

For Immediate Release

FOCAL TO ADVANCE THE CONVERSATION ON USING TECHNOLOGY FOR SAFER GAMBLING INTERACTIONS & AFFORDABLE PLAY AT ICE LONDON 2023

Halifax, NS: January 16th, 2023– Focal's President, Tracy Schrans and Director of Safer Gambling and Stakeholder Engagement, Jay Robinson, will speak on two-panel discussions on Feb 8th and 9th at ICE London 2023. The talks include:

- The focus on human vs technology in player education, engagement, and interaction at various stages of play,
- And the integration of player analytics tools with operator's customer data.

"In the first talk, I will discuss the effectiveness of the measures implemented in player education, engagement and interaction with the other panellists and how each is important in reducing gambling risk and harm. I will also speak on the consumer protection tools available in land-based environments and the staff training required to deliver effective interactions and interventions," says Robinson.

Schrans says, "Focal's ALeRT™ BETTOR Protection System is a proven data-driven player analytics tool that uses various models to help operators actively prevent harm. The Affordability Model targets those at risk of spending beyond affordable limits, detecting the 'hidden problem gambler' using player behaviours and decision variables that otherwise are not easily observed. Risk can be detected at all spending tiers regardless of time or money spent, which is critical to protect all customers and intervene early. We will discuss how this model benefits operators and regulators, filling an important gap in player protection, and why several UK operators have adopted ALeRT."

She continues, "This will be our first-time attending ICE. We look forward to exhibiting in the consumer protection zone and exchanging ideas with key thought leaders in the industry as part of our continuing commitment to player protection and safer gambling worldwide."

ICE London is a leading global gaming event that runs from February 7th-9th, 2023 and brings together solution providers and gaming professionals across all key verticals.

###

About Focal Research Consultants Limited:

[Focal Research](#), is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

About ALeRT BETTOR Protection:

[ALeRT](#) offers a powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting. In addition, ALeRT provides broad coverage of a full suite of products, including pokies, video lottery, slots, electronic roulette, table games, sports betting, racing, etc.

The ALeRT™ System is based on 20+ years of peer-reviewed research and industry testing. Developed in collaboration with operators, regulators and public health providers in Europe, Canada, NZ, and the UK, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

7071 Bayers Rd, Suite 309

Halifax, NS, Canada, B3L 2C2

www.focalresearch.com. www.alertbetterprotection.com



For more information:

Laura Watts

Communications & Project Management

(T) +1 902-454-8856

laura.watts@focalresearch.com