GAME DESIGN
RESPONSIBLE GAMING

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Responsable.

Research

Reporting and Measurement

Employee Program

Stakeholder Engagement

Retailer Program

Treatment Referral

1
10
2
9
3
8
4
7
5
6

Responsible Gaming Framework

WLA
WORLD LOTTERY ASSOCIATION

Game Design

Player Education

Remote Gaming Channels

Advertising and Marketing Communications

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STRATEGIC KEYS

- We design and build our own games
- In-house technology
- We apply certified processes that meet industry standards

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Our Certifications:

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Responsible Gaming

WORLD LOTTERY ASSOCIATION
CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2025
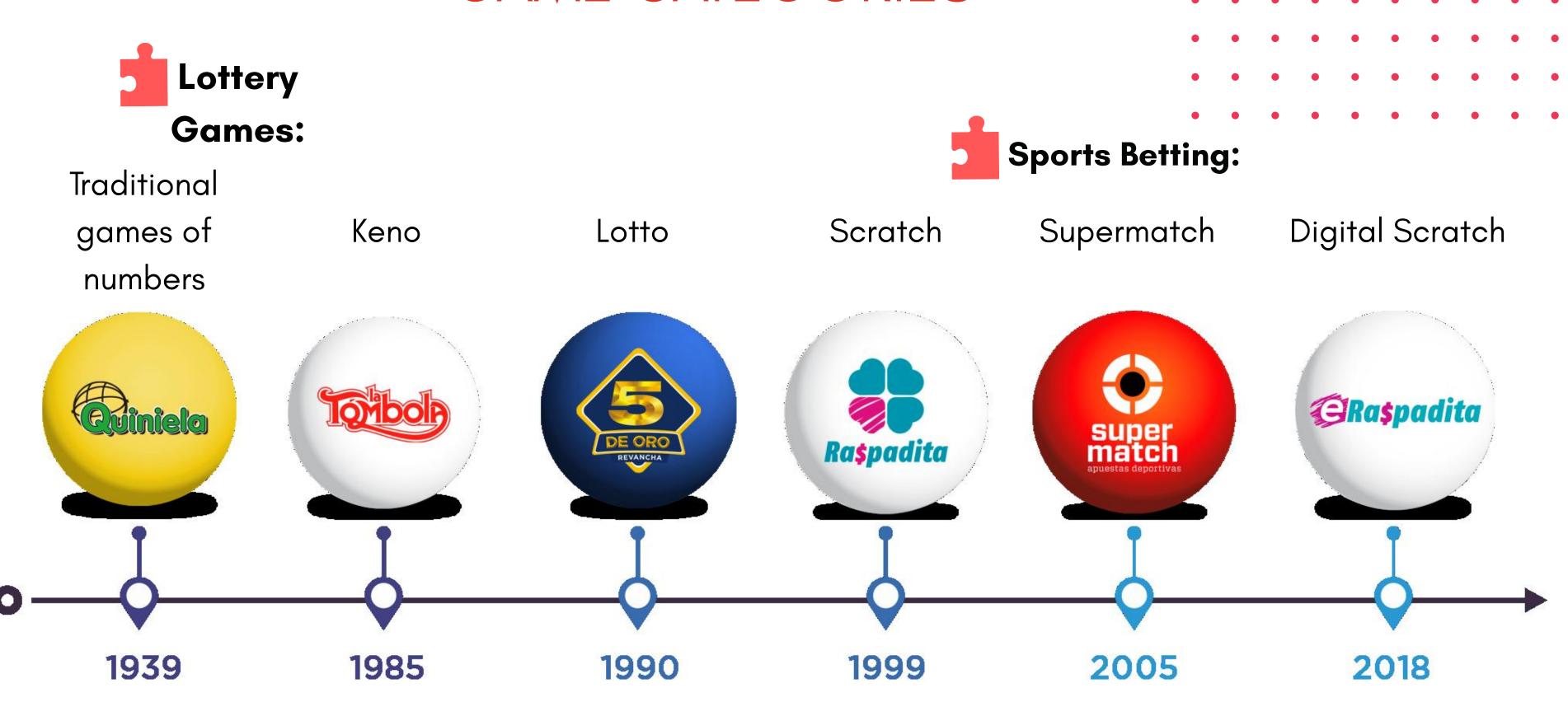
Quality – ISO 9001

Information Security Standards

bsi. ISO/IEC 27001 Information Security Management
IS 566328

WLA WORLD LOTTERY ASSOCIATION
CERTIFIED LEVEL 2
SECURITY CONTROL STANDARD
SCS2-LM4-1248

qualityaustria
SYSTEM CERTIFIED
ISO 9001:2015   Nº 17366/0

CERTIFIED IQNet MANAGEMENT SYSTEM
Nº 17366/0

LSQA CERTIFICADO CERTIFICATE
ISO 9001:2015   REG: 1938/01

GAME CATEGORIES

Lottery Games:

Traditional games of numbers

Sports Betting:

Keno

Lotto

Scratch

Supermatch

Digital Scratch

1939

1985

1990

1999

2005

2018

GAME DESIGN

- Game Design Policy
- Responsible Gaming Requirements
- Game Design Process
- Responsible Gaming Training for employees who design games
- Internal and external compliance audits

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GAME DESIGN POLICY

"Create games that fully meet the demand of the Uruguayan market, offering appropriate, attractive, and safe products based on innovation and research, with quality service and strict compliance with existing regulations and the principles of Responsible Gaming."

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GAME DESIGN RG REQUIREMENTS

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Ethics
Transparency
Protecting Players from Harm

Strong technical and visual quality, with a focus on innovation

Our goal is to offer safe, transparent entertainment so players can enjoy without undue risks or false expectations, with clear information and control tools.

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DEFINITIONS

Games classified as "very high" risk are not developed.
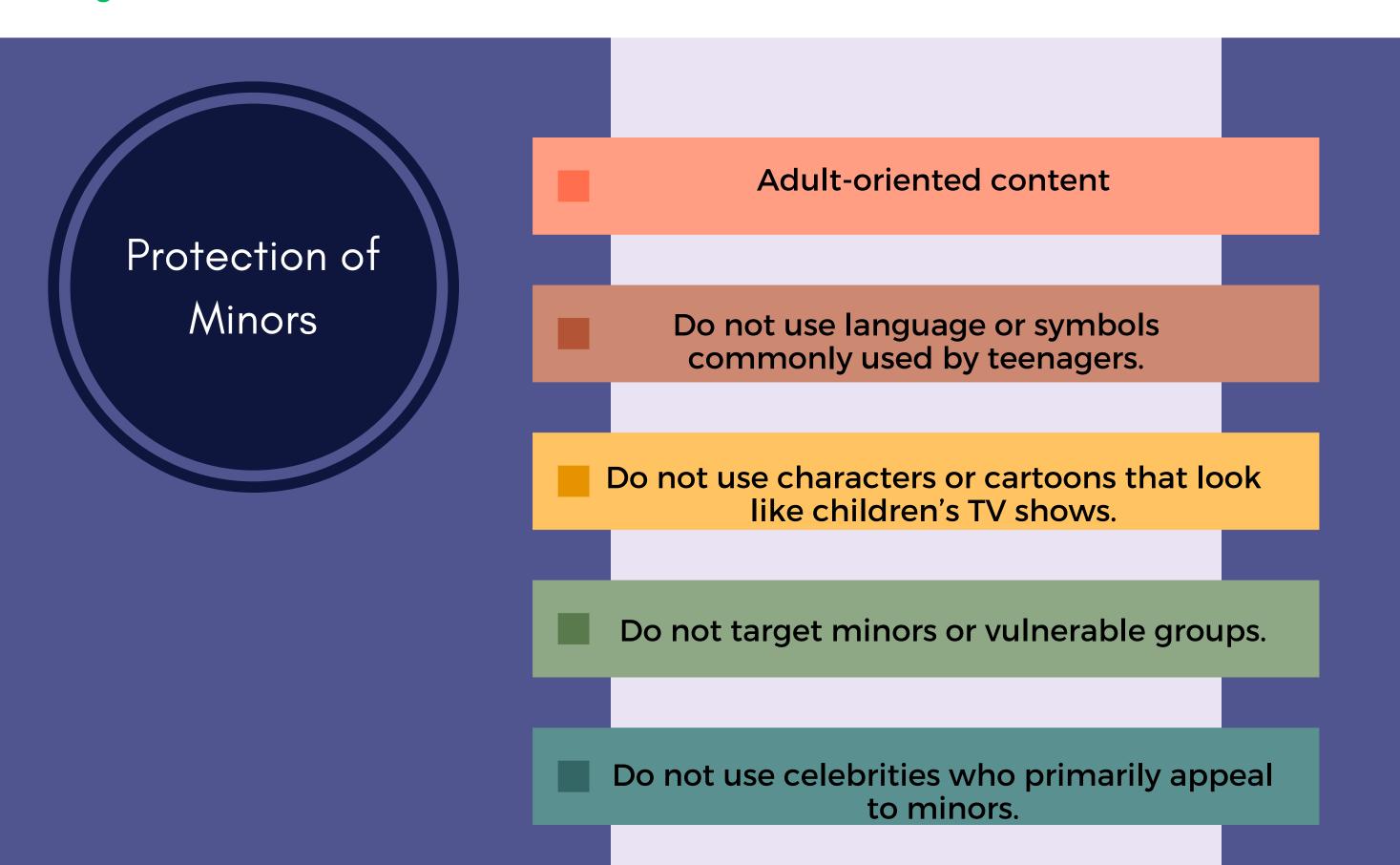
Responsible Gaming measures are applied to reduce risks.

Comply with the Marketing Code.

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RG Game Design Principles:

Protection of Minors

- Adult-oriented content
- Do not use language or symbols commonly used by teenagers.
- Do not use characters or cartoons that look like children's TV shows.
- Do not target minors or vulnerable groups.
- Do not use celebrities who primarily appeal to minors.

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GAME DESIGN PROCESS

- Quality-certified process (ISO 9001)
- Meets Responsible Gaming Requirements
- Oversight by the Responsible Gaming Committee
- Risk Analysis with Testing Tools
- Assessment of potential harm to young people and appeal to minors
- Definition of Responsible Gaming Measures to apply
- Monitoring user behavior after launch

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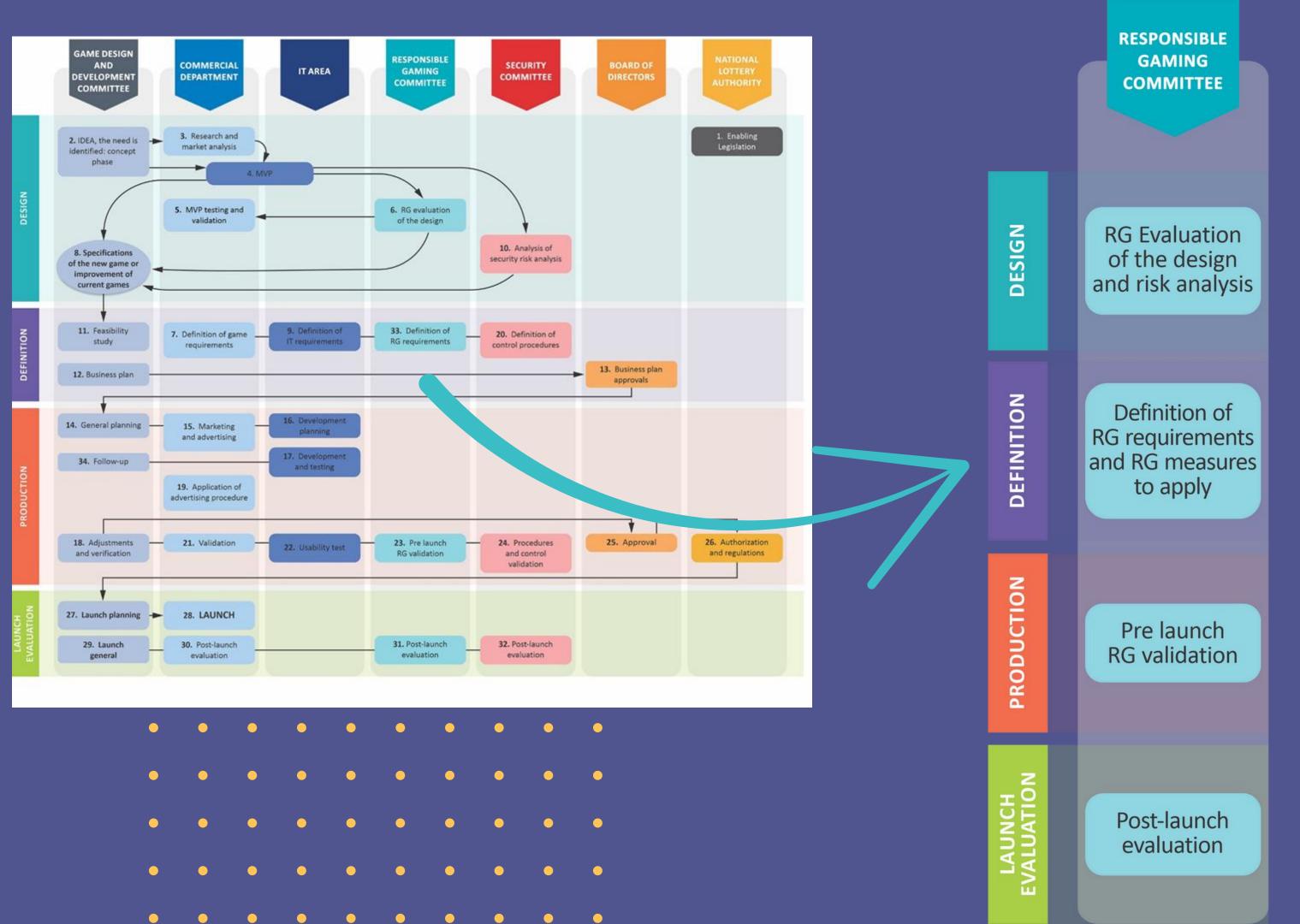
Applying the Game Design Process

- Identifing a market oportunity or need
- Innovation and trends
- Regulator request

OPPORTUNITY

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RG Committee Responsibilities
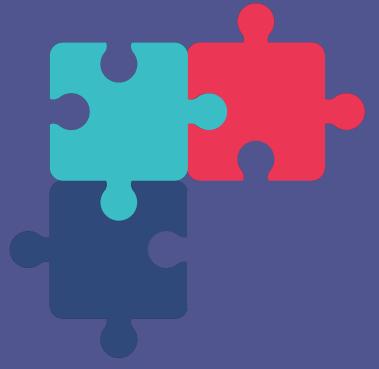
- Review game design against RG requirements.
- Apply the risk analysis tool.
- Consider potential impact on minors.
- Assess and define RG measures to implement.
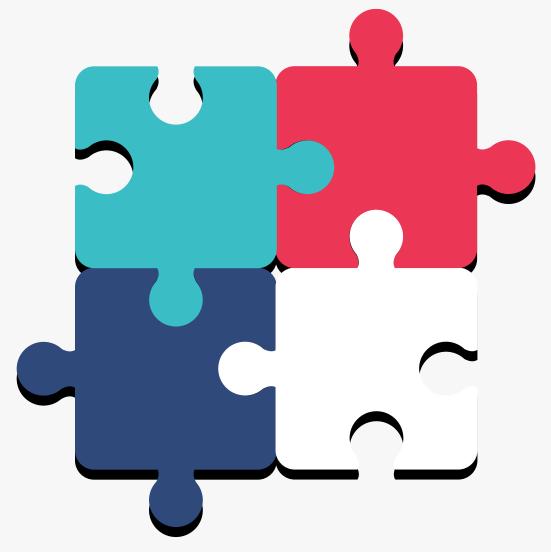- Post-launch impact review: analyze user behavior and adjust measures or fixes as needed.

RISK ANALYSIS TOOL

GamGard

Asterig

RISK FACTORS

- Event Frecuency
- Interval of payback
- Continuity of playing
- Prizeback percentage
- Accesibility to play
- Near win opportunities
- Jackpot size
- Multiple playing/ stake opportunities
- Payment options
- Illusion of control elements
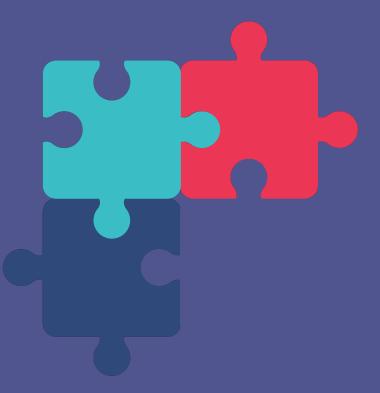- Variable/fixed stake size
- Sensory product design

GAME MECHANICS & EXPERIENCE

- 🧩 Avoid near-wins effects
- 🧩 Clear display of real value of winnings.
- 🧩 Game Cycles & Natural Pauses (+ 3 seconds cycle)
- 🧩 Simplified & Transparent Game Logic - reduces illusion of control

Risk Analysis

	Game rating (no RG features)	Game rating (with RG features)
Quiniela	29	29
Quiniela online	45	34
La Tombola	29	29
La Tombola online	43	32
5 De Oro Revancha	23	23
5 De Oro online	41	30
Ra$padita	45	45
eRa$padita V4	88	77
eRa$padita V3	80	69
supermatch Prematch	43	43
supermatch Live Betting	70	59
supermatch Prematch online	57	46
supermatch Deportes Virtuales	61	50
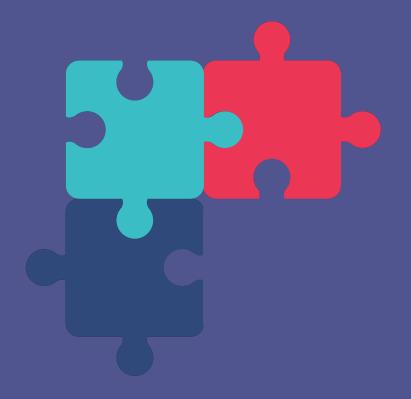
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RG TRAINING

Responsible Gaming specific training for Game Designers:

Technology Area: Developers and audiovisual designers
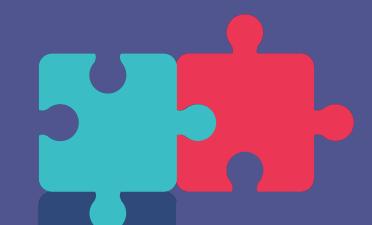
Commercial Area: Marketing specialists

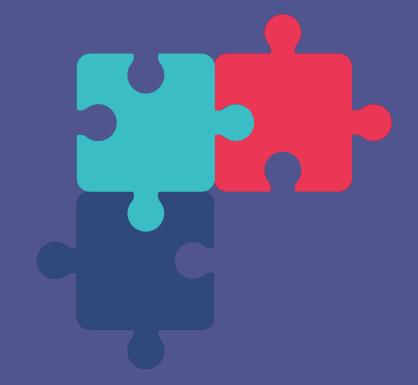**Topics:** impact of game features, game research, and impact on vulnerable groups.

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INTERNAL AND EXTERNAL COMPLIANCE AUDITS

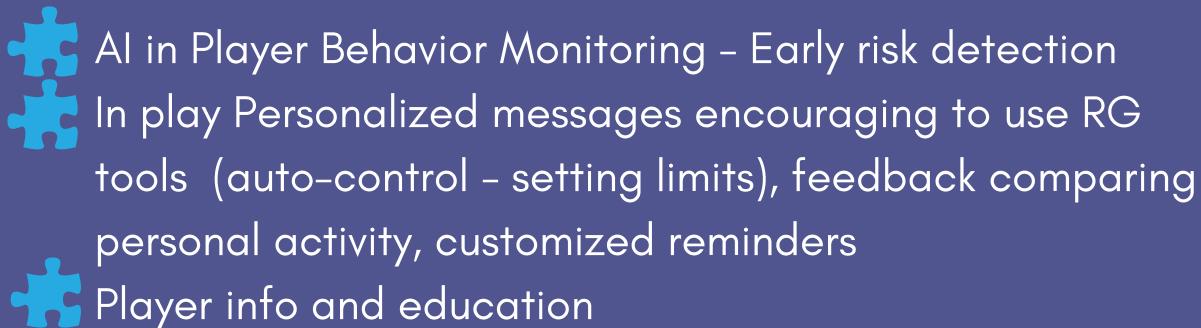- Control and Monitoring
- Reporting
- External audit for all processes
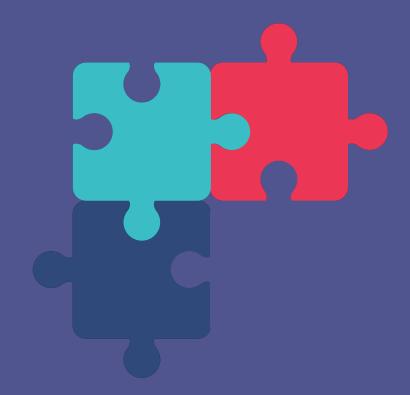
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Continuous Improvement

- AI in Player Behavior Monitoring – Early risk detection
- In play Personalized messages encouraging to use RG tools (auto-control – setting limits), feedback comparing personal activity, customized reminders
- Player info and education
- Youth protection – Focused Design

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Thank you!

Questions?

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