

# DANISH GAMBLING REFORM

## EXPECTATIONS AND OUTCOME

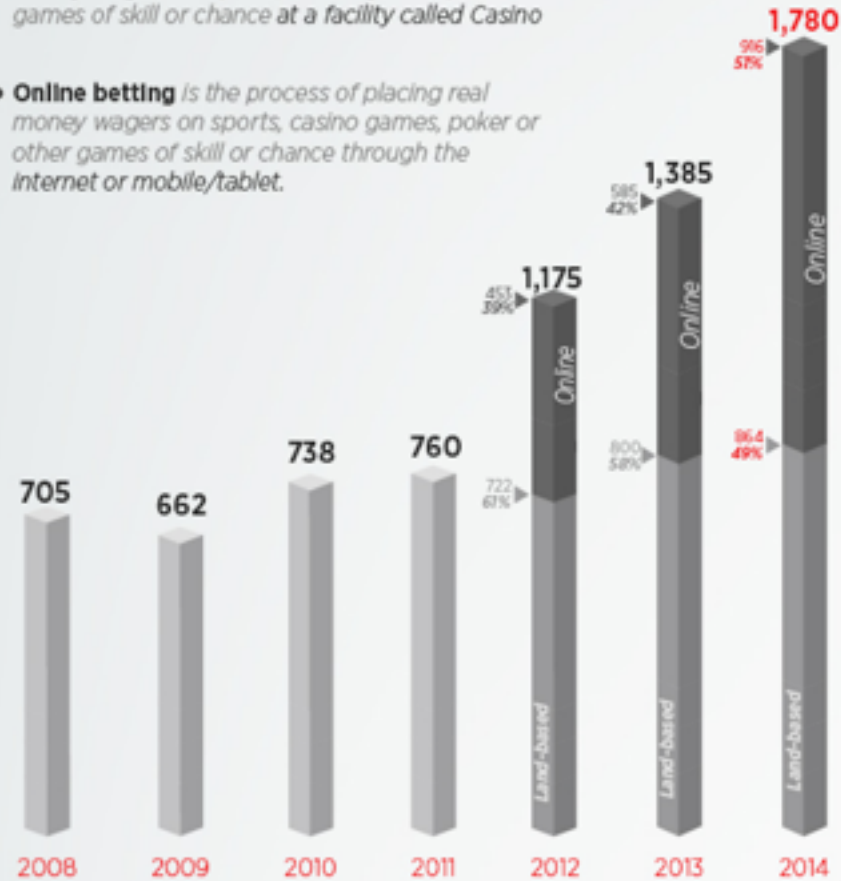




## ONLINE BETTING



- Land-based Betting** is the process of placing real money wagers on sports, casino games, poker or other games of skill or chance at a facility called Casino
- Online betting** is the process of placing real money wagers on sports, casino games, poker or other games of skill or chance through the internet or mobile/tablet.



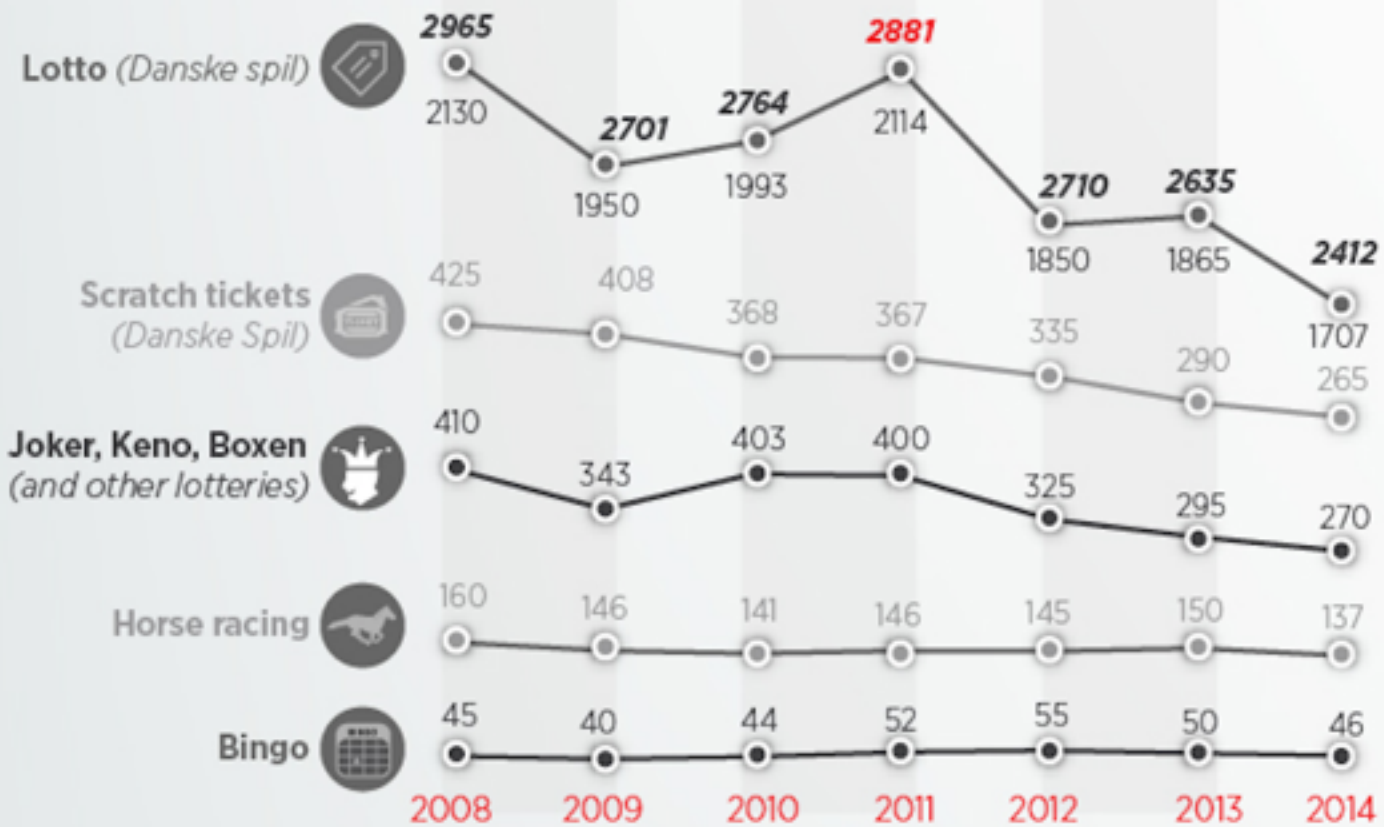


## GAMING MACHINES

(land-based)

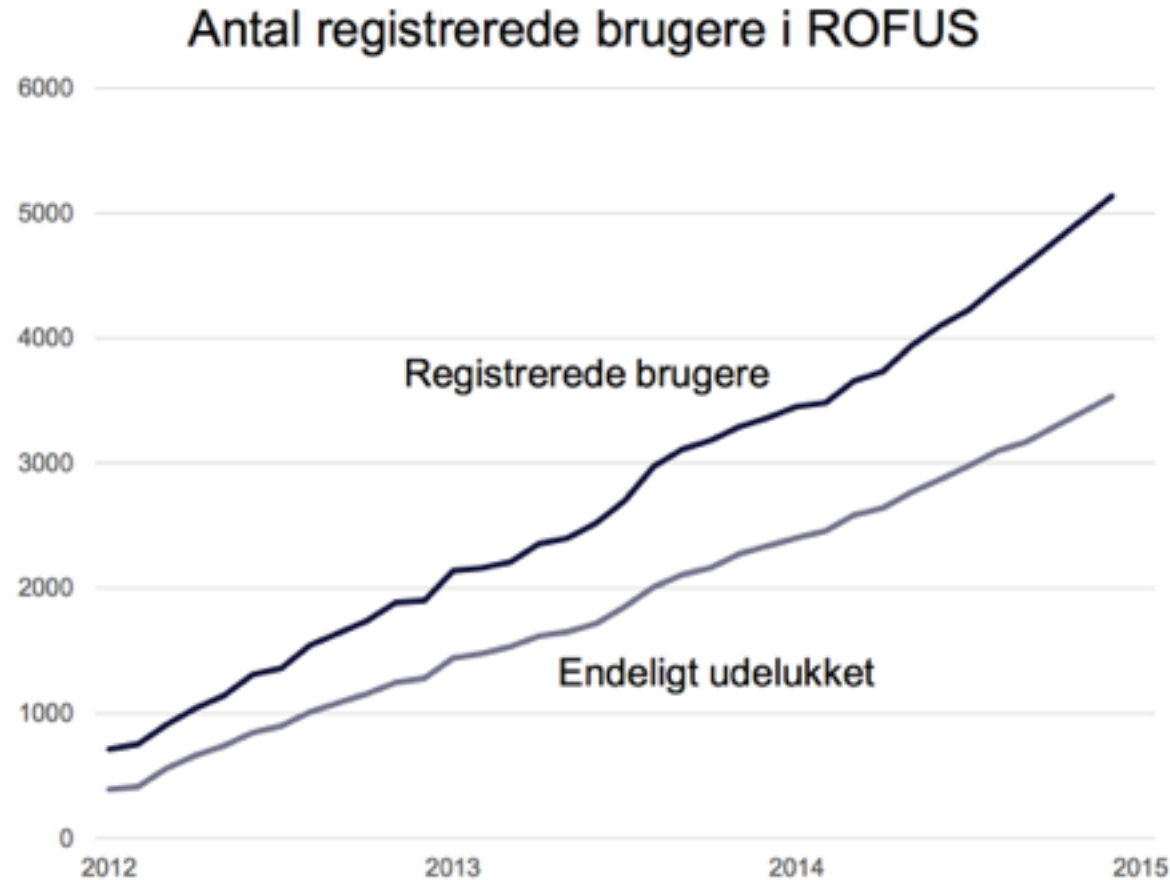


## DANSKE LOTTERY



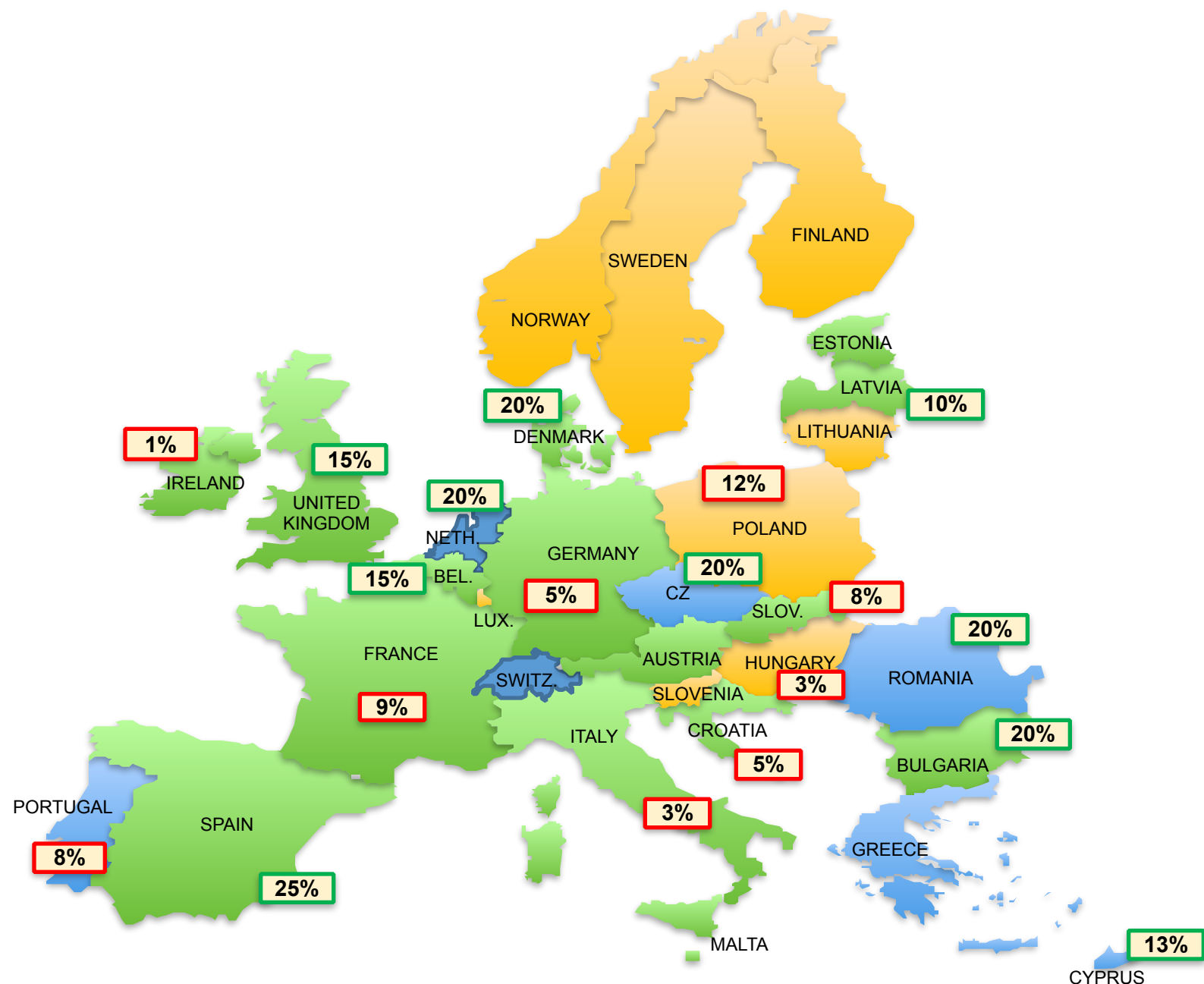
# ROFUS REGISTER

- 5,100 players registered
- 70 % permanent excluded
- 30 % excluded 1 – 6 mths
- 75 % men

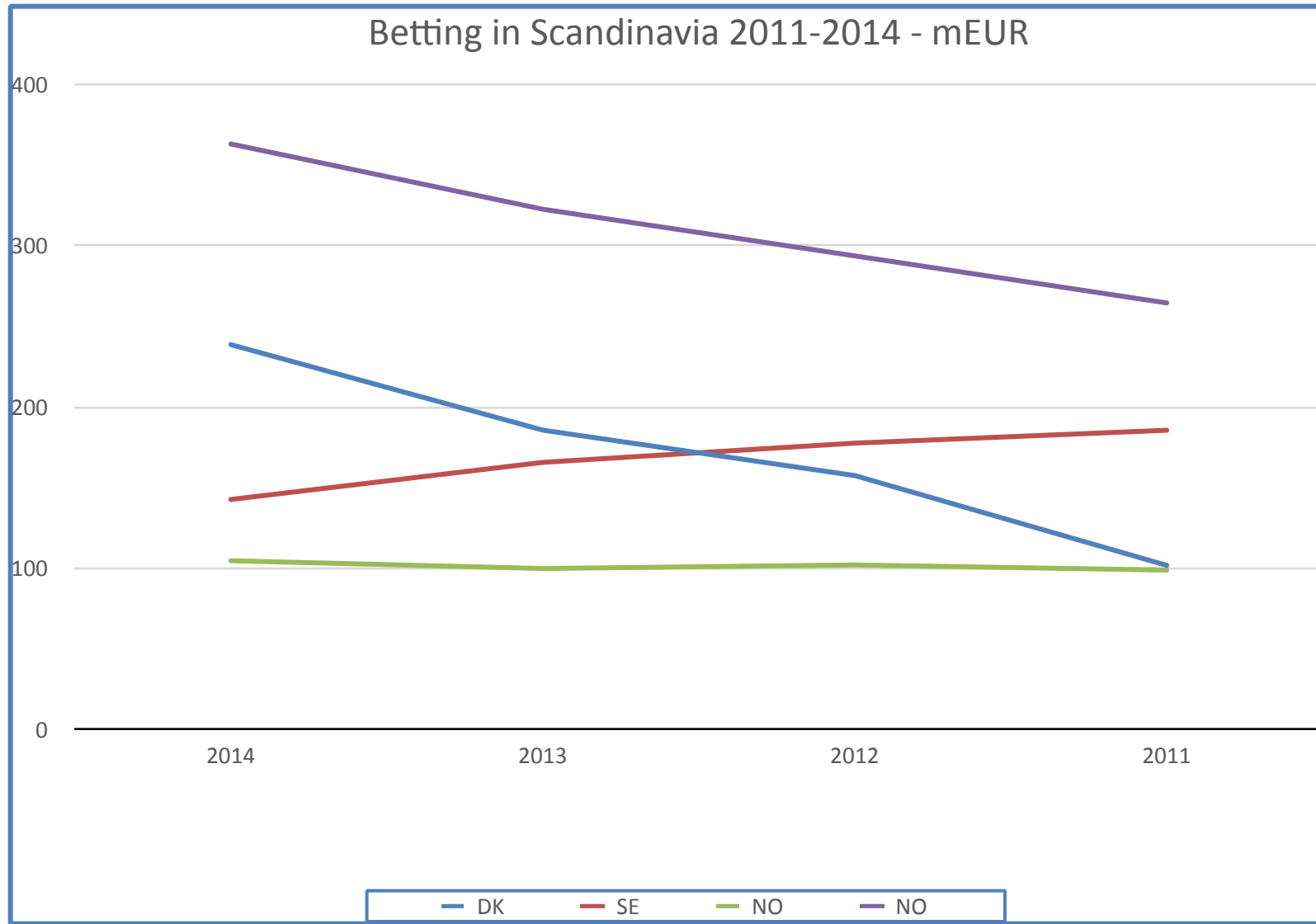


## Online Sport betting in the EU: Existing Frameworks and Taxation

- Multi-licensing regime
- Restricted and/or unregulated
- Legislation in process
- Turnover
- Gross Gaming Revenue







## PLAYER PAYOUT RATIO

EXPLAINS THE DIFFERENCE (PARTLY)

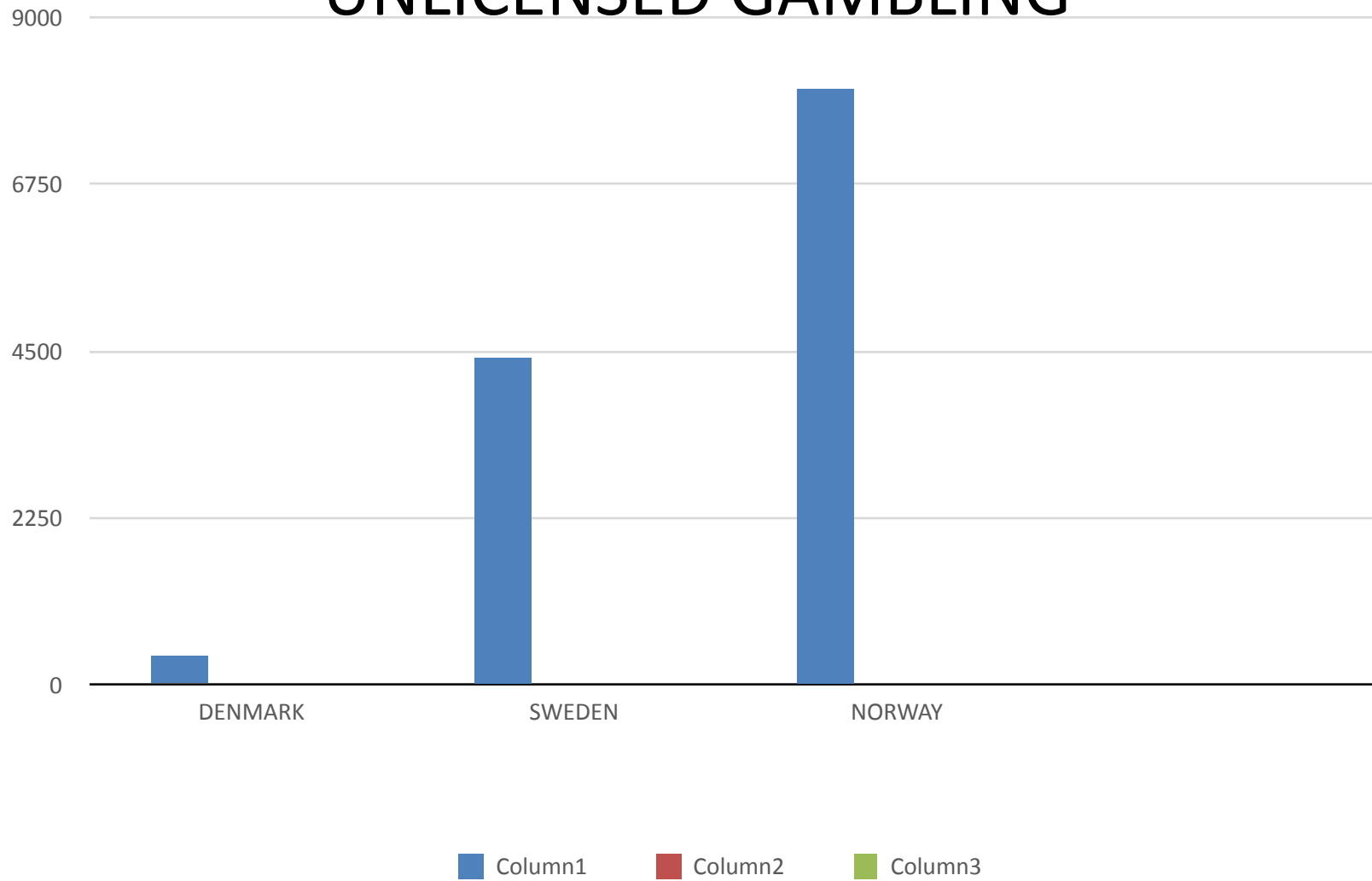


84 – 90 %



75 %

# UNLICENSED GAMBLING



# STATEMENT # 1

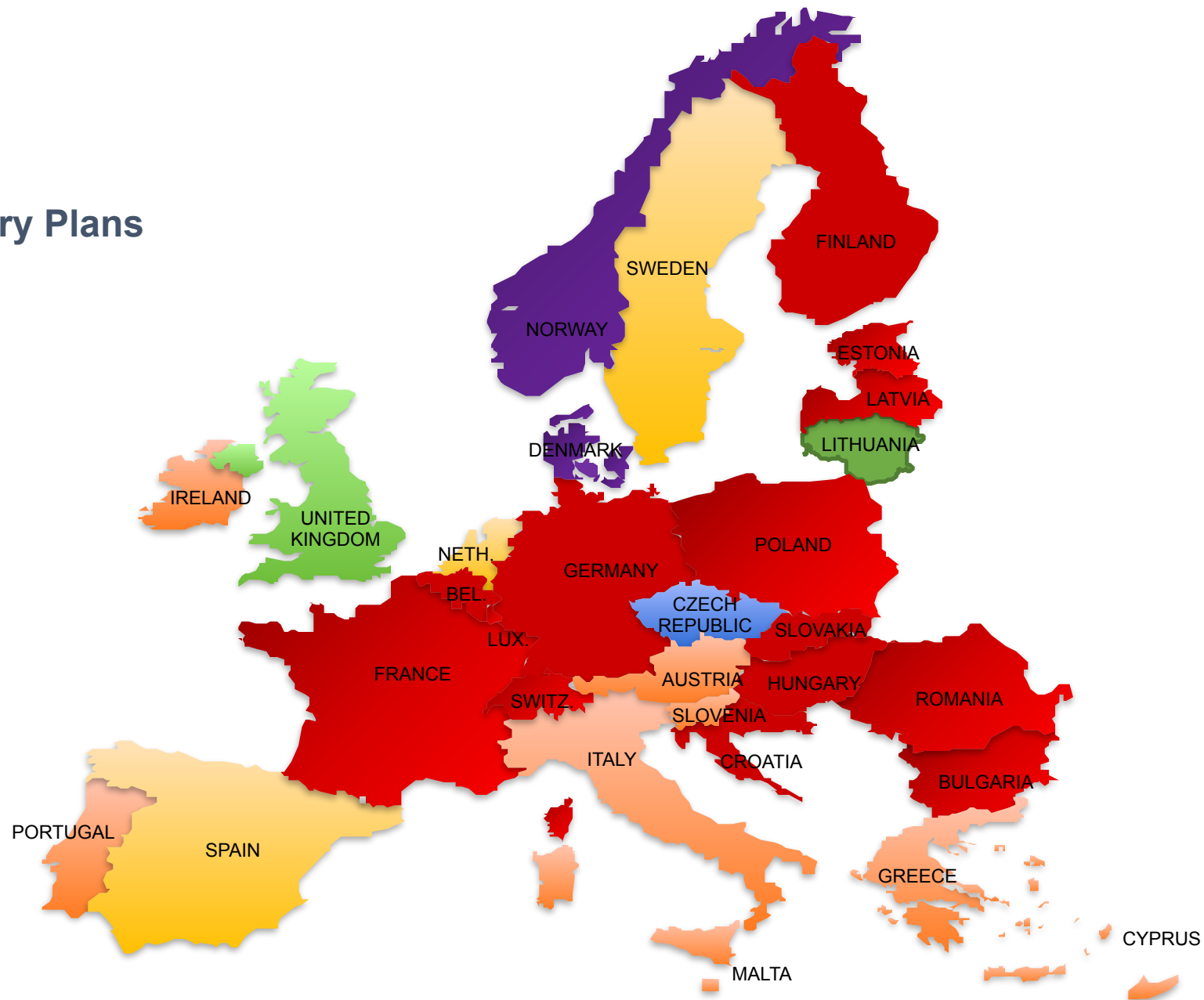
ONLINE GAMBLING CAUSED LOTTERY DECLINE

# -INSTINCTIF

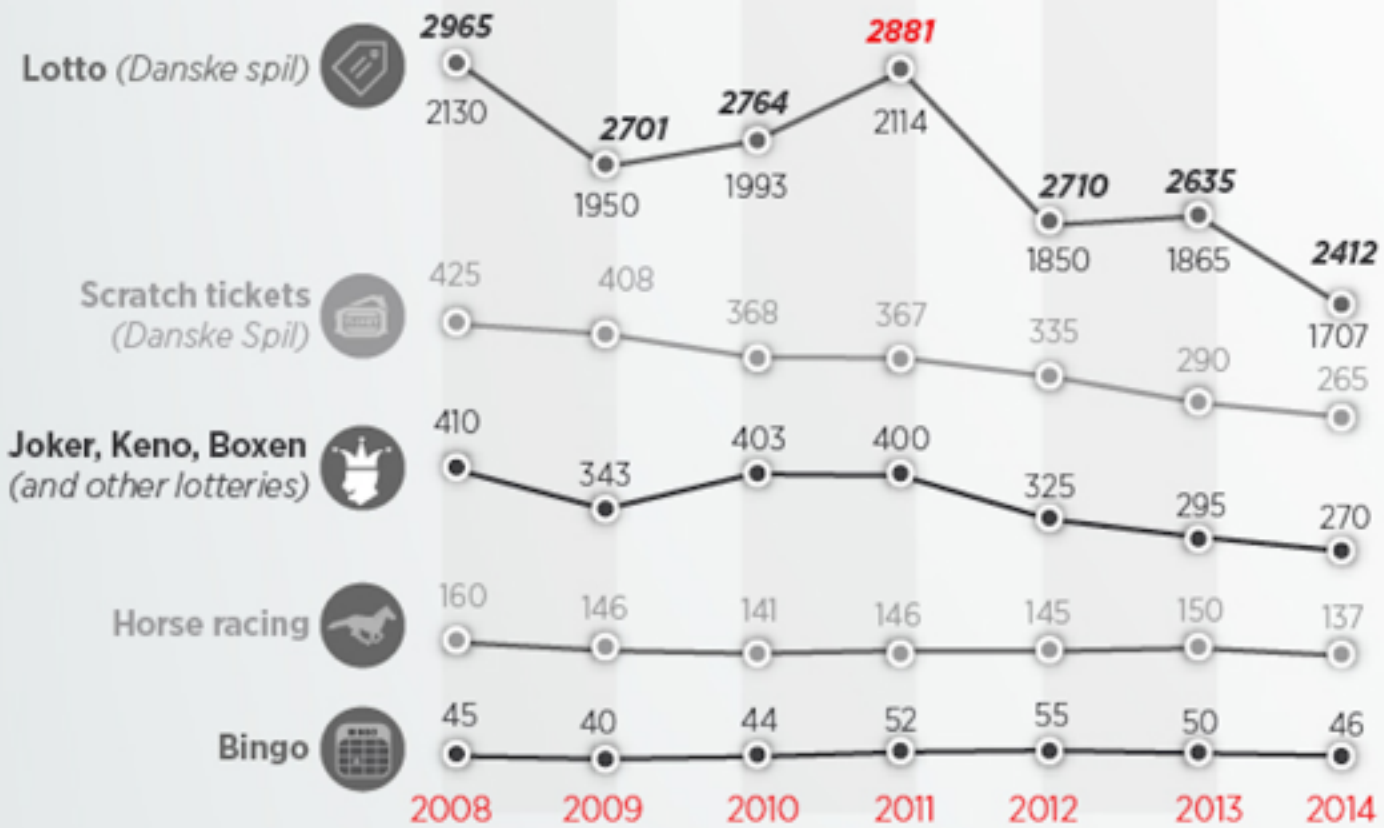
PARTNERS

## Online Lottery Regulation: Existing Frameworks and Regulatory Plans

-  Exclusive rights publicly owned
-  Exclusive rights privately owned
-  Exclusive rights by public owned along with charity exceptions
-  Multi-licensing regime
-  Forthcoming multi-licensing regime for large scale lotteries
-  Forthcoming multi-licensing regime for small scale lotteries



## DANSKE LOTTERY

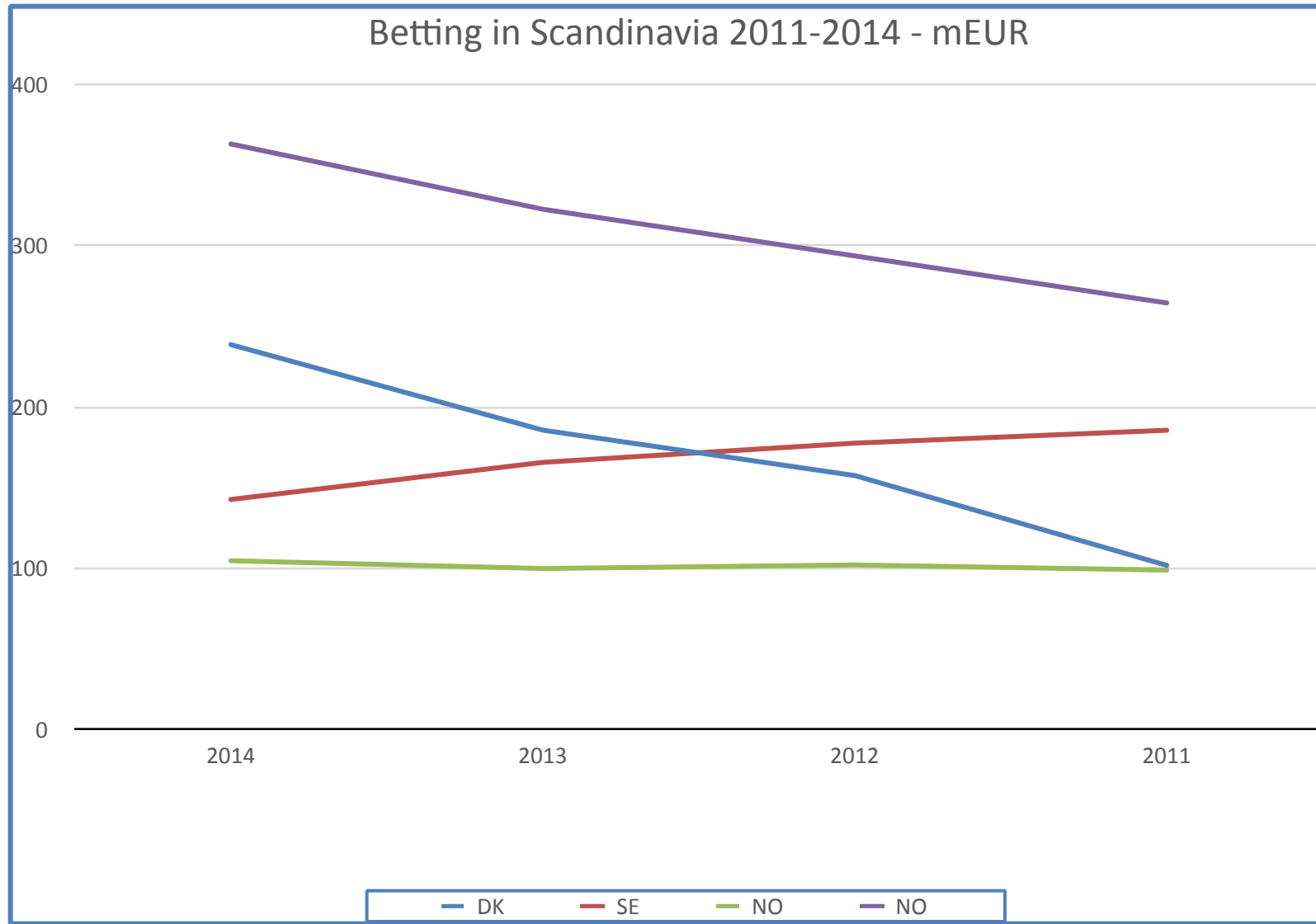


# STATEMENT # 2

ONLINE GAMBLING CREATES EXCESSIVE GROWTH –  
AND GAMBLING ADDICTION







## SPEND OF PRIVATE CONSUMPTION

