



Nordic DiGRA at the University of Tampere, June 6–8, 2012

Pre-Conference Workshop about "Gambling in the Online Era"

Wednesday, June 6, 2012

How does gambling on the Internet differ from other forms of gambling? What do they have in common? What is the impact of Internet gambling on land-based activities, and why so? How has interaction within games and gambling environments changed with the increased popularity of online gambling? How is gambling regulated in this new technological, competitive, and cultural setting? What does all this mean – and to whom?

In this workshop about gambling these questions are approached via three interdependent themes and scales of inquiry. Discussion will be supported by brief opening commentaries:

- (1) Games and Players: People and Their Cultures
Opening comments by EETU PALOHEIMO (Veikkaus Ltd.) & MARI PAJULA (Peluuri Helpline)
- (2) Gambling Environments: Land-based vs. Internet Casinos
Opening comments by VALTTERI MERIKALLIO (Finnish Slot Machine Association RAY)
- (3) Regulation of Gambling in Europe
Opening comments by ANTTI MYLLYMAA (University of Helsinki)

The moderator is Pauliina Raento (the Finnish Foundation for Gaming Research).

Schedule (Location: PinniB Bldg, room TBA)

12:00–13:00 Informal Lunch Meeting (self-funded)

13:00–14:00 Welcome & Opening Commentaries

14:00–16:00 Discussion

17:00–19:00 Excursion to RAY's "Pelaamo" Gambling Hall in Downtown Tampere

(19:00– Evening program for DiGRA conference participants)

How to Sign Up

Attendance is free of charge, but the number of seats is limited and signing up is mandatory. Please contact Jani Kinnunen (jani.kinnunen[at]uta.fi) BY JUNE 1, 2012 if you wish to participate in the

- (A) workshop
- (B) pre-workshop lunch meeting (include info about your dietary requirements!)
- (C) excursion to Pelaamo.

The workshop participants are encouraged to stay in town for the Nordic DiGRA 2012 Conference's special program on gambling on June 7–8. About conference registration and fees please log on to <http://digra-nordic2012.org/registration/>.

Gambling-related program at the Nordic DiGRA 2012 is sponsored by the Finnish Foundation for Gaming Research (<http://www.pelisaatio.fi/>).

The Commentators

Eetu Paloheimo (M.Soc.Sci) has worked as digital games researcher and for the Finnish Slot Machine Association RAY, and is presently employed by Veikkaus Ltd. His areas of expertise are digital sales, web development, and analytics.

Mari Pajula (M.Soc.Sci) is Development Manager at Peluuri Helpline. Peluuri offers counseling for problem gambling by phone and on the Internet. The service is directed to gamblers, their relatives, and those who face problem gambling in their work. All Peluuri's services are nationwide, free of charge, and anonymous. Peluuri is provided by the A-Clinic Foundation and the Finnish Blue Ribbon.

Valtteri Merikallio (M.Sc., Economics) is Research Manager at the Finnish Slot Machine Association RAY. His responsibilities include research (surveys etc), and operating environment and market tracking.

Antti Myllymaa (M.Soc.Sc.) is a doctoral student of World Politics at the Department of Political and Economic Studies at the University of Helsinki. He is using an International Political Economy based research framework to study the development of the European cross-border online gambling market.

Pauliina Raento is Research Director of the Finnish Foundation for Gaming Research and on leave from her duties as Professor of Human Geography at the University of Helsinki.

