

«Time-outs» and «break-ups»: Temporary and permanent self-exclusions from gambling

SNSUS 2019
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Norsk Tipping AS



Norsk Tipping



1

Choice structure
&
usage at
Norsk Tipping

2

Motives/reasons
&
perceived effects

3

Player behaviour
before/during & after
a 180 days break from
online casino

4

Summary
&
Implications



CHOICE STRUCTURE & USAGE



PLAY BREAK

A break from playing for a pre-set period of time.

When the break expires, the customer can play again.

Different lengths offered

EXCLUSION

A self-exclusion from playing that is permanent.

Can be lifted by the customers after min. 365 days.

Requires that the customer contacts Customer Service.

The customer will then be subject to a follow-up procedure before the exclusion can be lifted.



Choice structure for the customer

	1 day	7 days	30 days	180 days	Exclusion
All games	✓	✓	✓	✓	✓
All lottery games	✓	✓	✓	✓	✓
Single lottery games (7)	✓	✓	✓	✓	✓
All sports games	✓	✓	✓	✓	✓
Single sports games (4)	✓	✓	✓	✓	✓
Online casino	✓	✓	✓	✓	✓
Online bingo	✓	✓	✓	✓	✓
Online scratch cards/instats	✓	✓	✓	✓	✓
VLT Multix	✓	✓	✓	✓	✓
VLT Belago	✓	✓	✓	✓	✓



During 2018 - Norsk Tipping customers activated:

- 49 795 day breaks
- 16 143 week breaks
- 19 108 month breaks
- 27 640 180-days breaks
- 8 745 exclusions

The number of activations is highly correlated with the risk-profile of the game

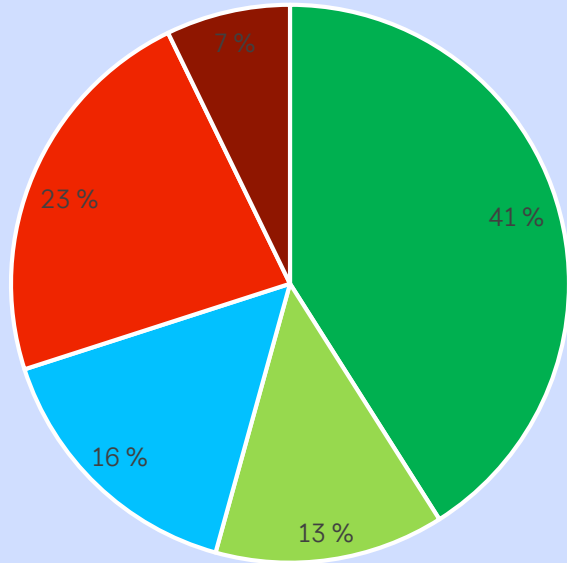
During 2018:

0,004 % of the Lotto-players activated a 180 days-break

4,3 % of the online casino-players activated a 180 days-break

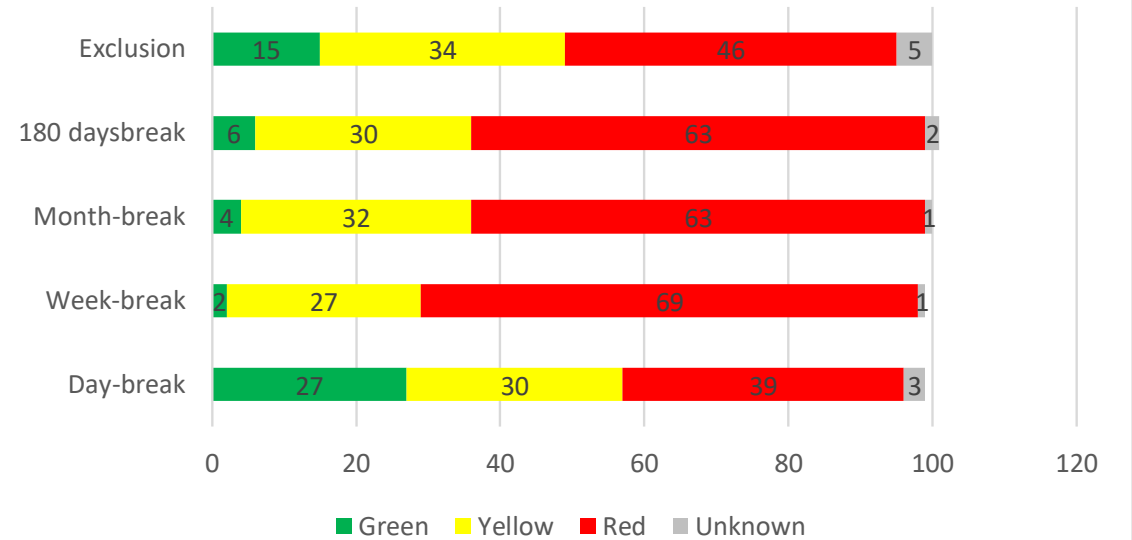


Activated playbreaks & exclusions during 2018



■ Day ■ Week ■ Month ■ 180 days ■ Exclusion

Playscan-status at activation





Customer survey:

MOTIVES/REASONS
&
EFFECTS



A few facts about the survey



Selection:
All (4 988) customers who
activated a play-break
during 30 days
(22th of March to 22th of April)



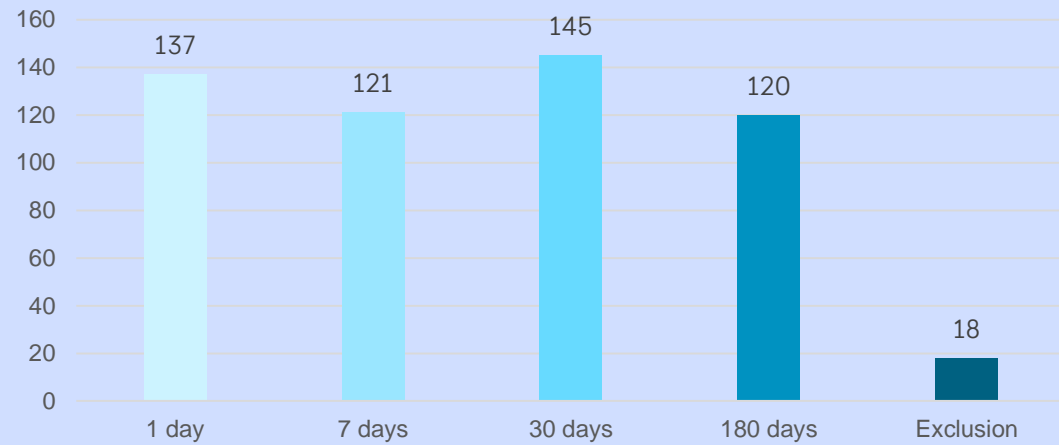
Survey by e-mail
Sent April 23.rd
1 reminder



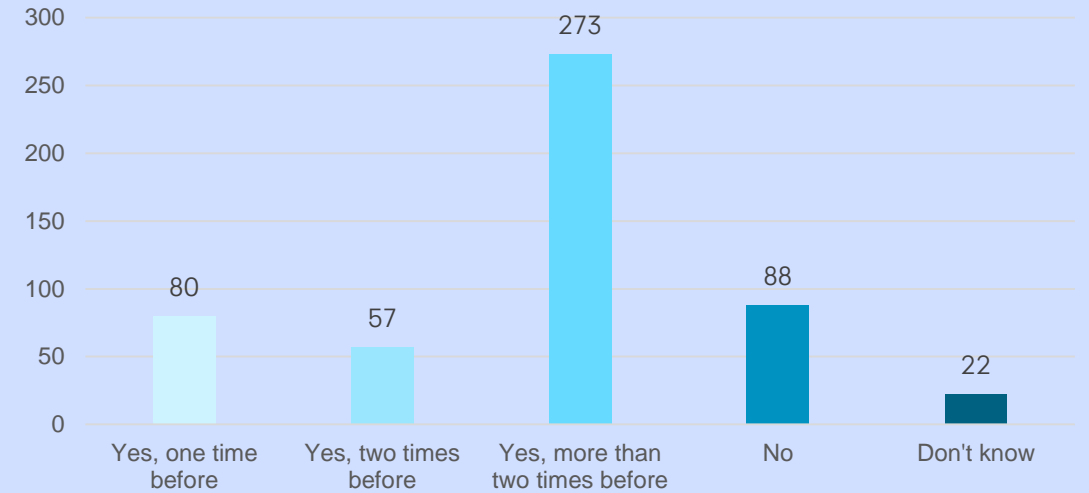
Response rate:
Appr. 10 %



The last time you activated a play-break or self-excluded, which playbreak/exclusion did you choose?



Have you had a playbreak or excluded yourself from gambling at Norsk Tipping earlier?



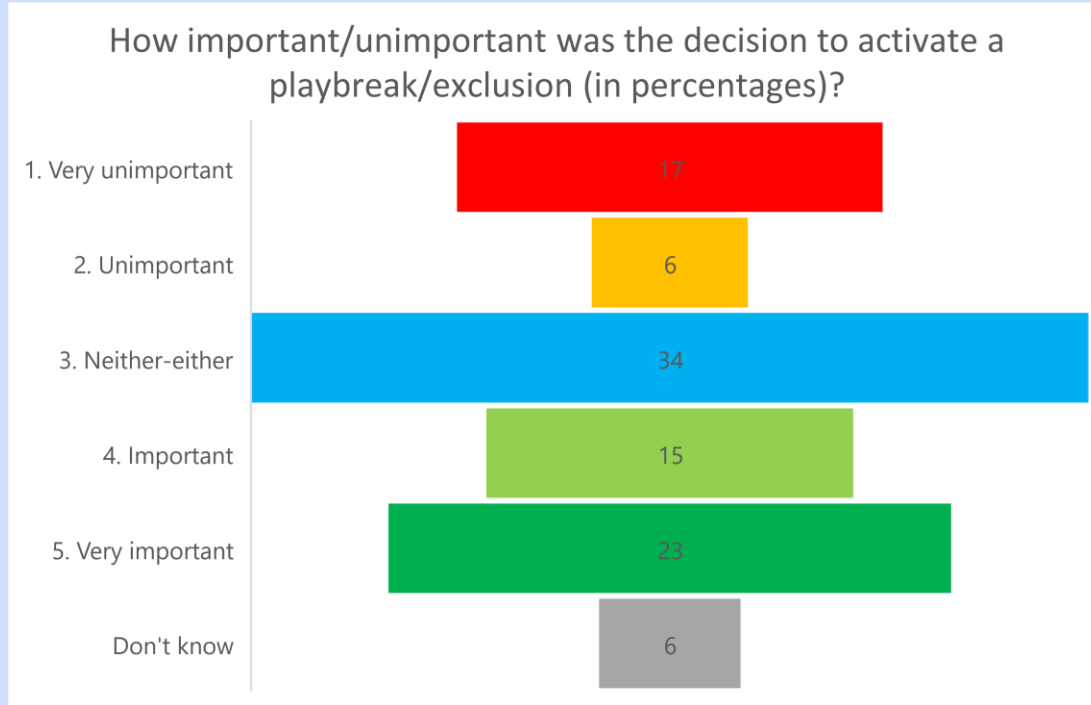


1.

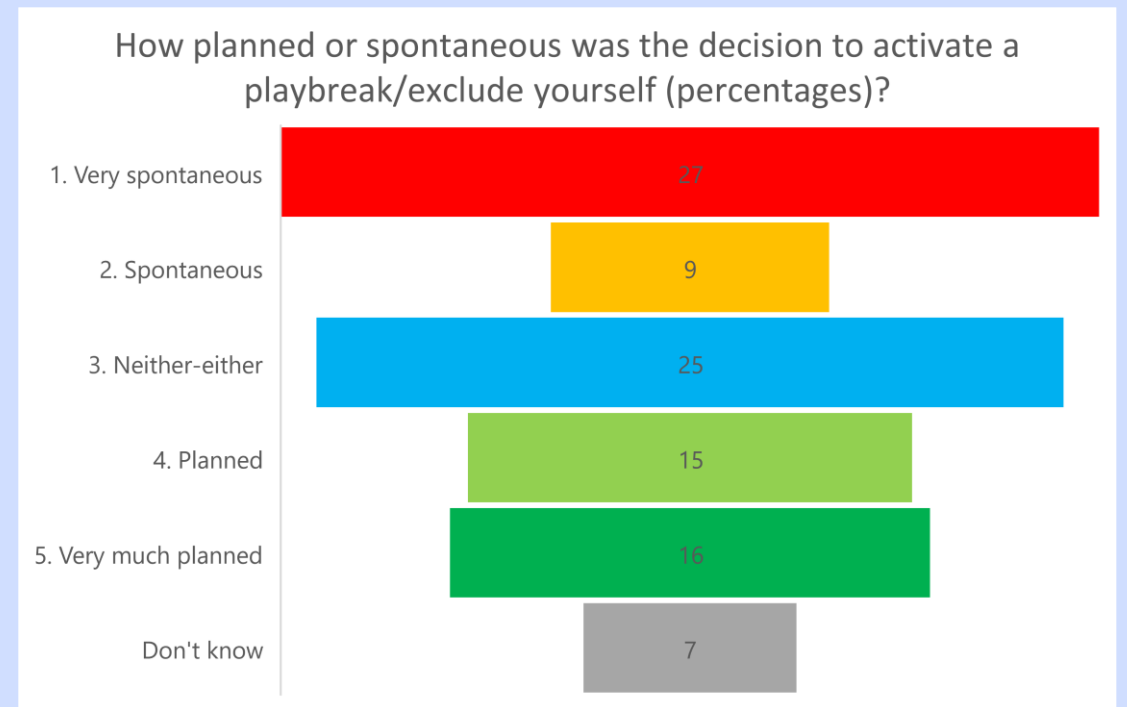
MOTIVES/
REASONS



IMPORTANT/UNIMPORTANT

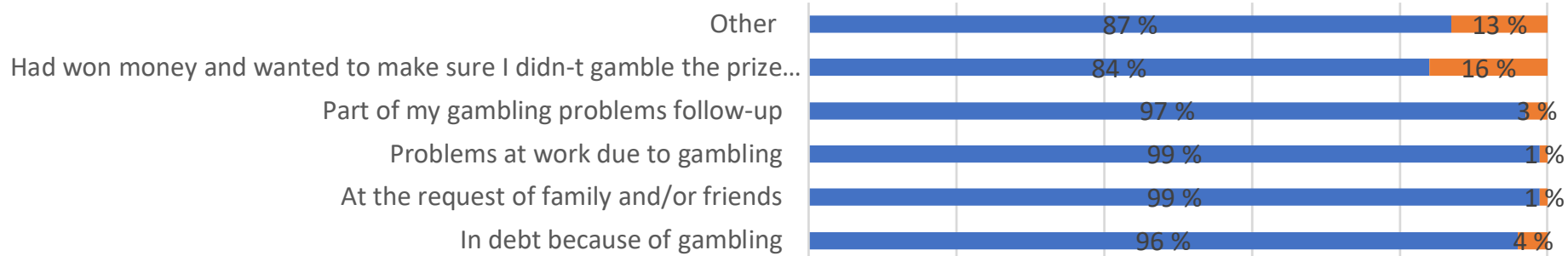


SPONTANEOUS/PLANNED





REASONS - playbreak/self-exclusion



TOP 5 ITEMS:

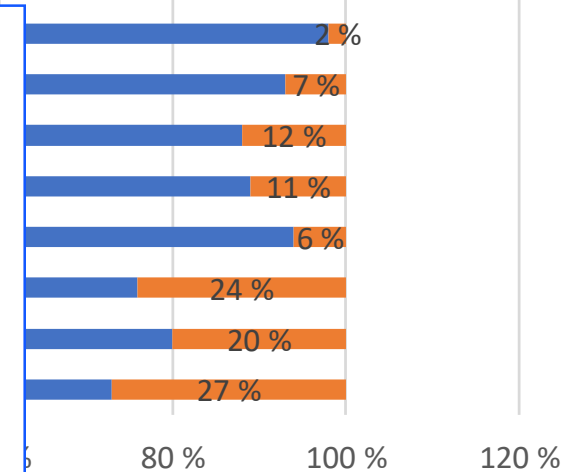
As a preventative measure 27 %

Spent too much time 24 %

Lost too much money 20 %

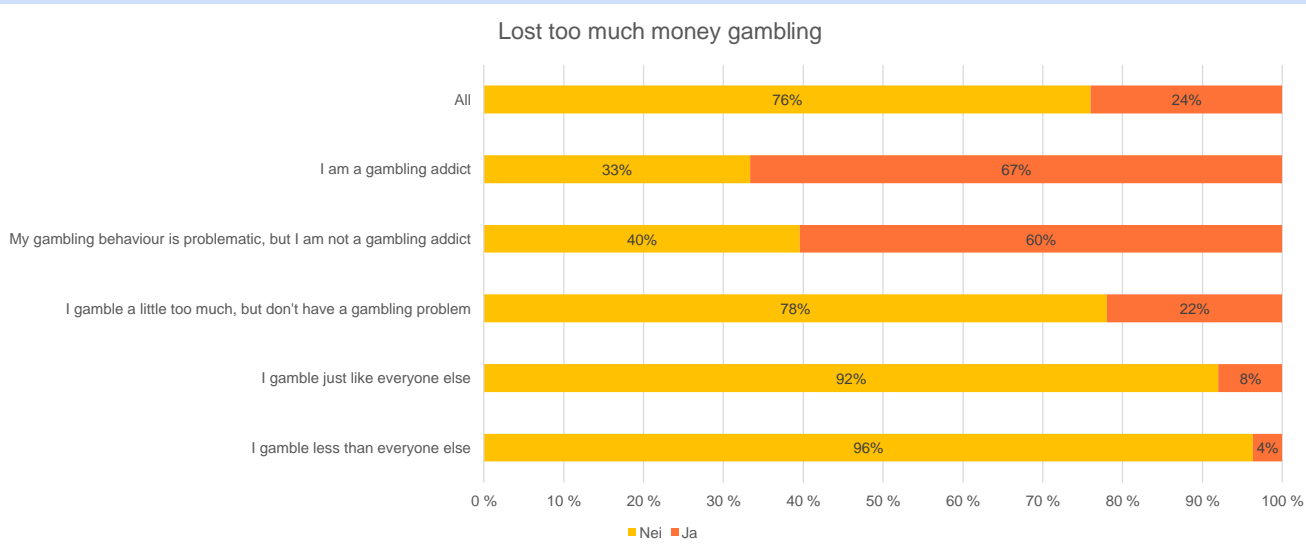
Had won - wanted to make sure I didn't gamble the prize away 16 %

Other 13 %

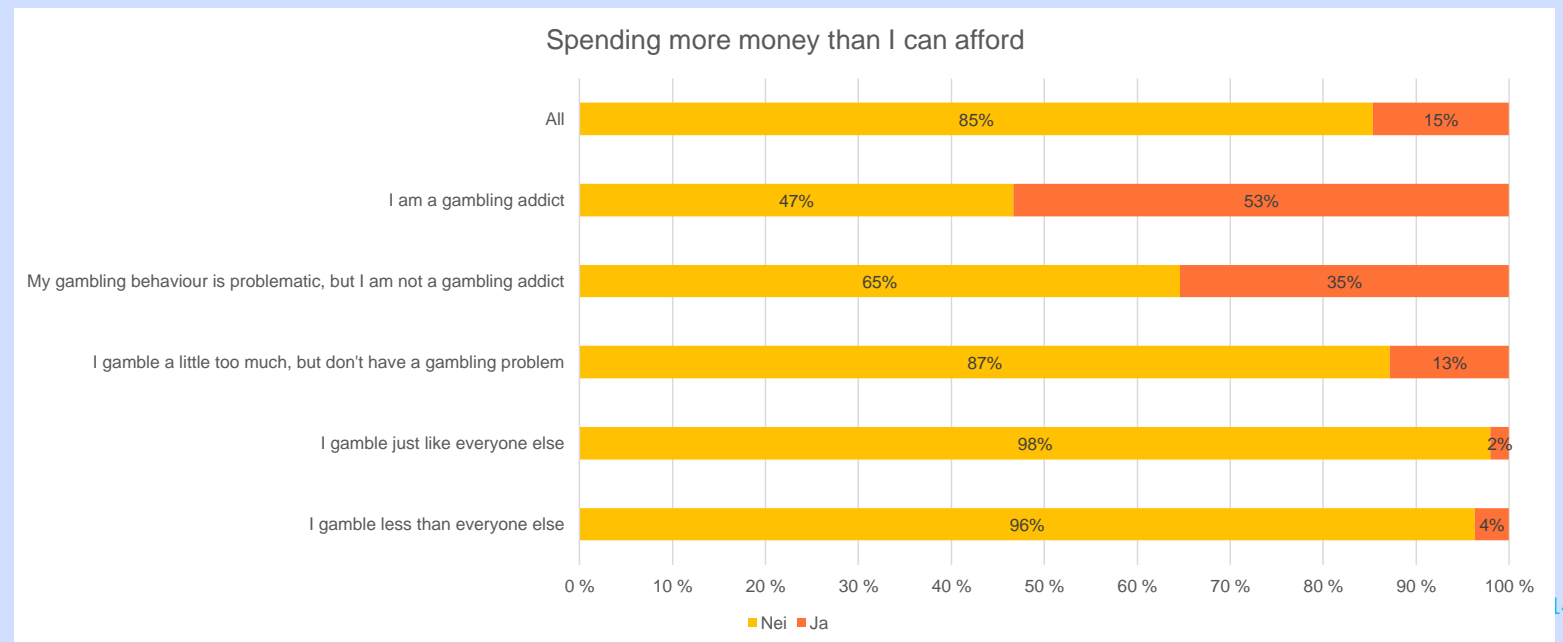




A few examples - reasons and problem gambling status

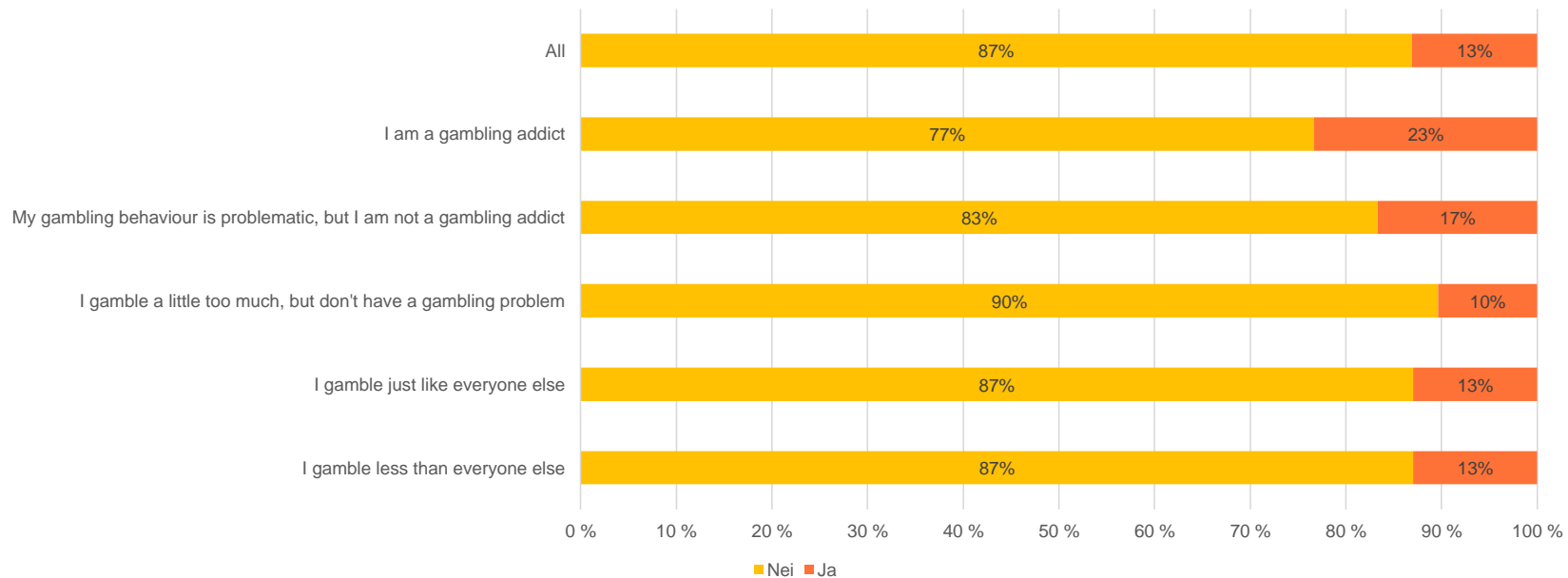


Gambling problem status	N
I gamble less than everyone else	54
I gamble just like everyone else	100
I gamble a little too much, but I don't have a gambling problem	164
My gambling behaviour is problematic, but I am not a gambling addict	48
I am a gambling addict	30
All	396

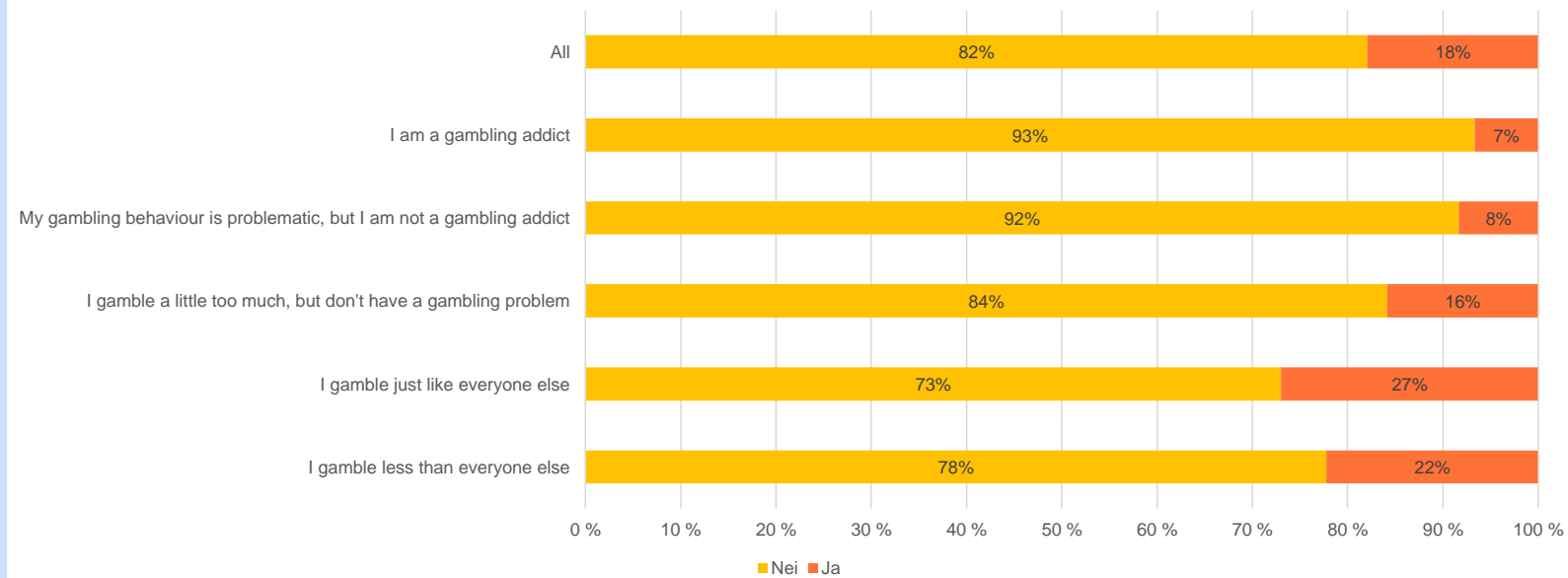




Annoyance with Norsk Tipping



Had won money and wanted to make sure I didn't gamble the prize away



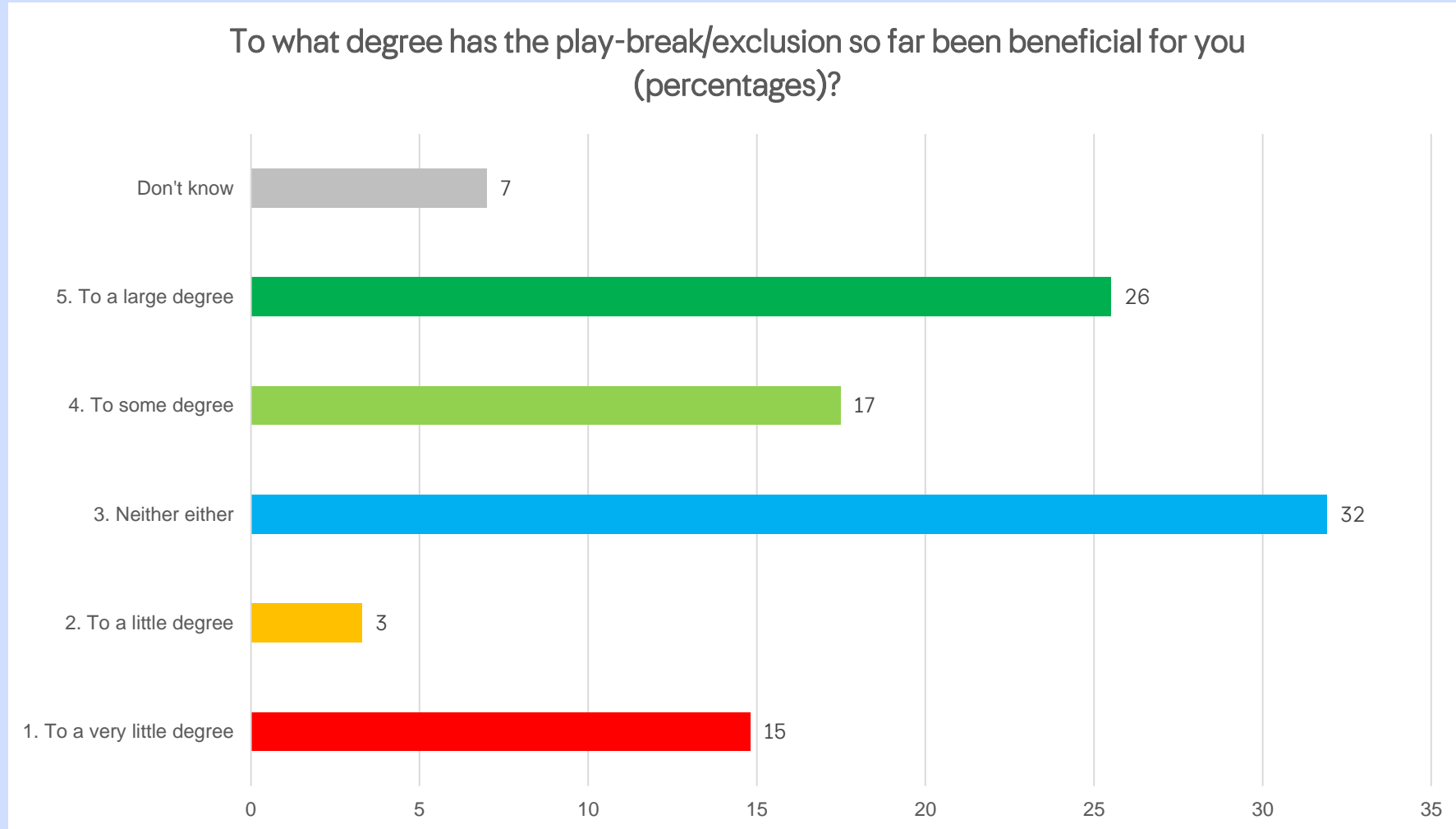


2.

PERCEIVED EFFECTS



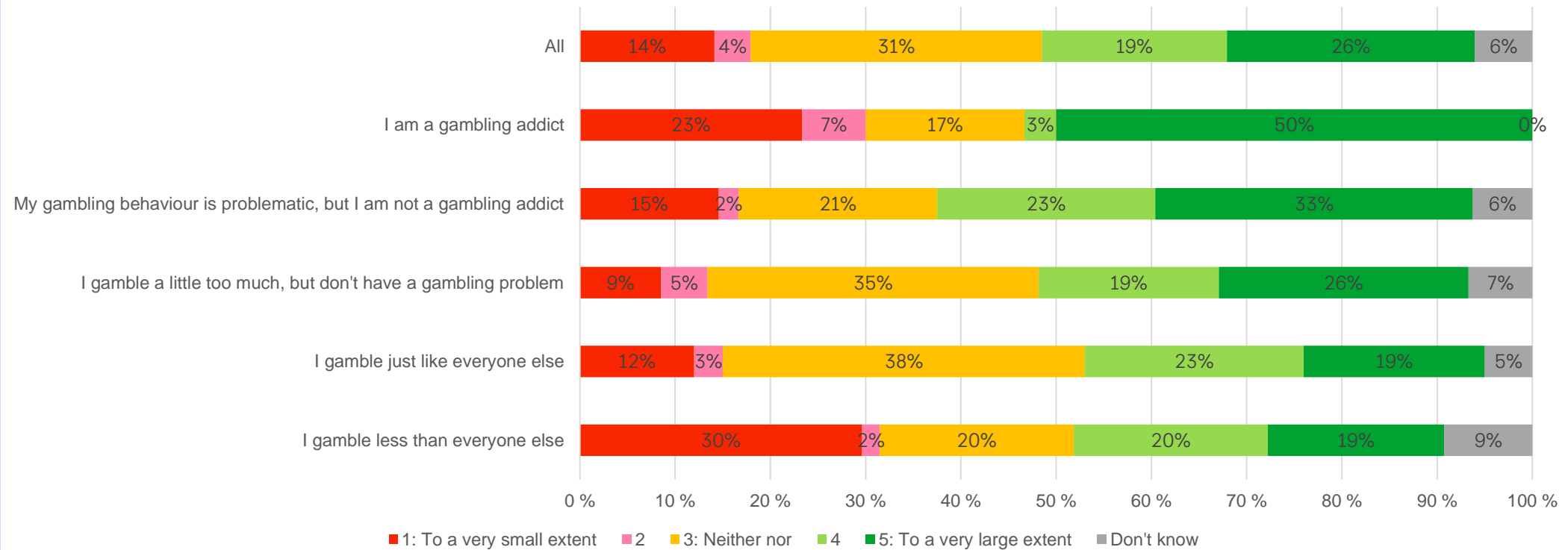
The customers perception of effect





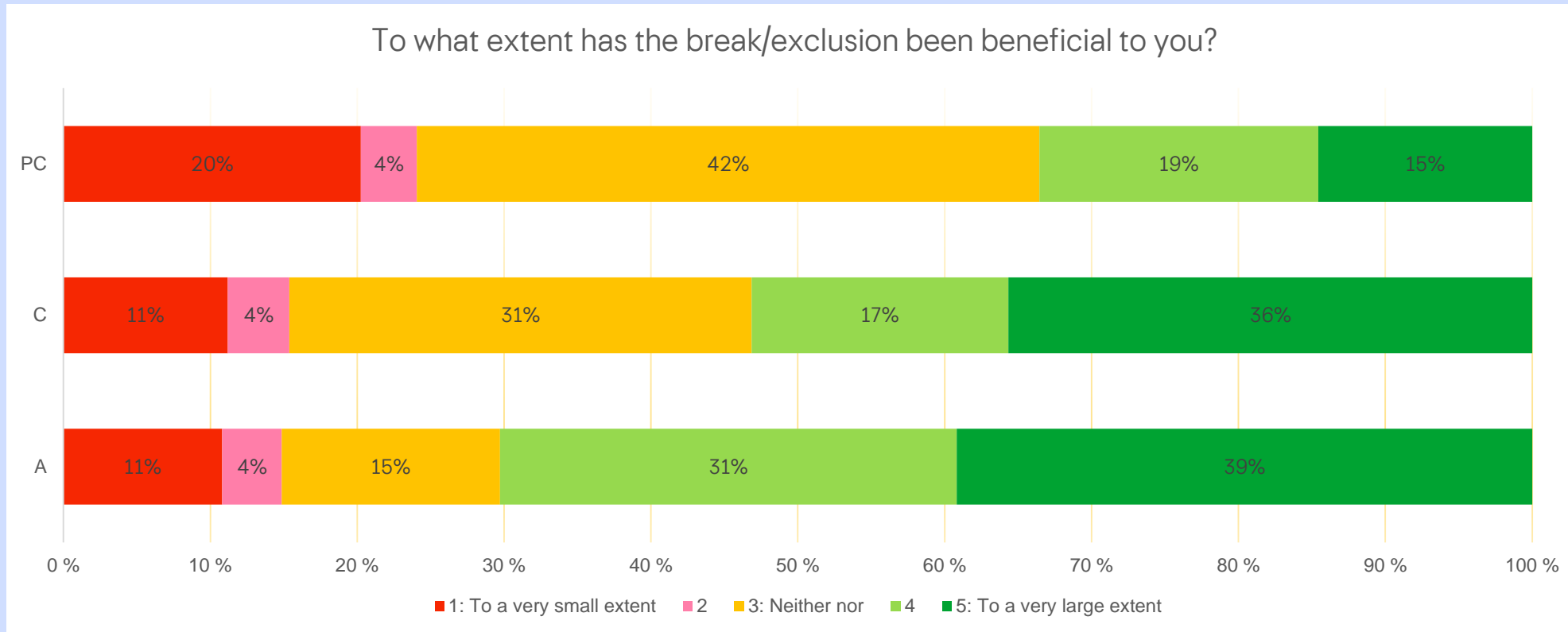
Gambling problem status and perceived effect

Gambling problem status and perceived effect





The perceived effect of the break is correlated with the RTC-stage



RCT-stage	N
PC	163
C	157
A	80
All	400



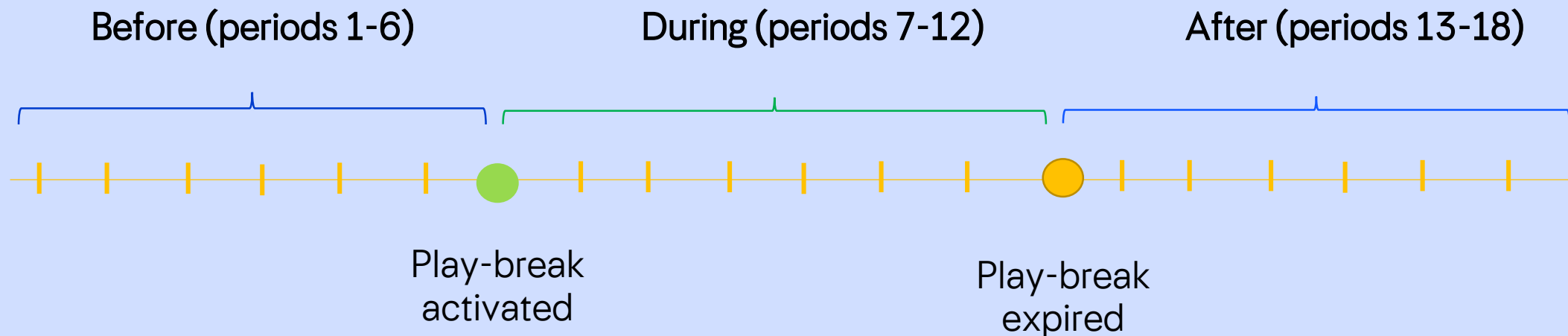
PLAYER BEHAVIOUR BEFORE, DURING & AFTER A 180 DAYS BREAK FROM ONLINE CASINO



Player behaviour before, during and after a 180 days play-break from online casino

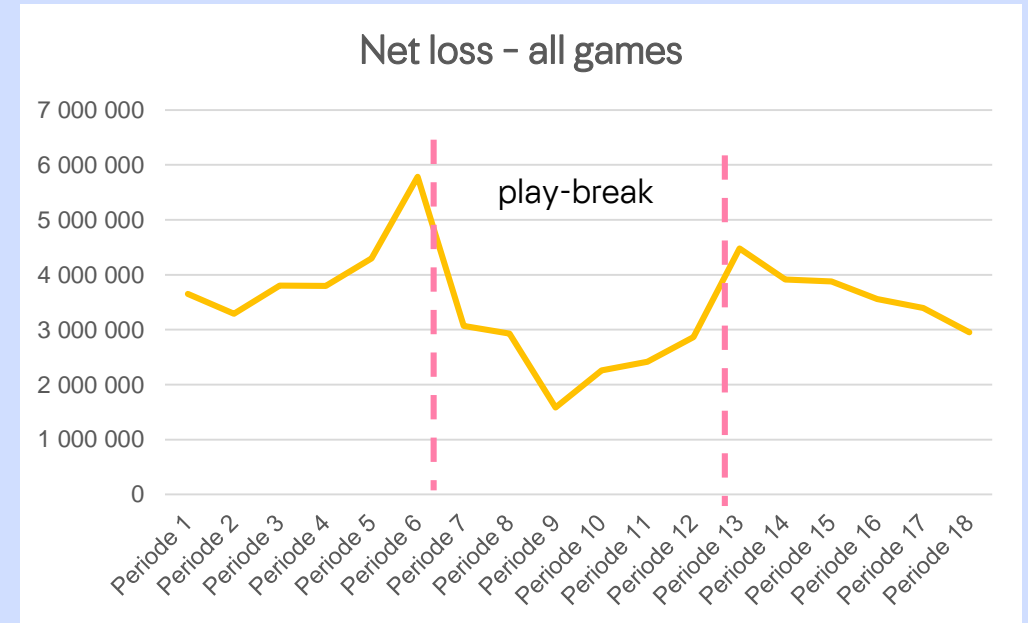
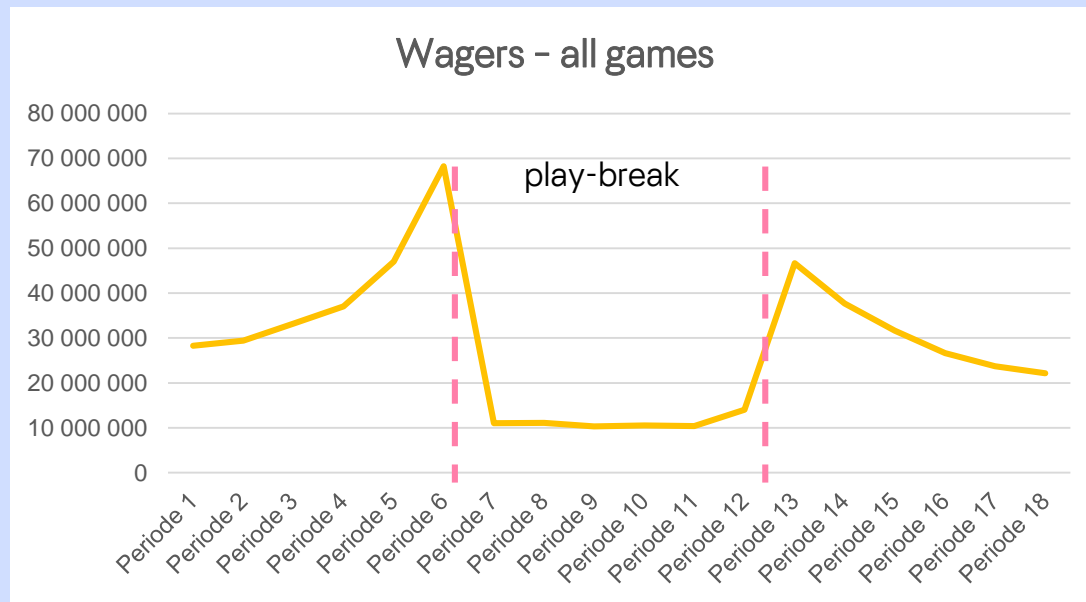


1 489 customers who activated a play-break of 180 days from online casino during January-February-March-April 2017



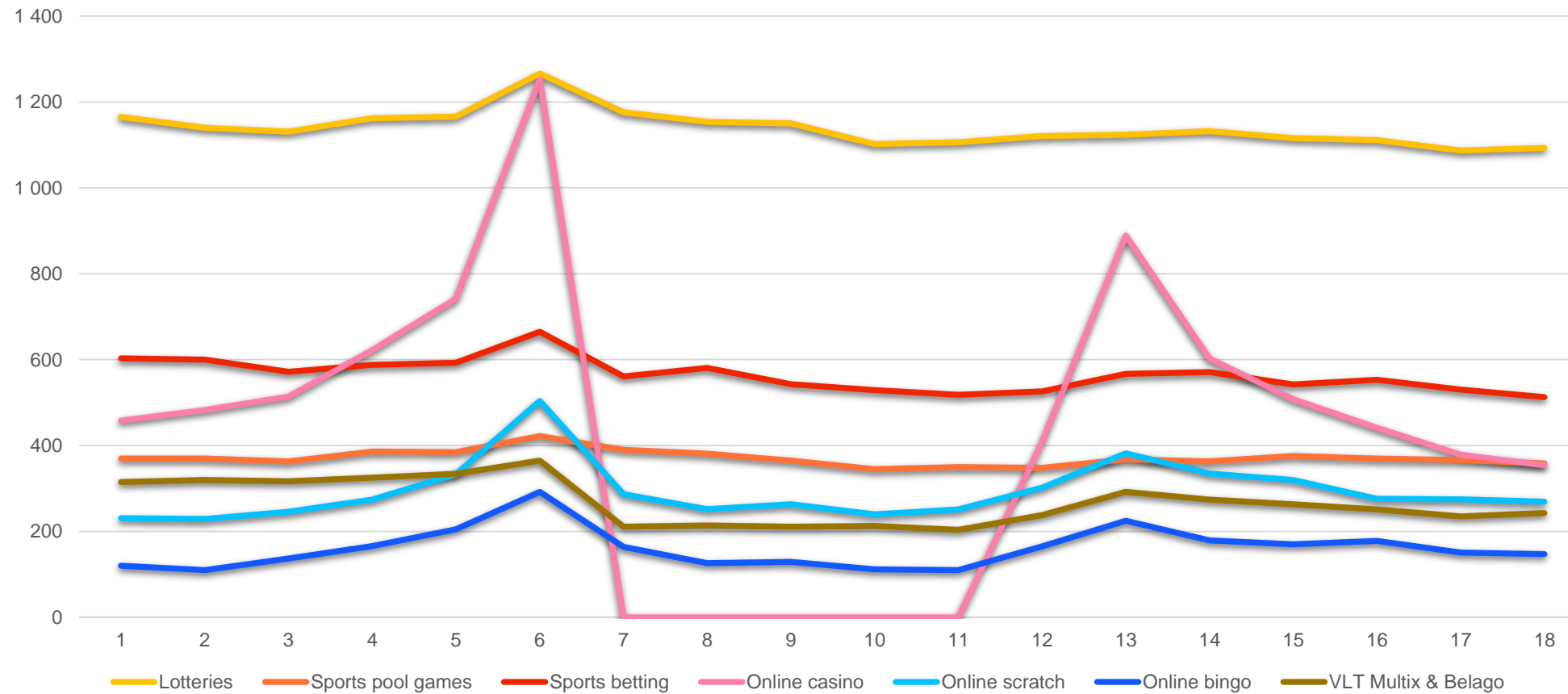


All 1489 customers, all games, the whole period



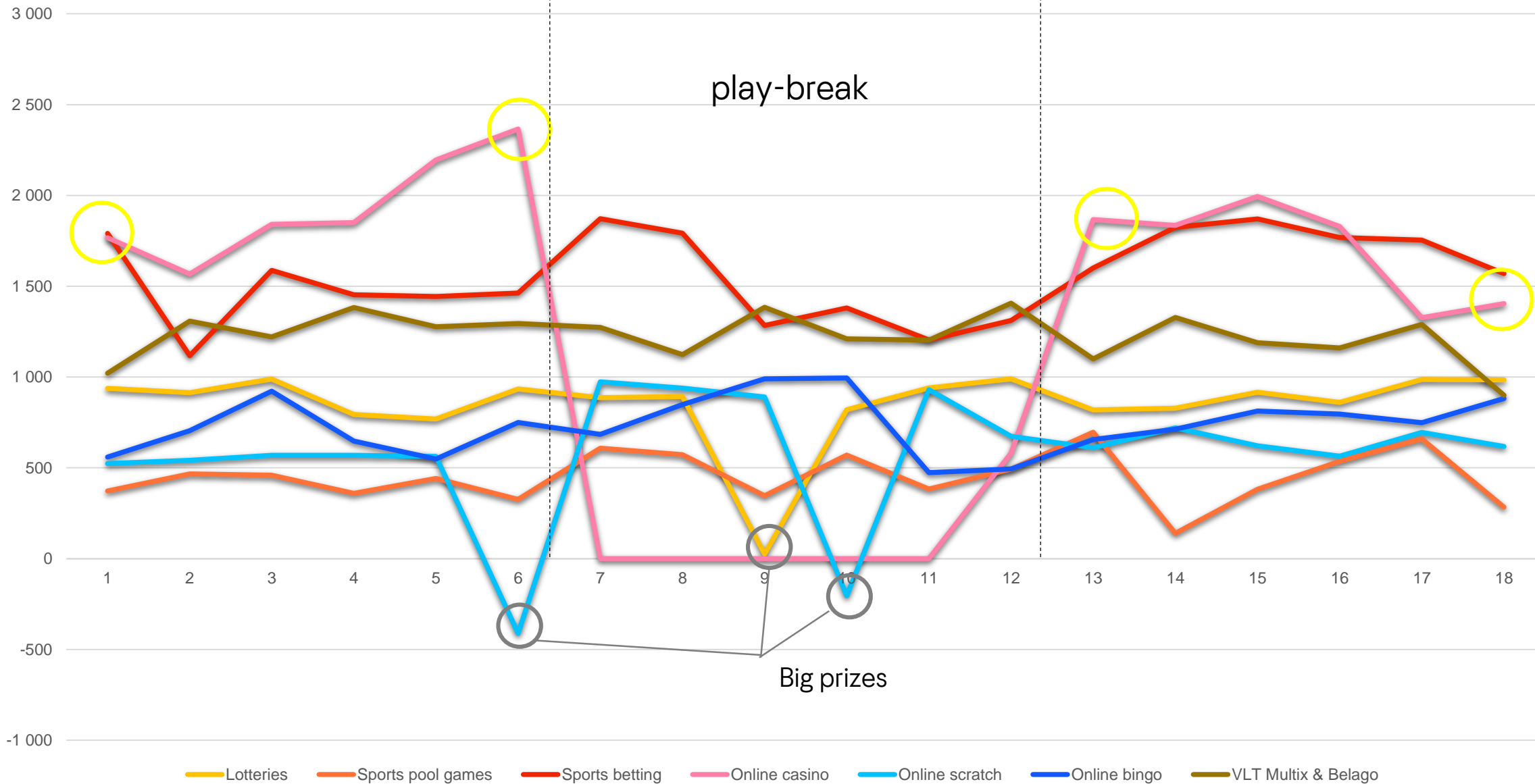


Nr of players (of the 1 489) for the different games during the 18 periods



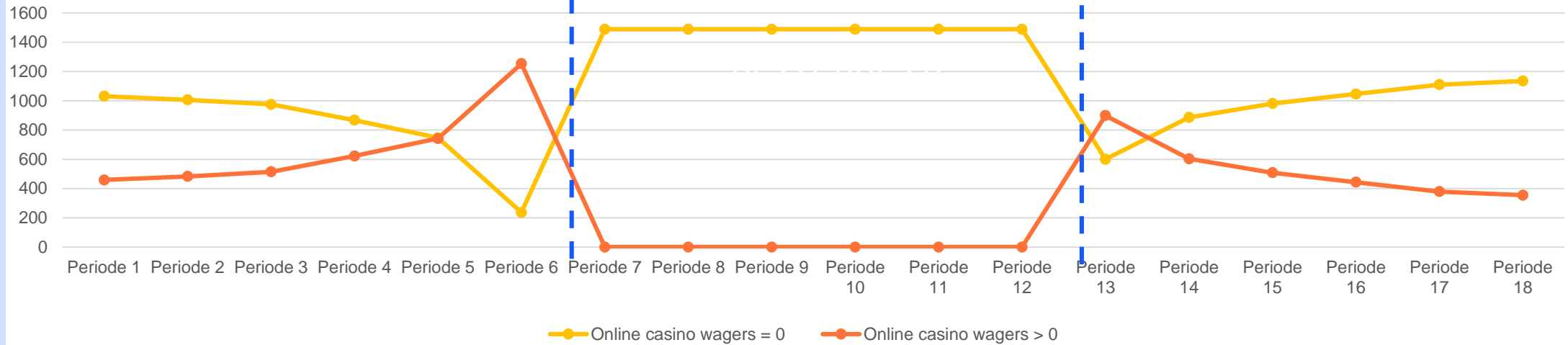


Net loss per game per active player per period





Active/not-active players (of the 1 489 players) - ONLINE CASINO - over the 18 periods



Period 1:

31 % active
69 % not-active

Period 6:

84 % active
16 % not-active

Period 13:

60 % active
40 % not-active

Period 14:

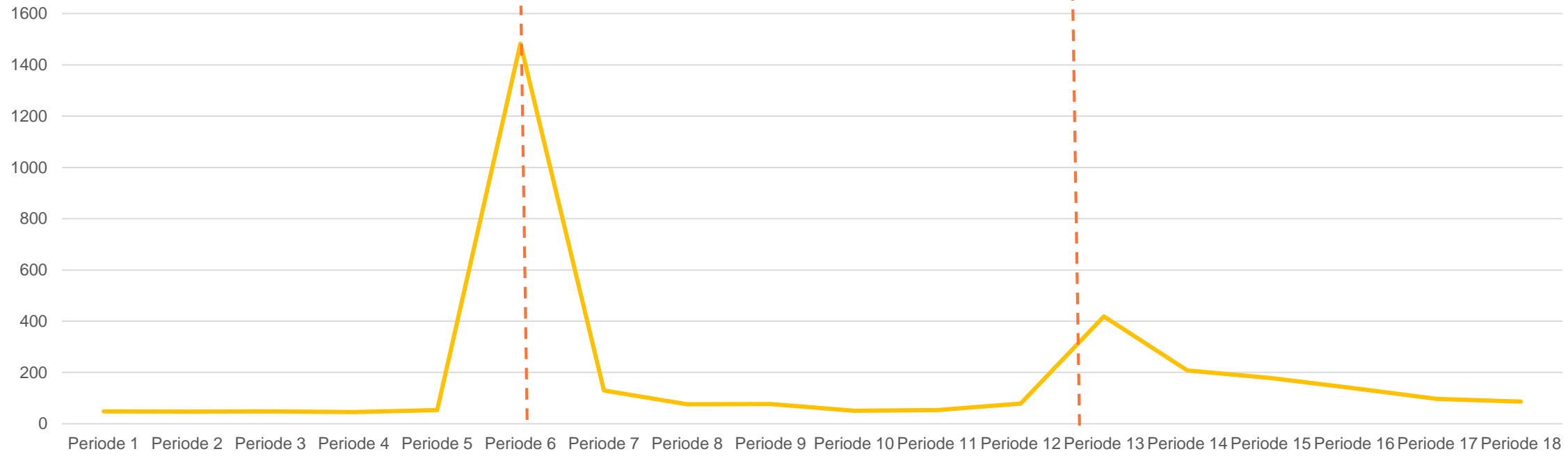
40 % active
60 % not-active

Period 18:

24 % active
76 % not-active



Number of activated 180 days play-breaks for these customers



↑
Period 6:
100 %

↑
Period 13:
28 %

↑
Period 18:
75 %
(acc. periods 13-18)



SUMMARY & IMPLICATIONS



Summary

Usage

Primarily at-risk customers,
but also non-risk players

Primarily at-risk games

Used repeatedly

Different motives/reasons for
non-risk vs. at risk/problem players
(prevention vs. harm minimizing)

Effects

43 % of customers report effect,
18 % no effect

Effect is clearly correlated with
RTC stage

Activating a 180 days play-break
from online casino
reduces the net loss during the break

The spending is lower six months
after a 180 days play-break than
six months before

Nr. of active players is lower too

Some implications

Offering play-breaks & exclusions
well suited to customers needs
are important

Visibility - measures to increase
knowledge & adoption

Knowing the customers RTC-stage
and tailoring measures towards it

Monitoring customers with expired
play-breaks - developing follow-up
measures targeted towards
those who resume at-risk
gambling behaviour

Thank you!
Kiitos!



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