

Gambling Business Group celebrates tenth anniversary

The Gambling Business Group celebrated its tenth anniversary recently, with the association thanking members for their continued support over the last decade.

Formed in 2014, the GBG represents companies across all sectors of the UK industry, with the group's members now accounting for up to 70 percent of the UK's land-based GGY.

"We'd like to take this opportunity to thank our loyal members, many of whom have been with us since the organisation was established in the summer of 2014," said General Manager Charlotte Meller.

"The Gambling Business Group was set up to provide focused and knowledgeable support for businesses operating gaming machines in the UK, including land-based licensed gambling venues

TRADE GROUPS

The **Gambling Business Group** has celebrated ten years as the voice of the land-based gambling sector, with the organisation now "looking ahead to the next decade" in which it will continue to support and champion the UK industry.



such as casinos, bingo clubs, entertainment centres and adult gaming centres, family pubs."

Since its inception, the GBG has worked to improve the reputation and public perception of land-based gambling in the UK, while facilitating collaboration across the industry.

"We want to see the industry working together and speaking with a united voice, and we're here to facilitate this."

The GBG works regularly with the government, Gambling Commission, LAs and licensed operators to champion the sector, with a recent success being the launch of the GBG Responsible Gambling Charter, unveiled at ICE 2023.

Peter Hannibal, chief executive and founder of the association, was quick to shift

attention to the Group's current and future challenges. He noted: "Looking ahead to the next decade, our immediate priority is to work with the government and the rest of the industry to get the Gambling Act Review proposals implemented as soon as possible."

"We will also continue with the fact-checking work we do, ensuring that information and research about the industry is robust and factual, and that policy changes are informed by honest evidence. Our continued partnership working with the community of local licensing officers is also crucial to the successful implementation of the new proposals."

Raising their voice

Charlotte Meller said...

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ESG Gaming founder Lee Willows to debate relationship between esports and gambling at ESI Lisbon

Lee Willows, founder of the not for profit, award-winning ESG Gaming, will be part of the Esports Betting and Gambling panel being held as part of the ESI Lisbon festival (MEO Arena Lisbon 23-25 September).

Drawing on his experience including as the founder of safer gambling charity YGAM, Willows will provide expert insight alongside Darius C. Gambino, Partner Saul Ewing LLP; Brett Abarbanel, Executive Director UNLV International Gaming Institute and Urim Bajrami, Partner Stadler Völke.

Headline topics include responsible gambling practices, the protection of minors and measures to combat match-fixing and illicit activities. The discussion is designed to provide key insights into the possible future regulatory landscape of esports betting.

SAFER GAMBLING

Lee Willows, who has been at the forefront of the safer gambling debate since he founded YGAM, is highlighting the importance of positive play in partnership with the broadly based digital entertainment industry

Following the Esports Betting and Gambling panel Lee Willows will host a Roundtable at the invitation only Esports Leaders' Summit.

The Roundtable will focus on the paucity of esports research and will cover topics including mental health, sponsorship, player burnout and the social impact of gaming and esports.



Previewing ESI Lisbon which named ESG Gaming as its official not-for-profit partner, Lee Willows said: "First of all I am extremely grateful and humbled to be participating in what will be a landmark celebration of the esports, video games and creator economy. ESI Lisbon is set to be the largest b2b event and indus-

try festival in this crossover and the place where the key issues of the day are discussed and debated."

He continued: "When we incorporated ESG Gaming in August 2021 our mission was to collaborate with all aspects of the digital entertainment industry in order to ensure the consumer experience is open, inclusive and positive.

"We are passionate advocates of positive play which means raising awareness of issues amongst the esports community, conducting research and providing thought leadership on topics including dark markets and the metaverse and providing an understanding of how VR and esports can reduce loneliness and

social isolation among the elderly. We will be using our presence at ESI Lisbon to showcase our VR Dome which visitors can experience from our stand within the ESI area, adjacent to the Super Stage entrance.

"I am extremely grateful for the support of key brands including MERKUR UK who have supported ESG Gaming with a two-year RET funding commitment which has been transformational and enabled us to not only establish robust foundations but also contribute to crucial safer-gambling research.

"ESI will be a melting pot of ideas covering what is an evolving industry and we will be looking to engage with gaming publishers and gambling operators to explore mutually beneficial collaboration's around the ESG Gaming social purpose."

For more information: www.esggaming.org