



Addiction

Mitigate Addiction

Implementing Countermeasures for User Safety and Enjoyment

P Addiction Countermeasures in the Pachislot and Pachinko Machine Industry

Support for the Helpline Services of the Recovery Support Network

The SEGA SAMMY Group began to implement initiatives against addiction following the establishment of the Society for Research on Pachinko Addiction in 2003. The Recovery Support Network (RSN), which was created in 2006 with the support of various groups within the industry, has also introduced a wide range of initiatives, including awareness-raising activities and telephone helpline services.

Activities during Pachinko and Pachislot Addiction Awareness Week

Pachinko and pachislot Addiction Awareness Week is held in Japan every year from May 14 to 20 with the aim of raising awareness about Pachinko and Pachislot addiction. Centered around Awareness Week, in addition to holding forums to broaden understanding of these issues, industry organizations are also engaged in Awareness Week poster campaigns and other activities.

Addiction countermeasures in the Pachinko and Pachislot machine industry

- 2003 ● Establishment of the Society for Research on Pachinko Addiction
- 2006 ● Establishment of the Recovery Support Network (RSN)
- 2017 ● Release of a statement on Pachinko and Pachislot addiction
- 2018 ● Replacement of amusement machines with new models that comply with the amended regulations
- Establishment of the Advisory Council on Addiction Countermeasures in the Pachinko and Pachislot Industry (a committee of independent experts)
- 2019 ● Formulation of the Basic Guidelines for Addressing Pachinko Addiction
- Formulation of the Basic Guidelines for the Pachinko and Pachislot Industry for Addressing Addiction
- 2020 ● National Police Agency expresses expectations and urges cooperation at a meeting of the Board of Directors of the Japan Federation of Gaming Business Associations to promote addiction measures



E Addressing Gaming Disorder in the Entertainment Contents Business

At the World Health Assembly in May 2019, the World Health Organization (WHO) recognized “gaming disorder” as a disease, defining it as a pattern of excessive online and video gaming.

In Japan, the Computer Entertainment Supplier’s Association (CESA), the Japan Online Game Association (JOGA), the Mobile Content Forum (MCF), and the Japan eSports Union (JeSU) jointly established a study group to conduct surveys and research relating to phenomena

triggered by gaming, and to educate the public about appropriate ways to enjoy gaming.

The four organizations are currently carrying out collaborative surveys and research with an outside expert study group about gaming disorder and exploring effective countermeasures for the future. The Group will continue to address these issues appropriately in cooperation with the study group.

SS Developing and Operating Safe Integrated Resorts (Industry-academia joint research project on gambling addiction)

SEGA SAMMY HOLDINGS and Kyoto University are jointly conducting a process research project* on gambling addiction.

The purpose of this research, which involves the collection and analysis of data on progression in gambling behavior, is to discover advance warning signs of dangerous gambling behavior by collecting and analyzing playing data from casinos. The SEGA SAMMY Group plans to use the results of this research to establish systems for the early identification of players showing signs of addiction, so that steps can be taken to prevent the escalation. We will also establish facility operations that encourage users to exercise self-control and restraint when using the facility. In this way, we

aim to develop an integrated structure for gambling addiction countermeasures, from education and prevention through to treatment in collaboration with medical institutions and other organizations.

Results from the joint research have shown that repeated gambling behavior results in a tendency to increase the size of wagers, regardless of whether the gambler wins or loses, and that this pattern is especially conspicuous after a win. It was also found that the percentage of people who will engage in risky gambling tends to increase after repeated wins. These results were published in the research journal “International Gambling Studies.”

* This research project will be carried out from December 2017 to March 2023 at the Kokoro Research Center Kyoto University.