

Next generation Responsible Gaming Solutions driven by AI

Background:

Norsk Tipping has the ambition to be World leading within Responsible gaming

As part of the company's mandate Norsk Tipping is required to provide and offer gaming activities in a safe and secure environment under public control with the aim of preventing the negative consequences of gambling.

The channeling of people's gaming activity towards the regulated gaming operators (and away from the unregulated market) is a key element in the Norwegian gaming policy. This is to ensure the following political goals:

- To prevent and reduce negative social effects of money gaming, including the social and personal costs associated with problem gaming.
- This will have a consequence that revenues from money gaming will benefit society in the form of sports, culture, humanitarian and social causes. (It is also important for these causes to know that the money generated comes from healthy betting behaviour and not from persons that have a problem with gambling).

Lighthouse8 was founded in 2012, and has since the start up gained experience across a broad range of industries by working with some of the world's brightest brands. The goal is to combine consultant knowledge and data analysis to help clients digitally transform their business.

A fast-growing team, positioned across six offices on three continents with the HQ in Trondheim, is expanding further into global markets and partnering with innovative brands looking to increase their market share by maximizing AI and machine-learning technology.

Challenge:

Norsk Tipping has a total customer base across all games categorized of approx. 2,1 million active unique customers yearly and up to 1 million active unique customer each week. We are already continuously track and act on customer behavior based on responsible gaming algorithms to prevent negative social effects of money gaming.

By combining the industry knowledge and data from Norsk Tipping with the Lighthouse8 expertise within tracking and machine-learning we believe that we will find new and innovative solutions that will help Norway to have the best framework and tools to prevent negative consequences of gambling. Knowledge that can be applicable to other industries.

Project thesis.

Develop a technology that effectively and continuously creates and tests micro targeting audiences in external ecosystems, by using a subset of Norsk Tipping's customer data.

These segments should gradually be adjusted to contain either personas with a responsible betting profile, or personas that has – or shows signs of developing - an irresponsible betting profile.

The hypothesis is that it's possible to utilize behavioral analysis to find similarities within the external audiences, and use a subset of data from Norsk Tipping - for learning - to create a more specific and accurate segment.

The targeting segments will be utilized to market Norsk Tipping's offering. The segments that contains personas with a responsible betting profile should receive a message related to the standard offerings – e.g. Sports betting, lotto, casino and so on. The segments that contains personas that has – or shows signs of developing – an irresponsible betting profile, will receive a message related to responsible gambling. This will ensure that personas that might end up getting social challenges related to gambling, are not initially triggered by the marketing efforts executed by Norsk Tipping.

Not only should this ensure that existing customers receives the appropriate message, but also that potential new customers – based on their possible betting profile – receives the correct ad content.

As part of this master thesis, we expect the student(s) to use aggregated data from Facebook. By using the Facebook Marketing API, and combine this with a subset of data from Norsk Tipping, we believe it will be possible to create a working system for Facebook as a marketing channel. As part of the master thesis, we do not expect the students to make a system that works for any other external eco-systems.

Examples of targeting that can be tested to create micro segments on facebook is (but not limited to) gender, age, location related data (country, region, city, zips etc) and interest targeting. For more information related to the targeting possibilities on facebook, please have a look at the Facebook Marketing API docs.

Students will be able to access a facebook business manager account, containing the facebook page and facebook ad account to be used for setting up all marketing efforts, including target audience that should be tested. A facebook application, which is needed to utilize the facebook marketing api, will also be provided. Specific media spend to be used will be discussed at a later stage, but Norsk Tipping will cover costs related to this.

The student(s) will also access time-series data from Norsk Tipping. We believe getting access to the gaming profile (Playscan status) of customers and their demographics – in addition to the connected marketing data - is most important, but the student(s) will be able to access the data they find valuable/necessary to create this technology for Facebook. Playscan is an internal tool used to define if a customer is in the risk of becoming an irresponsible player. Please note that we do not want to

directly utilize personally identifiable information in any third party channel – hence why we want to use the data from facebook in Norsk Tipping's eco system, and not the other way around.

From this master thesis we expect, as a minimum, that the hypothesis has been tested thoroughly on facebook, and that we have a specific answer on what needs to be done as next steps to implement this as part of the day-to-day operations for Norsk Tipping's facebook marketing team. That being said, we're hoping that the master thesis will lead into a working system for facebook marketing.

Practicality

The project/projects will be a joint responsibility between Norsk Tipping and Lighthouse8. We will aim for providing the students the best possible environment to succeed in the project and will provide workplaces in Lighthouse8's office in Trondheim.

Contact persons

Norsk Tipping

Jørn Berg Nordlund

Lead Enterprise Architect

jorn-berg.nordlund@norsk-tipping.no

Lighthouse8

Joakim Wergeland

CTO

joakim.wergeland@lighthouse8.com