



THE MARYLAND HOUSE OF DELEGATES
ANNAPOLIS, MARYLAND 21401

**Sponsor Testimony - Request for Favorable Recommendation
HB 195 - State Lottery and Gaming Control Commission - Authority to
Conduct Studies on the Use of Emerging Technology – Collaboration**

Greetings Chair Jheanelle Wilkins, Vice Chair Jessica Feldmark, members of the Ways and Means Committee,

The purpose of HB 195 - *State Lottery and Gaming Control Commission - Authority to Conduct Studies on the Use of Emerging Technology - Collaboration* is to enable the Maryland Lottery and Gaming commission to utilize universities and research entities to expand its research capacity related to new technologies.

Bill Summary:

HB 195 will allow the Maryland Lottery and Gaming commission to authorize or collaborate with research entities that study the use of technology to *protect customers*, including *advanced cybersecurity measures*, *AI to detect problem gambling*, and *leveraging digital identity verification* to prevent fraud and underage access.

The bill will enable the Commission to work with technology experts and unbiased research entities to foster *data-driven* decision-making and policymaking.

The Problem:

According to the Maryland Center of Excellence on Problem Gambling, a part of the University Maryland School of Medicine, its helpline has been receiving more calls from young adults ages 18-24 in recent years. Additionally, 41% of college students who bet on sports have placed a bet on their school's teams and 35% have used a student bookmaker. Survey respondents indicate that advertisements have a major influence on betting activity with 63% of on-campus students recall seeing betting ads and 58% of those students are more likely to bet after seeing the ads. This betting activity is at a higher rate than that found in the general population.

One promising technology to combat problem gambling on college campuses is Geofencing technology. This technology can be used in online gambling to enforce *legal* and *regulatory* requirements by creating a virtual boundary around approved geographic areas and preventing users outside those zones from placing bets or accessing

services. This bill proposes a study with Morgan State University and Bowie State University because of their geographical differences and past research on the topic of gambling on college campuses.

The Technology:

Geofencing is a technology that is already used to restrict access to online gambling apps in states where online gambling is prohibited. Geofencing is a location-based service in which an app or other software program uses radio frequency identification (RFID), Wi-Fi, GPS, or cellular data to trigger a targeted marketing action (such as a text, email, social media advertisement, or app notification) when a mobile device or RFID tag enters or exits a virtual geographic boundary, known as a geofence.

Per a NIH study, geofencing technology can provide just-in-time adaptive interventions for addictive adult gamblers - [Smartphone App Delivery of a Just-In-Time Adaptive Intervention for Adult Gamblers \(Gambling Habit Hacker\): Protocol for a Microrandomized Trial - PMC \(nih.gov\)](#).

The Approach:

This study can be a model for a proactive approach to integrate technology with oversight and control efforts to mitigate problem gambling. I seek a favorable recommendation for this bill.

Cordially,



More Information:

<https://www.youtube.com/watch?v=vQscG-PTaDY>

<https://www.gambling.com/us/news/geofencing-technology-works-expert-says-2927500>