



How did the Covid-19 pandemic affect our players, and what did we do?

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Norsk Tipping



Norsk Tipping

Portfolio:

- Lotteries
- Sports betting
- Internet casino
- VLT (slot)



State-owned

>2

million
customers

67%

Market share
(monopoly)

<15%

Offshore betting
companies

(without permission/license
from Norwegian authority)

Known for:

- Pioneer in Responsible gaming
- Identified play
- Loss Limits
- Proactive calls



Let's turn back the time ...





March 2020:

- Lockdown
- People had to stay home
- Sports events were greatly reduced
- Crisis atmosphere



**STAY
AT HOME**



Covid-19: What were we worried about?



Uncertainty suddenly increased



Increase in problem gambling?

“Staying home effect”

Sports betting

VLT closed



Do the right thing ...

Contribute to limiting infection in society



Time periods

Initial phase

- The first months
(March –
September)

Second phase

- October 2020
to
December 2021



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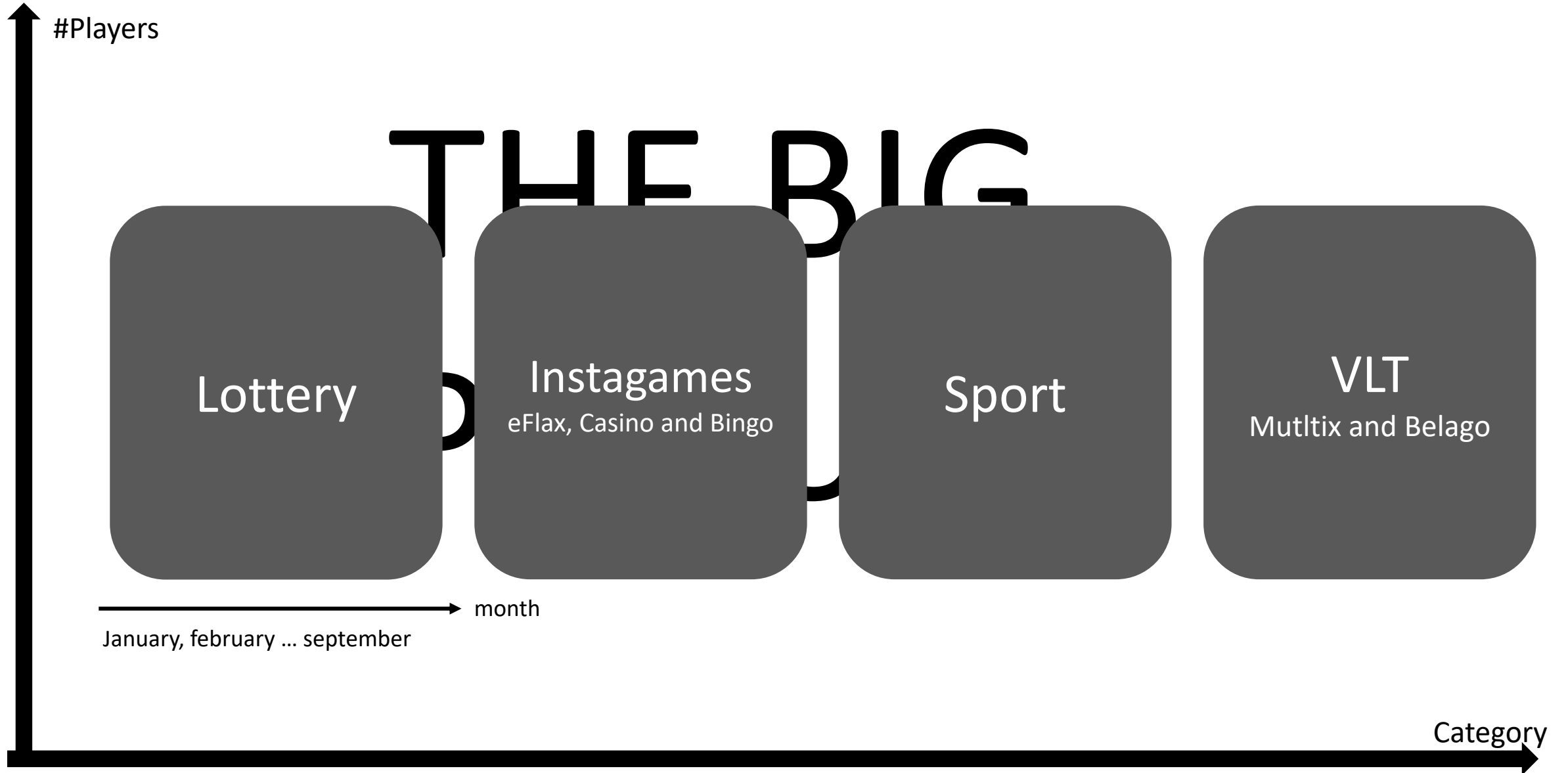


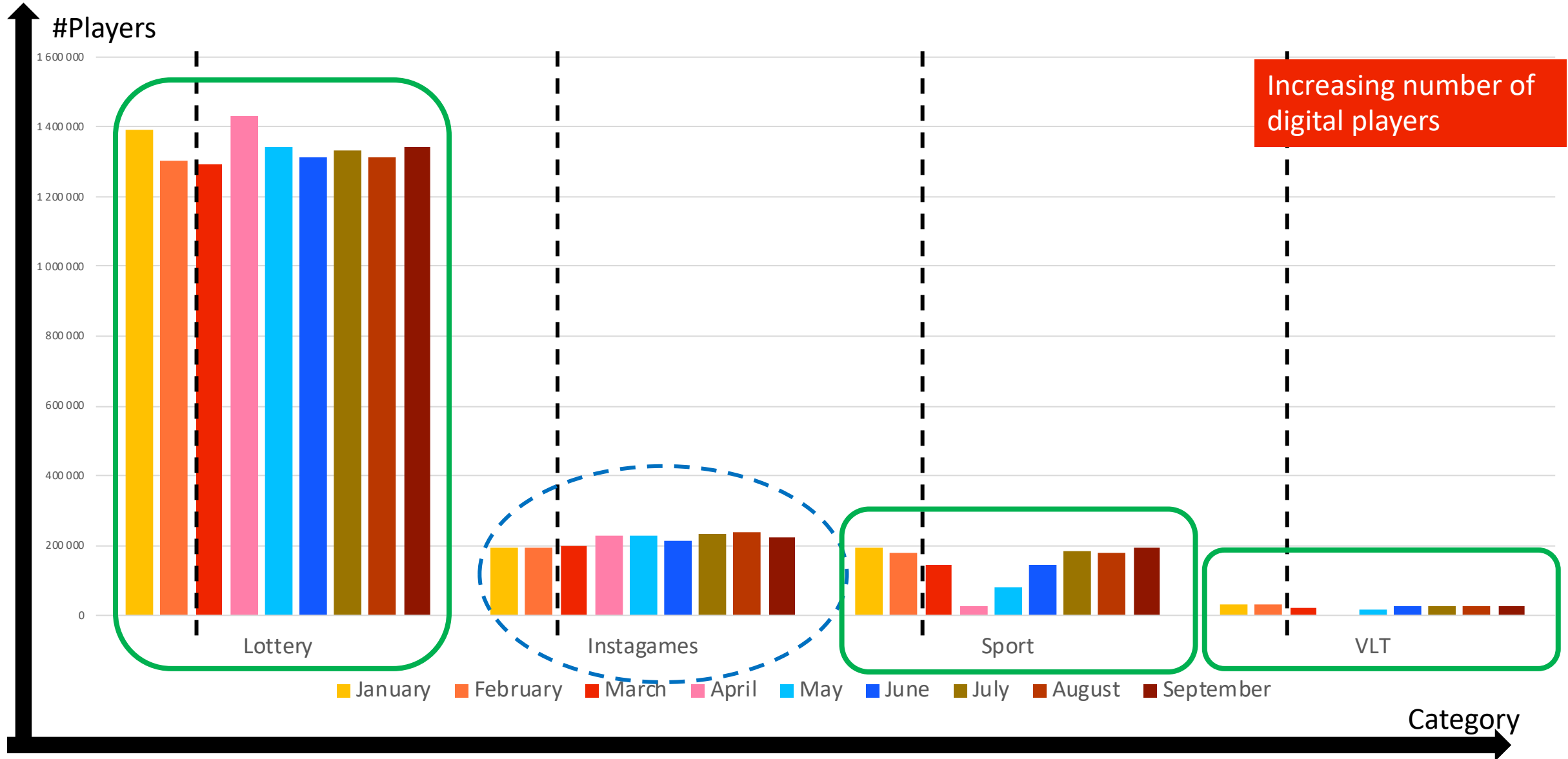
Initial actions

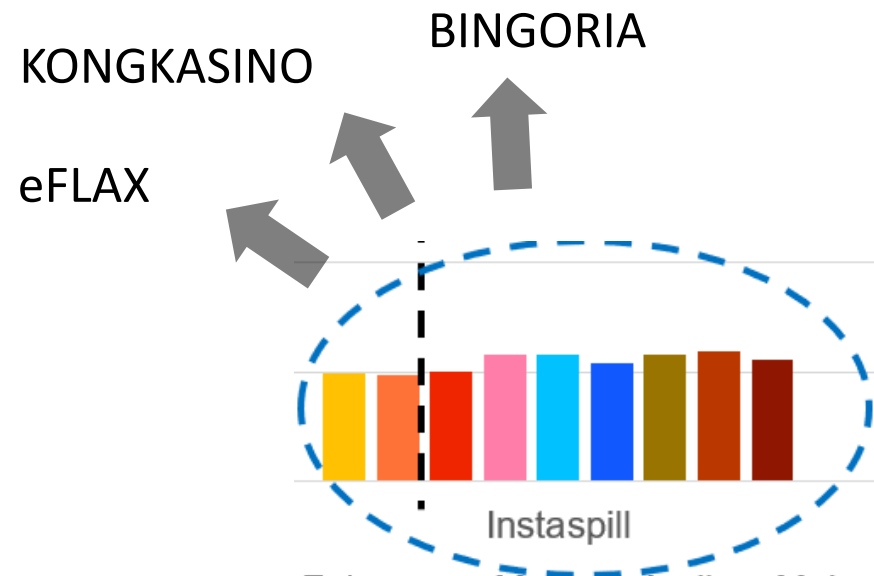
- Closed the VLT operation (slot machines)
- Decided to stay clear of «questionable» sport objects as replacement for the reduction in sport events
- Reduced marketing, more focus on responsible gaming messages
- Monitored Sports betting players closely
- Customer surveys to answer important questions
 - Do they play more or less now?
 - Negative channeling to illegal operators?

Did we see an increase in problem gambling?

- Development in sales/turnover/loss?
- Development in number of players and number of «high risk» players?
- What did the players say? (Customer survey)
- Experiences from Proactive calls

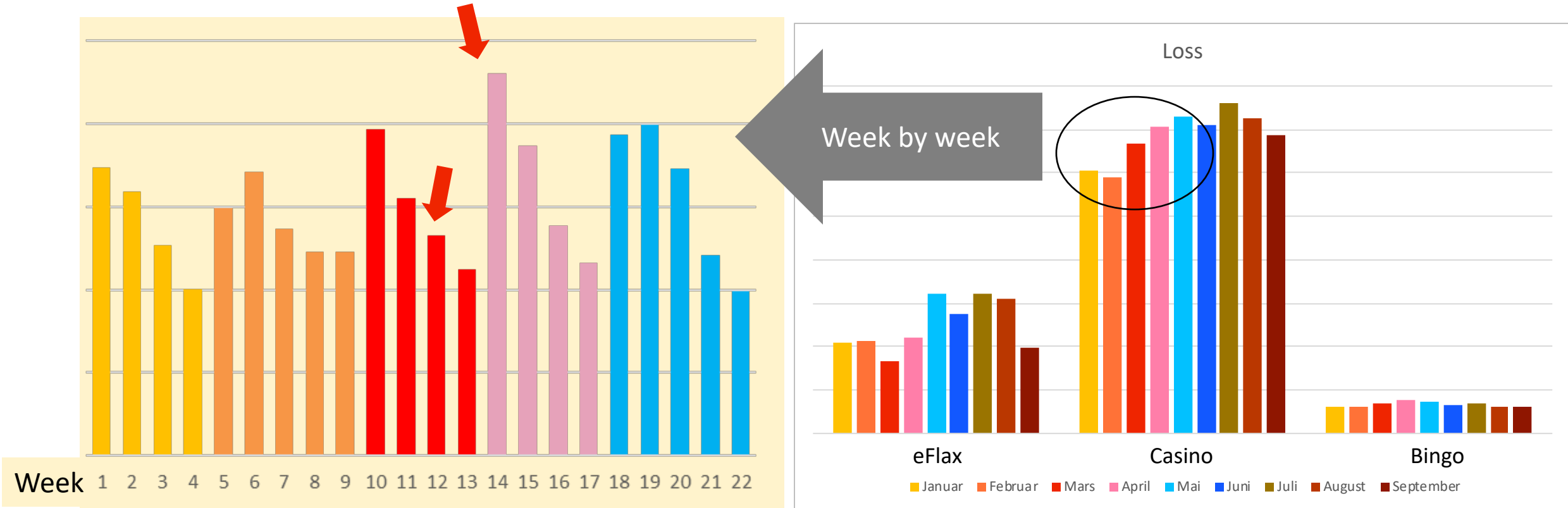








Instagames: Casino, eFLAX, and Bingo



Loss limits works!



But, did we see more problem
gambling?

Problem gambler

≈

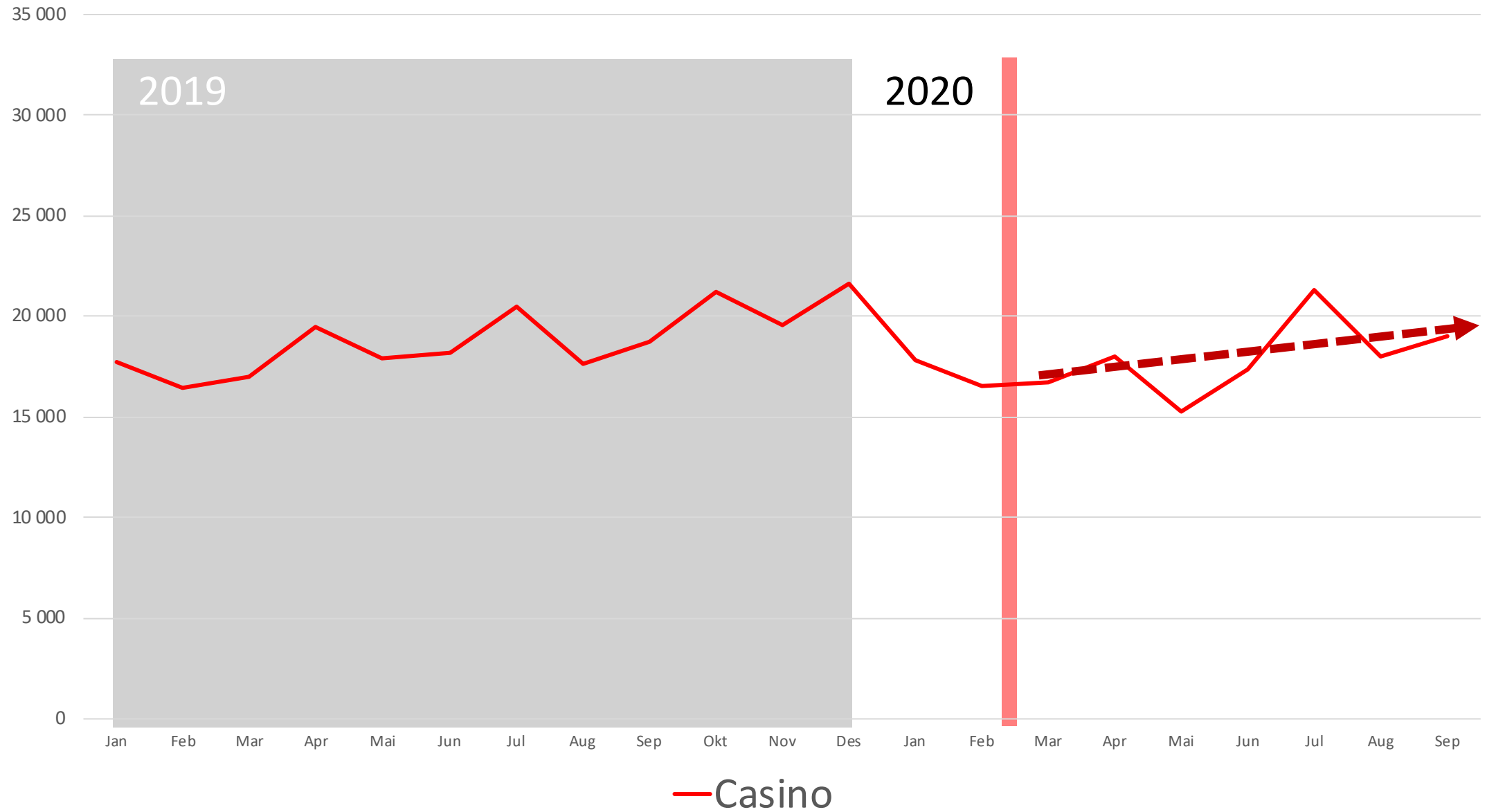
High risk player

≈

Red player

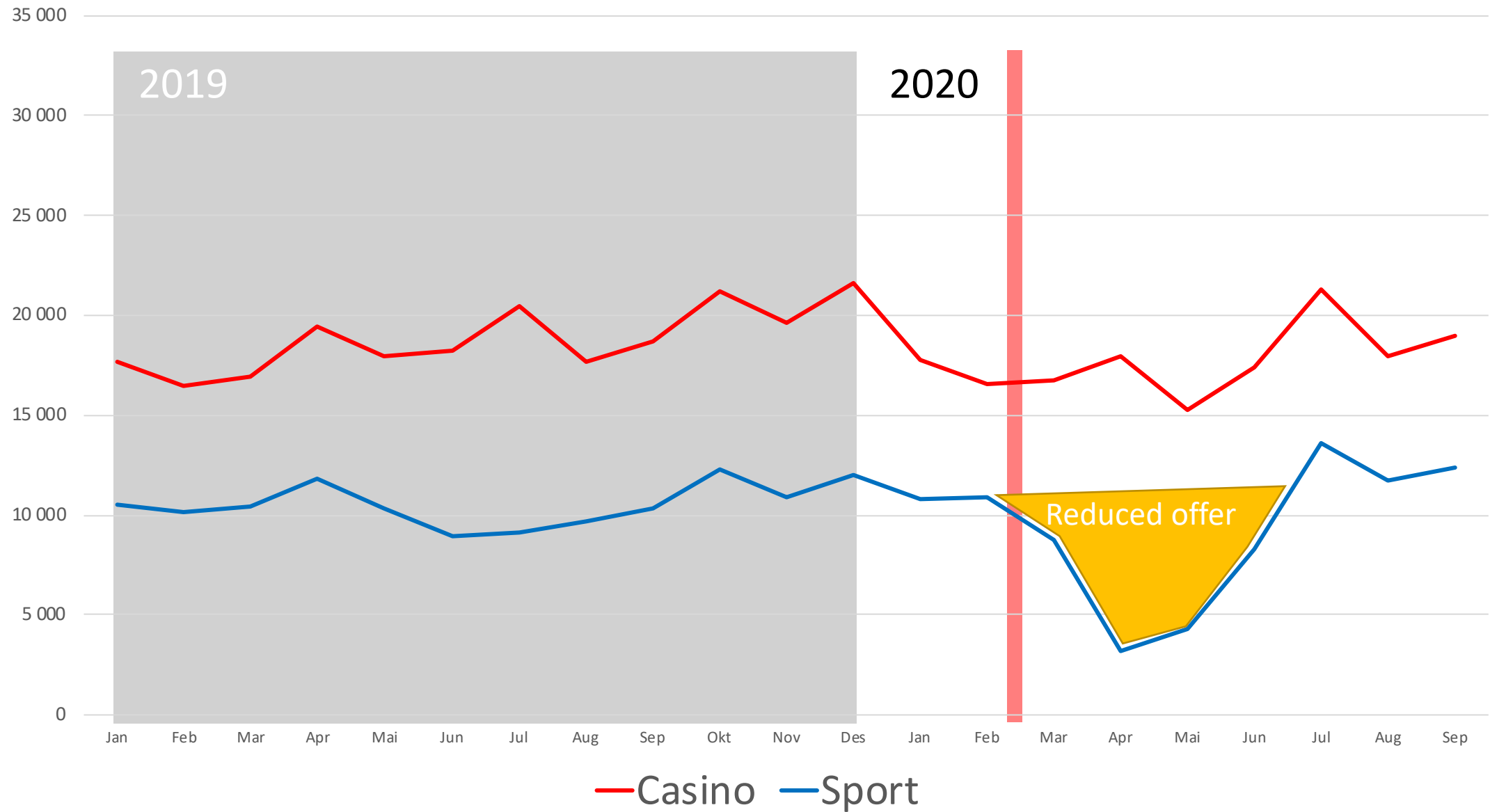


High Risk Players



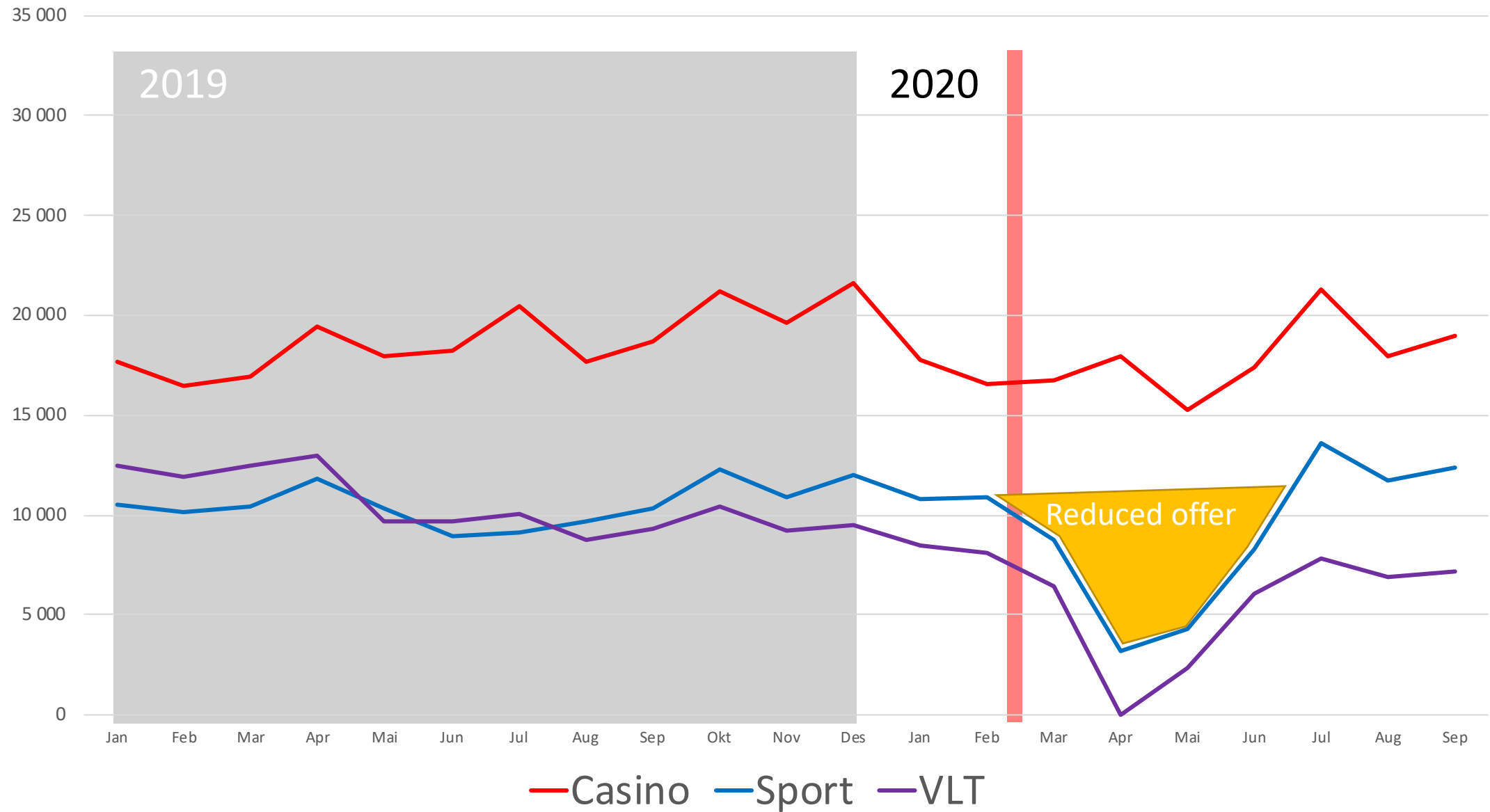


High Risk Players



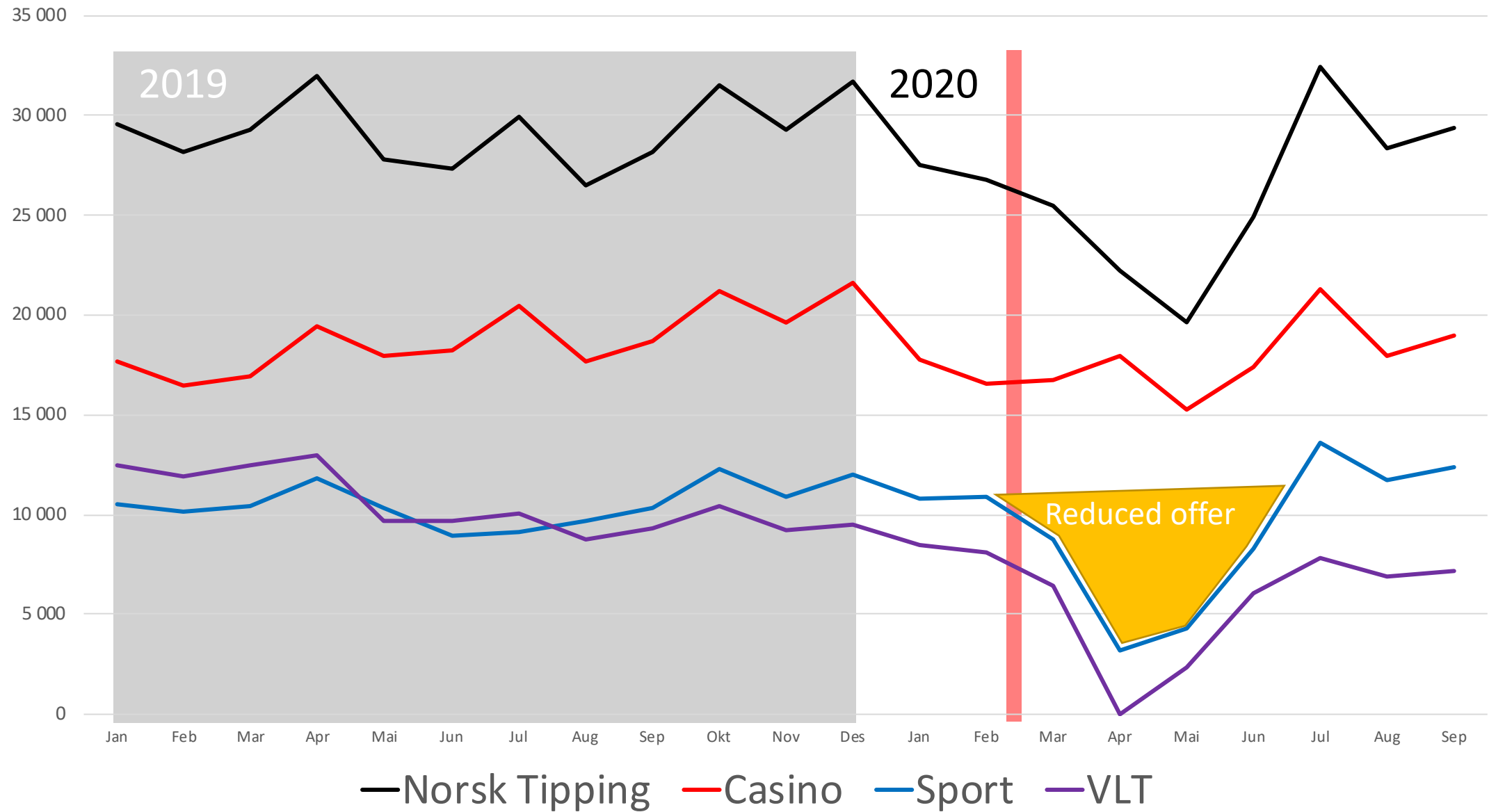


High Risk Players





High Risk Players





CUSTOMER SURVEY

Corona surveys about gambling

- First one in March 2020
- Second one in May 2020



Behaviour

Do you play more or less after the corona measures were introduced?

Norsk Tipping?

Illegal companies?

Risk of leakage to illegal gaming companies

Seen advertise for illegal gaming companies in the last 7 days?

Players who lost their offer

VLT:
Multix/Belago

Been contacted with marketing messages?

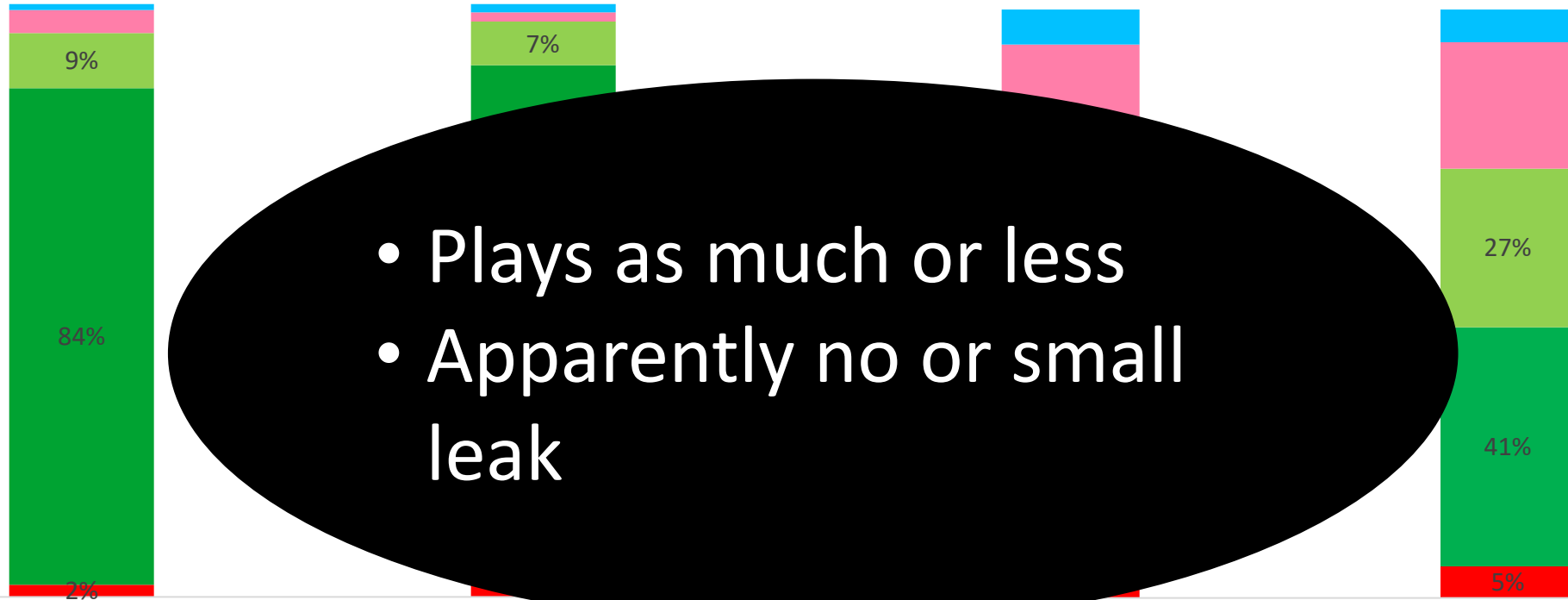


Do you play more or less after the corona measures were introduced?

Ca. 6%
of Norsk Tipping
customers

*at Norsk Tipping?

**at offshore companies?



• Plays as much or less
• Apparently no or small leak

Norsk Tipping customers March

Norsk Tipping customers May

Norsk Tipping customers March

Norsk Tipping customers May

■ I play more ■ I play just as much ■ I play less
■ I don't play ■ Don't know

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*Play yearly Norsk Tipping
**Play yearly offshore companies

March → N=2329
May → N=1262



But for the VLT (slot machines), the leak was bigger...

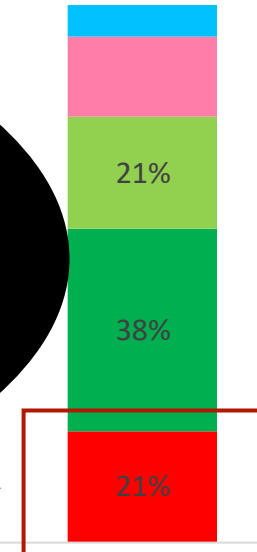
*Do you play more or less at Norsk Tipping?



VLT kunder March

■ I play more ■ I play just as much ■ I play less
■ I don't play ■ Don't know

**Do you play more or less at offshore companies?



VLT kunder May

■ I play more ■ I play just as much ■ I play less
■ I don't play ■ Don't know

- Bigger leak among slot players (VLT) ... why?

*Play yearly Norsk Tipping

**Play yearly offshore companies

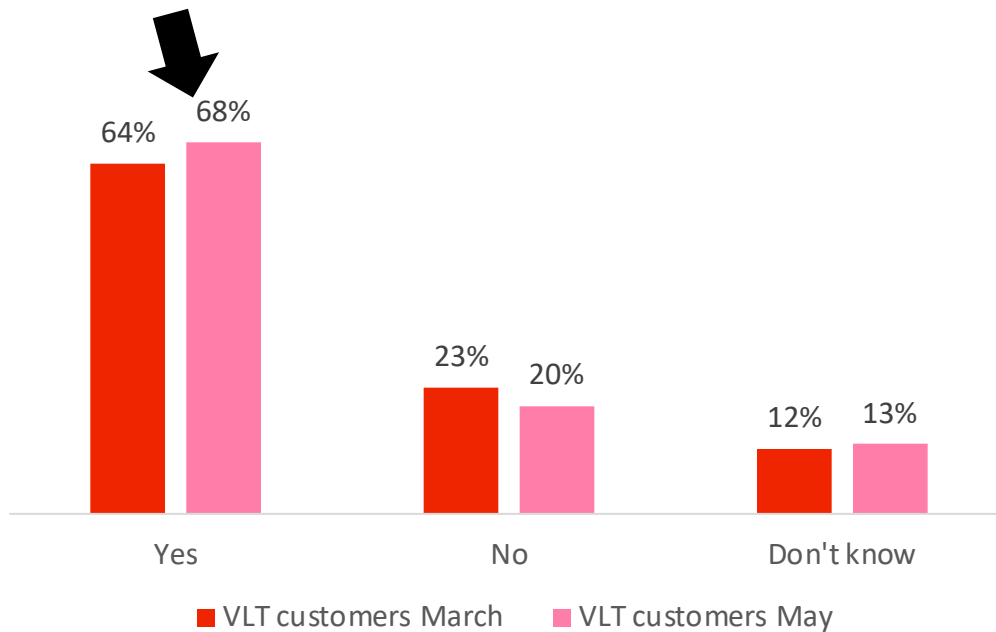
March → N=2329

May → N=1262

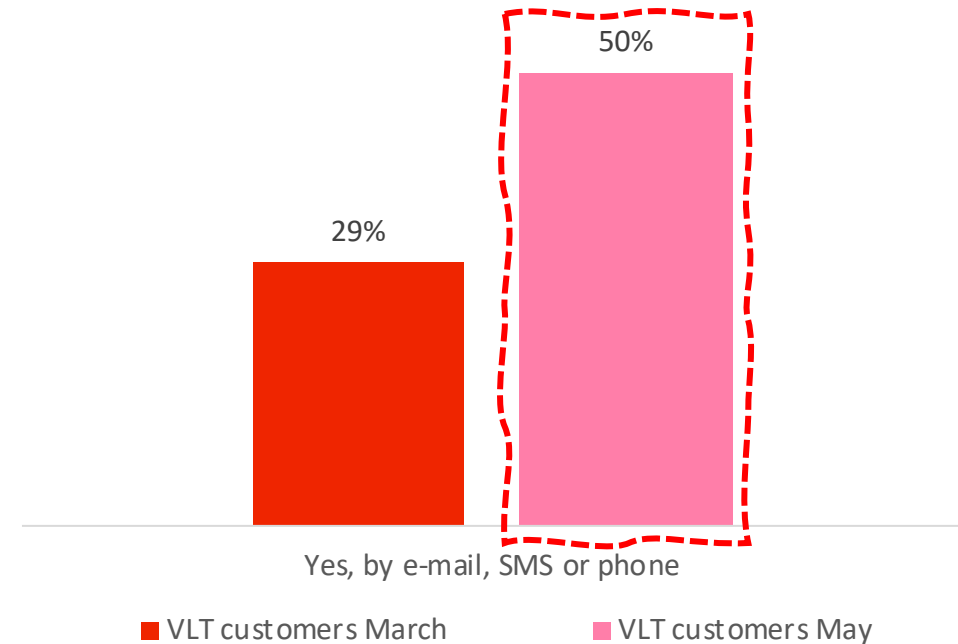


The slot players experienced stronger advertising pressure from illegal gambling companies from March to May ... particularly high development in direct marketing to slot players

Do you remember seeing advertisements for gambling from foreign gambling companies in the last 7 days from ...?



Have you been contacted with marketing messages by foreign gambling companies after the Corona measures were introduced?



Mars → N=2329

Mai → N=1262



Initial Phase – Increase in problem gambling?



Not overall, but some increase on Casino

VLT players exposed for marketing pressure!

Loss limits (with max amount) works and is robust

The offer (availability) affects problem gambling



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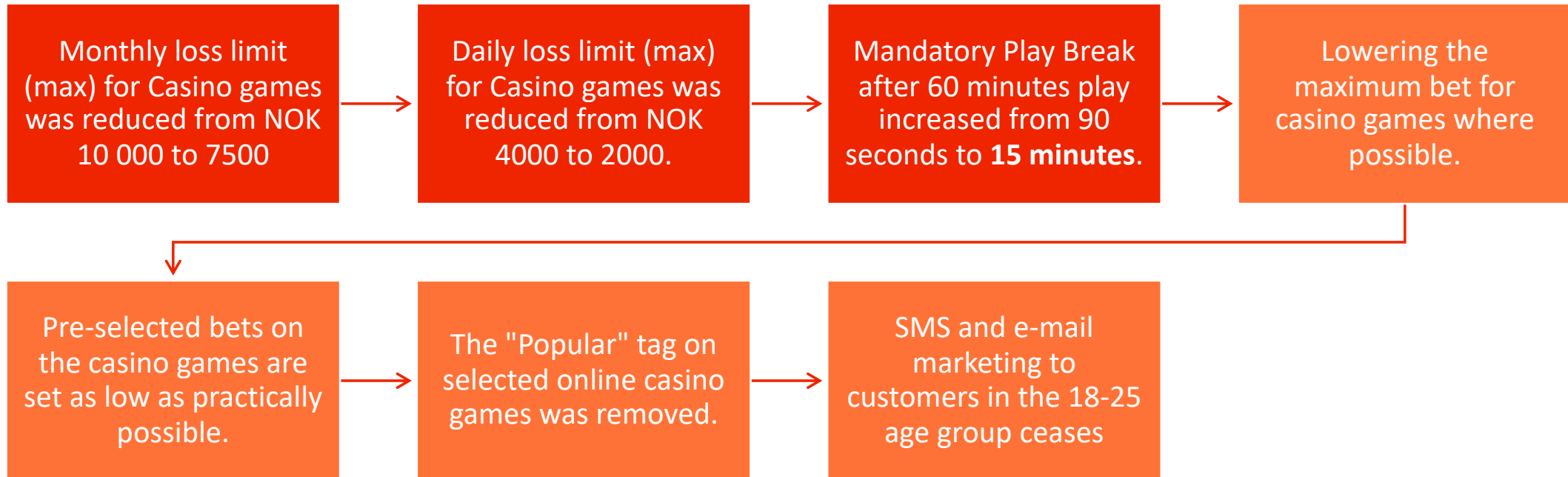
Second phase

(from October 2020)

Autumn 2020 (from October) ... we saw an increase in the number of «high risk» Casino players



Measures introduced on 1st of December 2020



Limit reduction 2 (September 1st 2021): Monthly Loss limit was reduced from NOK 7 500 to 5 000



Why reduce the Loss limit (max)?

Quick and easy to implement

Reduce loss

Reduce urge to play, chasing losses

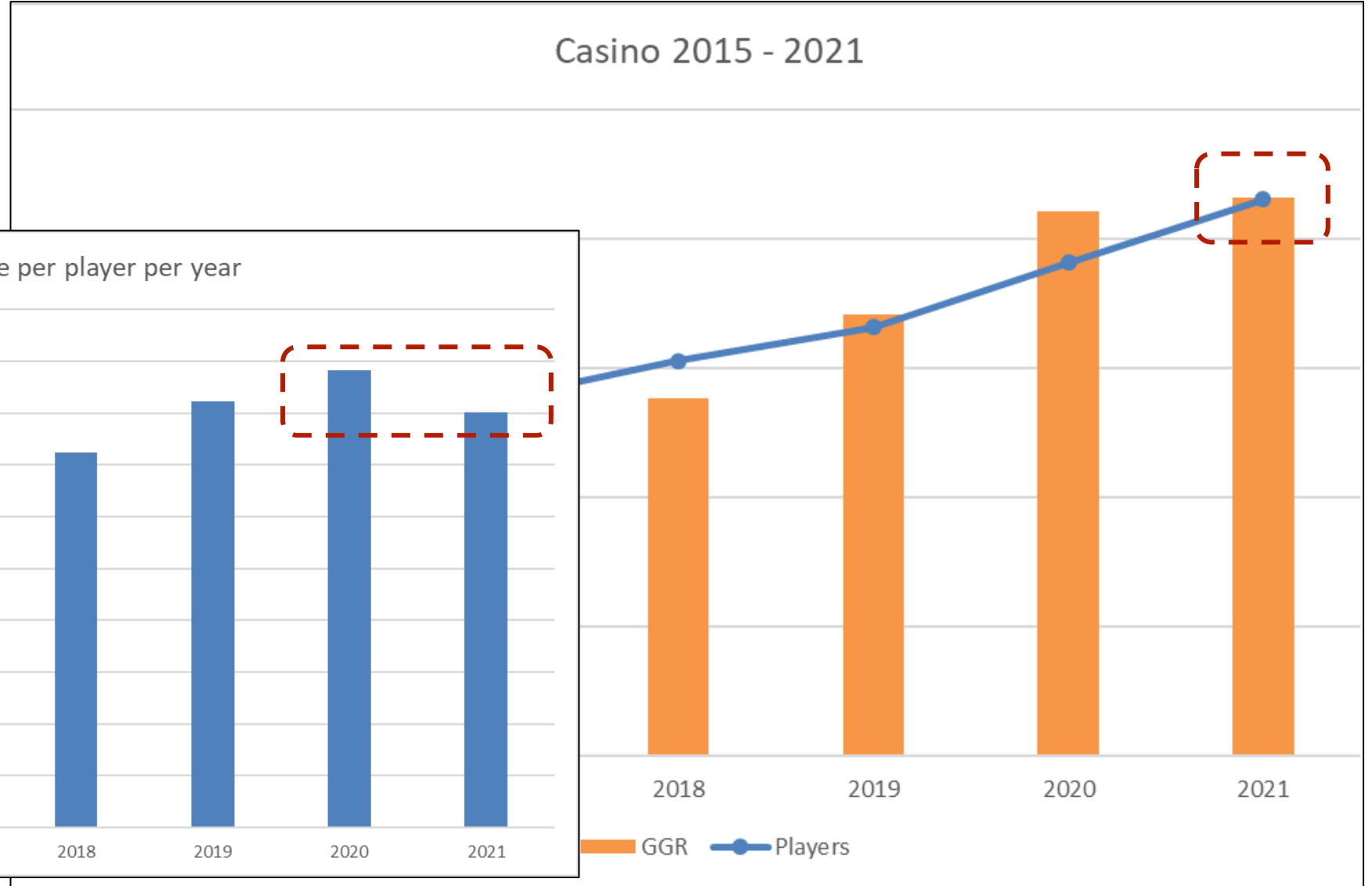
Reduce negative thoughts caused by big losses

Prevent new players from experiencing big losses

Reduced income!



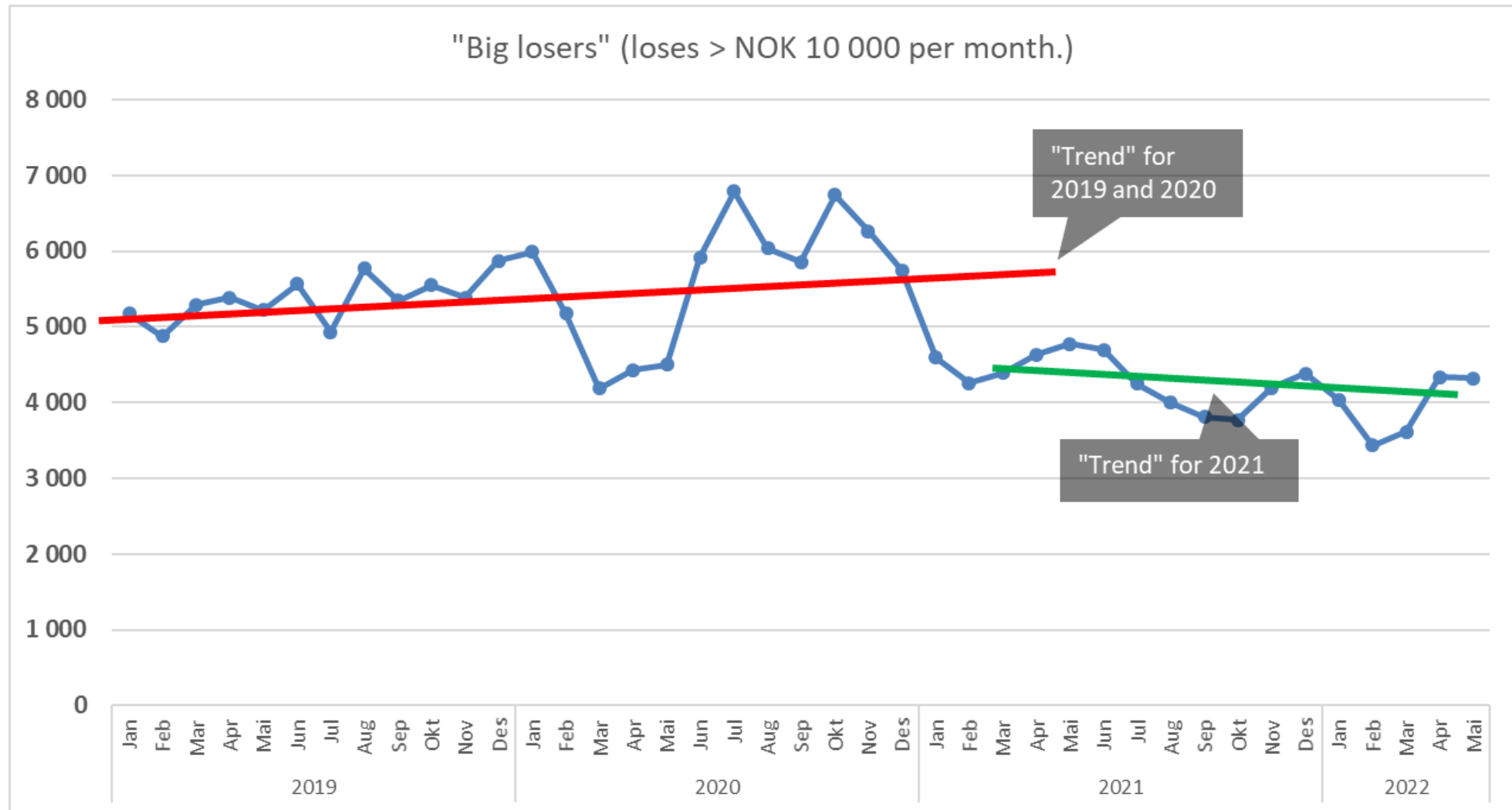
Effects (2)



Has reversed a trend without losing players



Effects (3)



Summary



Summary

- Important to have a Responsible Gaming Framework that are robust to (**unforeseen**) changes
- Mandatory Loss Limits with maximum amount works, is robust and gives good player protection. (Se my presentation on Thursday)
- Also, mandatory limits (maximum) reduce the need for other measures in connection with duty of care
- Mandatory play break of 15 minutes after one hour play reduces intensity
- Important to remember that the game offer (availability) affects problem gambling
- Important to follow what illegal gambling companies are doing (ref VLT players)

Thank you



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