

Focal Points

Latest News, Research & Updates



Hello,

Get ready for the next issue of Focal Points where we share recent milestones, industry conversations and the research driving our work forward.

At the forefront is:

- Focal to present new safer gambling research at EASG 2026
- Tracy contributes to collaborative journal on benchmarks for AI-enabled player risk detection
- Highlights from the UNLV 19th International Conference on Gambling & Risk Taking
- Key takeaways from G2E Asia 2026
- Redefining player protection with Focal Prevent

Scroll down for all the details!

Read time: 4 minutes



This September, Focal will present new research at EASG 2026 in Copenhagen. Tracy Schrans, President and CEO, will share our latest work on real-time risk detection and how evidence-based tools can strengthen player protection in land-based settings. Dr. Melissa Salmon, Senior Research Lead, will speak to outcomes from our international program of work around how safer gambling actions can be measured and evaluated to demonstrate impact.

[Read Full Press Release](#)



The Need for Benchmarks to Advance AI-Enabled Player Risk Detection in Gambling

Authors: Ghaharian, K., Dragicevic, S., Percy C., Nelson, S. E., Murch, W. S., Heirene, R. M., Simeon-Rose, K., & Schrans, T.

Publication Date: Feb 2026.

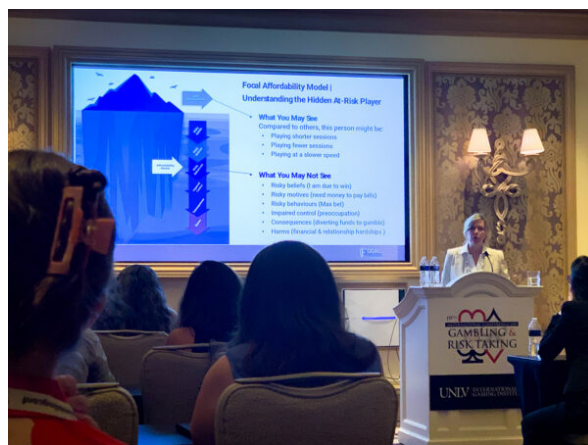
A new collaborative journal article featuring Tracy Schrans explores the need for benchmarks to advance AI-enabled player risk detection in gambling. The paper highlights the importance of standardised evaluation methods to support transparency, effectiveness, and responsible AI adoption.

[Read Journal Article](#)



The 19th International Conference on Gambling & Risk Taking, hosted by the University of Nevada, Las Vegas (UNLV), brought together a global mix of researchers, regulators, operators, clinicians, and industry leaders to share insights on gambling studies, policy, and harm prevention.

Held from 26–28 May 2026 at the Bellagio in Las Vegas, the conference remains one of the field's most established international forums.



Tracy Schrans, 'Detecting the Invisible: Smarter Approaches to Affordability and Overspending.'



Dr. Melissa Salmon, 'Is There a Right Time to Interact with Players in Long Gambling Machine Sessions?'

At the conference, Focal shared research on affordability, overspending, and the timing of safer gambling interactions during extended play. These discussions reinforced the value of practical, evidence-based approaches that can help organisations strengthen player protection while also supporting broader compliance and operational goals.



From left to right: Tracy Schrans (President & CEO, Focal Research), Dr. Melissa Salmon (Senior Research Lead, Focal Research), Lyndon Broome (Chief Executive Officer, Kedron-Wavell), Vjorn Bradov (General Manager, Kedron-Wavell), Glenn Russell (Chairman, Kedron-Wavell), Scott Coughlan (Director, Kedron-Wavell)

During the visit, the team also connected with partners at Kedron-Wavell Services Club, where a live trial of Prevent is currently underway to support player protection initiatives.

[See Full Recap of ICGRT](#)



From left to right: Peter Cohen (Director Regulatory Affairs, The Agenda Group), Joseph Bufalino (Executive Director of Responsible Gambling, Marina Bay Sands), Tracy Schrans (President and CEO, Focal Research), and Al Watson (Chief Executive Officer, DataWorks Group)

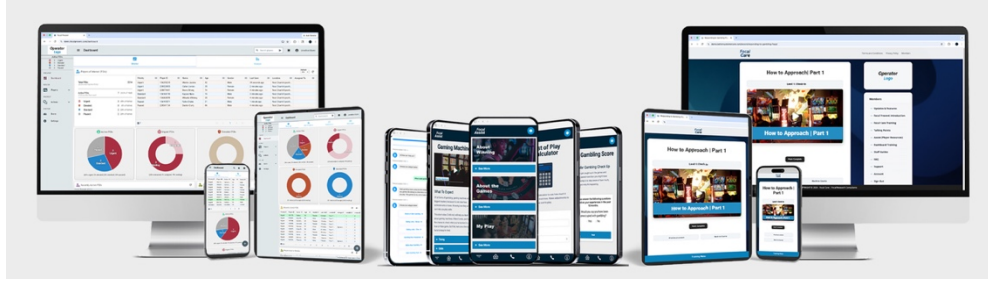
At G2E Asia 2026, held 12–14 May at The Venetian Macao, Tracy Schrans shared Focal’s perspective on the evolution of responsible gambling programs in Asia.

Drawing on research into affordability and overspending, the discussion highlighted how tools such as Prevent can support more proactive and effective player protection strategies.

The event also offered valuable opportunities to connect with industry leaders and exchange ideas about innovation, technology, and the future of safer gambling across the region.



Focal CEO shares How Prevent is redefining player protection and normalizing safer gambling for all customers.



Focal Research Consultants is an independent safer gambling research and technology company focused on gambling risk detection and player support. By translating behavioural data into practical, evidence-based tools, Focal helps organisations strengthen player protection and reduce gambling-related harm.

If you'd like to learn more about our research, tools, or approach to safer gambling, we'd welcome a conversation.

Sincerely,
The Focal Team

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