

Social Plus: Bringing Consumer Protection to Online Social Casino Games



Casino-style video games have been around for over 50 years – “Casino” was among the first games to launch with the Atari in the 1970s. Today, online social casino games are even more popular – tens of millions of people enjoy playing freemium social casino games on their mobile devices and computers, comprising a market that generates \$18 billion in gross revenue each year in the US.

Social Plus games are a subset of the same social casino games that have been popular since the dawn of social media, but enhance the customer experience through elevated consumer protections and the opportunity to win real prizes with sweepstakes participation. Social Plus games provide higher levels of safety and security, plus more opportunities for excitement and interactive participation, but are only available to customers age 21+. Here's how the key features of regular social casino and Social Plus games compare:

Gameplay Features:	Social Casino Games	Social Plus
Virtual Tokens Used for Gameplay	✓	✓
Play for Free and Freemium Options	✓	✓
Rewards Programs and Redemptions	✓	✓
Opportunity to Win Sweepstakes Prizes	Few	Enhanced
Alternative Methods of Entry to Play for Free	Few	Enhanced
Consumer Protections:		
Age Verification - 21+ only	✗	✓
Identity Verification Using Government ID	✗	✓
Customer Geolocation	✗	✓
Enhanced Responsible Social Gameplay Tools	✗	✓
Enhanced Financial Security Tools	✗	✓

The Social Gaming Leadership Alliance (SGLA) supports a safe, well-regulated online environment for Social Plus with the mandatory safeguards as described above. By regulating Social Plus games, lawmakers can protect consumers and fence out bad actors, all while generating increased tax revenue and economic impact for the state.