



SPILLEMVNDIGHEDEN

Introduction to the Danish Gambling market

Experiences from Denmark





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The Danish Gambling Authority



- Placed within the Ministry of Taxation
- Ministerial counselling, administration and law interpretation
- Monitoring of the Danish gambling market
- Administration and granting of licences
- Supervision of Danske Lotteri Spil A/S and the Danish Class Lottery

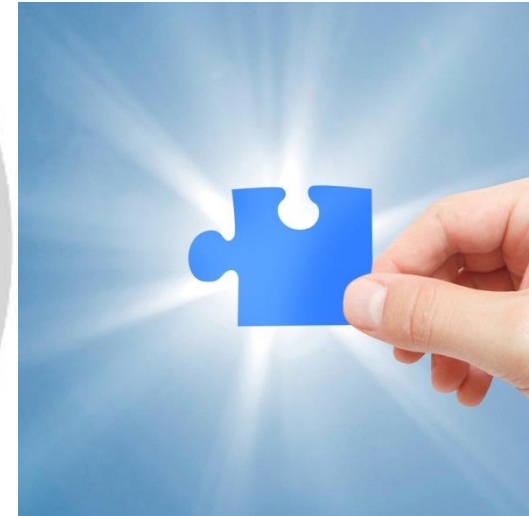


Our mission

To ensure a safe and well-regulated gambling market in Denmark where players are protected from unfair and illegal gambling.

In our work we emphasize:

- Openness and on-going dialogue with operators and players
- Ensuring quality, efficiency and innovation in our problem solving
- Taking part in international collaboration on supervision and regulation





The Danish Gambling legislation

The Act on Gambling
(Danish Gambling Authority)

The Act on Duty on Gambling
(Ministry of Taxation/Tax
Authority)

Gambling
legislation in
Denmark

The Act on Ownership regarding
Danske Spil A/S (Ministry of
Finance)

The Act on Distribution of Profits
from Lotteries and Betting on
Horse and Dog Racing (Ministry
of Culture)

The purpose of the Danish Gambling Act



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The legal definition of gambling

Gambling is defined in the Danish Gambling Act as any activity that falls within one of the categories of:

- i. lottery
- ii. combination game; or
- iii. betting

Skill games are not covered by the Danish Gambling Act



Lotteries

Lotteries are activities in which a participant has a chance of winning a prize and where the probability of winning is solely based on chance

The definition of lottery includes the following types of games:

- National lottery
- Scratch cards
- Bingo
- Joker
- Class lottery



Combination games

Activities in which a participant has a chance of winning a prize and where the probability of winning is based on a combination of skill and chance

The definition of combination games includes the following types of games:

- Poker
- Backgammon
- Black Jack



Betting

Betting is an activity in which a participant has a chance of winning a prize and where bets are placed on the outcome of a future event or the occurrence of a particular event in the future

The definition of betting includes the following types of betting:

- Betting on sports games
- Betting on other future events
- Pool betting
- Betting exchanges

The degree of liberalisation



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Liberalised	Restricted number of licences or restricted to a certain purpose	Monopoly	Not covered by the Act on Gambling
Betting	Land-based casinos	Lottery (including online bingo and scratch cards)	Premium bonds and betting on the future value of financial assets
Online casinos	*Public poker tournaments	Class lottery	Land-based backgammon tournaments
Land-based gaming machines	Charity lotteries	Horse and dog racing	Gambling for small amounts of money in private homes

*Public poker tournaments are not covered by the Act on Gambling, but by the Act on Public Poker Tournaments



Protection of the regulated market

In order to protect the regulated gambling market and to protect the players, the Danish Gambling Act provides these tools;

- Advertising ban
- Internet-blocking
- Payment-blocking





The labelling scheme

The Danish Gambling Authority has launched a labelling scheme to provide assurance about gambling on betting and online casino in Denmark.





Supervision and control

Supervision

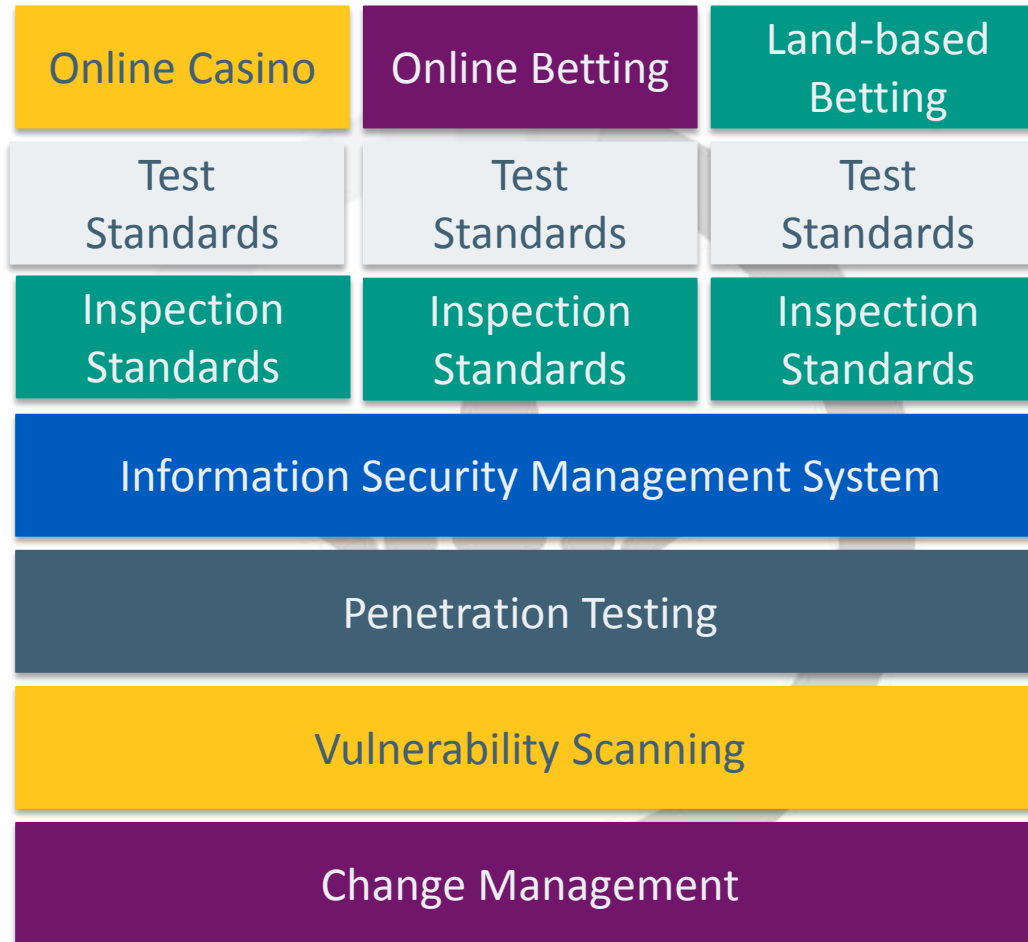
- Physical inspections (casinos)
- Control of data
- Desk reviews



Certification

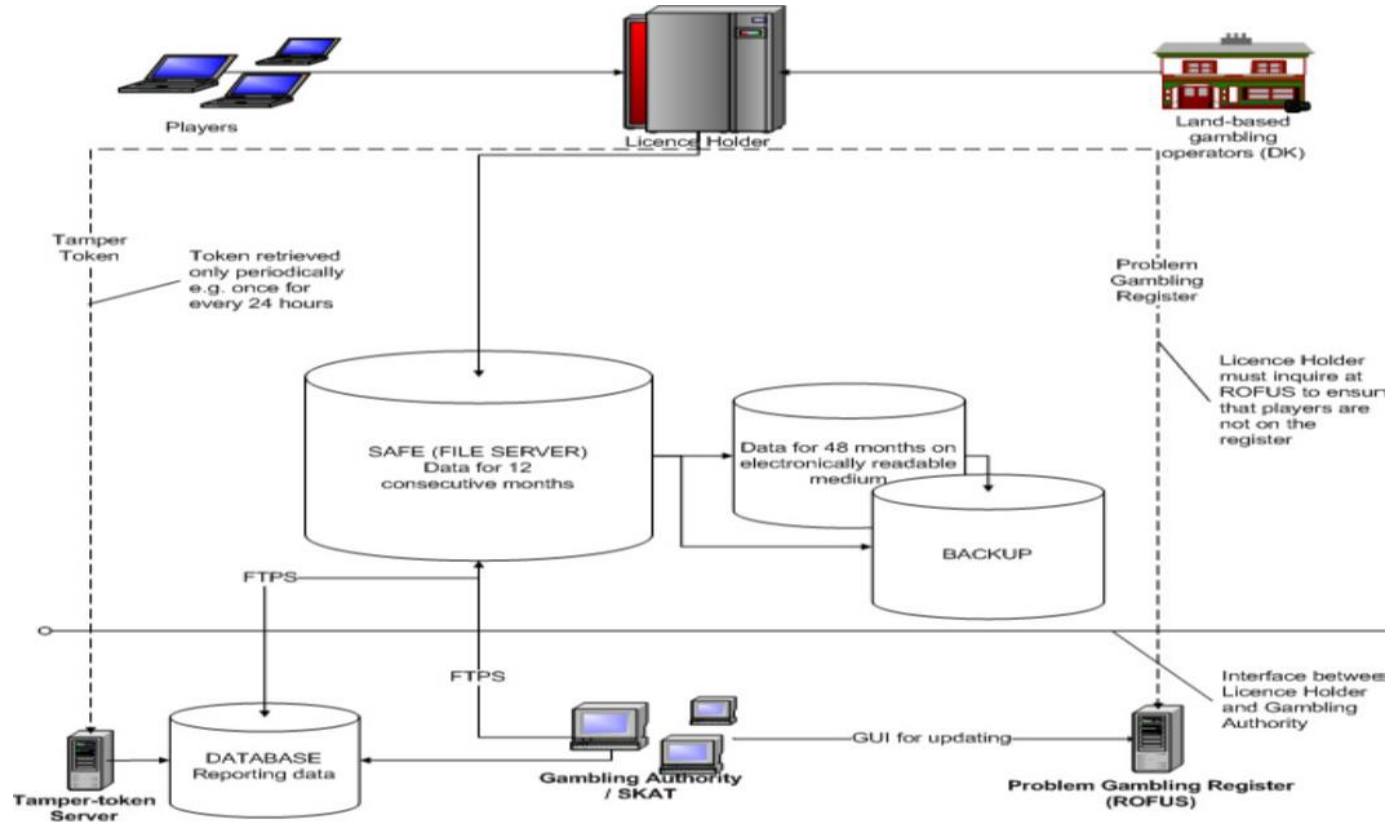


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Technical requirements





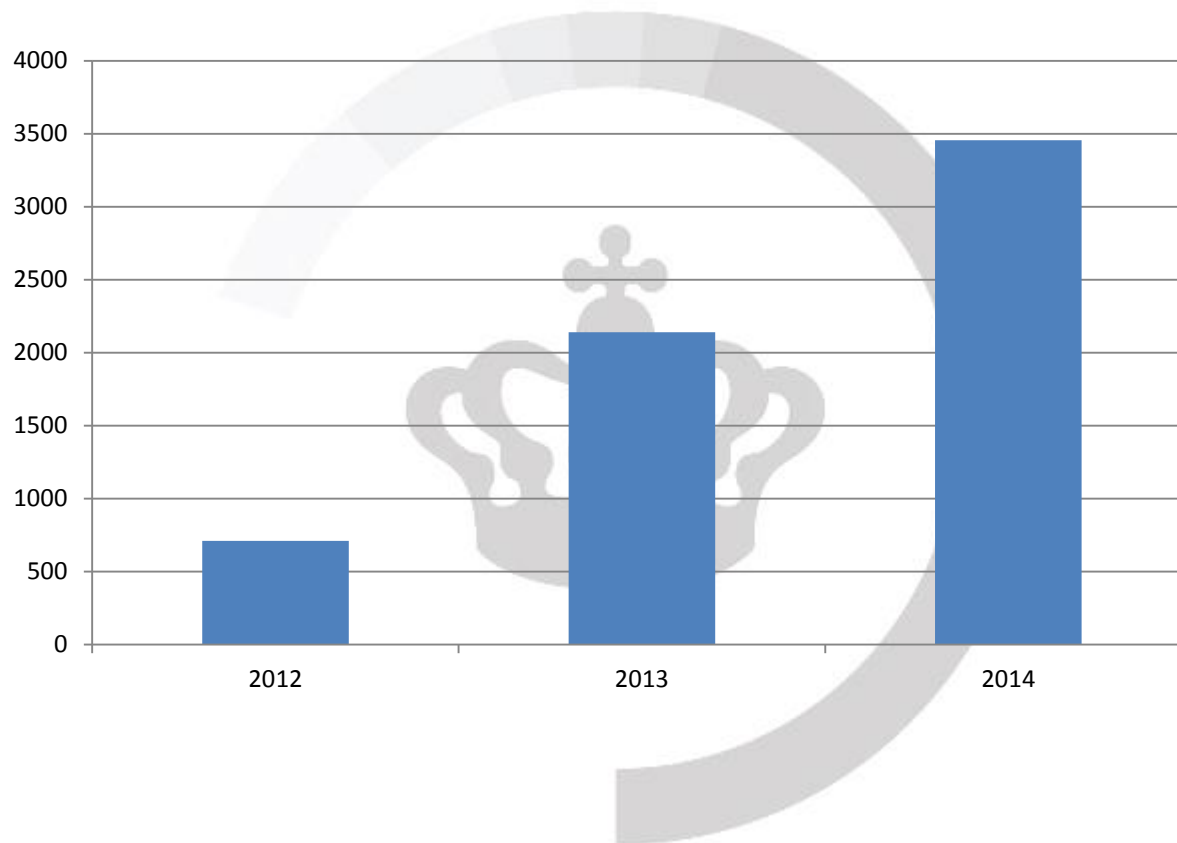
Register of Voluntarily Excluded Players (ROFUS)

- The Danish Gambling Authority has established a register, ROFUS.
- If a player is registered, it will be impossible to play online casino and betting. The exclusion can be either temporary (1, 3 or 6 month) or permanent. At the moment approximately 3700 players have registered in ROFUS.



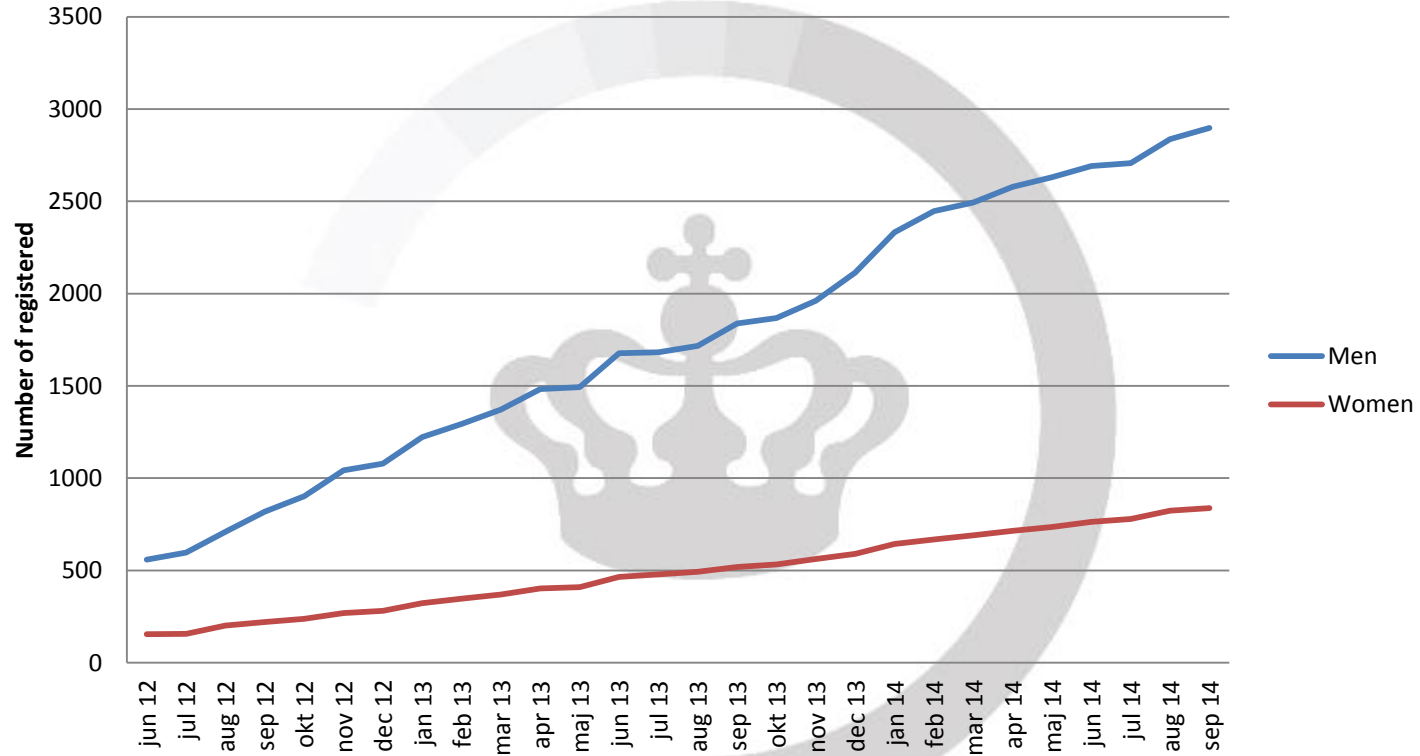
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Register of Voluntarily Excluded Players (ROFUS)





Men and women in ROFUS





Player protection

- Setoff-free account
- Cooperation with the treatment centers for gambling addiction



Danish Market post regulation

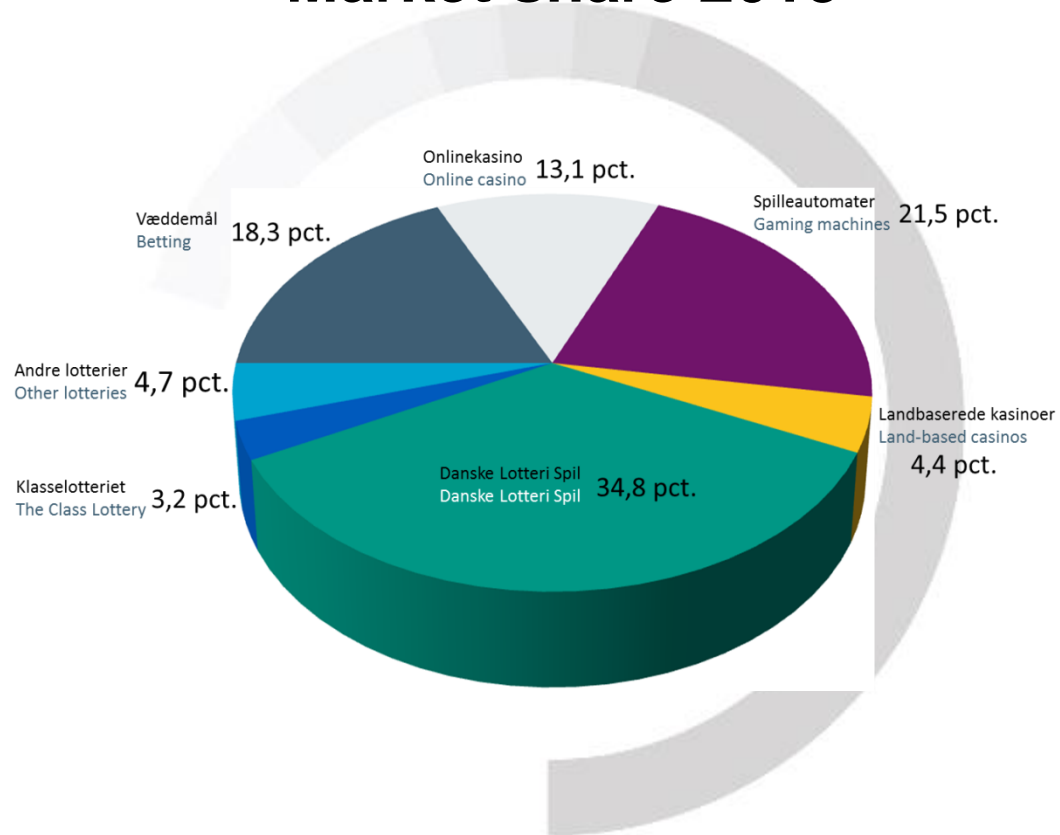
Gross gambling revenue* (in million DKK)

	2012	2013
<i>All regulated games</i>	7.500	7.575
Lotteries	3.145	3.100
Slot machines	1.820	1.630
Betting	1.175	1.385
Online casino	870	990
Land-based casino	345	335
Horse race	145	135

*The gross gambling revenue = stakes less winnings



Market share 2013





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Thank you for your attention.

We welcome your questions:

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