

# The commercial determinants of gambling

To support expansion, the commercial gambling sector promotes its products and protects its interests by adopting corporate practices designed to influence consumers behaviour, undermine legitimate science on the impact of gambling, and influence political processes around gambling regulation.

## Product and system design

Design of gambling products, including structural characteristics, that make products more harmful

Deployment of online choice architecture and dark patterns techniques to influence behaviours.

Development of boundary-spanning products (eg, social casino games, daily fantasy sports etc); and cross selling of gambling products

## Commercial practices and partnerships

Direct and indirect marketing, advertising, and promotion, drawing on data surveillance for profiling and targeting

Widespread partnerships and sponsorships with sporting, media, charitable and benevolent, and financial organisations, creating a complex commercial ecosystem with vested interest in commercial gambling expansion

Use of social media and influencer promotions to promote brands and products that normalises gambling

## Shaping politics and regulatory agendas

Lobbying of policy makers, regulators, and decision makers, including funding political campaigns

Shaping the evidence base by controlling research funding and agendas, and access to data, while undermining legitimate science and research

Resisting regulatory change, presenting industry as a legitimate stakeholder in the policy and decision-making process

## Shaping public perception

Framing gambling as harmless leisure and emphasising the industry's role in wealth creation, employment, and revenue generation

Associating sole responsibility for harms with the shortcomings of individuals and not a consequence of commercial products, practices, and policies

Promoting corporate social responsibility and related policies that focus on the individual and to deflect attention away from commercial practices



Read the full *Lancet Public Health* Commission report for more details

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