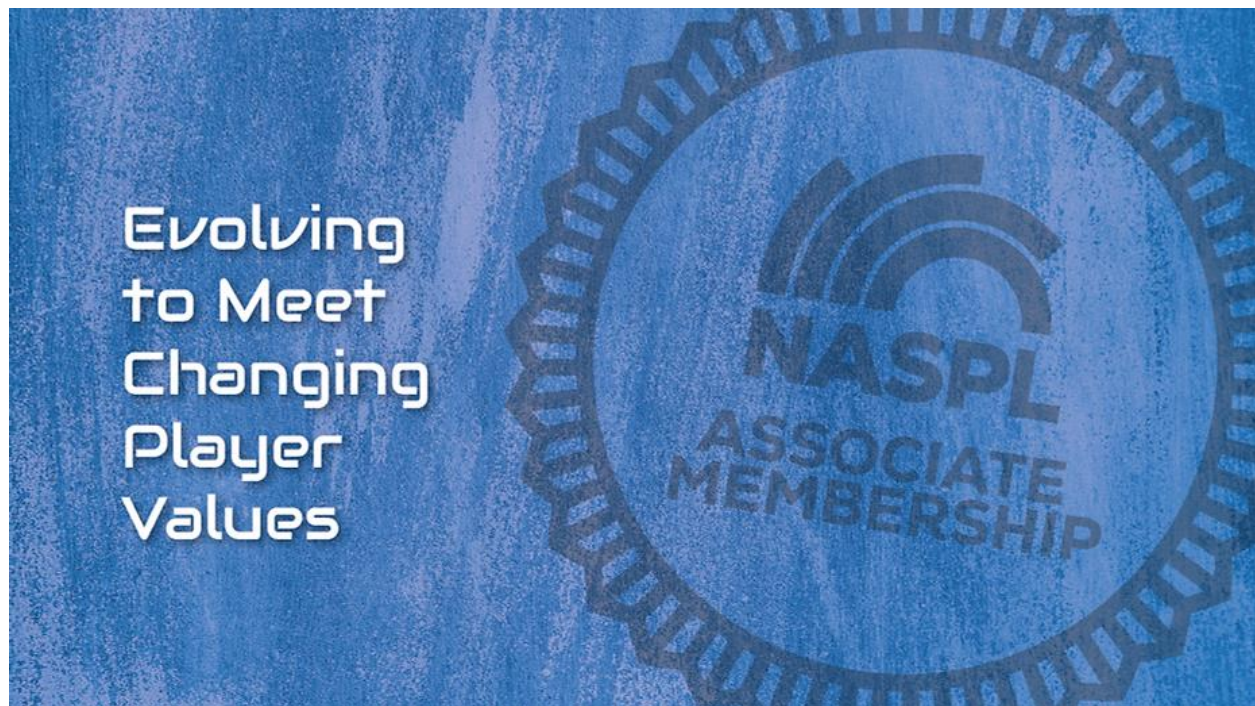




Evolving to Meet Changing Player Values

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At a time when technology – and consumer interaction with technology – is changing at a rapid pace, emerging young adults see the world in different ways than the generations who have gone before. Yes, they take advantage of all that technology offers. Yet they are also careful about the companies, products and services they support, and their ultimate life goals may be different from previous generations. That seems to place lotteries in a favorable position to capture broader consumer attention.

To get ideas about how lotteries can adapt, we asked our Associate Member Partners the following question: **Younger generations often value experiences, social impact and personalization. How can lotteries evolve to reflect these values without alienating their core base?**

We encourage readers to carefully review the following answers to our question, which cover all sorts of activities in which lotteries engage. If you are attending the NASPL Annual Conference in Niagara Falls, most of these companies have a presence at the trade show. Be sure to visit all the booths in the exhibit hall to learn more about how our partners are assisting lotteries with today's challenges.



Convenience Rules

A mobile-first approach to player engagement with convenience as a core tenet is the heart of future lottery experiences and what the next generations of consumers demand. We need to meet players where they are in their daily journeys versus players seeking out lottery. And they should be able to pay in the most convenient way possible: with digital wallets on mobile devices.

Can you imagine a player taking an Uber to a convenience store to buy their Mega Millions ticket when there's a jackpot run? Or is that purchase experience better delivered when they are at home ordering dinner through their phone's food delivery app? Or while shopping online at their favorite e-commerce site? Or in a Lyft headed to a social event?

Lotteries must evolve to deliver value wherever consumers are.

Experiences

Today, core marketing messages for lottery games center on cash prizes. Part of the reason sports betting is so appealing is that it's tied to experiences that create ongoing engagement and excitement. Lottery must evolve in a similar way by offering exciting, once-in-a-lifetime "experiences," like linked games winner events, which are different than just another cash prize. Additionally, games must become more social by offering compelling, multi-player interactive experiences.

Social Impact

Players may eventually want a say in where good cause funding goes, and games can be created for specific causes to appeal to player segments. Responsible gaming will be taken more seriously. The ability to proactively identify the signs of unhealthy play will become more pressing as the next generation highly values mental health.

Personalization

With the advancement of personalization across all consumer products, players will also expect a unique lottery journey and uniquely personalized games. As we think about the future of lottery experiences, and online and digital wallet use continues to grow, lotteries will have more information about their players to create experiences tailored specifically to them.

Registered players will have unique home pages and personalized marketing communications. They'll have access to a seemingly unlimited supply of games (no longer a small, curated selection) offered in a personalized way based on their previous interactions and playstyle preferences. AI will likely be leveraged to tailor games and personalize play elements specific to a player.

These advancements will not alienate today's core players. Modernization will elevate the overall lottery experience to be on par with their other favorite consumer product experiences.

- Matt Lynch, President, Digital