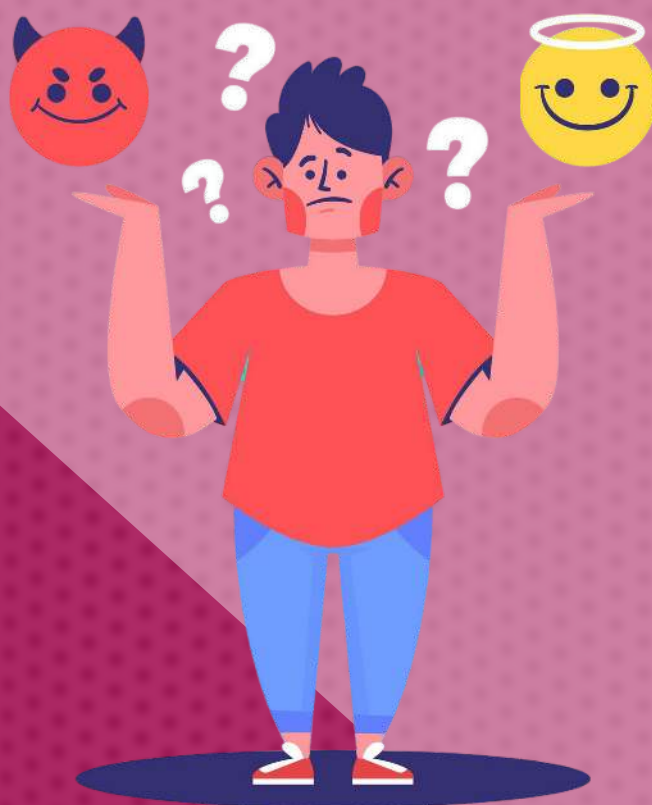


An ENV Media study

BRAZILIANS' PERCEPTION OF GAMBLING TRANSPARENCY



A [recent report](#) by ENV Media unveils the complexities and concerns Brazilians have regarding the fairness of online gambling. This report highlights the key challenges faced by the iGaming sector in Brazil.

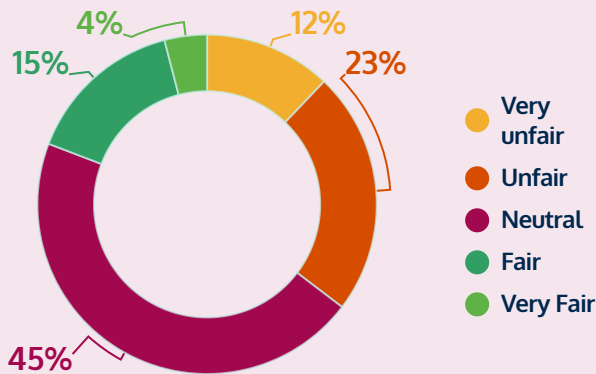
Public Perception of Fairness

Despite the growth of online gambling, skepticism about its fairness persists.

Fairness Skepticism

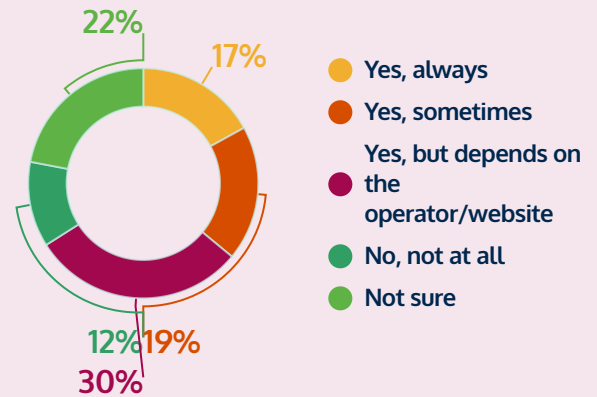
35% of public view online gambling as unfair, while 19% consider it fair.

45% are neutral, indicating a lack of knowledge about fair gambling practices.



Payout Trust Issues

30% believe payout accuracy depends on the operator, with 22% unsure and 12% thinking it never happens.

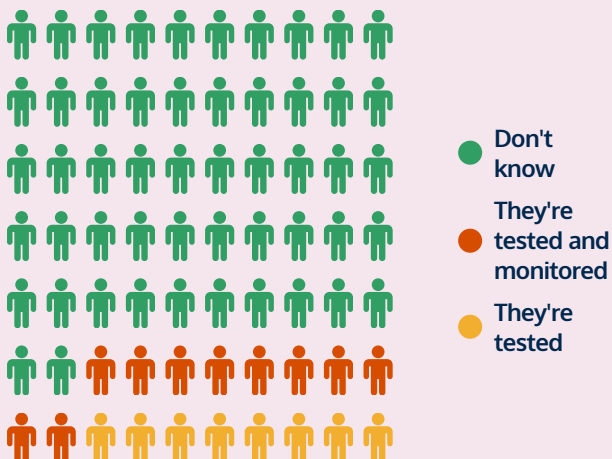


Knowledge of Fairness Control

A significant gap in awareness exists regarding how fairness in casino games is controlled.

Awareness Gap

74% are unaware of how casino game fairness is controlled.

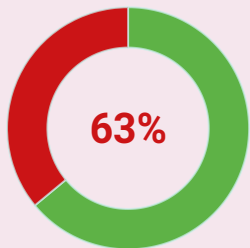


Manipulation Beliefs

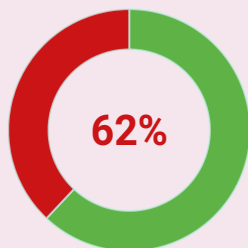


Influence of Social Media

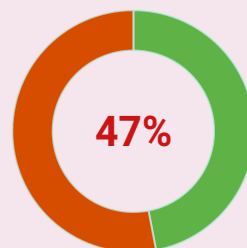
Social media plays a critical role in shaping perceptions and spreading misinformation



rely on social media for information



have heard that playing at a specific time is a strategy to manipulate the outcomes of the games



feel influencers don't sufficiently promote responsible gambling

Safety and Security Concerns

Players' comfort levels on online gambling vary, with notable concerns about safety and scams

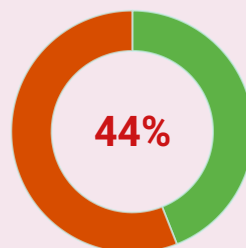
Mixed Comfort Levels

35% feel uncomfortable with online gambling, and 34% are indifferent.



- Very uncomfortable
- Uncomfortable
- Indifferent
- Comfortable
- Very comfortable

Scam Exposure



have been a victim or know someone who has been scammed



Trust and Fairness Improvements

Players demand greater transparency and support for stricter regulations to improve trust



66%



42%



43%



57%

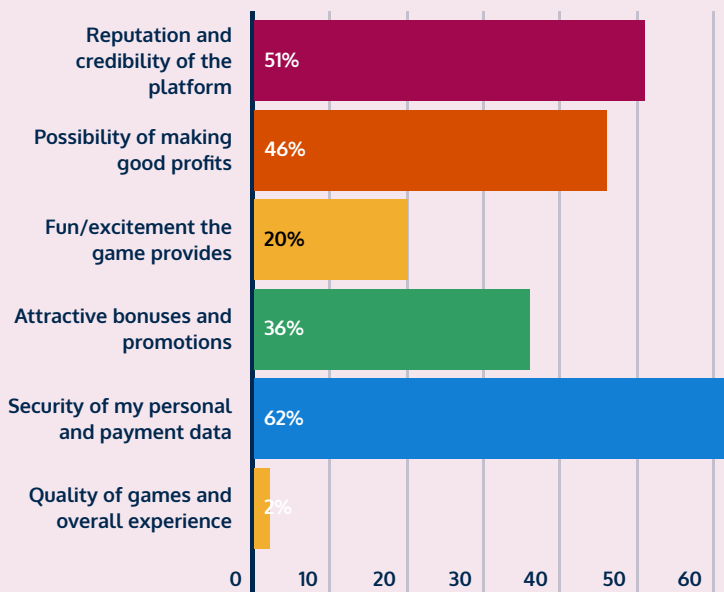


32%

- Greater transparency about game mechanics, odds, results
- Showing independent audit reports
- Clearer explanations of game rules
- Stricter Government regulations on game fairness
- Offering effective Responsible Gaming policies/tools

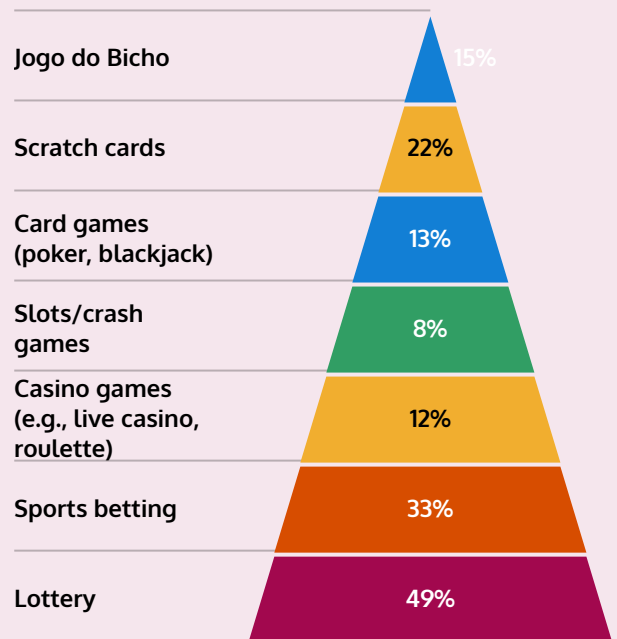
Trust Factor

Prioritizing data security and platform reputation are the most important aspects for them in an online gaming platform



Fairest Type of Games

Lottery and sports betting are the type of games they found the fairest, based on their experience



The Brazilian iGaming industry must address transparency and fairness issues to rebuild trust and ensure sustainable growth. Enhanced player education, stricter regulations, and responsible gambling promotion are critical for achieving these goals.