

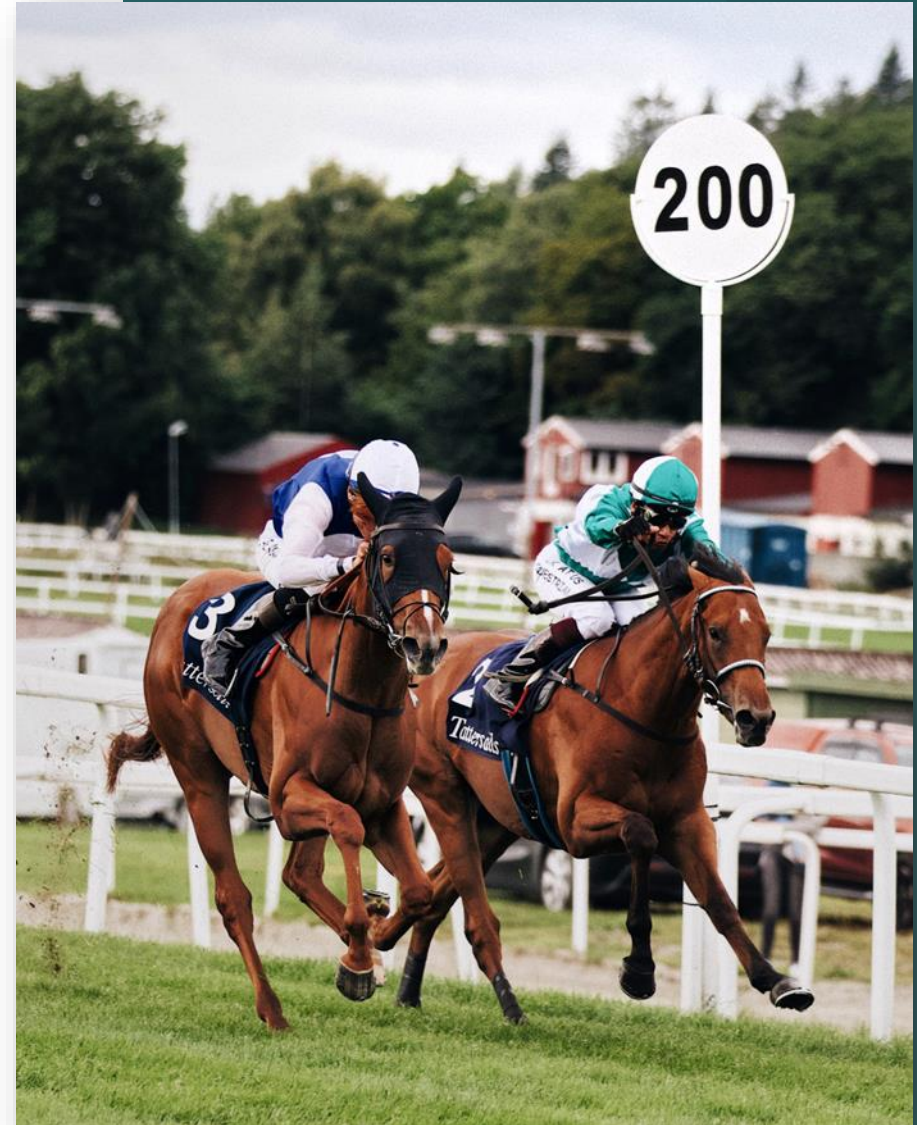
Proactive Conversations: Preventing problem gambling among young horse betting players

SNSUS, OSLO, 2025

Hedda Skappel & Yngve Haltbakk, Norsk Rikstoto

Norsk Rikstoto

- Established in 1982 by Norwegian Trotting & Galopp Associations
- Mission: Promote responsible gambling and prevent gambling harm
- Annual profits (~€43.5M) reinvested in horse sports, welfare & therapy
- Regulated by the Ministry of Culture and the Norwegian Gambling Authority



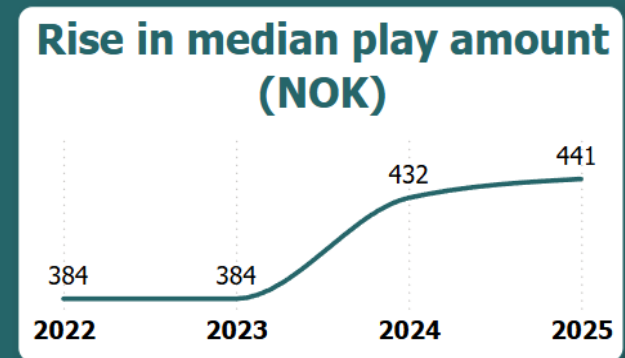
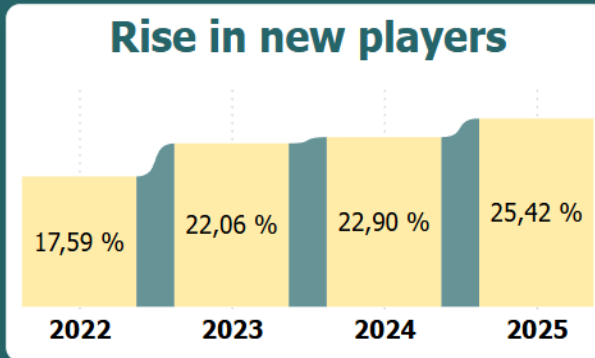
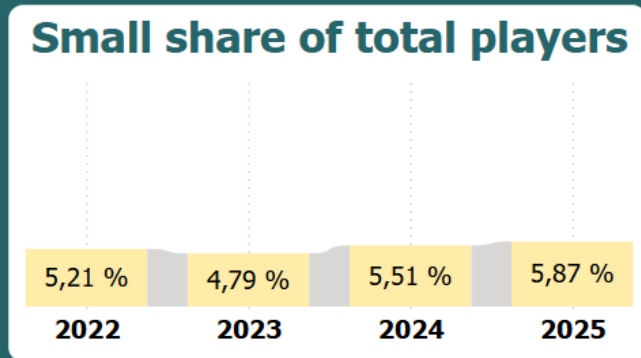
High Risk Customers at Norsk Rikstoto

- Core risk group: knowledge-based players
- Betting seen as part of identity and personal expertise
- Problematic behavior may develop subtly
- Requires tailored, empathetic prevention strategies



"Years ago, an 18-year-old had to learn how to become a gambler. Today, thanks to internet culture and gambling in gaming, an 18-year-old is a fully educated gambler—with a 'master's degree' in the craft."

A closer look at younger players



- External data – faster risk development, but no clear signs of this in our own data
- We aim to contact all high-risk players in this age group

Early intervention through direct outreach

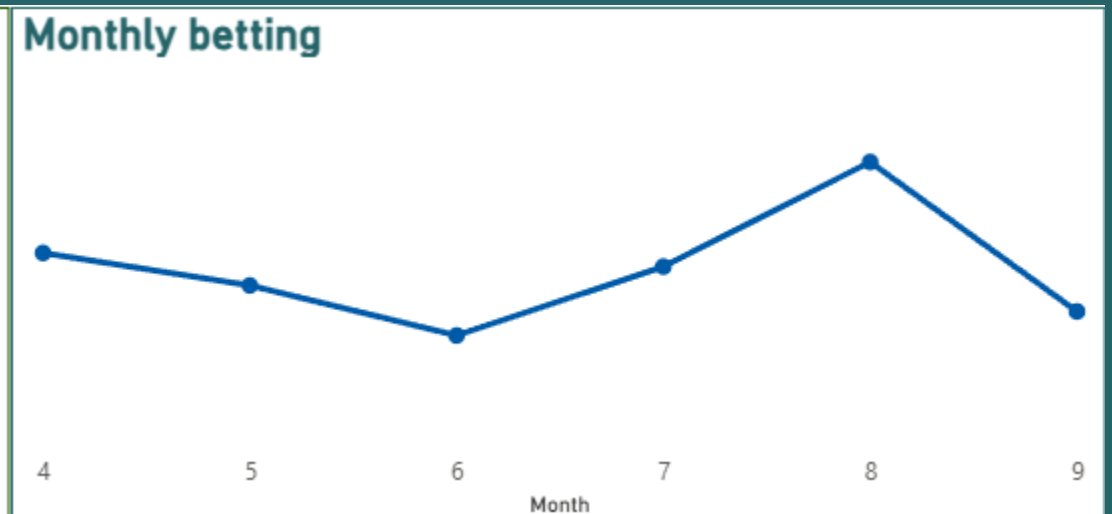
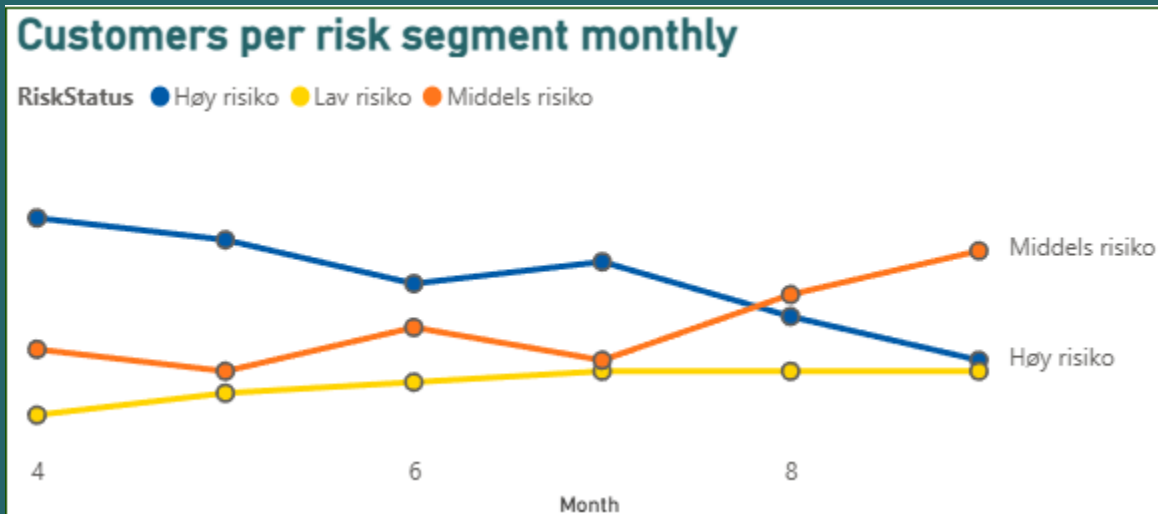
- Focus: raise awareness, encourage reflection, offer guidance
- Promotes use of tools like limits and self-exclusion
- Builds trust and supports early intervention
- Core element of our player protection strategy

Measuring the Impact of Outreach

- Key indicators: reduced spending, play frequency, overall risk score
- Improves targeting, timing, and effectiveness of outreach
- Supports evidence-based prevention strategies

Measurable Effects of Our Outreach:

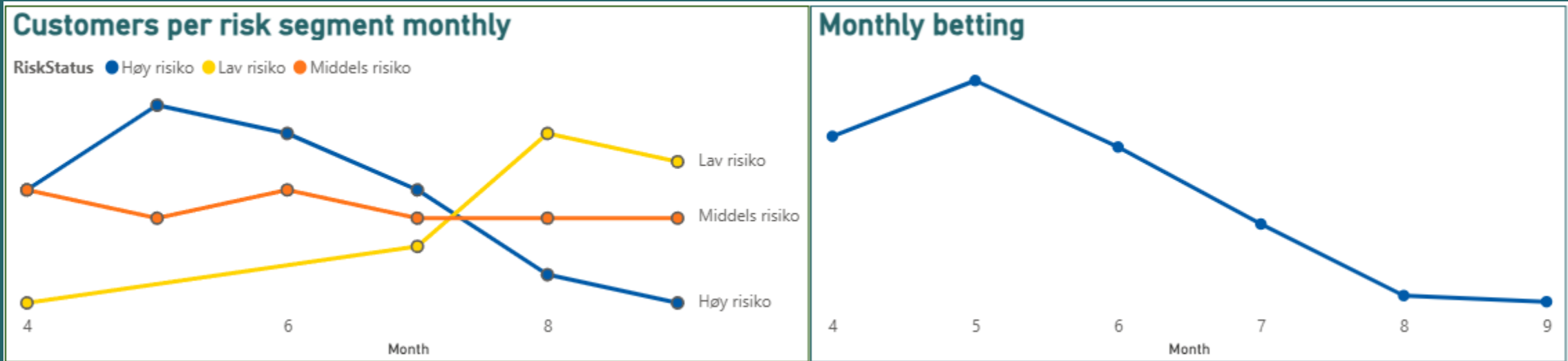
- Intervention effects last for approximately 3 months



- *Customer calls made in april/may 2024*

Measurable Effects of Our Outreach:

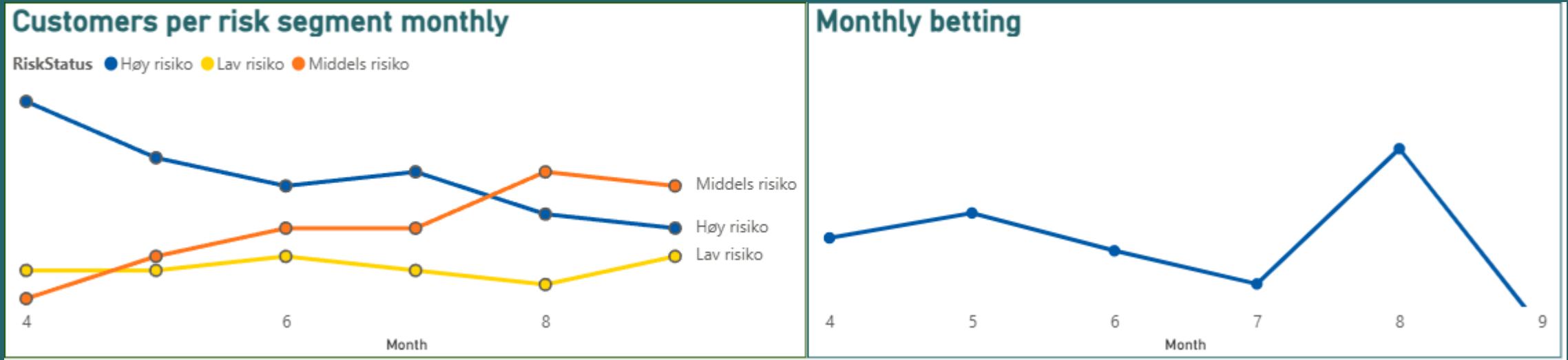
- Stronger effects in younger age groups (18-30)



- *Customer calls made in april/may 2024*

Measurable Effects of Our Outreach:

- Limited impact on players aged 46+



- *Customer calls made in april/may 2024*

Conclusion & Key Takeaways

- **Proactive outreach leads to short-term behavioral change**, especially in the first three months after a call.
- **Younger players are significantly more responsive**, highlighting the importance of early, tailored interventions. Older players show limited response, suggesting a need for alternative approaches for this group.
- **One-size-fits-all interventions are not effective**—personalization based on age and player profile is essential.
- **Further research and follow-up strategies are needed** to strengthen and sustain long-term impact.

Thank you!

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**Alle vinner
på ansvarlig spill**