Online Gaming Fraud in EMEA & UKI

Where losses occur across the player journey and how operators are responding

LexisNexis® Risk Solutions collaborated with SIS to survey 385 decision-makers across the online gaming industry in EMEA and UKI.

Most Prevalent Fraud Types

Bonus abuse is the most prevalent. The increasing ease in obtaining new phone and email addresses is a reason behind this fraud category surge.

76% BONUS ABUSE

58% MULTI-ACCOUNTING

37% STOLEN IDENTITIES

36% AFFILIATE FRAUD

Where Fraud Happens in the Customer Journey

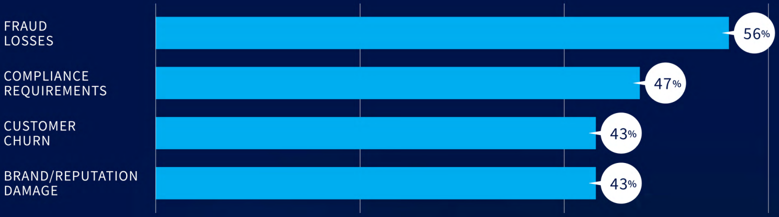
The beginning and ending of customer journeys are the most perilous for gaming companies. This trend is similar outside of EMEA, demonstrating global appetite for effective fraud prevention solutions.

1. ACCOUNT CREATION
2. DEPOSIT
3. LOGIN
4. WITHDRAWAL

61% OF FRAUD OCCURS AT **ACCOUNT CREATION** AND **WITHDRAWAL**

The Business Impact of Fraud

Respondents identified four business areas where fraud does the most damage: direct fraud losses, increased compliance requirements, customer churn and brand/reputation damage.



What This Means For Gaming Operators

With fraud concentrated at onboarding and withdrawal, gaming operators across EMEA and the UKI face a growing challenge: protecting high-risk moments without adding friction for genuine players.

How Operators Are Fighting Fraud Today

More than half of gaming companies employ manual monitoring, document verification and device fingerprinting; half or nearly half utilise IP geolocation tracking and behavioural biometrics.

59% 54% 54% 50% 46%

MANUAL MONITORING

DOCUMENT VERIFICATION

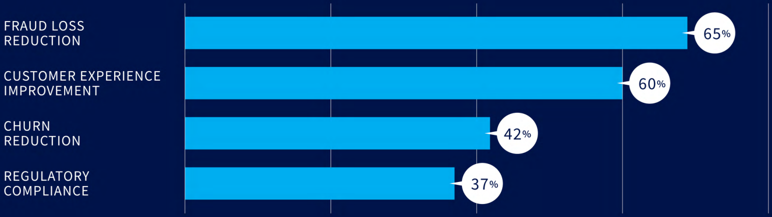
DEVICE FINGERPRINTING

IP GEOLOCATION TRACKING

BEHAVIOURAL BIOMETRICS

How Success Is Being Measured

Two of the most important fraud management KPIs in our survey are loss reduction and customer experience improvement. Both top the list for about three out of every five respondents.



The Friction Challenge

Aggressive anti-fraud strategies run the risk of alienating new customers. Over three-fourths (79%) of survey respondents say platform abandonment happens at both onboarding and at withdrawal.

Verify Identity to Cash Out
Scan ID
Verify Address
Link Bank
Complete Verification

83%

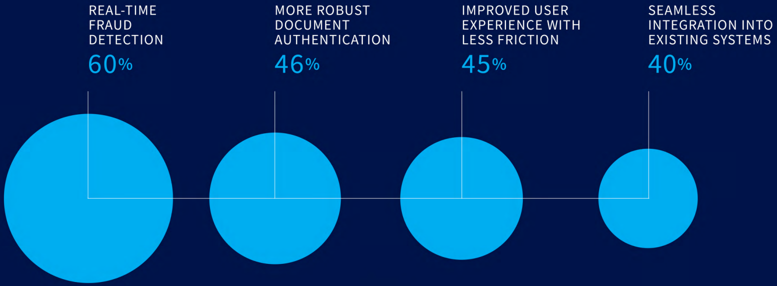
SAY EVEN **MODERATE FRICTION** CAUSES USERS TO ABANDON

79%

SAY ABANDONMENT HAPPENS AT BOTH **ONBOARDING AND WITHDRAWAL**

What Operators Want More of (Looking to 2026 and beyond)

Gaming companies want new tools to detect fraud in real time, stronger document authentication and a more frictionless customer experience, each of which was cited by at least 45% of respondents.



REAL-TIME FRAUD DETECTION
60%

MORE ROBUST DOCUMENT AUTHENTICATION
46%

IMPROVED USER EXPERIENCE WITH LESS FRICTION
45%

SEAMLESS INTEGRATION INTO EXISTING SYSTEMS
40%

The Readiness Gap

While the 13% who share data are seeing the benefits, the 87% who aren't currently sharing data cite concerns about data privacy and regulatory restrictions as their top reasons why.

ONLY
13%
OF OPERATORS CURRENTLY
SHARE FRAUD INTELLIGENCE

71%
SAY DATA SHARING REDUCES FRAUD INCIDENTS

69%
SAY IT SPEEDS UP FRAUD DETECTION

The Operational Reality

Operators are under pressure to stop fraud without slowing down legitimate players. Success increasingly depends on orchestrating fraud, identity and risk controls across the player journey to detect abuse earlier while protecting the experience for legitimate players.

Increase the thrill of the game. Shorten the odds on fraud.

Get trusted customers playing faster while keeping your gaming ecosystem protected with advanced fraud detection, authentication and verification solutions.

FIND OUT MORE

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