

Focal Points

Latest News, Research & Updates



Hello,

Welcome to the June issue of Focal Points.

We're excited to announce our participation in this year's International Association of Gaming Regulators (IAGR) conference in Toronto, Ontario, Canada this October.

Check out the thought leadership article on our session at IAGR with the University of Nevada, Las Vegas International Gaming Institute. Plus, get a recap of Dr. Melissa Salmon's panel presentation at the Responsible Gambling Council Discovery Conference last month.

We're also pleased to share more on Focal Assist, our new customer-facing digital resource that helps operators prevent harm, protect players, meet regulatory requirements, and create safer gambling environments.

Read time: 4 minutes



Tracy Schrans, Dr. Tony Schellinck and Dr. Melissa Salmon will present at the IAGR conference on October 20th, 2025

At IAGR, Focal will team up with UNLV International Gaming Institute's Director of Research, Dr. Kasra Ghaharian, to share insights from a collaborative, self-funded research program.

In this session, we'll explore how academic and applied research partnerships can support resilient regulations using industry data.

Topics will highlight key findings around when to engage players during continuous play sessions, how small incentives may impact player behaviour, and why replicating findings across jurisdictions leads to stronger evidence to support safer gambling policy and practice.

[Read Thought Leadership Article](#)



Applied Research Lead, Dr. Melissa Salmon, at the Discovery Conference, May 20-22, 2025.

Melissa contributed to a panel at this year's Discovery Conference hosted by the Responsible Gambling Council (RGC) in Toronto.

She presented key findings from Focal's large-scale evaluation, highlighting how real-world player data can help identify the characteristics of effective in-person safer gambling interactions between staff and players — and how those interactions can lead to meaningful, lasting changes in play.

As the sector continues to evolve, sharing evidence-based research remains essential to building safer, more informed gambling environments.



From left to right: Jamie M.D. Wiebe, Ph.D., Group Executive General Manager, Crown PlaySafe Strategy Team, Crown Resorts, Aaron GlynWilliams, Chief of Staff and Head of Enterprise Strategy at OLG, Matt Smith, Director of External Affairs, Betknowmore UK, and our own Dr. Melissa Salmon.



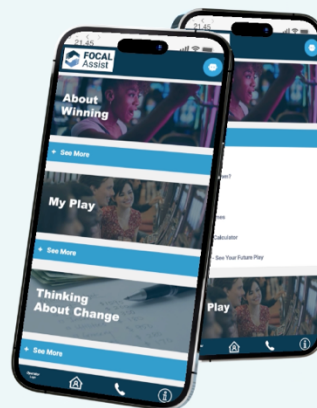
In other news, we have also wrapped up the first paper in our collaborative program of research with UNLV's International Gaming Institute on player risk and session length. The manuscript is currently under review for publication in a peer-reviewed journal. Stay tuned!

[Read Highlight Report](#)

Focal Assist

Your Trusted Gambling Resource

Supporting Guests, Staff
and Your Business.



Our latest solution, Focal Assist, is a digital prevention-focused safer gambling resource which allows customers to understand their play and make informed, safer choices. It is:

- Independent
- Evidence-based
- Designed for prevention, not just intervention
- Backed by 30+ years of public health and gambling research

This tool works in harmony to strengthen player trust and operator accountability. Learn more about how Assist can work for you.

[Watch Videos](#)



Focal is an independent safer gambling research and technology company focused on gambling risk detection and player support.

Building on 30 years of applied gambling research experience, we continue to investigate real-world gambling behaviour and safer gambling impacts, providing evidence-based insights to inform policy and practice on a global scale.

Let us know if we can assist you with your safer gambling needs.

Sincerely,
The Focal Team

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