



# IMPACTS OF THE MANDATORY GAMING LIMITS ON DIGITAL GAMING

Hannu Rinkinen SNSUS conference 05.06.2019

# FOUNDATION OF THE MONOPOLY SYSTEM

According to the Lotteries Act, Veikkaus shall “run lotteries in such a manner that ..., social and health problems associated with gaming are prevented and reduced”.

The company shall enjoy broad-based approval by the Finnish people, at the same time, it shall have the ability to channel Finns' gaming towards domestic gaming supply



# FINNISH GAMING MARKET AND VEIKKAUS 2018



**€3,155 M**  
TURNOVER

**86%** VEIKKAUS  
MARKET SHARE\*

**€1,014 M**  
(-3.3%) RESULT

**44%** PLAYS  
IDENTIFIED

**42%** SHARE OF  
DIGITAL GAMING

\*In terms of  
GGR



**OVER 40%  
OF GAMING  
TAKES PLACE  
ONLINE**

# FINLAND'S MOST POPULAR WEBSTORE



- Veikkaus.fi has 613 000 players every week
- Finland's largest consumer webstore 24/7
- Website adapts to different terminals; a special Veikkaus application for mobile devices
- Analytics-driven agile development, pioneer in purchasing program-based advertisements

# ALMOST ALL ADULT FINNS HAVE TRIED GAMING

- ca. 4 000 locations for playslip games
- ca. 90 Pelaamo and Feel Vegas arcades
- 18 600 slot machines in in point of sales
- Finland's only casino in Helsinki; another one will be opened in Tampere
- Over 35 000 Veikkaus game sales clerks

**6 500**   
**GAME POINTS**  
**ALL OVER**  
**FINLAND** 

# ALL THE FAVOURITE GAMES OF FINNS



Kay figure E 12/2016 turnover, for slot machines, GGR

# RESPONSIBLE GAMING FRAMEWORK IN DIGITAL GAMING

VEIKKAUS





# GOALS FOR TOOLS AND RESTRICTION

## 1. Preventing Finnish players for the gaming problems

- Gaming restrictions / limits must be effective enough but also clear and customer friendly

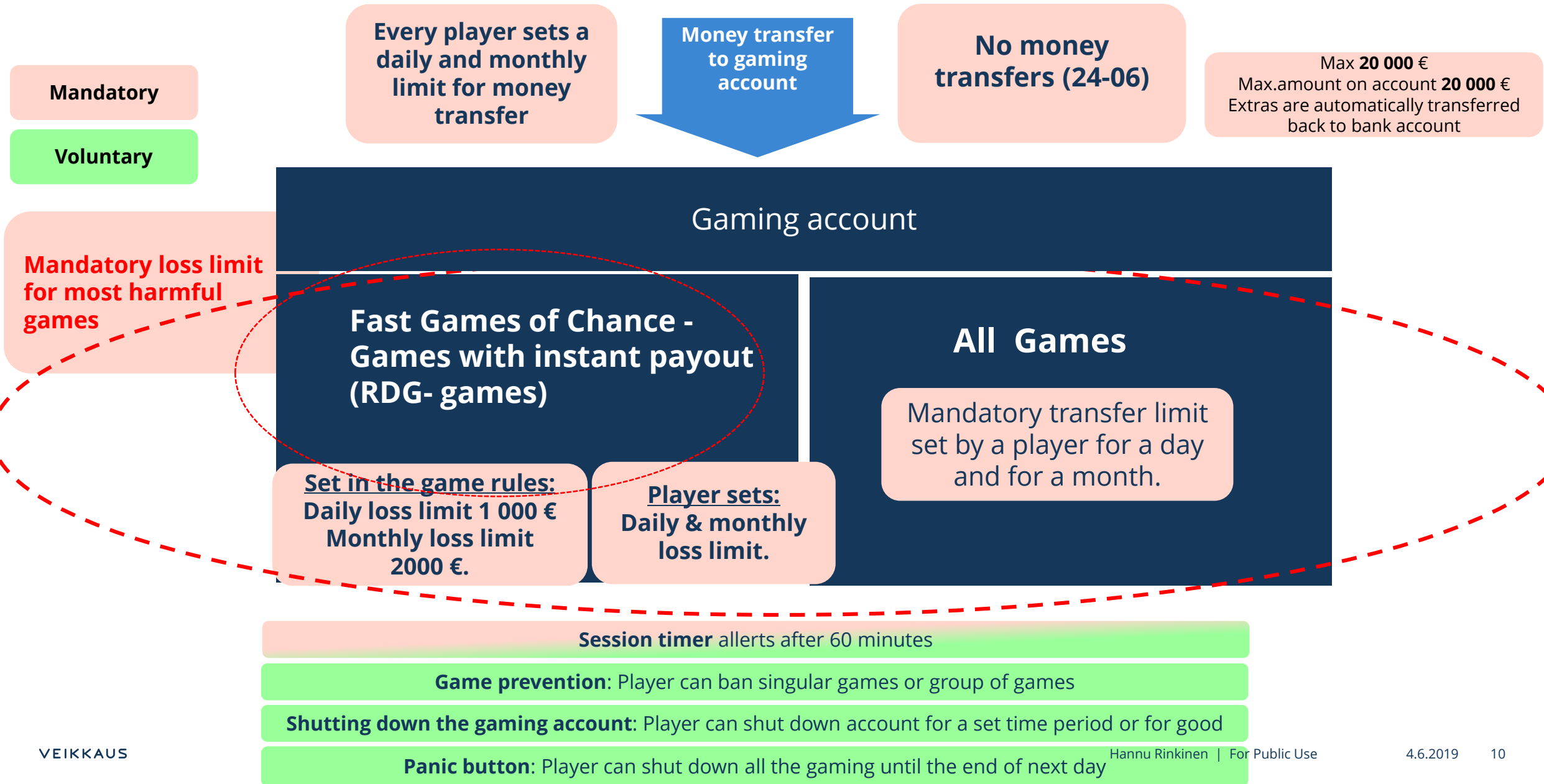
## 2. Good customer experience and high consumer protection

- Gaming restrictions must not undermine the customer experience
  - Restrictions, bans and all the tools for responsible gaming must be a natural and customer friendly part of purchasing games
  - Restrictions must not lead to patronage but a good and caring customer service
  - The customer communication concerning restrictions must be very understandable so that everybody will clearly understand how the limits work and how he is able to use and take best effectiveness out of the restrictions

## 3. Successful channelling

- Too strict gaming regulations or glumy customer experience will turn players to unregulated sites or into unidentified gaming

# VEIKKAUS ONLINE RESPONSIBILITY FRAMEWORK 12.12.2017 ->

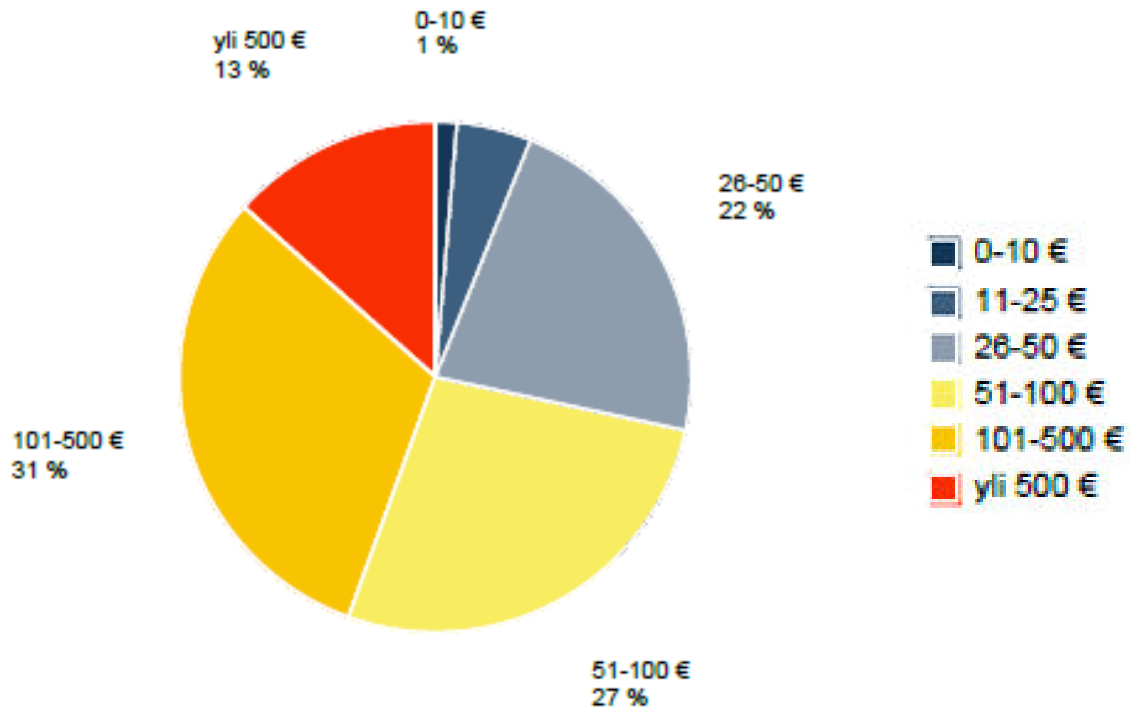


# PLAYERS SET VERY MODERATE LIMITS



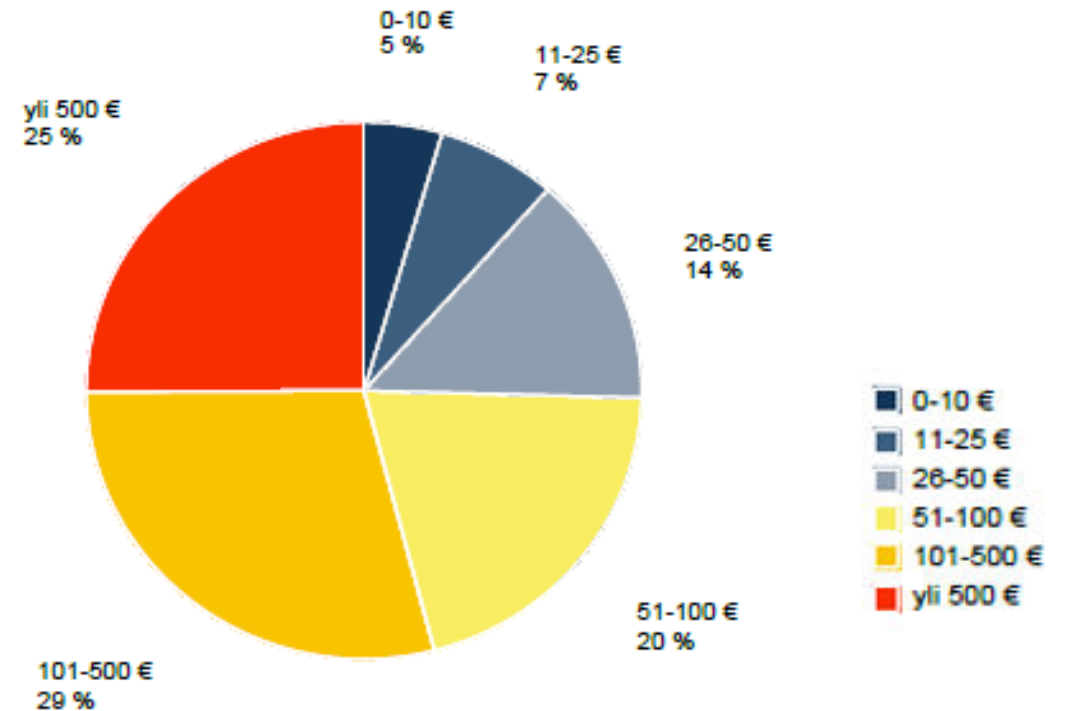
# MANDATORY MONTHLY LIMITS LEVELS SET BY PLAYERS – VERY MODERATE

Money transfer limit: 05/2019  
(no maximum set by regulator)



56% of all players has set a money transfer limit < 101€/month

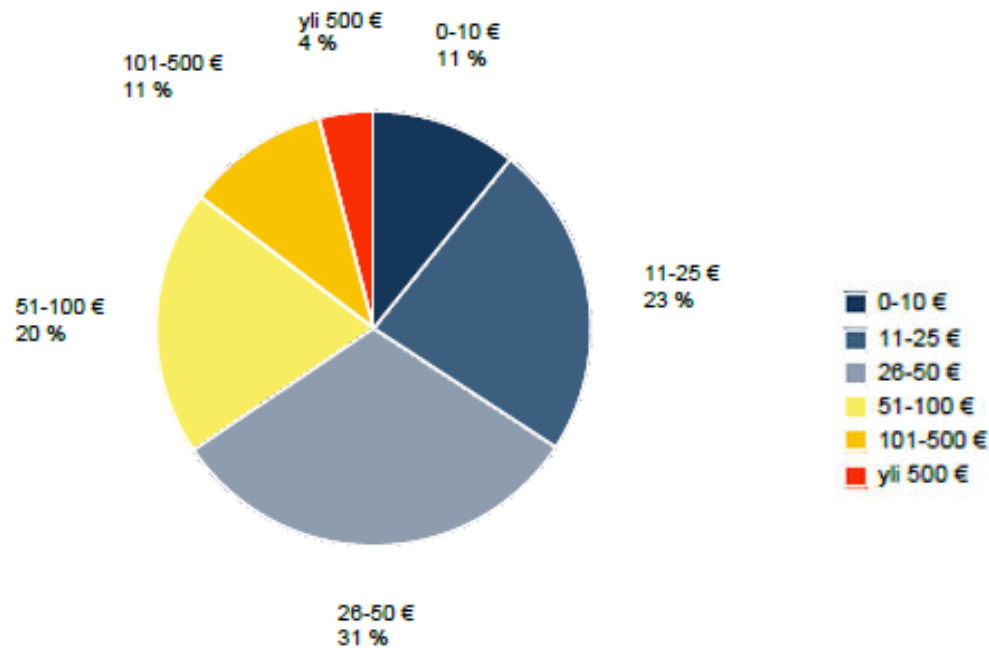
Loss limit: 05/2019 (maximum 2 000€)



46% of all players has set a loss limit < 101€/month

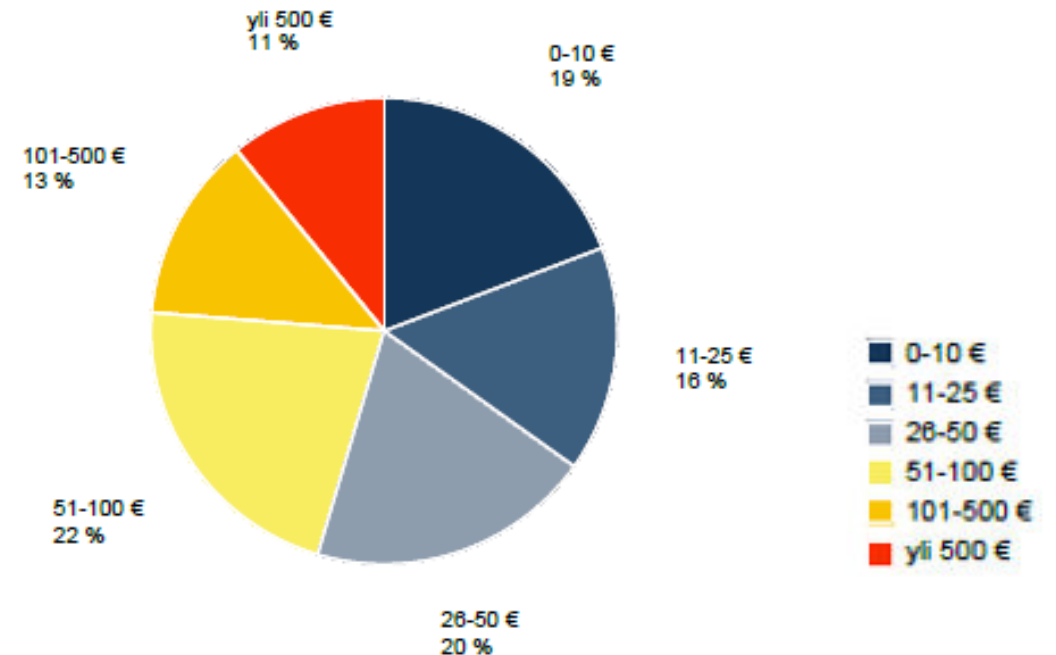
# MANDATORY DAILY LIMITS LEVELS SET BY PLAYERS

Money transfer limit: (31.5.2019)  
(no maximum set by regulator)



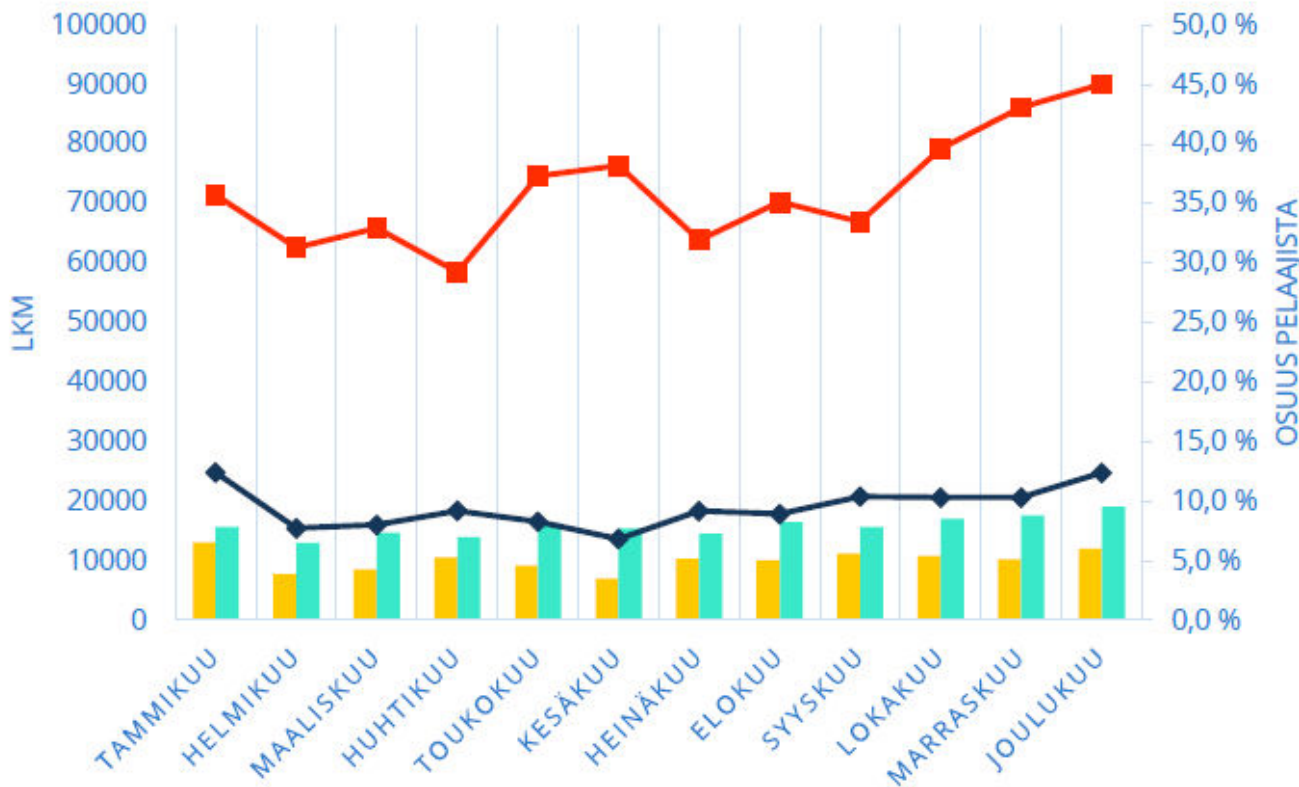
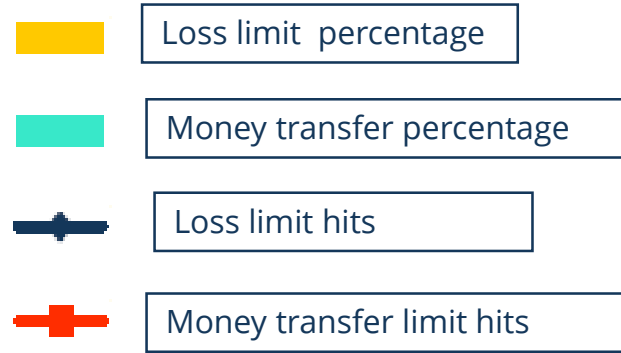
85% of players has set daily money transfer < 101€

Daily loss limit:  
(maximum 1 000€)



86% of players has set daily loss < 101€

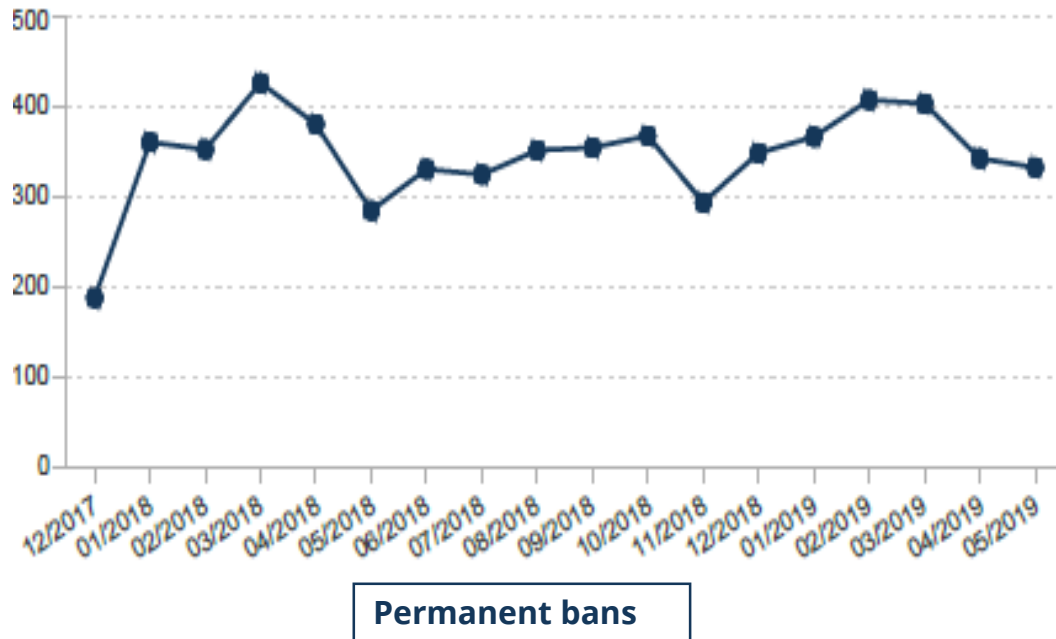
# THE AMOUNT OF LIMIT HITS 2018



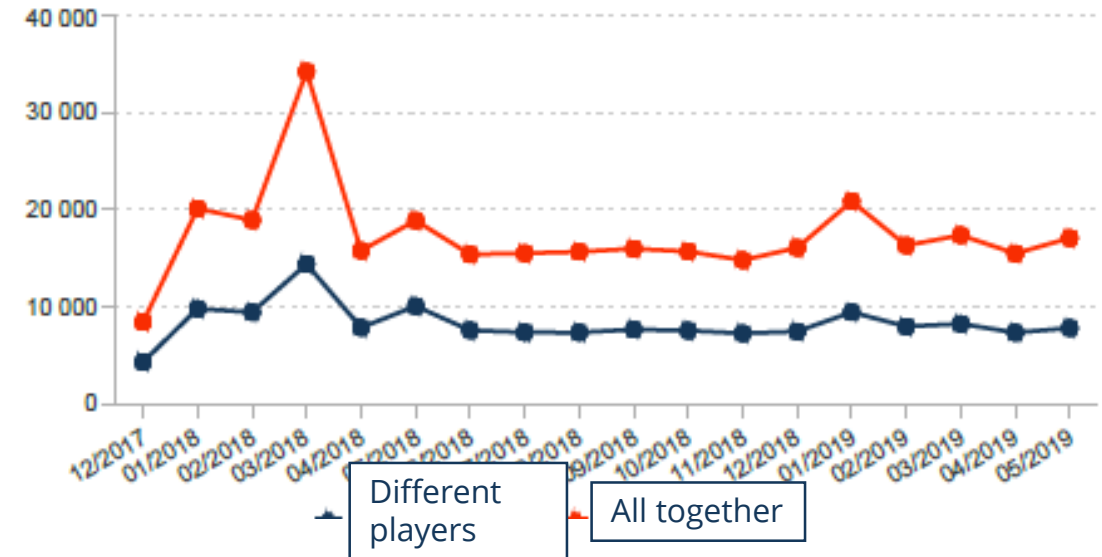
- The group of people who hit the limits varies a lot from month to month
- Mandatory limits are very effective:
  - Around 100 000 different players hit limits monthly
  - 4 000 of those continue their gaming in offshore sites.

# GAME BANS 12/2017 – 05/2019

## Permanent bans/month

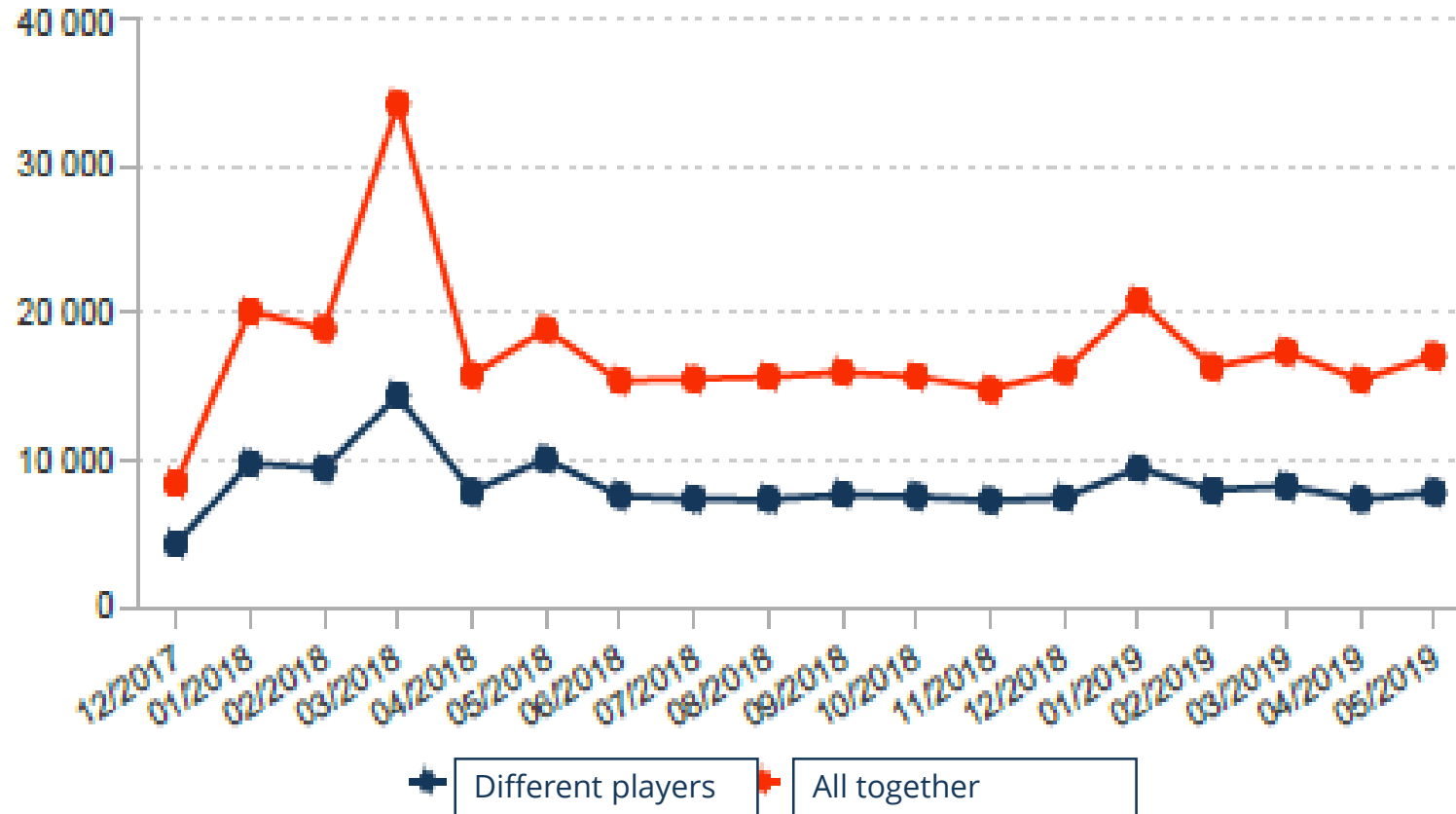


## Monthly settings and changings of game bans



By the end of 05/2019 21 700 bans were valid. 6 400 of those are permanent bans.

# PANIC BUTTON USE 12/2017 - 05/2019



## Panic Button:

- Visible all the time on all gaming sites
- Cuts players all gaming until the end of next day
- During 01 - 03/2018 it was possible for the player to change their limits without waiting period



# THE EFFECTS AND RESPONSES

VEIKKAUS

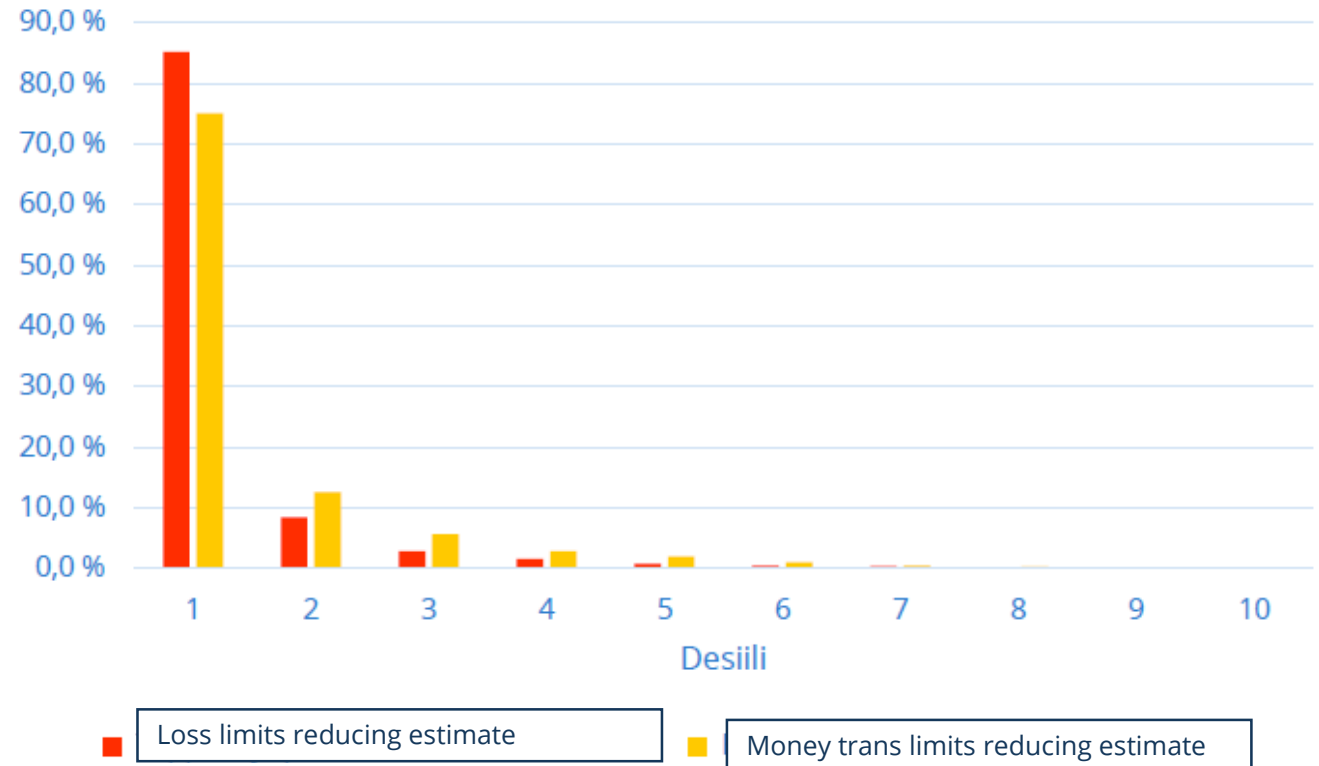


# HOW DID RESTRICTIONS AFFECT THE GGR

- According to estimates, the compulsory game limits reduced the growth of the GGR in the digital channel in 2018 by ca. **EUR 21 million. (~4%)**. During 01 – 03/2018 it was possible for the player to change their limits without waiting period
- According to analyses, the realized drop in the GGR probably concerned the most problematic gaming, which means that the compulsory limits worked well and as expected
- In 2019 we estimate that the effect will be even stronger

# LIMITS REDUCE MOSTLY GAMBLING OF BIG PUNTERS

- 85% of the revenue cut that is caused by loss limits is targeting to decile that is gambling most
- 75% of the revenue cut that is caused by money transfer limit comes from the top decile
- About 4 000 players who hit their limits in Veikkaus.fi continues their gambling on the offshore sites monthly.

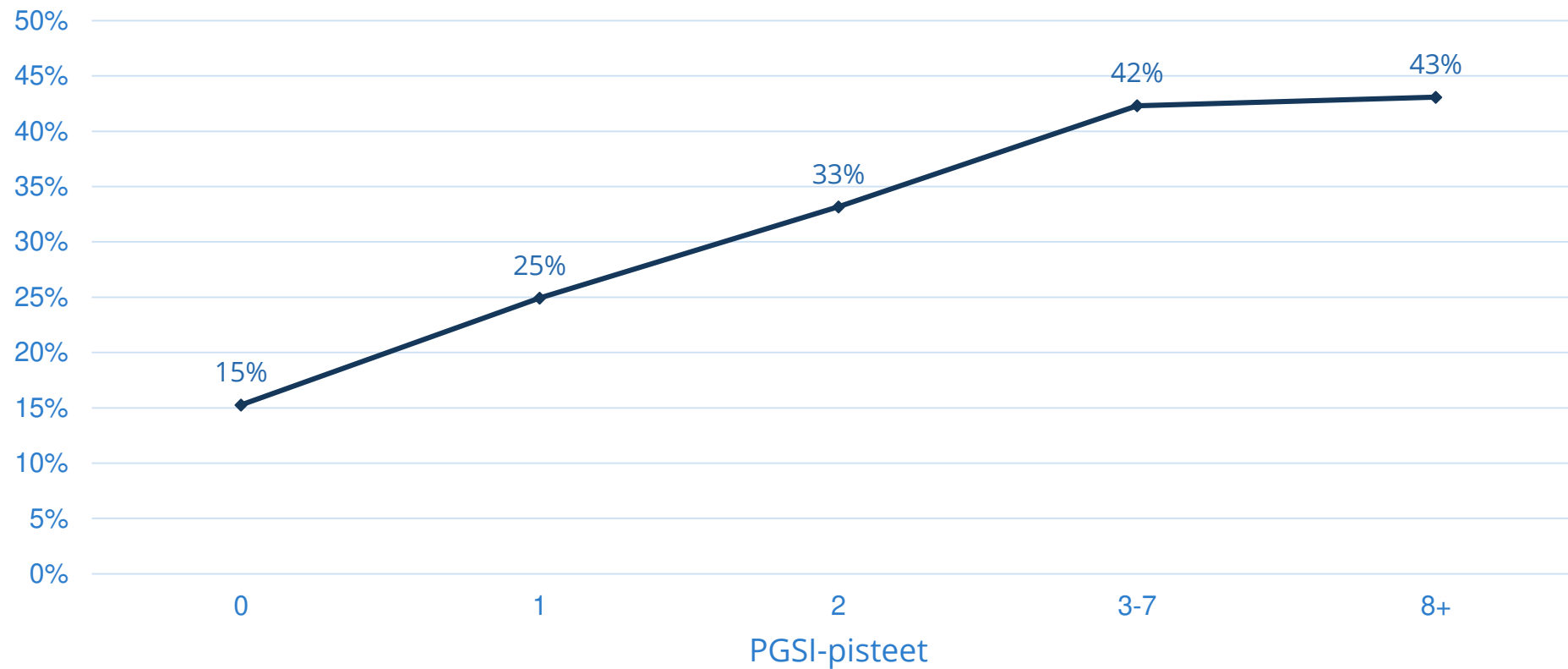


# RESPONSIBILITY SURVEYS 2017 AND 2018

- The goal for Surveys was to chart customers attitudes towards Veikkaus.fi new restrictions and to estimate how restrictions have affected responsible gambling altogether
- The Survey 2018 was sent to 82 000 customers of which about 18 000 filled the form. (22,5%)
- People who belonged to VasA-group were more reluctant to answer than others. Only 6,4% filled the form (1 744) (VasA ~ responsible customership group)

# PGSI-POINTS

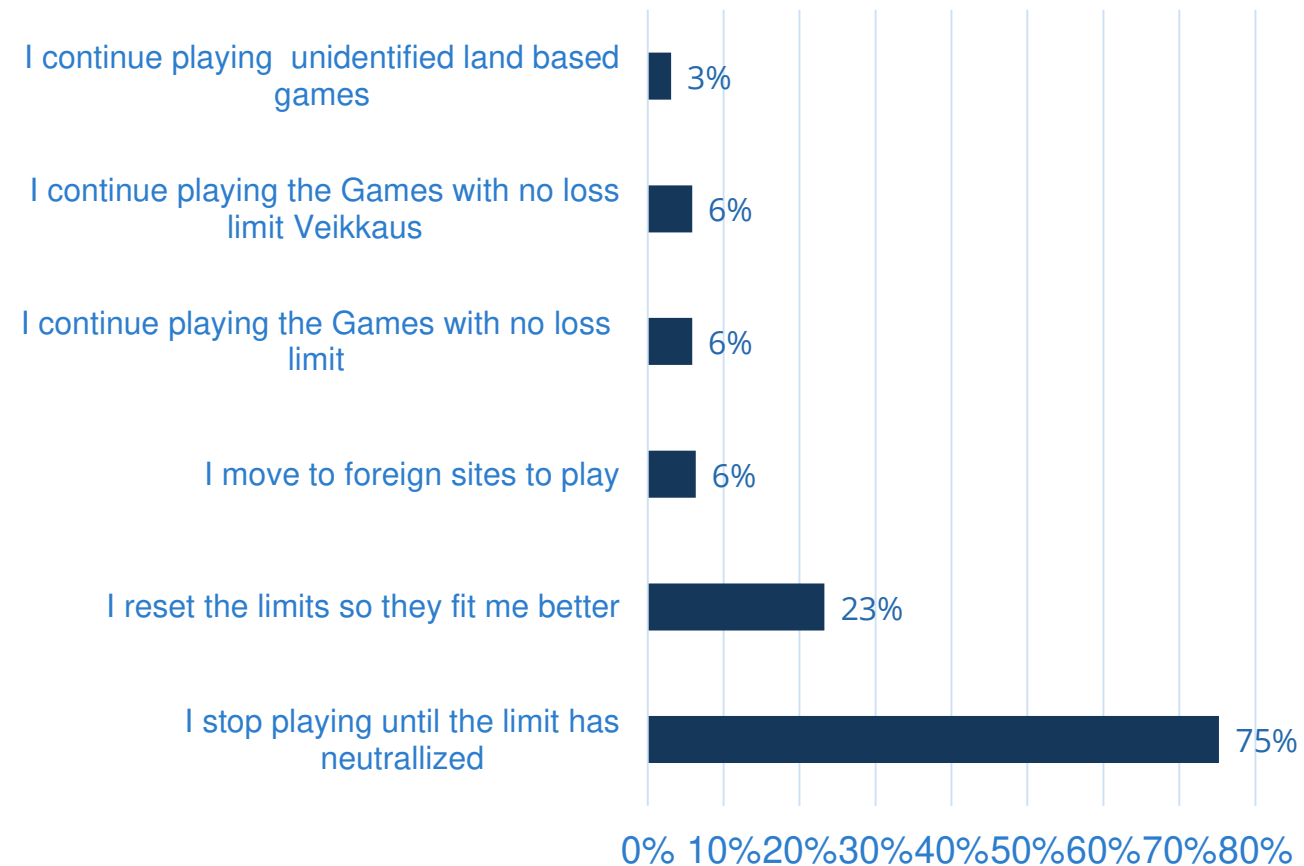
“New limits have helped me to control my gambling”



# WHAT DO YOU DO WHEN YOU HIT THE LIMIT?

- 68 % of VasA group and 13,4% of others told that they had sometimes hit either loss or transfer limit
- Those belonging to VasA-group were more likely to move to other gaming sites.
- More than 4 000 players continue their gaming on the offshore sites monthly

Action after hitting the Limit





# THANK YOU!

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