

Michigan Lottery Achieves iCAP Certification for Responsible Online Gaming Practices

The Michigan Lottery is the first lottery in the United States to receive certification for its commitment to responsible gaming after completing the Internet Responsible Gambling Compliance Assessment Program (iCAP).

The iCAP was developed by the National Council on Problem Gambling (NCPG). The NCPG evaluated the Lottery's compliance with Internet Responsible Gaming (IRG) standards developed based on international best practices. IRG standards are the highest standards for on-line responsible gaming in the nation. The eight areas of focus for the NCPG iCAP certification are:

- Corporate policy and commitment to responsible gaming
- Staff training
- Information available to players through com, and player account features to assist players in informed decision making
- Assisting players who indicate they are in distress or experiencing problems
- Self-exclusion and player-initiated restrictions on online play
- Advertising and promotion
- Game and website features that assist with gambling responsibly
- Research based on play data

The iCAP evaluation performed by the NCPG determined that the Lottery met or exceeded compliance in each of the eight focus areas.

The first program of its kind in the U.S., iCAP provides lotteries with an independent assessment of responsible gaming policies based on standards and best practices from jurisdictions around the world.

The NCPG, a non-profit organization founded in 1972, leads state and national stakeholders in the development of comprehensive policy and programs for all those affected by problem gambling.

Michigan Lottery players have a chance to win up to \$1 million instantly playing online. The Lottery offers players 28 different games ranging in price from 5 cents to \$20. For more information or to play online, visit <http://bit.ly/MSLOnlineGames>. ■



their daily Lottery tickets. They are especially valued by the retailers because they end up buying other products in addition to Lottery tickets. So, those games really drive the retailers' daily foot traffic and we all want to preserve that store traffic. That's probably the most important thing we did to help the retailers accept our online initiative. Sales of most of our other games are impulse buys that come when shoppers go into a store for other purchases and then decide to buy a lottery ticket while they are there.

We also are promoting an omni-channel model that benefits retailers. For example, about a third of our online players use Online Game Cards, which are similar to gift cards. They are purchased at the retailers. They cost \$20, and players get an additional \$5 bonus play with each card. Since they are available only at retailers, this tool to create and support online players also drives traffic to retailers and creates new sales and commission opportunities for retailers.

Michigan retailers enjoyed record sales and record commissions in 2015, so they're seeing the benefits of iLottery firsthand. We're optimistic that others will recognize that too.

How difficult was it to achieve the iCAP Certification for Responsible Online Gaming Practices?

S. Bowen: It was quite a rigorous process and it confirmed our viewpoint that we need to do all that we can do to help players play responsibly. Our online games offer responsible gaming safeguards that aren't found in any other gaming in Michigan. Protecting the players and promoting a healthy style of play is an ongoing effort, a work in progress. That is part of our long-standing commitment to

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