

# Young players entering the gambling market

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This is a warning and  
a call to action



Norsk Tipping



Young players are flocking to our online casino at a rate we've never seen before, despite the fact that we don't advertise these games



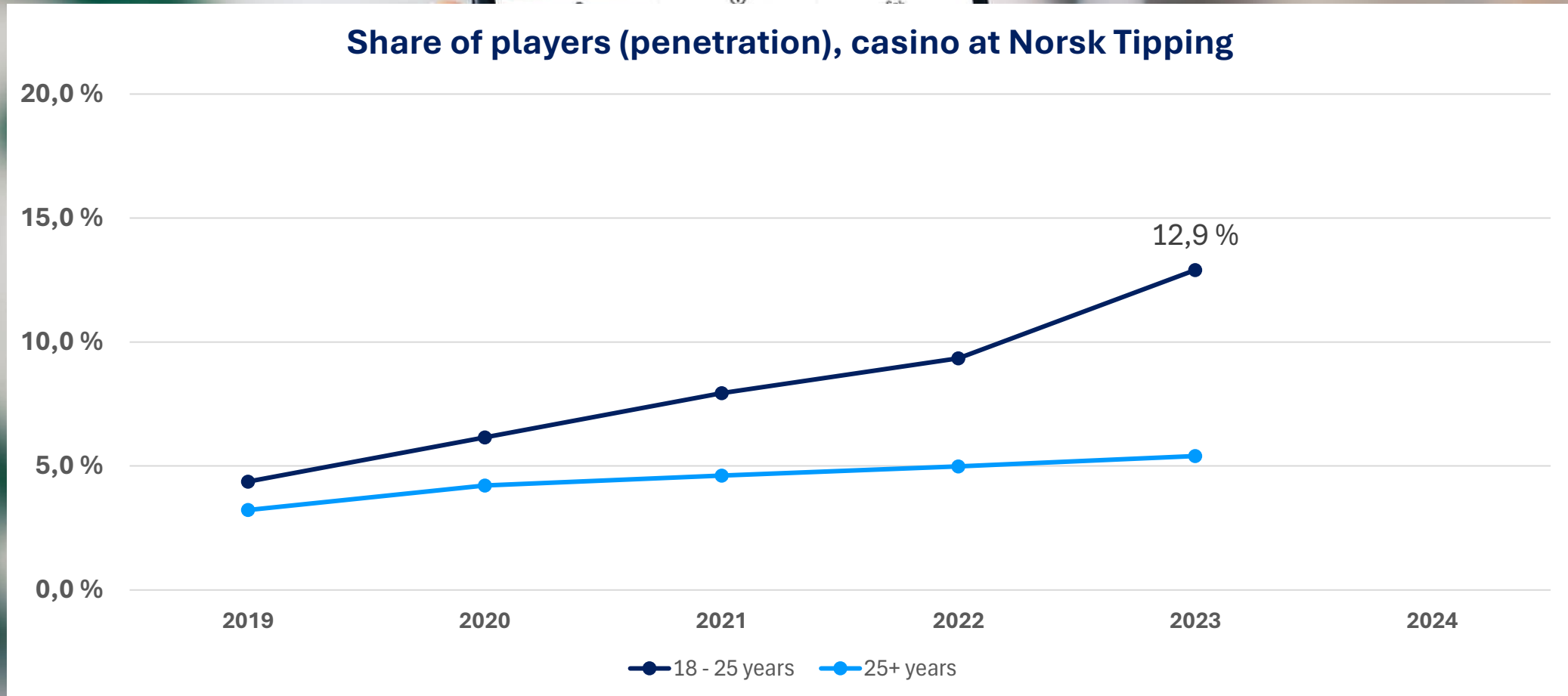
Many appear to be experienced casino players before they are even old enough to play with us



This is a challenge that goes beyond Norsk Tipping alone



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1/3



at Norsk Tipping

18,7 %

Is the increase due to efforts to channel gambling into Norsk Tipping?

2

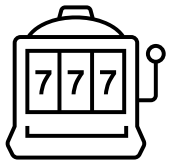
2023

2024





# According to the 2025 channelization survey, there is some channelization happening — especially among the youngest

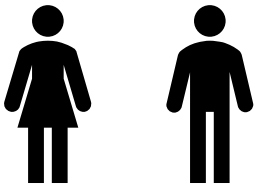
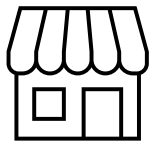


**30 % channeled from illegal operators**



**50 % channeled gambling desire\***

\*Have heard about KongKasino through friends



**20 % self-recruited – found KongKasino in the app**

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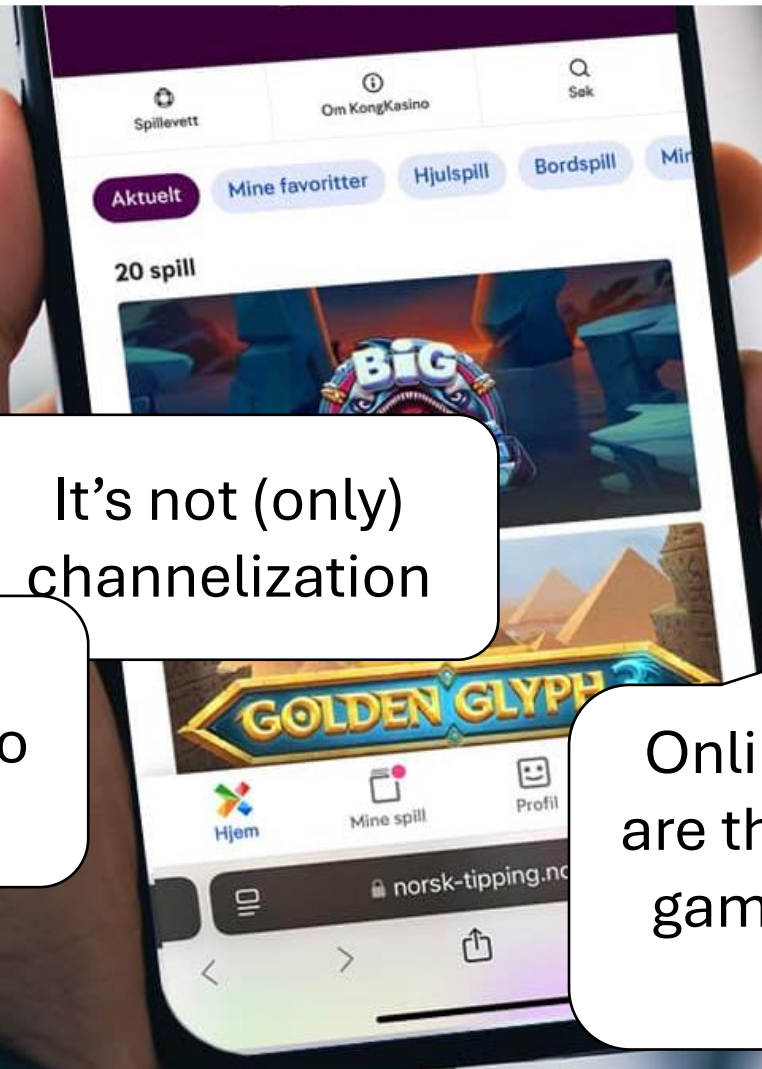
Why?

It's not (only)  
channelization

It seems to be a  
normalization of casino  
games

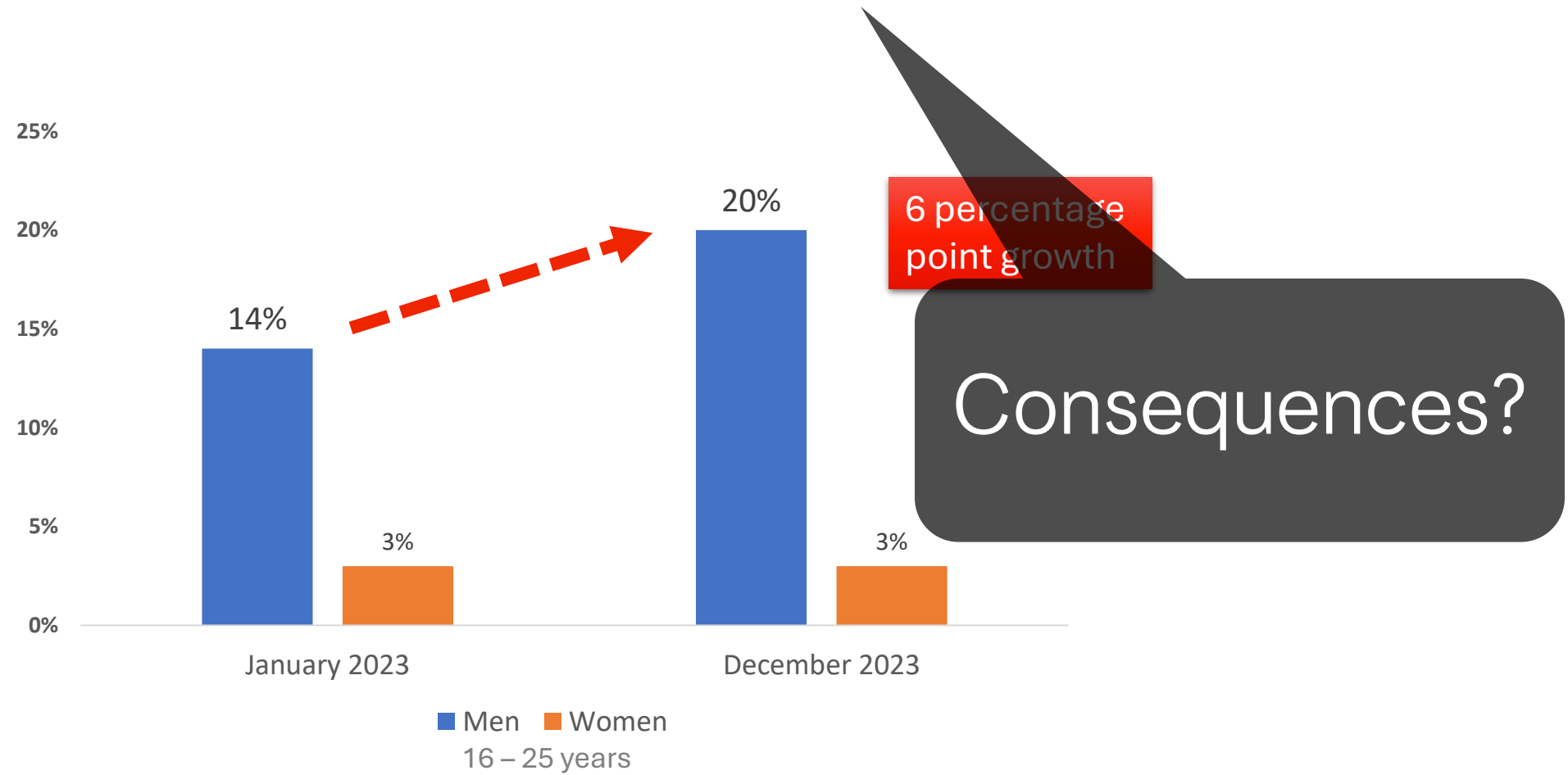
Consequences?

Online casino games (slots)  
are the most addictive type of  
games and create the most  
problem gamblers





## Percentage of moderate risk- and problem gamblers **increased** in 2023.

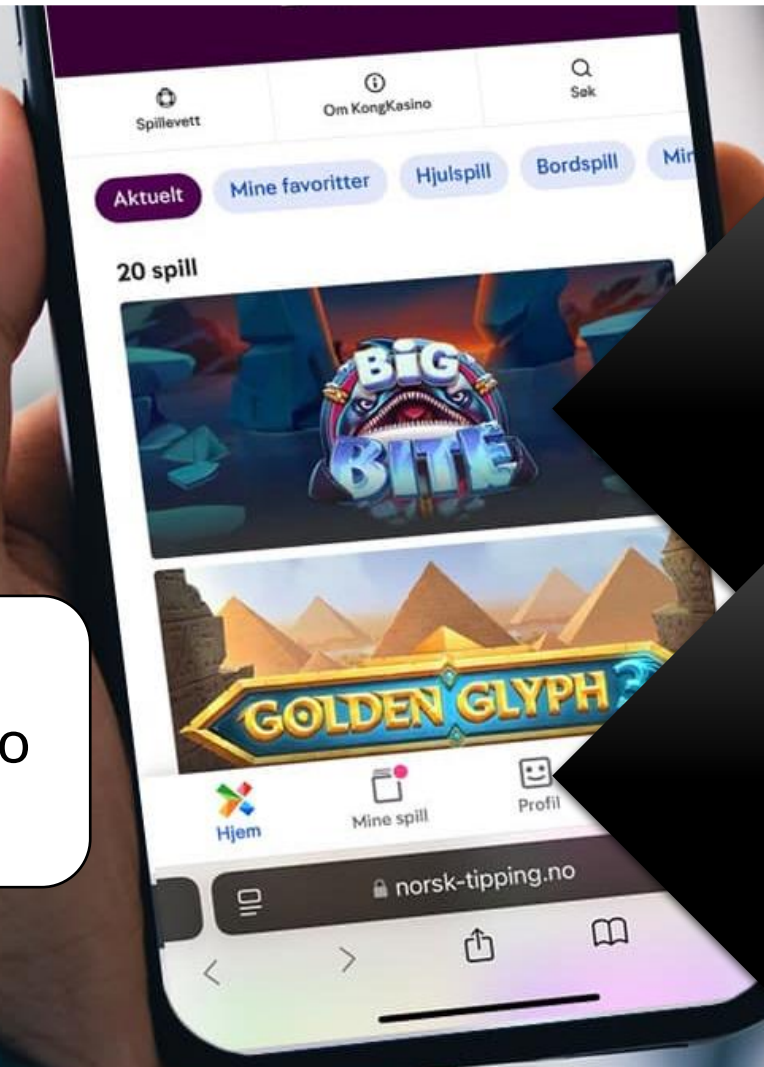


Source: Norsk Tipping population surveys

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Why?

It seems to be a normalization of casino games



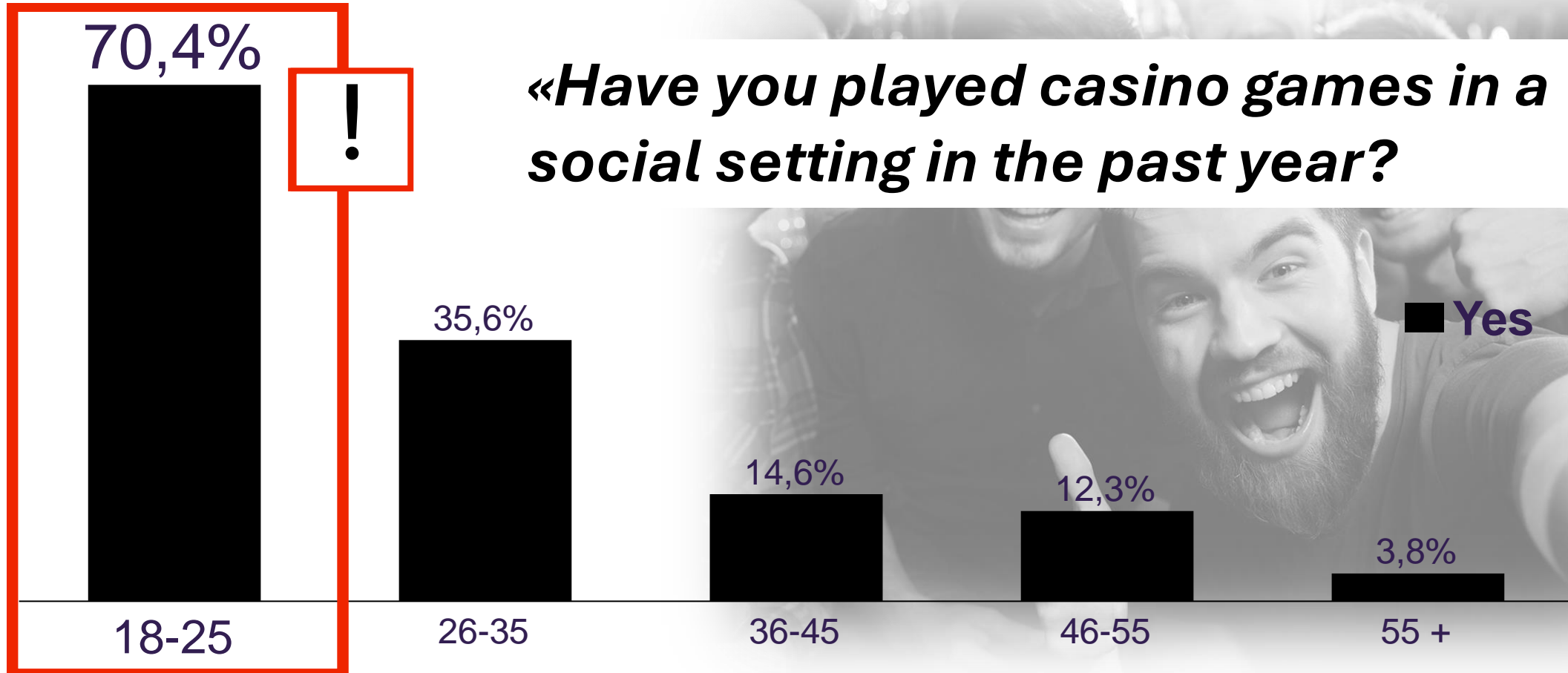
Playing casino games in a social setting

Streaming/influencers





## Young players are gambling on casino games in social settings



# Streaming of casino games



<https://www.twitch.tv/kingeen>

14:42 10-Sep-2024 98781 206 \$2000 @1KINGEEN BMW M4 \$424 \$60,000 twynsvn.com BE GAMBLE AWARE 18+

**SUBSCRIBERS**  
SPEND MY BALANCE YOU  
DO YOU WANT TO BE IN THE NEXT VIDEO? GO WATCH AND JOIN THE GIVEAWAY! TYPE !YouTube

NO TOP DON TODAY

**MEGA DICE**  
50 FREE SPINS  
TYPE !MEGA AND SIGN UP!  
200% DEPOSIT BONUS!

**ITERO 9X**

Wild	10	Wild	10	10
Wild	10	Wild	10	10
Wild	10	Wild	10	10
Wild	10	Wild	10	10
Wild	10	Wild	10	10

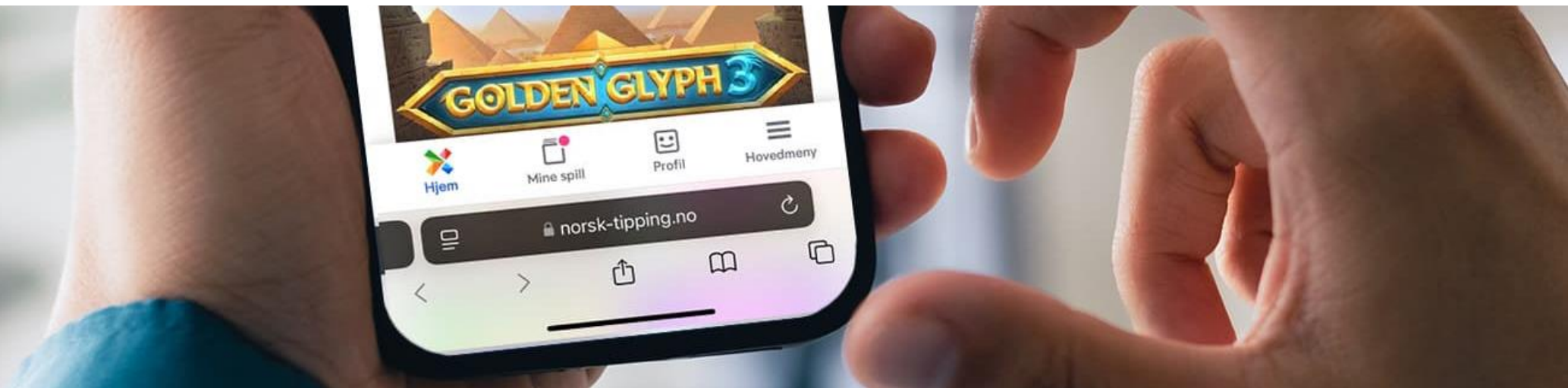
**WILD**

BALANCE \$4,419.11 BET \$0.60 WIN \$0.12 TOTAL WIN \$0.12 FREE SPINS 8

chat messages:  
freddy133 : yes biggest win raw  
freddy133 : den e sjuk  
freddy133 : nu ska jag använda google översätt kan inte engelska  
Poplachopla : I want arespin I deserve it babes  
jeeesp : HOly balance what you print on ?  
ponne03 : ez w  
Poplachopla : but it's zero  
jeeesp : ilatest  
freddy133 : How much do you think you have spent at the casino overall?  
Poplachopla : I want deserve it  
freddy133 : min polare körde casino för 16 lax på en vecka hans flickvän får inte veta hahahahah  
viktorfinn90 : Kiiiiingen, fan va kul att se dig! NU åker vil  
jeeesp : Big Rotten GZ  
HerelsCloudy : ro  
HerelsCloudy :  
freddy133 : is there a competition right now?  
xpertgamergg :  
whatzug :  
ponne03 : fan I will not win



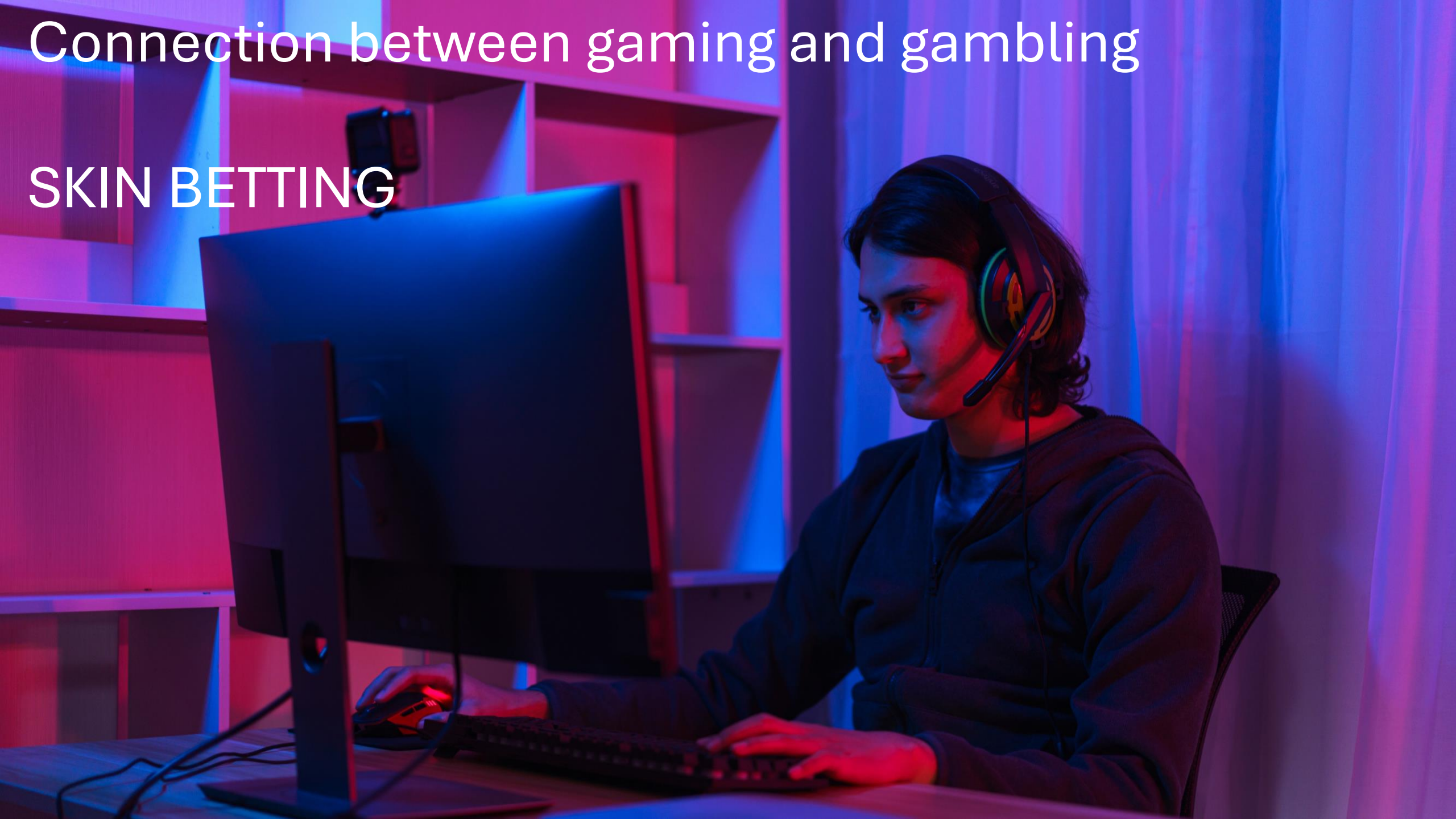
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Connection between gaming and gambling

SKIN BETTING







# Loot boxes - Players win boxes in the game or buy them via the marketplace.



- You can win different skins with different values. This rail above can be won in this box, and it has a value of around € 50.



# The typical steps in skin betting

Player **buys** and opens Loot box in CS

**Deposit** their skins on betting sites. Skins are converted into site-specific currency. "Coins"

Players play "**casino games**" on e.g. CSGoRoll. "Withdraw" their winnings in the form of skins

Players take out skins to their own inventory on Steam and then sell them via 3rd party sites or e.g. Facebook

Game platform

Skin betting sites

Transaction sites



STEAM



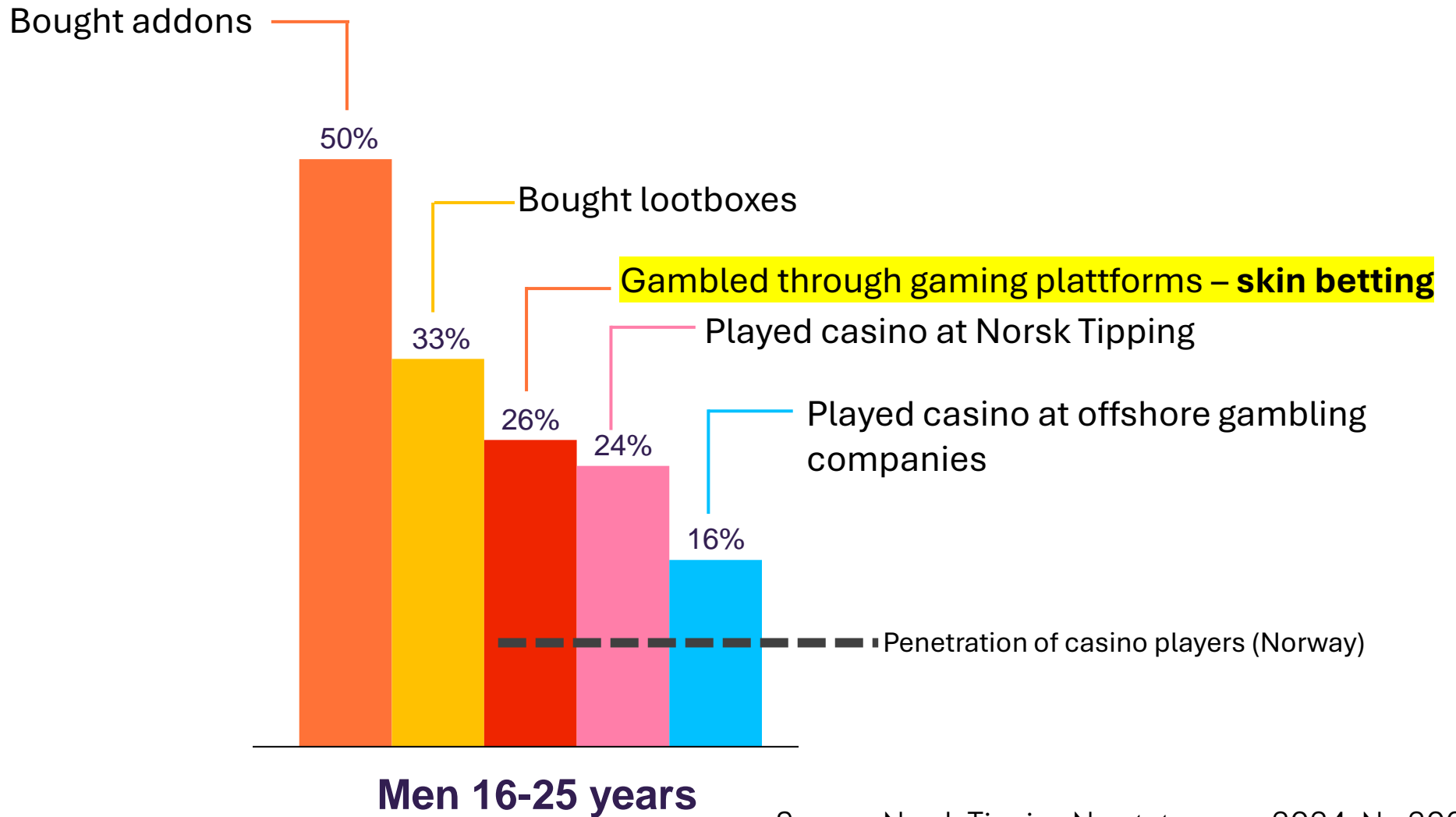
CLASH.GG



SkinsMonkey



# How many are doing skin betting?



Source: Norsk Tipping Norstat survey 2024, N= 200

# TRENDS

- *3 reinforcing factors*



A young man with brown hair, wearing a brown quilted jacket with a grey hood, is shown in profile, looking down with a sad or thoughtful expression. The background is a soft, out-of-focus blue and white, suggesting an outdoor setting like a beach or a snowy area.

1

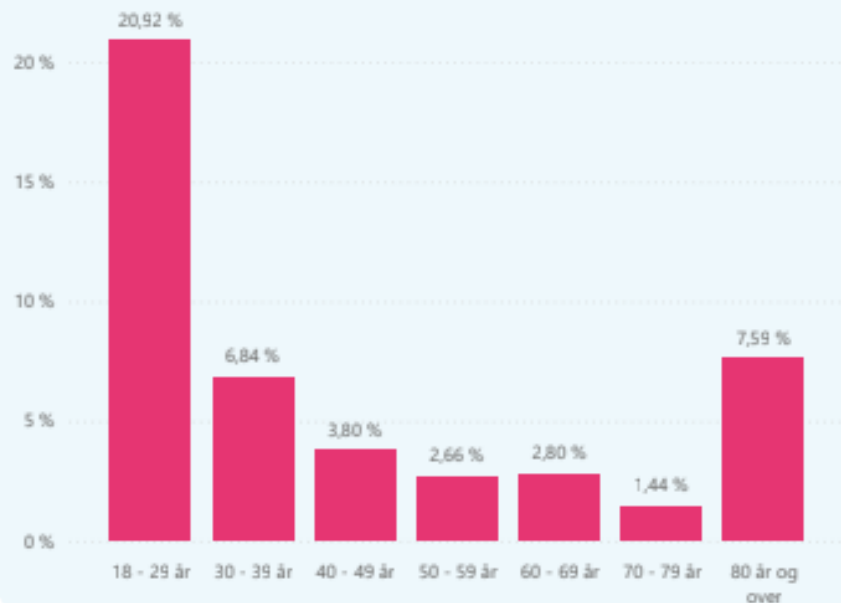
Pessimism about the future is increasing, especially among young adults.

More than half (54%) of those under 25 feel a sense of hopelessness about the future.

In one year, 21% more young people have consumer debt

2

12 månedersendring i antall personer med forbrukskreditt



Det er de yngste og eldste aldersgruppene som har økt mest i antall personer med forbrukskreditt det siste året. Enklere betalingsløsninger og bevisstgjøring av fordeler ved bruk av kredittkort kan være drivere for endringen blant de unge. Dyrtiden med en presset økonomi bidrar nok også til at flere tyr til forbruksgjeld for å finansiere forbruk.

# 3

## Advertising



What have 14- to 18-year-olds seen advertised online?



Source: <https://www.medietilsynet.no/fakta/rapporter/barn-og-medier/2024/barn-eksponering-reklame-nett-influensere/>



# What can we do?

## Lower Loss Limits

- Lower Loss limits (from max 20 000 NOK):
  - 18 – 19 years: 2 000 NOK/month
  - 20 – 21 years: 3 000 NOK/month
  - 22+ years: 5 000 NOK/month

This is a challenge that goes beyond Norsk Tipping alone



A close-up photograph of a person's hand holding a small, white rectangular card. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the top edge of the card. The card is held steady, displaying the text 'CALL TO ACTION' in a bold, black, sans-serif font. The background is a soft-focus image of a person wearing a light purple or lavender shirt, with their face partially visible but out of focus. The overall lighting is bright and even, highlighting the texture of the skin and the crispness of the text on the card.

**CALL  
TO  
ACTION**

A medical-themed background featuring a stethoscope, several white pills, a clipboard with a pen, and a laptop. Three speech bubbles are overlaid on the image, containing the words 'Why?', 'What?', and 'How?'.

Why?

What?

Finding the right  
remedy

How?

# Thank you

“The biggest problem in the world  
could have been solved  
when it was small.”

- Lao Tzu

