



SVENSKA SPEL

Level up the responsibility

Why and how to include player health in the general business
~~model~~

Talk by Axel Lyckberg, Data Analyst, Playscan, Svenska Spel, Tampere, 4 June
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SVENSKA SPEL



How is responsible gambling prioritised today?

LEGAL/REGULATIVE
DEMANDS

LEGAL/REGULATIVE
DEMANDS

IMAGE DRIVEN

LEGAL/REGULATIVE
DEMANDS

IMAGE DRIVEN

THE BEST TOOLBOX

*”We have a good responsible gambling framework
– let’s work on increasing revenues”*

How are the tools used?

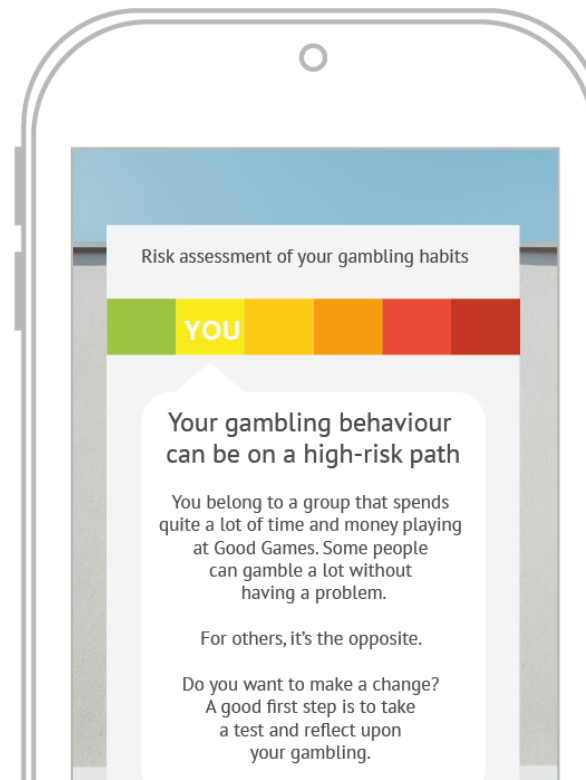
4% chose to use limits
when voluntary to set



How are the tools used?

What impact do the tools have?

After taking a self test a
20% reduction in
wagers were seen



How are the tools used?

What impact do the tools have?

How does the rest of the business impact?

4 out of 5 companies
offered free money
to TV actor





Revenue

Player Health

Sales
department

CSR
department

**Integrate responsible gambling at the top level of the business
model**

Integrate responsible gambling at the top level of the business model

Why?

Problem gamblers are profitable


1 problem gambler who loses 50 000 euro in 3 months

1 regular gambler á 20 euro a week for 48 years




Healthy Revenue






Responsible gambling and
revenues both become
everyones responsibility



Promotes customer
centered solutions

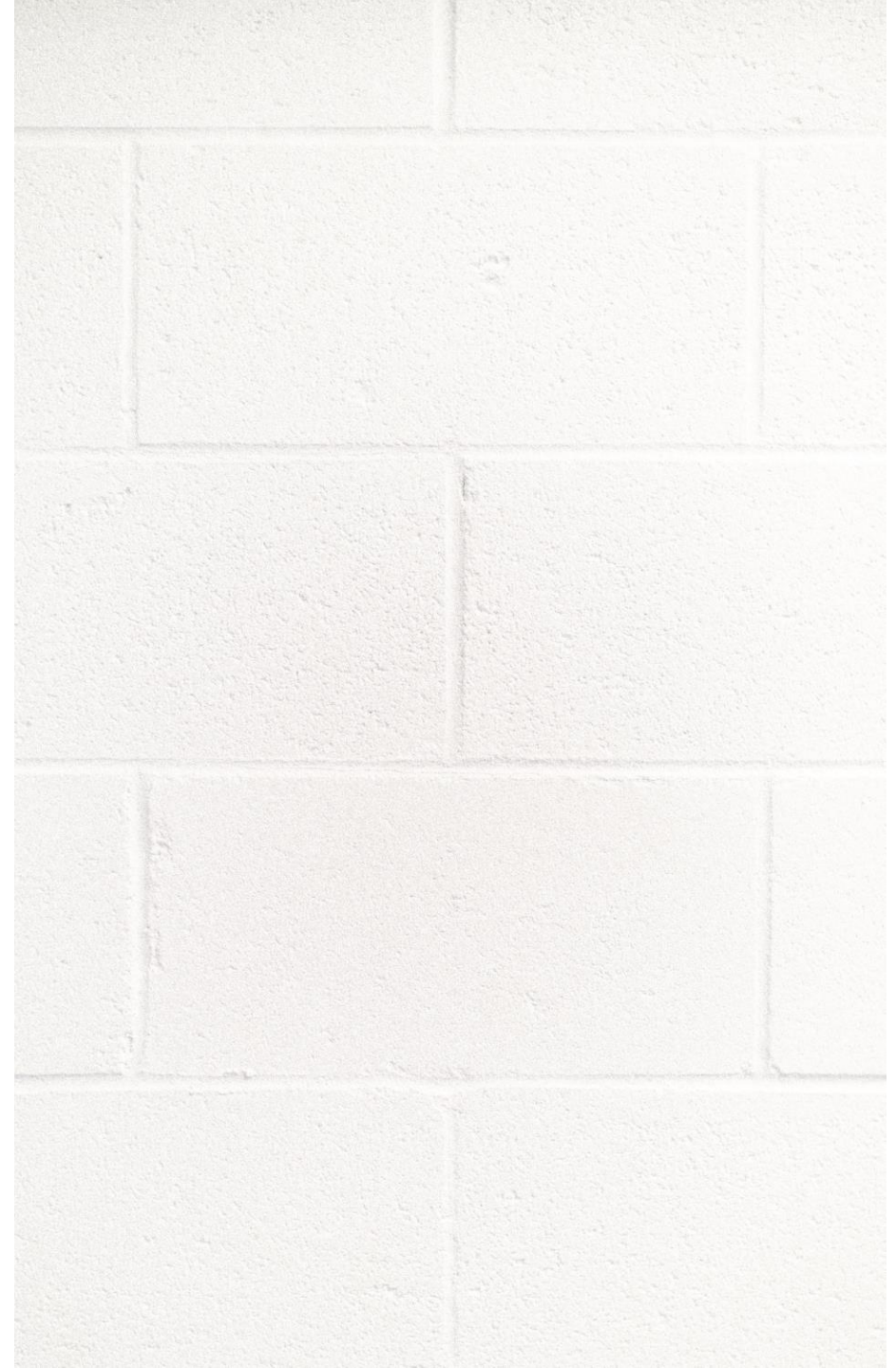


Responsible gambling and
revenues both become
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WHERE ARE WE TODAY?

Norsk Tipping

Follows Healthy revenue as one of their business KPI:s



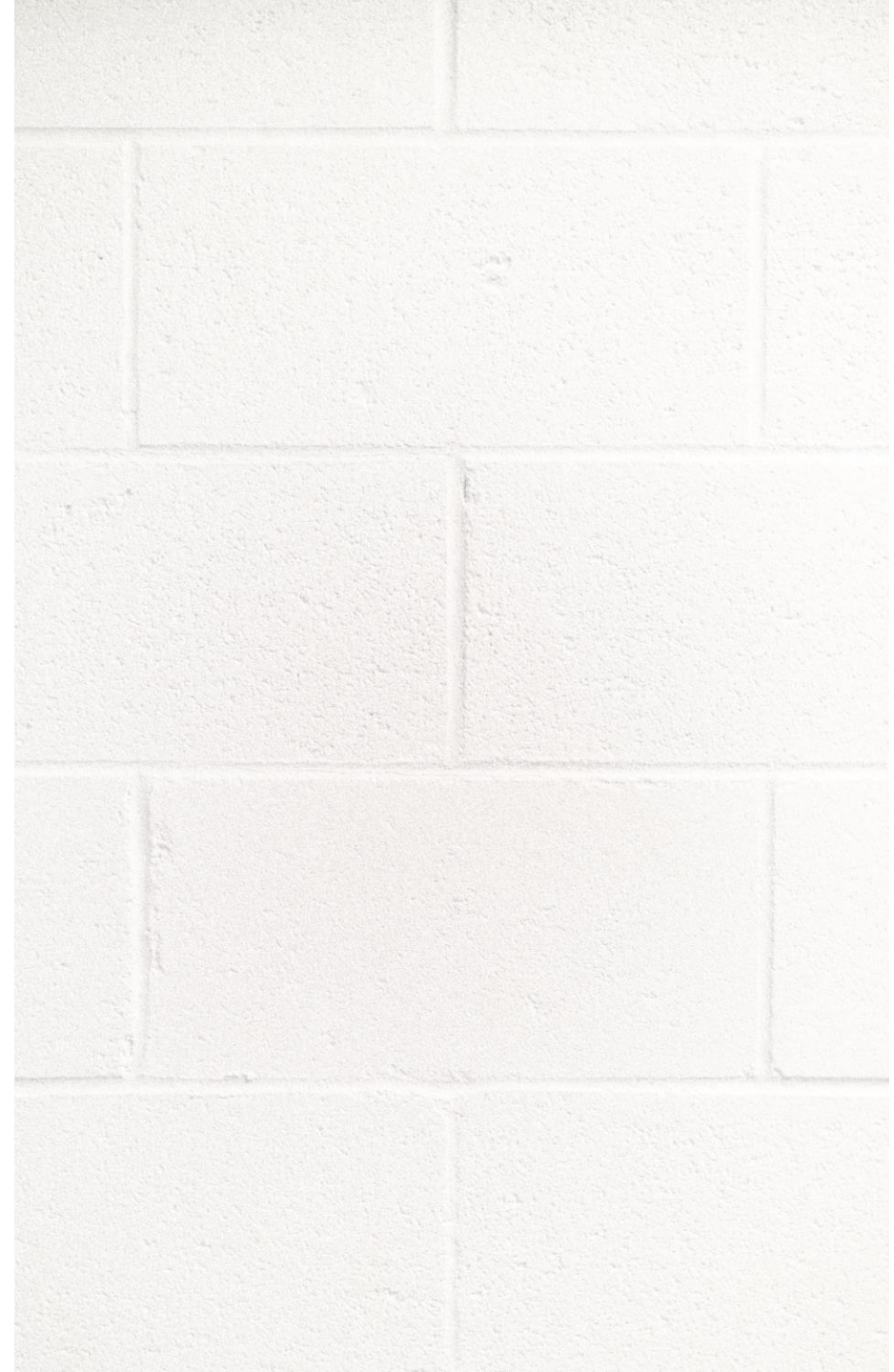
WHERE ARE WE TODAY?

Norsk Tipping

Follows Healthy revenue as one of their business KPI:s

Svenska Spel

- 2017 we publicized our first estimate on Healthy revenue
- Work in progress on measuring healthy revenue



WHERE ARE WE TODAY?

Norsk Tipping

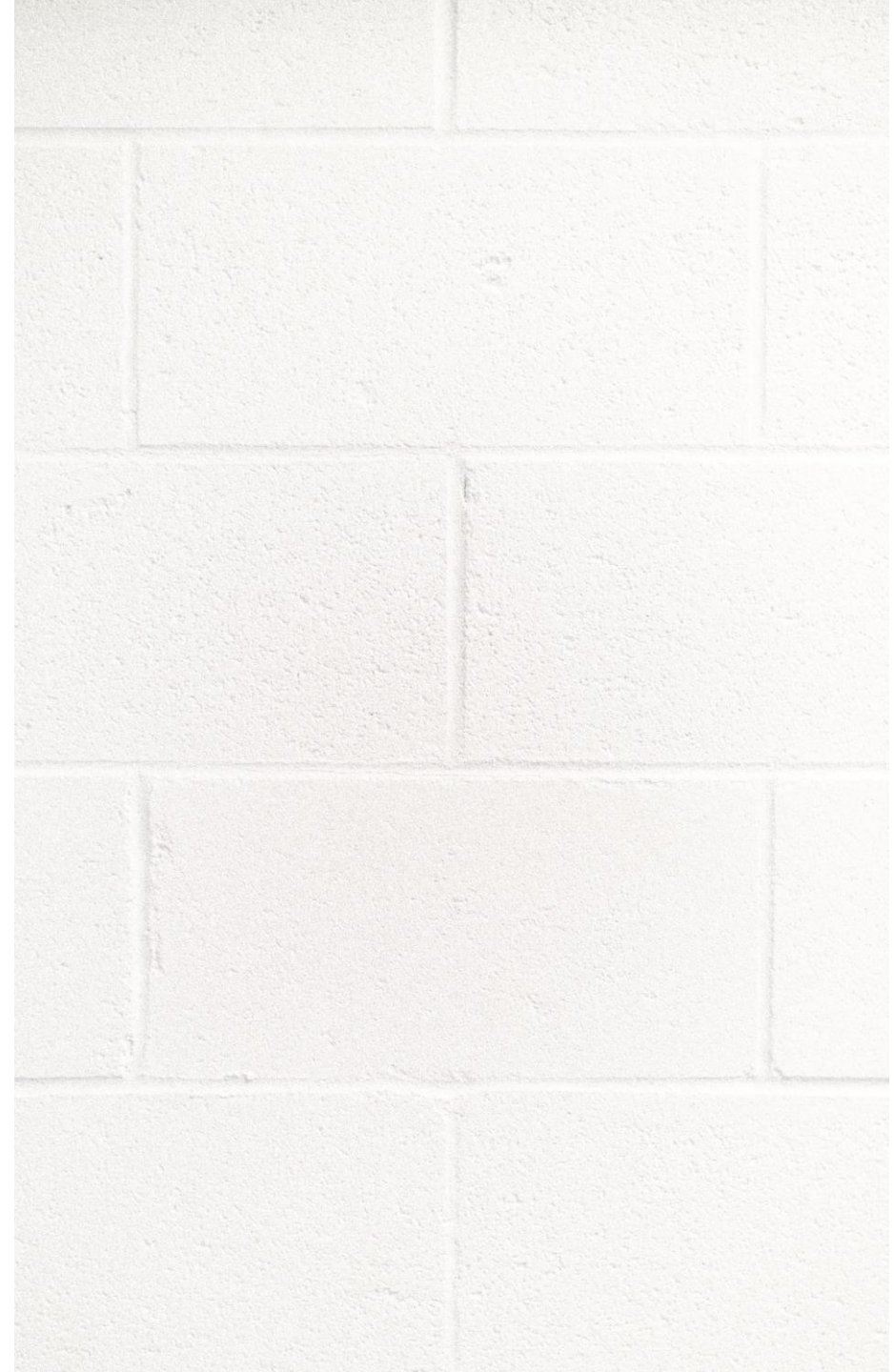
Follows Healthy revenue as one of their business KPI:s

Svenska Spel

- 2017 we publicized our first estimate on Healthy revenue
- Work in progress on operationalising KPI:s

Kindred

- Goal of 0% revenue from harmful gambling by 2023



Too expensive? Too bold?

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Declining image for gambling industry

Too expensive? Too bold?

Declining image for gambling business

Traits of the successful companies of the future

Take away message

Responsible gambling should be everyone's responsibility.

It's not only about providing all the tools, it's about what impact they have.

Problematic gamblers and their revenues can be measured.

The future winners in the gambling industry are transparent and walking the walk



Thank you for your attention!

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