling company, Toluna, to survey a representative sample of 2,500 people, who are of legal gambling age, from Brazil, Argentina, Colombia, Peru and Chile. The survey questions have been designed to examine key issues and concepts related to responsible gambling. To further understand Latin American players' concerns and needs in regulated and soon-to-be-regulated markets, Playtech surveyed players in five markets in Latin America and is proud to present the findings in this 2nd edition of the report.

“Our vision is to be the technology partner of choice for the world’s leading betting and gaming operators, delivering a safer, more engaging and entertaining betting and gaming experience whilst driving a more responsible and sustainable industry. It is essential that the industry harnesses the technology available to put player protection and player trust at the centre of any customer experience.”

Mor Weizer
Chief Executive Officer





Introduction

Playtech is committed to promote a safe, engaging and entertaining betting and gaming experience. Across all markets, including jurisdictions where online gambling is newly and/or in the process of being regulated, the importance of safer gambling continues to be a key topic for the sector. Through Playtech Protect, the company is delivering technological solutions to help its partners improve safeguards as well as collaborate with academics, non-profit organisations, customers and think tanks to further develop and advance the delivery of safer gambling solutions and standards.

The e-book examines the current player understanding of gambling, user concerns, perceptions of regulation and shared learnings for operators. The survey was designed to better understand how sophisticated mechanisms such as AI and machine learning, which use a multi-tiered approach to analyse player behaviour and better understand risk drivers, affected the players' decisions. The insights will help inform improvements in personalised, real-time player interactions as well as approaches for creating a safe entertainment environment for all online players. This study was also conducted to gain an in-depth understanding of users' perceptions of responsible gambling, the best channels of communication and views about the role and responsibility of companies in the gambling sector as well as governments in charge of laws and regulation.





Gambling context in Latin America

It has been a year of many changes in the region. In June 2023, the Peruvian Congress and the Executive approved Law 31806, which amended [law 31557](#) to regulate online gambling and sports betting, issuing a draft regulation. As a result, 82% of Peruvians claimed to have gambled or bet online in the last six months, according to Playtech's survey - the highest average in the region, while only 18% said they had not done so.

Meanwhile, three out of four respondents (75%) in Colombia - which is regulated for online casinos and sports betting said they had gambled online in the last six months. There are 17 operators currently authorised in Colombia, and as of December 2022, there were over 8 million active accounts on these platforms. According to Coljuegos, the growth in the country has been steady, with gambling generating close to USD 1.7 billion in 2020 and USD 3.5 billion the following year; in 2022, the regulated market generated approximately USD 4 billion in revenue.

In Chile, 68% of respondents claimed to have gambled online in the last six months, during a time of potential improvements in regulation. The current government is seeking to regulate online gambling. According to the Asociación Chilena de Casinos de Juego (ACCJ), more than 900 online gambling sites are accessible from Chile, and the market generates around USD 170 million annually.

According to Playtech's survey, six out of ten (60%) Brazilians claim to have gambled in the last six months. Brazil is now regulating online sports betting, with the publishing of the Provisional Measure 1.182/2023, that amended Law 13.756/2023, which intends to regulate the sports betting sector in the country. The PM still needs to be approved by the congress, while there's another [Bill 442/91](#) which seeks to legalise all kinds of gambling in the country. In 2021, Brazil had the third highest per capita income among the countries surveyed in Latin America, an example of the most promising market for sports betting companies.

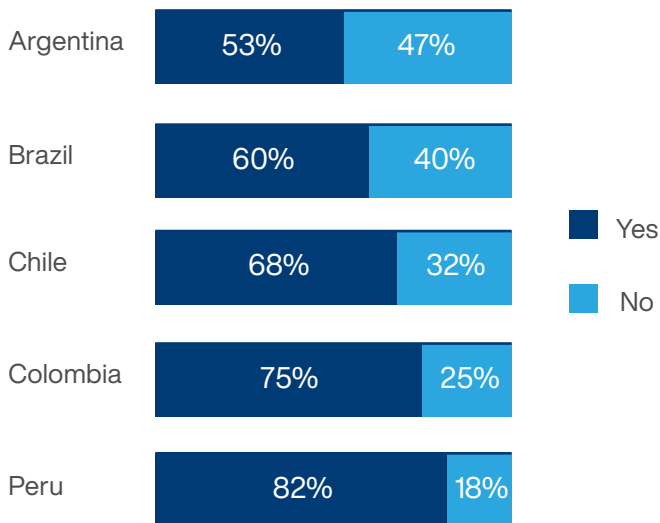




In the case of Argentina, the Federal Administration of Public Revenues has created an **indirect tax on online gambling**, which will be levied on credits earned by users of these platforms. The progressive tax rate starts at 2.5% for operators in the country and extends to 15% for those residing outside the country. Meanwhile, provinces retain their autonomy to set their own rules to regulate online gambling and betting, with more provinces revisiting their gambling regulations, as was the case with both the Province and the Autonomous City of Buenos Aires.

53% of Argentine respondents said they had gambled online in the last six months. However, 90% said they are responsible gamblers and that gambling and betting do not affect their daily lives. According to the financial services company Barclays Plc, the Qatar 2022 World Cup prompted an increase in betting, generating **US\$ 35 billion** in stakes, and total betting expenses grew by 65% compared to the 2018 World Cup.

Have you gambled online in the last six months?



FUTURE CONSIDERATIONS

With the proliferation of betting platforms across Latin America and substantial investment in marketing and sponsorship of football teams, the gambling industry has been growing over the years in regulated and soon-to-be-regulated markets. Unsurprisingly, the biggest growth of gam-

bling players in the region was registered during the pandemic, which was also an important digital and technology access driver for these countries. In Brazil and Peru, for example, the number of people betting continues to grow, as it's possible to see when comparing the surveys carried out by Playtech in 2021 and 2022.



José Francisco Cimino Manssur
Special Advisor to the Executive Secretariat of the Brazilian Ministry of Finance

“The importance of Regulation and Responsible Gaming in the betting industry is becoming more evident every day. Through our efforts to regulate the sector, and with effective implementation of strong Responsible Gaming practices the players will be able to experience a healthy, socially responsible relationship with due protection, so that any undesirable residual risks of gambling are removed, transforming the experience into something truly pleasurable. I see Regulation and Responsible Gaming as the path that will keep this sector up-to-date, innovative and focused on the gambler, in the face of the countless challenges which new technologies will pose to all of us executives of this unique industry”.



What do we mean by responsible gambling in Latin America?

Across the world, safer and responsible gambling have become terms that are associated with ensuring players engage in gambling activities as a form of entertainment. When engaging with gambling activities, they are able to stay in control of their time and money and the operators and sector, more widely, proactively take action to prevent gambling related harm. Definition and scope of responsible gambling does vary. Considering the economic and cultural nuances prevalent throughout Latin America and to better understand similarities and differences of consumers across the region, this survey examined player perceptions and definitions of responsible gambling as well as their approach to it.

49% of respondents highlighted a lack of anxiety as the most important factor in defining responsible gambling. This figure was highest in Peru (57%), followed by Colombia (54%) and Chile (51%).

In Brazil, the key factor for players is the possibility of gambling on legal websites (60%), highlighting the need for appropriate regulation of gambling in the country. The legality of websites is also an essential factor in Colombia (52%), which has defined regulation of gambling and casinos. This is in contrast with Argentina (29%), Chile (32%) and Peru (38%), where legality is less of a priority for the respondents.

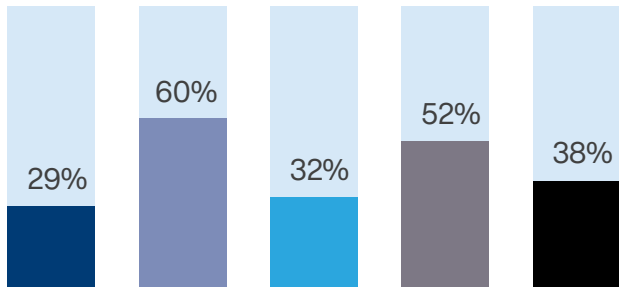
No matter the results, having fun while playing online was the number one factor for Colombians (55%) and the third most important factor among Peruvians (52%). However, it was less relevant in Argentina (46%) and Chile (46%), where not spending money that one cannot afford to lose on gambling was considered the most critical factor in defining responsible gambling in both territories (cited by 53% and 56% of respondents, respectively).



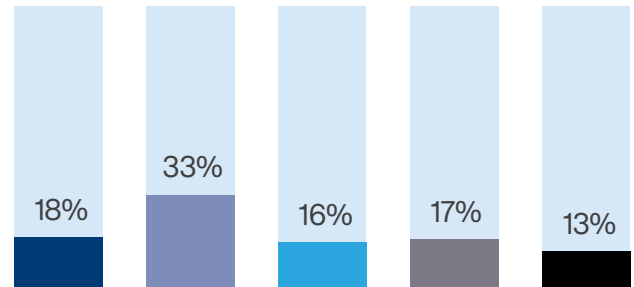


What do you understand by responsible gambling? (select all that apply)

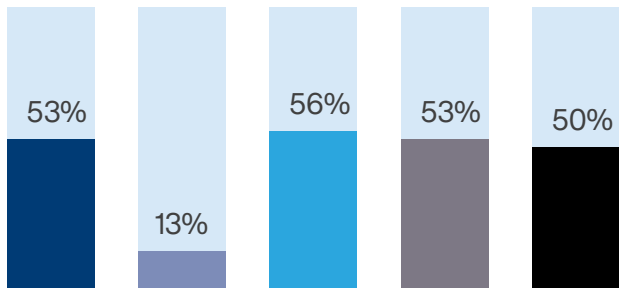
Argentina Brazil Chile Colombia Peru



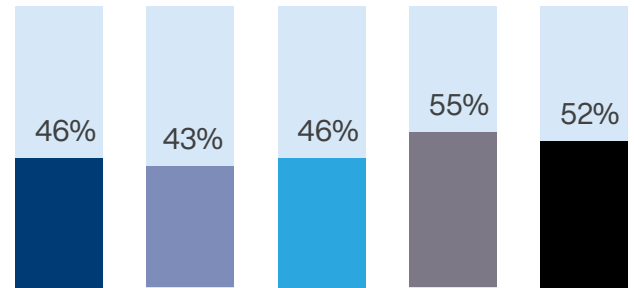
Gambling on legal websites



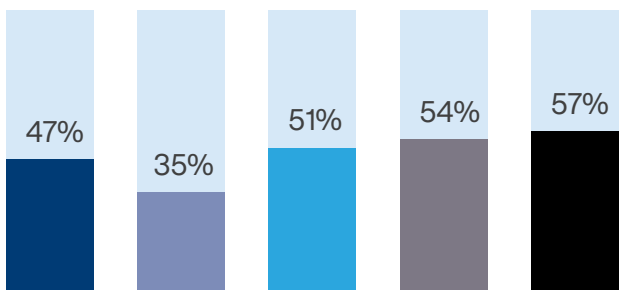
Not chasing losses



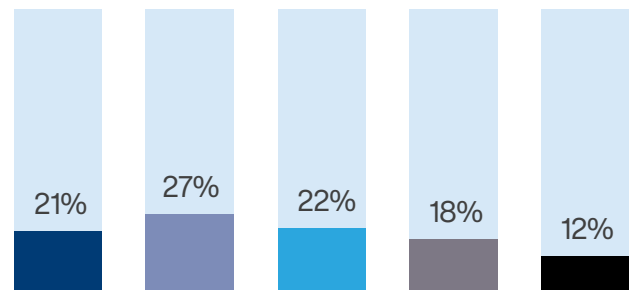
Not spending money I can't afford to lose on bets



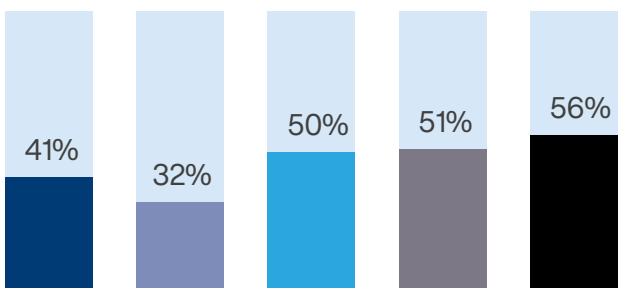
Feeling fun when playing online, despite the outcomes



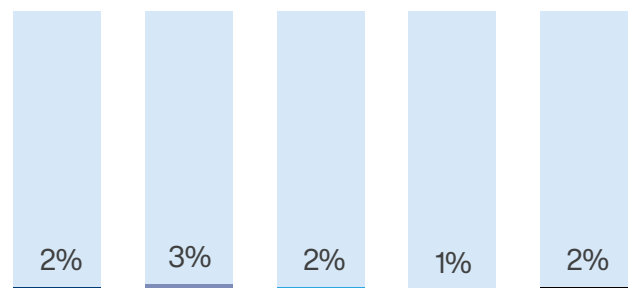
Not feeling anxious about gambling



I do not consider it a way of making money



I only play for a limited amount of time each day



Don't know/not sure



Another notable factor that was frequently mentioned throughout the survey responses was playing for a limited time per day. This was considered the third most important factor at the regional level, and was the second most-voted option in Peru (56%), Colombia (51%) and Chile (50%). Meanwhile, 20% of all respondents said they do not consider gambling as a means of earning money, with Brazil (27%) standing out in this regard.

Meanwhile, not chasing losses is considered an essential aspect of responsible gambling by one in three Brazilians – more than in Argentina (18%), Colombia (17%), Chile (16%) and Peru (13%).

Insights from the survey show that those surveyed see responsible gambling associated with practical feelings and behaviours, such as keeping play fun on legal websites, not feeling anxious, and not chasing losses.

FUTURE CONSIDERATIONS

As the gambling industry offers entertainment to players in Latin America, it will be important to continue to increase awareness and education about responsible gambling behaviours.

Additionally, the industry should consider how technology can help identify key at-risk behaviours and identification with personalised interactions.

Further, the industry should ensure it is equipped to provide signposting and assistance to players who are identified as high risk. It is the role and responsibility of the industry, collectively, to invest and offer effective tools and information to protect players online.



Vivien Villagrán Acuña
Superintendent of Gaming Casinos of Chile

“In Chile, online gambling is illegal, and a bill to regulate it is currently being discussed in Congress. As an illegal and therefore unsupervised activity, online platforms negatively impact individuals and the country through the violation of public faith, affectation of tax collection and misuse of clients’ data, among other issues. The lack of responsible gaming policies is another ongoing concern for this Superintendency. For this reason, data that reflects the behaviour and preferences of Chilean players is extremely valuable. A better understanding of the market and consumers allows us to safely regulate this sector further, with proper regulation and corresponding collections for all”.



Player perception of responsible gambling

In order to assess player views of their own behaviour, the survey asked users of platforms, such as casinos and bookmakers, to self-assess their behaviour when it comes to responsible gambling. 93% of respondents at the regional level said they consider themselves to be responsible gamblers, split between 58% who gamble for fun and 35% who said gambling does not affect their daily lives.

Looking at the results for each country in more detail, 64% of Argentinians stated that fun is their primary motivation, compared to 61% in Chile and Peru and 56% in Colombia. These figures contrast with Brazil, where only 46% of respondents stated this opinion.

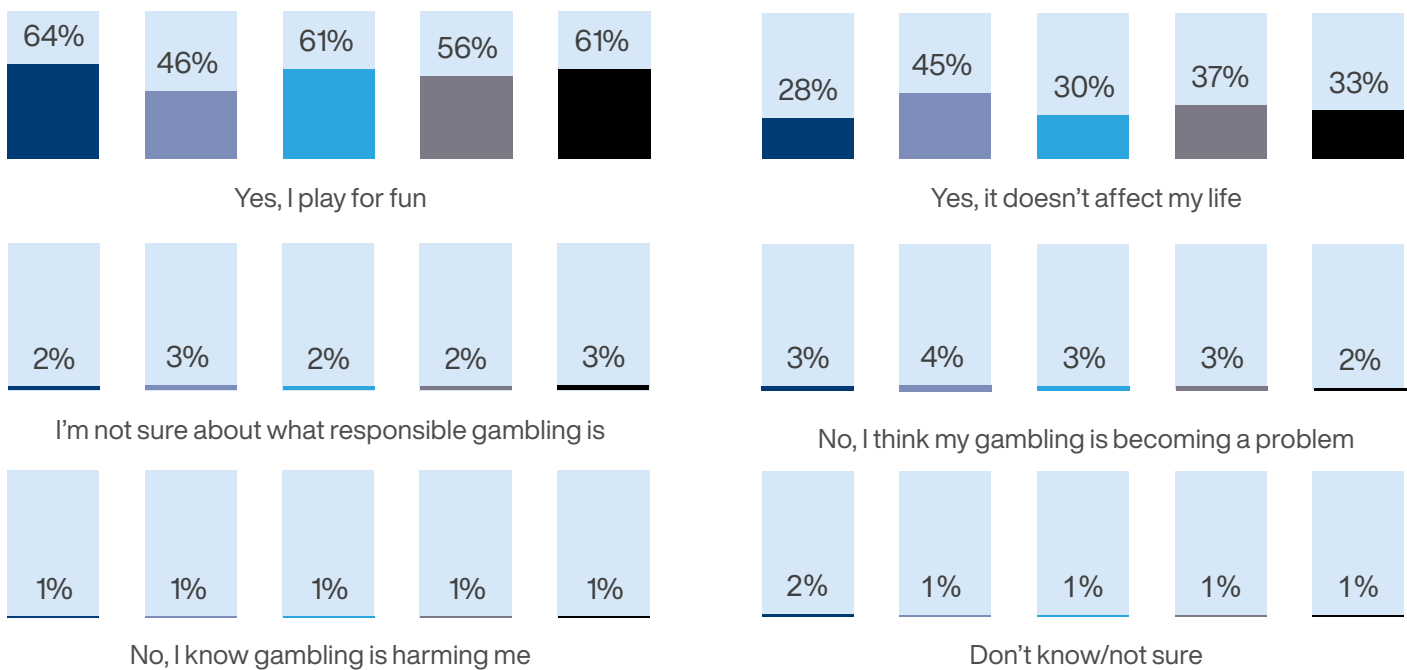
Meanwhile, 45% of Brazilians said that gambling does not affect their daily lives, followed by Colombians (37%), Peruvians (33%), Chileans (30%) and Argentinians (28%).

4% of the respondents in Latin America do not consider themselves to be responsible gamblers, while 3% believe that gambling is becoming a problem (4% in Brazil). 1% of respondents are certain that gambling is harming them.

2% of Latin American respondents said they are unsure what responsible gambling is, with peaks of 3% in both Brazil and Peru.

Do you consider yourself a responsible gambler?

■ Argentina ■ Brazil ■ Chile ■ Colombia ■ Peru





FUTURE CONSIDERATIONS

The results of this self-assessment exercise reveal that players are aware of key risk markers and behaviours. As such, there is an opportunity for data analytics and technology to play an important role in delivering a safe, reliable, and player-centred offering.

Further, there is an opportunity for operators and regulators to leverage responsible gambling analytics platforms in order to assess player risk profiles, promote responsible behaviours and drive real-time interactions with players, including personalised in-game messaging supplemented by human interaction and engagement.



Gonzalo Pérez

Vice President of APADELA and CEO of Apuesta Total

“We value data such as the percentage of Peruvian players who consider themselves responsible when betting online, since we represent the country’s sports betting companies. As Peru works in the regulation of sports betting, consumer insights like this help all concerned stakeholders to ensure adequate protection for Peruvian players.”





Protective messaging as a point of support

Playtech is deeply committed to providing the sector with the technology and tools to enable a safer gambling experience, which is essential to enabling player protection and ensuring the sustainability of the industry. It is important to note that the combination of identification measures combined with effective, personalised communication is one of the key factors in helping to enable safer gambling. Timely outreach is one way to look out for these gamblers.

When asked how they felt about receiving player protection messages, most Latin Americans said they were in favour of them. One in three (34%) said they respect this method of engagement and consider it to be in their best interest, while 31% liked such messages because they make them feel safe while playing online. Meanwhile, for 15% of respondents, these messages make them want to learn more about their gaming behaviour.

Four out of ten respondents in Colombia (40%) feel positive about player protection messages because they make them feel safe, followed by 35% of respondents in Peru, 28% in Brazil, and 27% in Argentina and Chile. This feeling of protection has proven to be an important factor in the Latin American market.

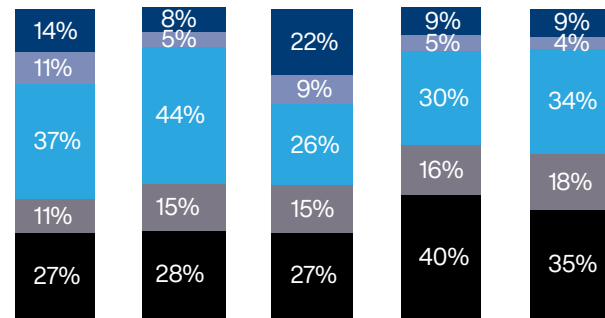
For their part, 44% of Brazilians surveyed said they respect these messages because they understand that they are sent for their wellbeing, followed by Argentines (37%) and Peruvians (34%). The latter was the most willing to learn about their playing behaviour (18%), followed by Colombians (16%), Chileans and Brazilians (both 15%).

However, not all players enjoy receiving these messages of protection and care. At the regional

level, 12% said they are annoying but do not affect their gaming experience, with peaks of 22% in Chile and 14% in Argentina. Meanwhile, 7% of Latin Americans want to eliminate them altogether. The figure is highest in Argentina (9%).

How do you feel about receiving player protection messages while gambling?

Argentina Brazil Chile Colombia Peru



- It annoys me, but it doesn't impact my gaming experience
- It annoys me, and I want to get rid of them
- I respect these engagement methods because I know it is for my best interest
- It makes me want to learn more about my gambling behaviour
- I like it because it makes me feel safe while playing online

While there are currently several ways in which users can receive player protection messages, each country has its preferences. For example, while some see pop-ups as a priority, others prefer



emails, text or even WhatsApp messages, while a very small percentage of respondents would rather receive phone calls for this purpose.

When asked how they prefer to receive responsible gambling notifications while playing online, 38% of Latin Americans name pop-up messages as the number one option especially in Peru (45%), Colombia (43%) and Chile (42%) closely followed by e-mail (37%). This was the preferred option in Argentina (35%) and the second most popular option in all other countries, notably in Peru (42%) and Brazil (40%).

The third most popular alternative at the regional level was text or WhatsApp messages, with one in four Latin Americans (24%) highlighting this as

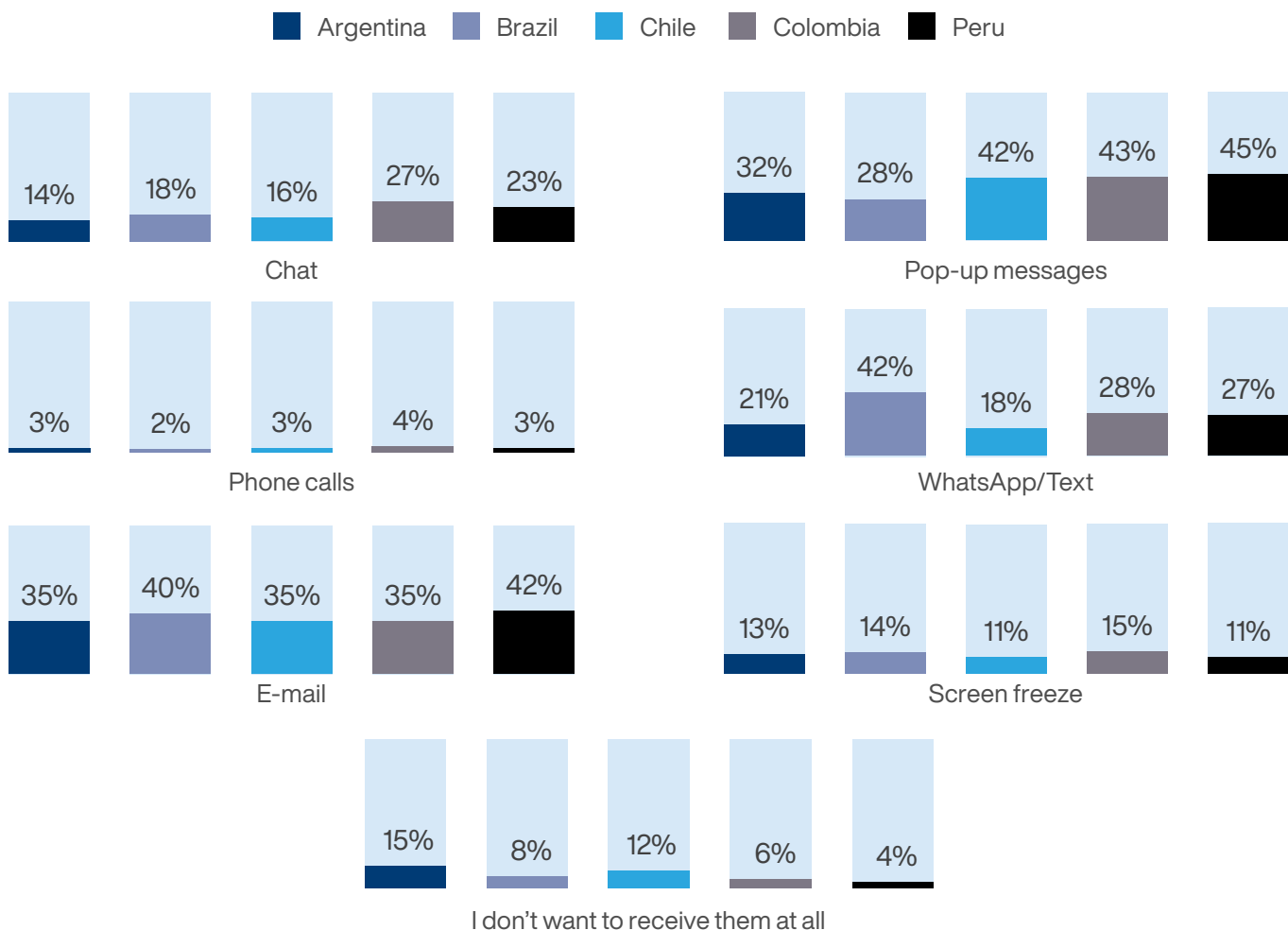
their preferred means of receiving responsible gambling notifications. It was the most popular option in Brazil (42%), with significant relevance in Colombia (28%) and Peru (27%) as well.

One in five Latin Americans (20%) preferred to receive these messages via chat, particularly in Colombia (27%) and Peru (23%).

A frozen screen may seem intrusive, but not for Colombians (15%) or Brazilians (14%), making it the fifth most popular way of receiving protection messages.

9% of Latin Americans said they do not want to receive these messages, with peaks in Argentina (15%) and Chile (12%), while only 3% favour phone calls.

In which way do you prefer to receive responsible gambling messages while playing online? (select all that apply)





Gambling level warnings and their effectiveness

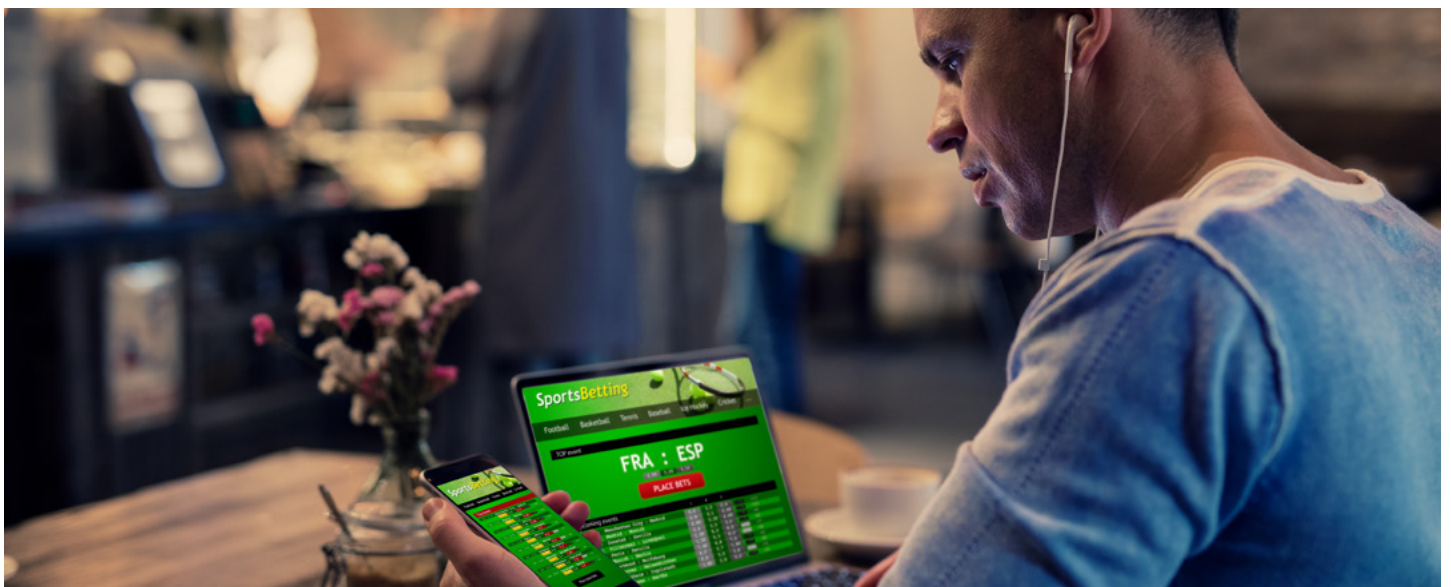
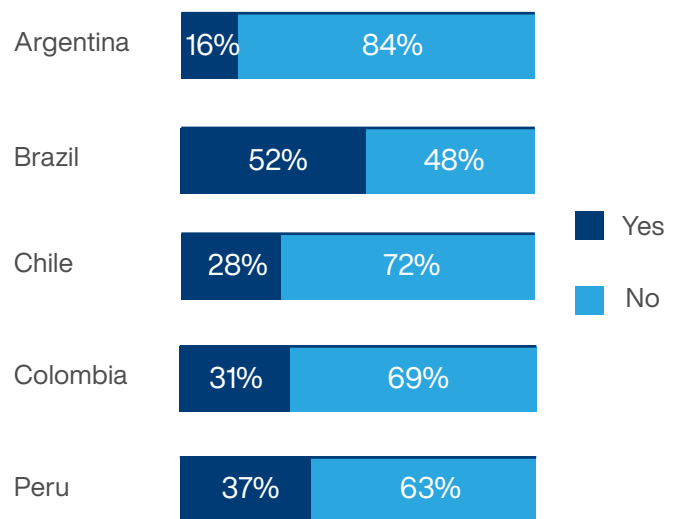
One of the ways in which Playtech seek to support responsible gambling is by providing a responsible gambling notification to people who have exhibited at risk behaviours such as spending too much time and/or money on the various platforms. In such cases, operators take steps to contact users so that they can be made aware of potential at risk behaviours and signposting to tools and/or organisations who can support them.

On average, one in three people (33%) in Latin America have received a warning about their level of gambling, while 67% in the region have indicated that they have not received such a message. The country where this warning was received by most respondents is Brazil (52%), followed by Peru (37%), Colombia (31%), Chile (28%) and Argentina (16%), where only one in seven players received it.

In Argentina, this type of message is uncommon, with 84% of respondents saying they had never re-

ceived such a message. In Chile, this figure reached 72%, compared to almost 7 out of 10 respondents in Colombia, 63% in Peru and 48% in Brazil.

Have you ever received a warning about how much you were gambling?





When asked if these warnings made them change their gambling behaviour, nearly four in ten Latin American respondents (39%) did so: 31% said they paused and slowed down, and 8% stopped playing immediately.

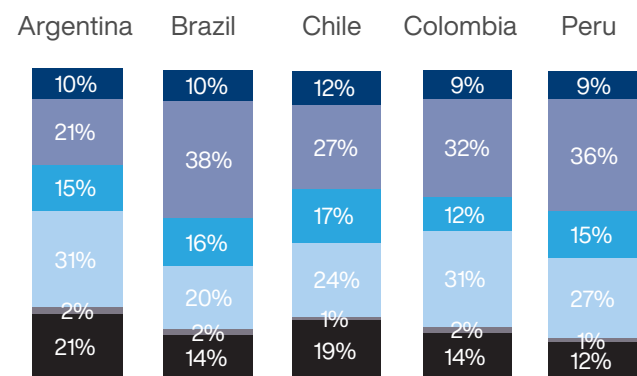
Respondents in Brazil (38%) and Peru (36%) were more likely to have a break and decrease the frequency of play, followed by Colombia (32%), Chile (27%) and Argentina (21%).

Chileans (12%) were the most likely to decide to stop playing immediately, followed by Argentines and Brazilians (10%) and Peruvians and Colombians (9%).

In contrast, one in four (26%) Latin American respondents said that the warnings did not make them change their gambling behaviour. This opinion was expressed by 31% of respondents in Colombia and Argentina, with smaller proportions in Peru (27%), Chile (24%) and Brazil (20%). Only 2% of regional respondents stated that these warnings made them gamble more.

On the other hand, 31% in Latin America said they were unsure of the outcome of these warning messages.

Did it make you change your playing behaviour?



- Yes, I stopped immediately
- Yes, I had a break and slowed down
- I'm not sure, but I think it had an effect
- No, I carried on the same
- No, it made me bet more
- Don't know/not sure

15% believe that they positively affected their gambling behaviour, with 17% in Chile standing out. 21% of respondents from Argentina are unsure of their position, compared to 19% in Chile, 14% in Colombia, 14% in Brazil and 12% in Peru.

FUTURE CONSIDERATIONS

In unregulated markets, consistent and important player protection measures can slip through the cracks. Responsible gambling regulation plays an important and beneficial role in Latin America as the market evolves and matures. In particular, these measures are important to strengthen the mechanisms to prevent gambling related harm. Perhaps somewhat unsurprisingly, a rise in problem gambling was identified across Latin America during the pandemic. Playtech believes that both practical and consistent safer gambling regulations combined with technology and tools will play a critical role in providing safer entertainment options for players whilst also helping the sector build a safer, more responsible industry.



Evert Montero Cárdenas
President of FECOLJUEGOS

“With recent regulation, Colombia is already one of the most exciting markets for sports betting in Latin America. Today, we recognise the importance of responsible gaming more than ever, investing in technology to protect players and working with businesses, trade bodies and regulatory authorities to create a healthy and profitable environment for entertainment. We are proud to be a part of this.”



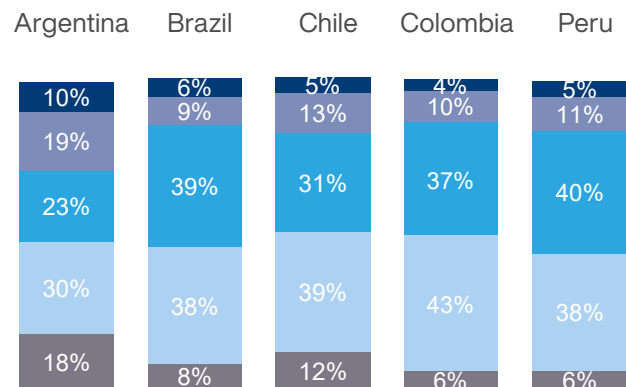
The commitment that companies in the sector and governments must have regarding the possible risks of gambling

Clear rules for both companies and users are one of the main premises of the gambling industry. This encompasses the laws and regulations that governments have in place regarding gambling and sports betting, all of which should positively impact consumer safety and confidence.

In Latin America, clearer guidelines are expected to aim to reduce potential risks related to gambling. 34% believe that the gambling industry could be doing more, a view which is notably more prominent in Peru (40%), Brazil (39%) and Colombia (37%). Meanwhile, 37% of respondents in the region believe that the industry needs to improve, with Colombia (43%), Chile (39%) and Peru (38%) placing the most significant emphasis on this view. This is the number 1 priority in Argentina, albeit only expressed by 30% of respondents.

Meanwhile, 12% of Latin Americans believe that the gambling sector does enough, with a peak of 19% in Argentina. Only 6% believe that the industry does too much and that there is no need for more explicit messages about the risks of excessive gambling, with a peak of 10% in Argentina.

Do you think that the gambling industry should adopt clearer guidelines to reduce potential risks related to gambling?



- No, the industry does too much
- No, the industry already does enough
- The industry could do more
- Yes, the industry needs to be much better
- I don't know/I'm not sure



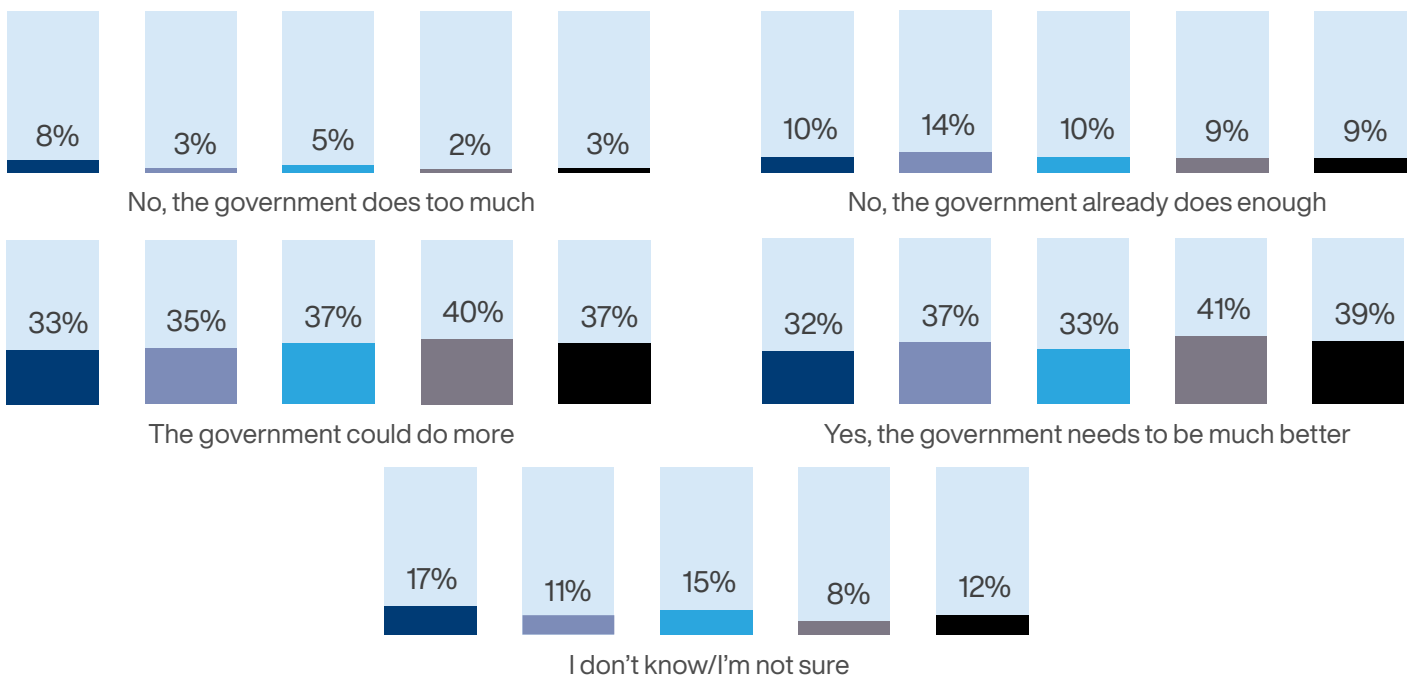
How Latin Americans evaluate the role of both industry and government officials in the gambling landscape?

Concerning the performance of politicians in charge of legislation and rules in their respective countries, 36% of Latin Americans believe that their governments should be doing much better particularly in fully-regulated Colombia (41%), Peru (39%) with its focus on sports betting, and Brazil (37%).

36% of Latin Americans believe their governments could do more - a view expressed by 40% of Colombians and 37% of Peruvians and Chileans. Only one in ten respondents (10%) in the region believe that governments are already doing enough, with a peak of 14% in Brazil. Only 4% believe the govern-

Do you think that the government should adopt clearer guidelines to reduce potential risks related to gambling?

■ Argentina ■ Brazil ■ Chile ■ Colombia ■ Peru





ment does a lot, with 8% in Argentina standing out. Finally, 12% said they did not know or were unsure.

FUTURE CONSIDERATIONS

The betting industry is focused on creating and offering a wide range of games focused on entertaining the public, whose interest in the betting segment makes this dynamic market very promising. However, considering the players who engage in online entertainment, it is also necessary to emphasise the importance of supporting and producing technologies to protect them.



Mario Trucco
Executive Director of ALEA

“In Argentina, there are different levels to the regulation of online gambling. As such, ALEA brings together the knowledge accumulated in the different Argentine jurisdictions that have regulated betting and online gambling or are in the process of doing so. Together with the members of the 24 Argentine state lotteries, we established a “Roadmap for regulating and administrating online gambling in Argentina”. We also create spaces for exchange, such as Institutional Learning Visits and various training meetings, for the development of a responsible, transparent and safe internal online gaming market. Our sustained work axes are preventing illegal gambling, and promoting gambling and responsible communication”.



Football dominates betting, but what other options are favoured by Latin Americans?

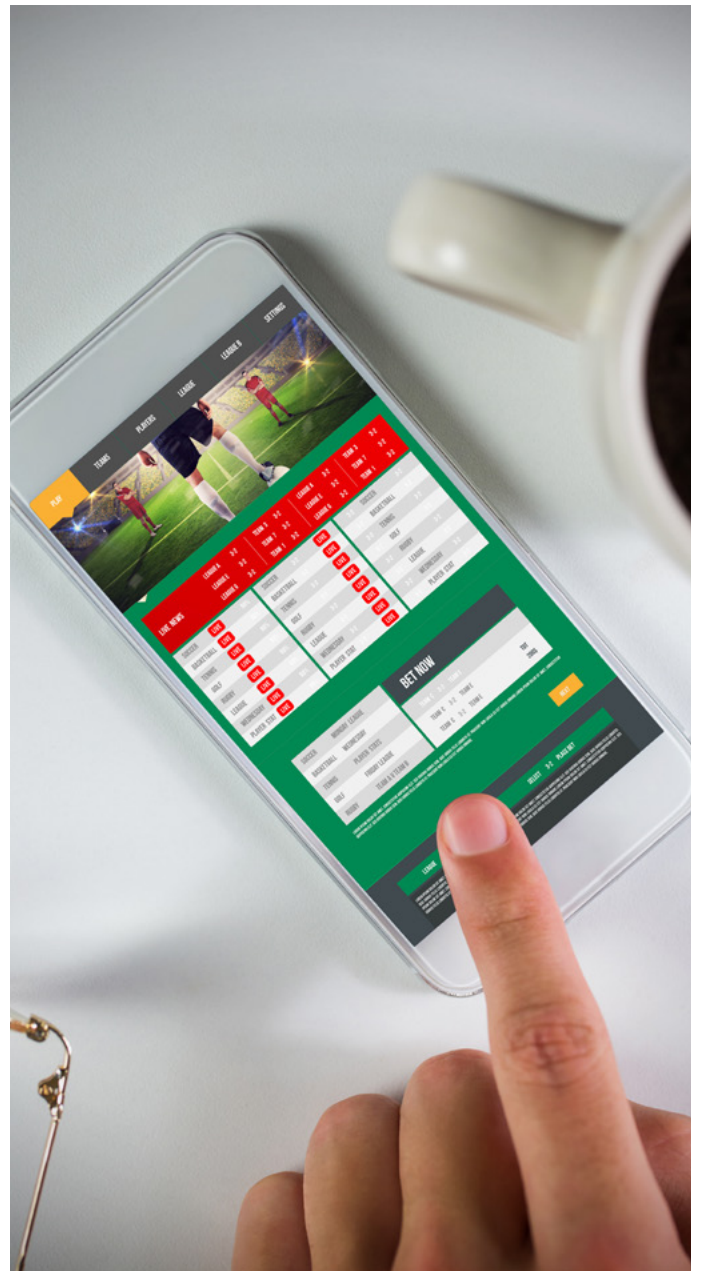
The Qatar 2022 World Cup - the most important global tournament of the highly watched sport, and the last of its kind to be played with 32 teams prompted several new implementations on online bookmaker platforms, causing the number of bets to grow exponentially during the last two months of the year.

But when respondents in Latin America were asked to name the most unusual thing they have bet on, tennis was cited by 26% of respondents, and was the number one option in all countries except Brazil, where sinuca a variant of billiards, was the number one choice, cited by 35% of respondents.

Reality TV shows such as Big Brother also stood out as the second most-voted choice in the region, by 24% of respondents (29% in Brazil and 25% in Chile). Meanwhile, in Peru, Athletics and Baseball (22%) were the joint second most-voted options, while Formula 1 (24%) held this distinction in Colombia.

In Argentina (21%) and Chile (18%), the podium was completed by Darts, while in Brazil, the third most-cited option was Formula 1 (26%). In Colombia, reality shows (23%) and Swimming (21%) in Peru. Softball and cricket were among the less popular options at the regional level.

When asked about betting preferences outside of sports, entertainment came out on top among 60% of respondents. In Chile, the figure was 65%, and in Argentina, it was 62%.





What is the most unusual thing you ever bet on? (select all that apply)

■ Argentina ■ Brazil ■ Chile ■ Colombia ■ Peru





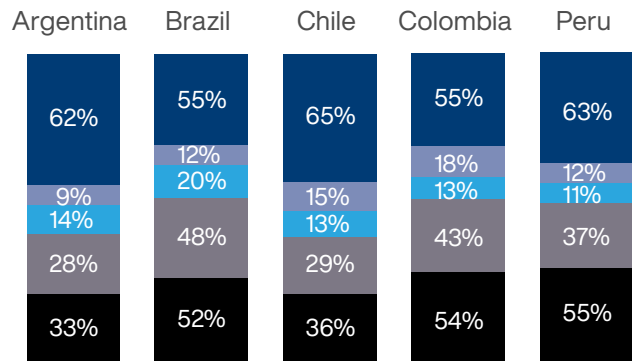
The second most popular option - virtual sports, cited by 46% regionally may surprise some, but not those who follow this growing business. Again, the highest levels of attention were identified in Peru (55%), Colombia (54%) and Brazil (52%).

Meanwhile, E-Sports (competitive video games) were the focus of 37% of respondents at the regional level, with peaks in Brazil (48%), Colombia (43%) and Peru (37%). On the other hand, the industry proved to be less prevalent in Chile (29%) and Argentina (28%).

Politics (14%) is the fourth most-cited option at the regional level, particularly in Brazil (20%). The outcomes of presidential and regional elections are among the most popular bets in certain territories.

Another non-sporting betting preference for Latin Americans is the Billboard charts, which was mentioned by 13% of Latin American respondents - and notably 18% of Colombians, and 15% of Chileans.

Which things would you like to bet on as well as sports? (select all that apply)



- Entertainment
- Billboard charts
- Politics
- e-Sports (competition video games)
- Virtual sports (simulation of soccer game, horse races etc)





Conclusion

Over the past few years, there has been a significant increase in the availability and variety of tools aimed at providing safer gambling support and information. Despite incremental progress on player protection, there are a number of challenges to tackle including how best to tailor, measure and ensure the effectiveness of digital tools to enable player protection. The content and recommendations of this report are intended to provide insight for future collaboration, public policy measures, and corporate approaches that can help improve the development, distribution, and assessment of efficient digital tools for people who are at risk and/or affected by gambling-related harm.

This report offers a deep dive into player perception of responsible gambling behaviours, their preferences on receiving gambling level warnings and betting categories, one data point stands out: in the previous study, only 53% of LATAM interviewees had placed bets in the last 6 months, a number that jumped to almost 70% in this survey. Among those who hadn't placed bets in the first study, the main reasons given were not knowing how to do it safely (24%), and being worried about losing money or becoming addicted (14%). At the same time, respondents said they would feel safer about gambling online if they had more information and tools for player protection (45%), more information about gambling companies (44%), and a brand/company they recognise (42%). While Latin Americans are indeed gambling online more, this research sheds a light on their own self-analysis and perspectives.

The insights show that with all the information available about responsible gambling and the diversity of gambling websites, 93% consider themselves responsible gamblers, and almost half of the interviewees (49%) identify not feeling anxious about playing as one of the most important behaviours in responsible gambling.

The objective of this report is to promote and enable a safe and fair gambling experience, as well as continuously raise standards in the regional and global gambling entertainment industry. Playtech will continue to collaborate with industry peers, research, regulators, policymakers, academia and gambling charities to improve sector wide strategies and tools to enable a safe, engaging and entertaining betting and gaming experience.



playtech
SOURCE OF SUCCESS