



Norwegian gaming market – changing legislation

- Helsinki 20. May 2009



Norwegian gaming market

Topics

- Overview of Norwegian gaming legislation
- Main goals for the regulation
- Taking down problem games
- Current positions
- Problem gambling



Overview gaming legislation

- *The Gaming Act 1992*
- *The Totalisator Act 1927*
- *The Lottery Act 1995*



Overview gaming legislation

Authorities

- Ministry of Culture and Church Affairs
 - Responsible for the Gaming Act and Lottery Act
 - Supervision of Norsk Tipping

- Ministry of Agriculture and Food
 - Responsible for the Totalisator Act
 - Supervision of Norsk Rikstoto



Overview gaming legislation

Authorities

- Norwegian Gaming and Foundation Authority
 - Licensing authority for lotteries and games outside the state monopolies
 - Control authority for all gaming in Norway
 - Responsible for the area problem gambling



Overview gaming legislation

Historical perspective

- A restrictive legal tradition
- Puritanic approach to gaming
- Specific ban on "hazard games" in legislation from 1753
- Ban from 1851, exception for lotteries for good causes



Overview gaming legislation

Market characteristics

- Dominated by the state run gaming until the mid 1990`s
- Football pools
- Gaming in connection with equestrian activities
- Introduction of LOTTO in 1986
- Introduction of sportsbetting in 1994



Overview gaming legislation

Market characteristics

- Expansion of the slot machine market in 1995
- Abolishment of slot machines in 2007

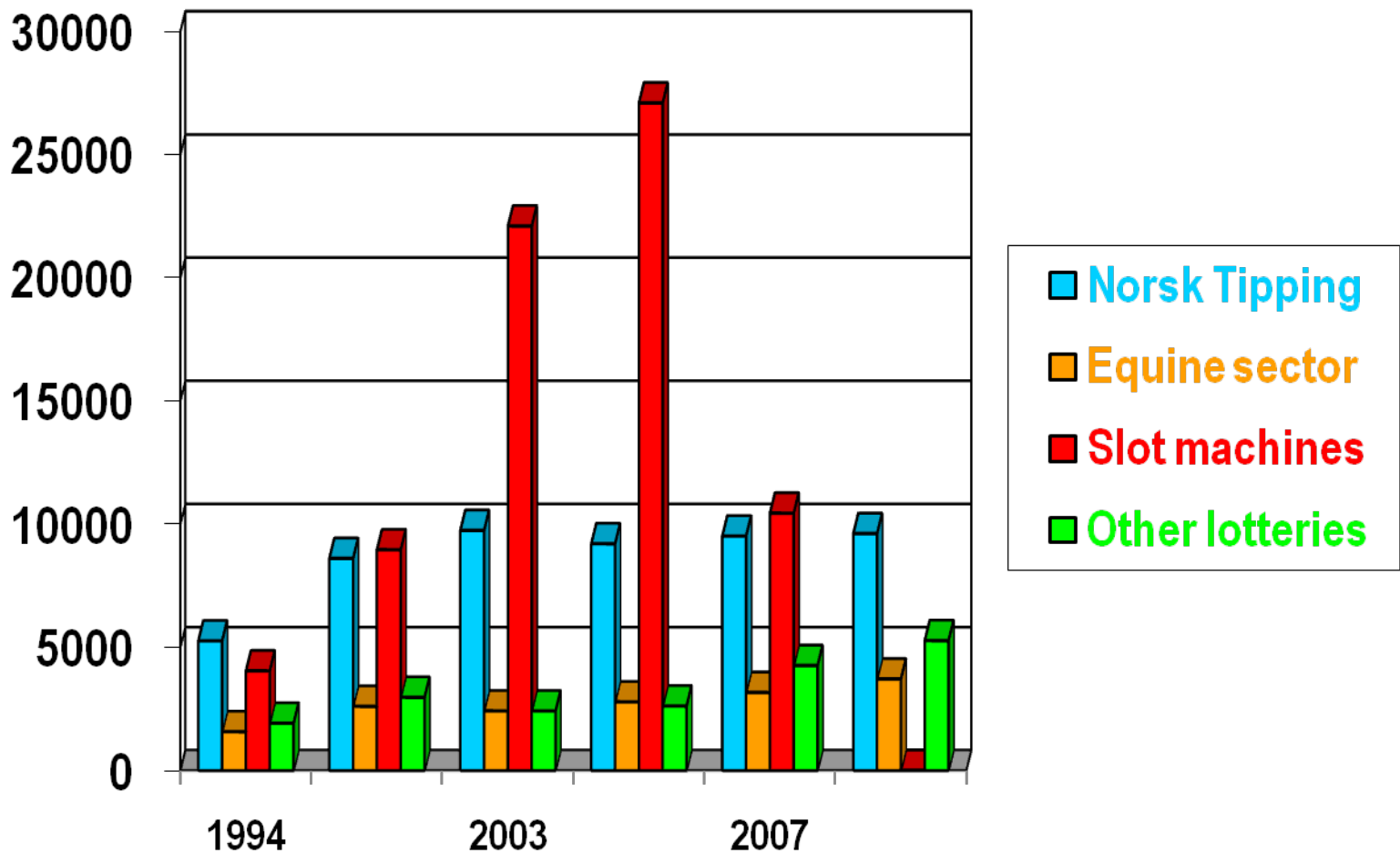


Main goals for the regulation

- Channeling – provide moderate and responsible games to the population
- Avoid problem gambling – focus on social issues and consumer protection
- Profit from gambling should not go to state budget or private pockets, but to sport, culture and charities/NGOs



Taking down problem games





Future challenge – the Internet

- All forms of interactive games are prohibited e.g. poker, casinos
- State monopolies may distribute their existing terrestrial games via the internet
- Prohibition/criminalisation of payment transfers from Norway to overseas gaming sites – ban on payment transactions from autumn 2009
- Stringent enforcement on illegal marketing



Current government position

- Norwegian gaming legislation does not represent an infringement of EU/EEA law
- Norwegian government wishes to maintain state gaming monopolies will defend these in the courts
- Pursue a policy seeking a stringent enforcement of Norwegian gaming law



Current government position

- Maintain a prohibition on interactive gaming in Norway
- Seeks to implement measures to limit the access to non-licensed remote gaming from Norway



Current government position

- Balance between the commercial and social political element within a monopoly
- Clear philosophy with what one wishes to obtain with a gaming monopoly
- Political wish to pursue a moderate and consistent gaming policy



Problem gambling

- Norwegian Gaming and Foundation Authority
- 2 public surveys done i 2004 & 2007



Problem gambling

- Government action plan to combat problem gambling – new action May 2009
 - Promotion campaigns on problem gambling
 - National helpline for problem gamblers
 - General monitoring of tendencies on the Norwegian market
 - Research and support to groups working with problem gambling



Problem gambling

- Regulation of state monopolies
 - Guidelines issued for marketing and advertising by state controlled gaming
 - Monitored by the Norwegian Gaming Authority with 2 reports dispatched to the Ministry each year



Problem gambling

- Regulatory work
 - Introduction og new games and amendments of existing games are evaluated by the Norwegian Gaming Authority with regard to problem gambling before implementation



Problem gambling

- Illegal marketing
 - Prohibition in all 3 gaming acts on the marketing of non-licensed gambling in Norway
 - Norwegian Gaming Authority pursues a stringent enforcement of this prohibition