



THE ECOSYSTEM OF GAMING / GAMBLING FOR MILLENNIUMS

Mae Lambert Thompkins MA, LLPC
Gambling Counselor

MILLENNIAL ECOSYSTEM

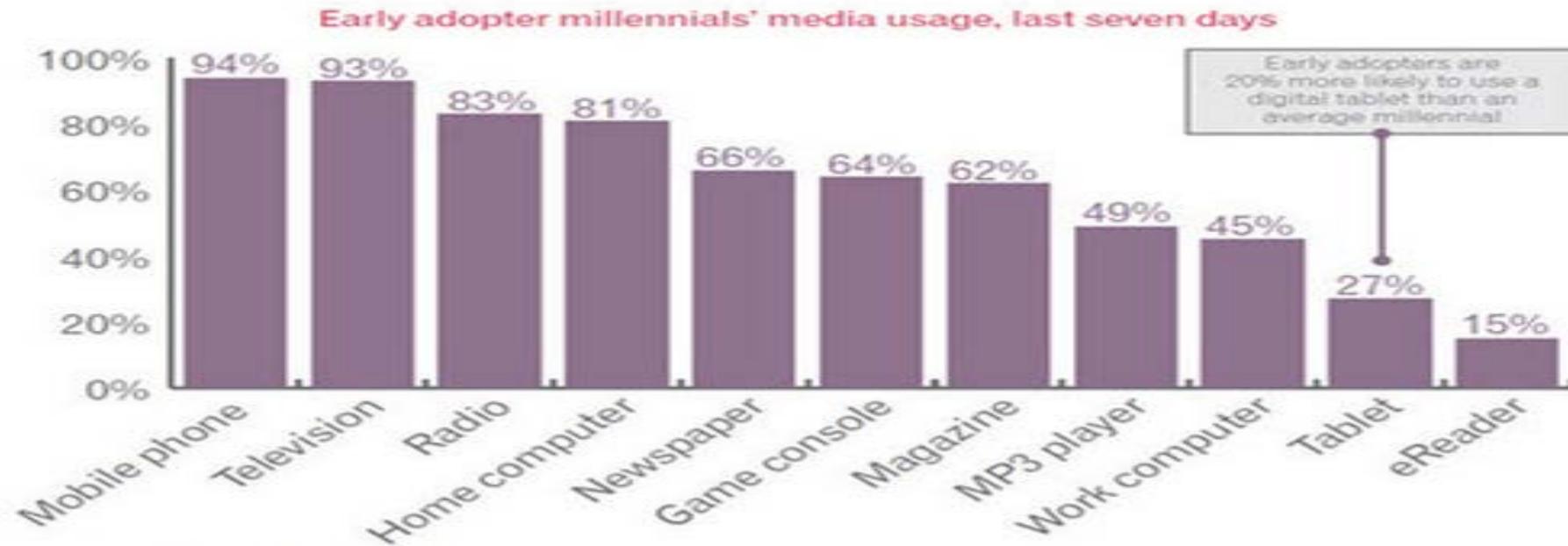


UNDERSTANDING HOW THEY COMMUNICATE



MILLENNIALS EVOLUTION OF COMMUNICATION

Early adopter millennials



Source: Experian Marketing Services' Simmons®

GAMING AND THE ROLE IT PLAYS WITHIN THE ECOSYSTEM

Millennials are big gamers, from the late 1980's. Stereotypical characterization of a gamer is innocent in nature.



CONNECTING THE DOTS



VIDEO GAMES OR GAMBLING

Red Dead Redemption 2	Grand Theft Auto V	League of Legends	Candy Crush Saga	Fortnite	Mine Craft
2016 \$1.56 Billion	2016 \$815 Million	2016 \$18.6 Billion	2016 \$1,500 Million	Unavailable until 2017	2016, June \$100 Million
2017 \$1.90 Billion	2017 \$1.78 Billion	2017 \$19.6 Billion	2017 \$1,998 Million	2017 \$89 Million	2017, February \$122 Million
2018 \$1.99 Billion	2018 \$6 Billion	2018 \$20.5 Billion	2018 \$2,080 Million	2018 \$2.4 Billion	2018, October \$154 Million
2019 2.95 Billion	2019 \$595 Million	2019 \$21.3 Billion	2019 \$2,030 Million	2019 \$1.8 Billion	2019, May \$176 Million



THE INVESTMENT – GAMING TO GAMBLING

Game Co entered a technical trial of its gaming machines in Nevada casinos. The trial allows the company to install two sports-themed games inside LINQ Hotel & Experience, the MGM Grand, and Park MGM in Las Vegas. They also included the Atlantis Casino Resort in Reno. Game Co machines bring in 60 percent of the target from players age 21-to-49, which is very high.

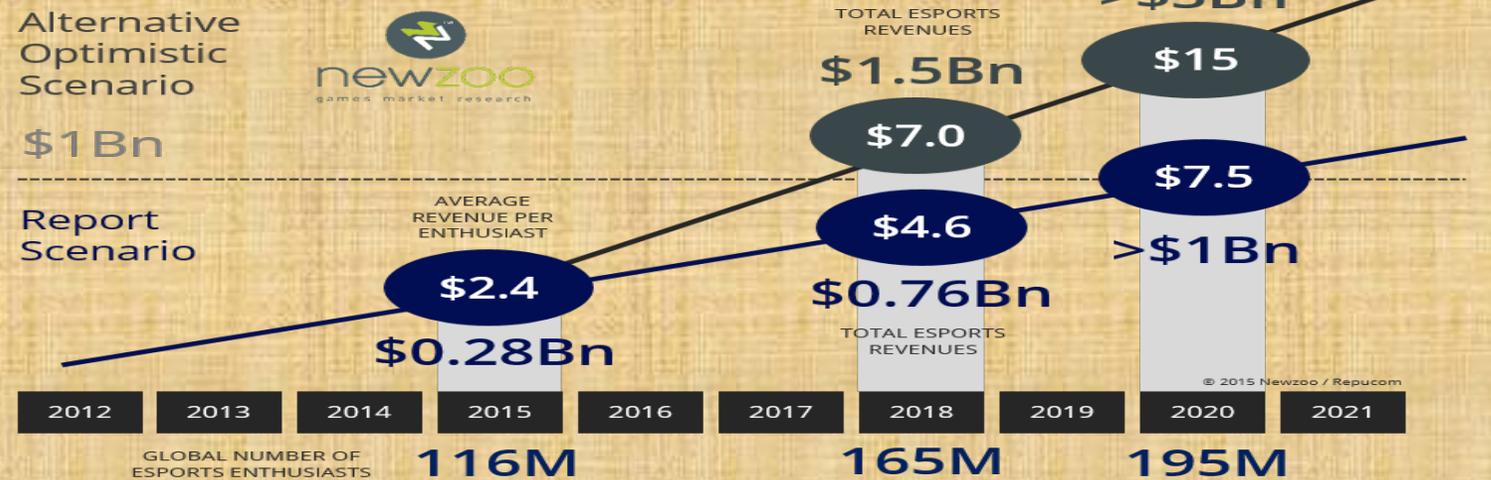
Gamers of yesterday were stereotyped as outcast that lived in their parents' basement, but that image has changed dramatically because gaming is now taught at several colleges.

2015 Revenues/Fan
Global Revenues Divided by Fans



© 2015 Newzoo

Esports Growth Scenarios: Revenue per Esports Enthusiast
Based On Annual Average Revenue per Enthusiast



Source: Global Growth of Esports Report Premium | September 2015 | www.newzoo.com/esportsreport

INTRO TO STACKED DECK

Evidence Based curriculum that is geared towards Millennials that need to understand what gaming/gambling addictions look like (created by Robert Williams , Ph.D., Robert Wood, Ph.D.)

Our challenge in the medical/mental health community is to understand how this addiction impairs/impacts the development of a healthy brain. As we know the frontal lobe doesn't fully mature until around the age of 25.

For Millennials that have been playing video games or games of skill since they were pre-teens, it's hard for parents, medical and mental health professionals, educators or their peers to understand the difference between harmless fun and addiction.

TREATMENT

I want to encourage the community because if we work together parents, educators, spiritual leaders, medical, and mental health professionals we can eradicate the problem gambling/gaming before it takes the future of our youth.

The first step is to accept that there is a problem, it starts with awareness and legislation. As we have seen earlier in this presentation, we do have people in Washington DC that understands that something needs to be done. We must make sure that the youth know the risk and give them some opinions for support just as we do for those youth having SUD.

REFERENCES:

Arkin, Daniel. Jacksonville Shooting puts Spotlight on booming World of eSports.(2018)

Gainsbury, S., Abarbanel, B., Blaszczynski, A. (2017) Intensity and gambling harms: Exploring breadth of gambling involvement among eSports betters.

Takahashi, Dean (2018) How eSports, gambling, and sports betting are converging.

Williams, R. Ph.D., Wood, R. Ph.D. (2010) Stacked Deck