

Mandatory Pre-commitment Loss Limits

Six years of experience shows it works!



NORSK TIPPING



Agenda

- Brief introduction to Norsk Tipping
- Mandatory Loss Limits
 - What we do and why
- Does it work?
 - Experiences
- Next steps

Norsk Tipping (Norwegian State Lottery)

- Monopoly!
- *But private Betting companies are targeting Norwegian players from abroad – 13 %*



- **>2 million customers**
(> 55 % of population 18+)
- Est **1948**,
State owned by the Ministry of Culture
- 400 employees
- **\$ 3.7 BN Gross Revenue (2015) RECORD**
\$ 900 millions net sales
- **\$ 550 millions** to good causes
(All of the profit)

Norsk Tipping's mandate ...

1

Prevent negative consequences of gambling

2

Channel players (and gambling lust) ...

3

Money to good causes ...

Channels and game portfolio

Retailer



In-line



VLT



2 million players

Mandatory registered/identified play

100%



Web



Mobile



Games:

Lottery

Sports

Scratch
tickets

Casino
(Internet)

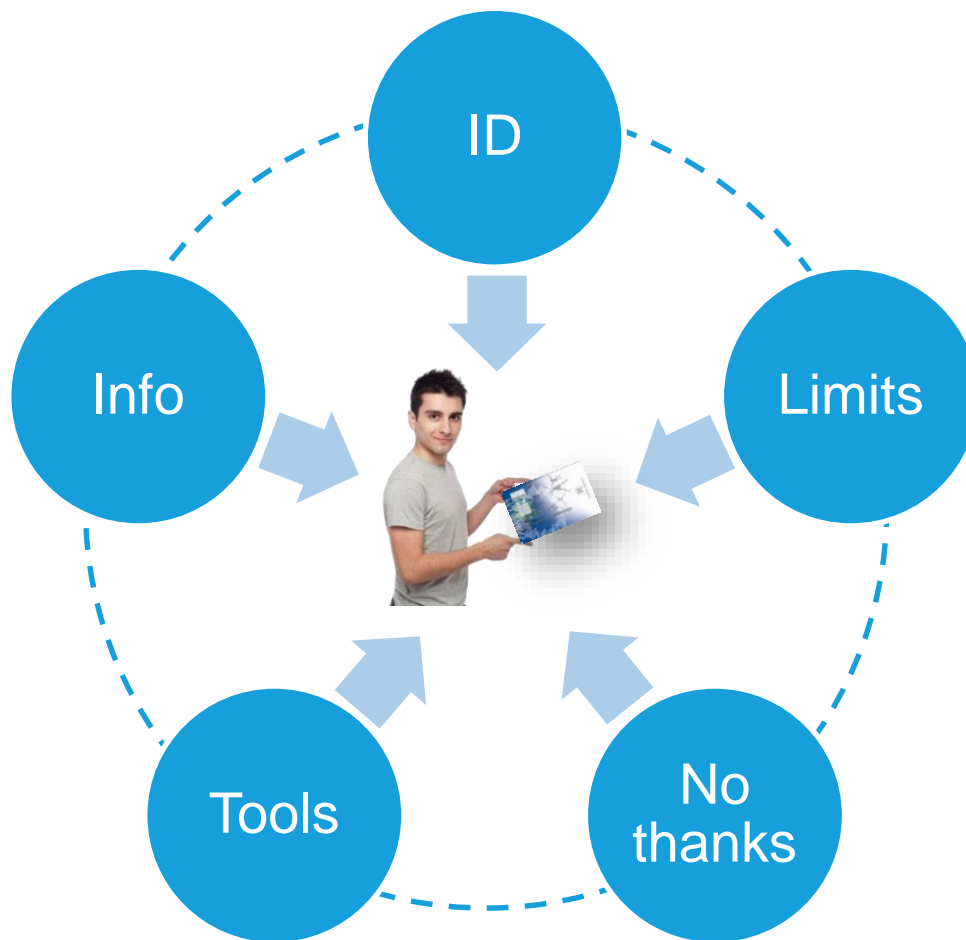
VLT/EGM

Prevent problem
gambling

Mandatory
registered play

Monopoly + Knowledge
= (bigger) Responsibility

Responsible Gambling Platform



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Why limits

- **Prevention**

- Pre-commitment: Mandatory to set limit (loss and time) before play

- **Minimum protection**

- Max amount on limits
 - Damage limitation



Which games have Limits?

- Internet Casino games (2014)



- VLT/EGM (Multix/Belago) (2008)
- Live betting (Sport)
- All other games (voluntary)



Loss limits
Max \$ 75/day (600 NOK)
Max \$ 300/month (2500 NOK)
(mandatory)

Mandatory Pre-commitment Loss Limits Internet Casino

- Introduced in January 2014
- Loss limits:
 - Day, max \$ 500 (4 000 NOK)
 - Week, max \$ 870 (7 000 NOK)
 - Month, max \$ 1200 (10 000 NOK)
- Time limits (mandatory)
- Pause (24 h, week, month and 90 days)
- Self exclude

Some data ...

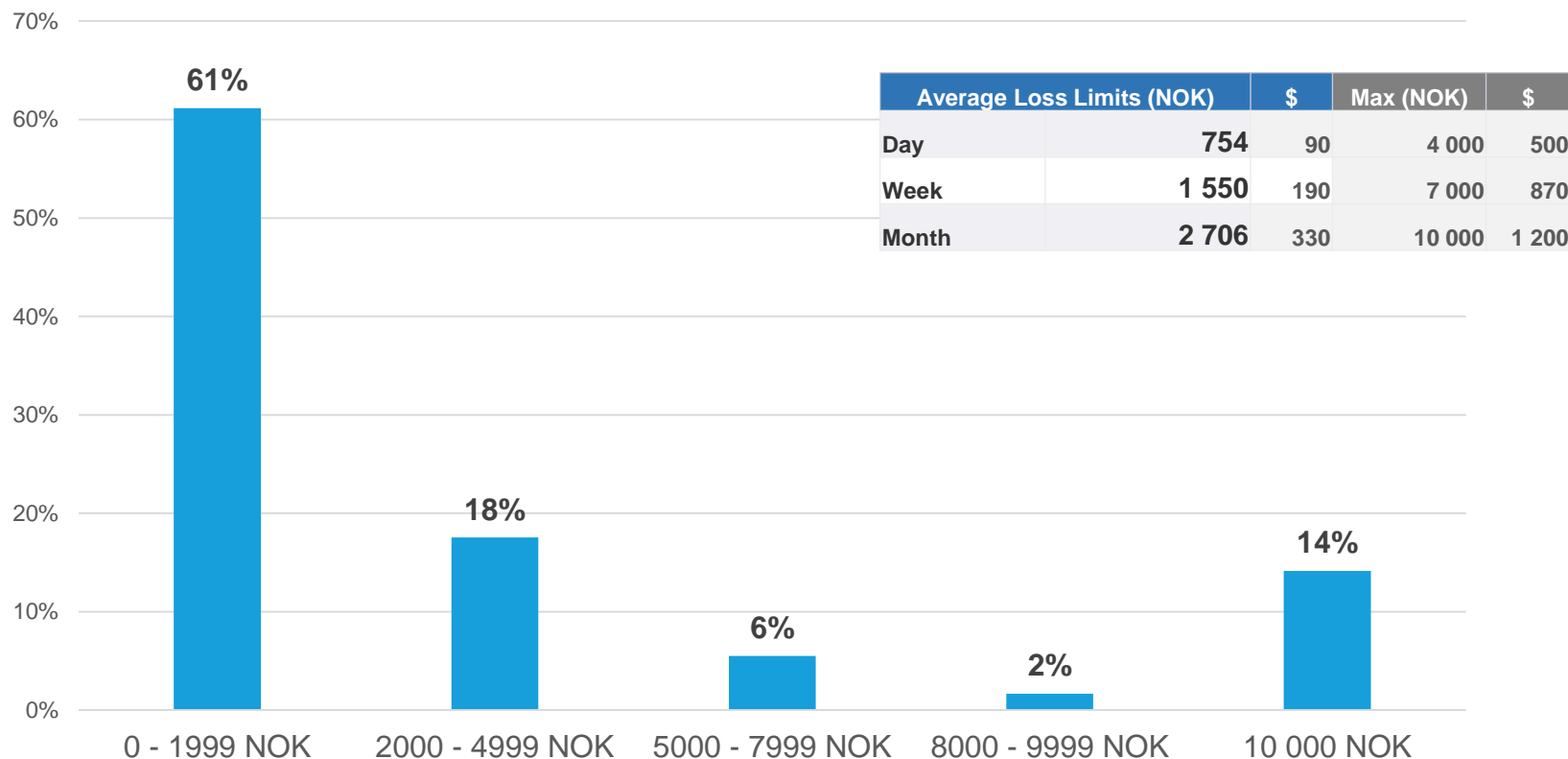
Where do they set their limits?

How much do they use/loose?

How many are stopped by the limits

Limits distribution Q1 2016

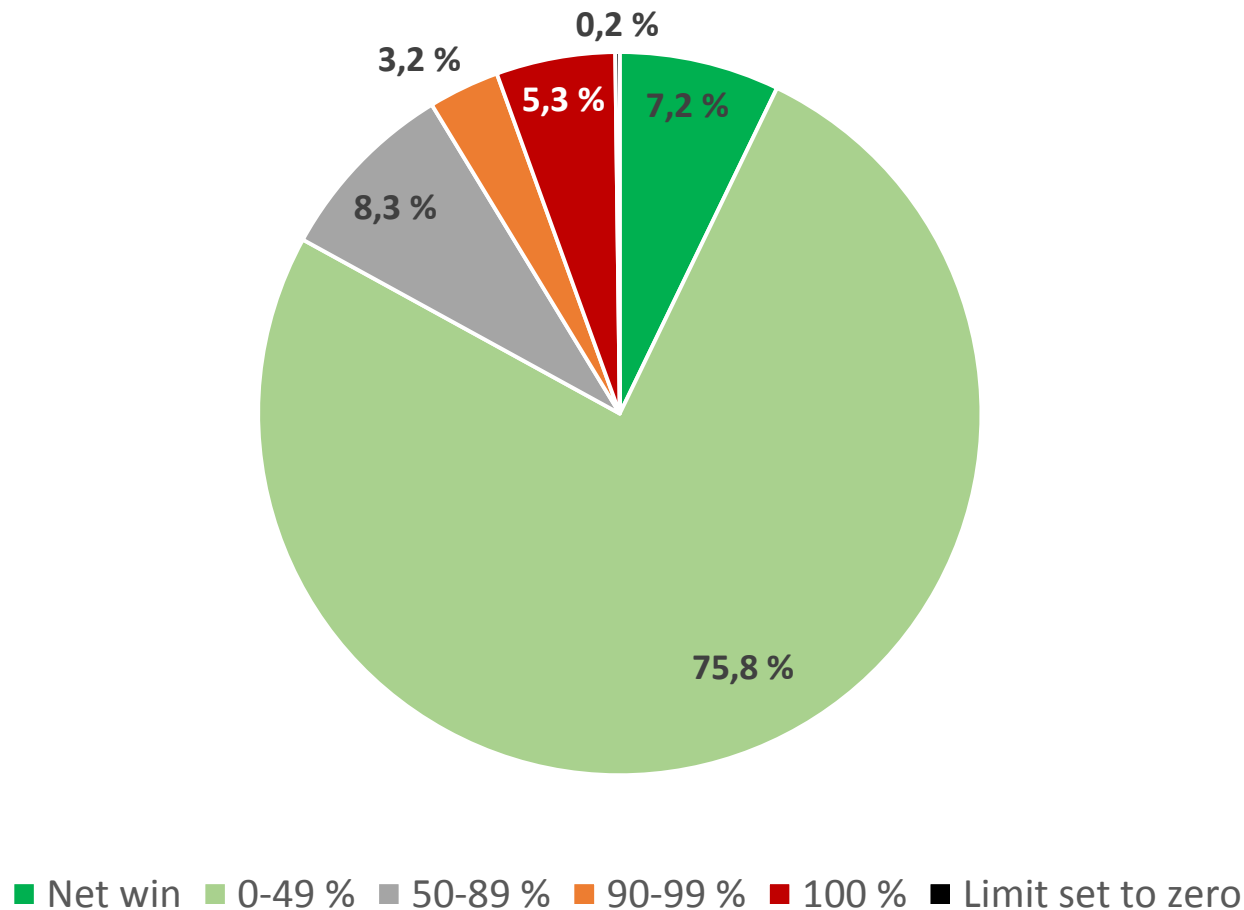
Internet Casino Monthly Loss Limits Distribution



(1 \$ ≈ 8 NOK)

Share of monthly limits used

All players, March 2016



Mandatory personal limits clearly prevents problem gambling

Q1 2016	Percentage of players with personal limits	Percentage of players personal reaching limit	Percentage of players with max limits	Percentage of players reaching max limit
Daily limit	90.7 %	17.7 %	9.3 %	5.4 %
Weekly limit	89.6 %	7.1 %	10.4 %	3.7 %
Monthly limit	85.8 %	5.7 %	14.2 %	5.1 %
Number of active players: 143 359				

0.7 % of all players

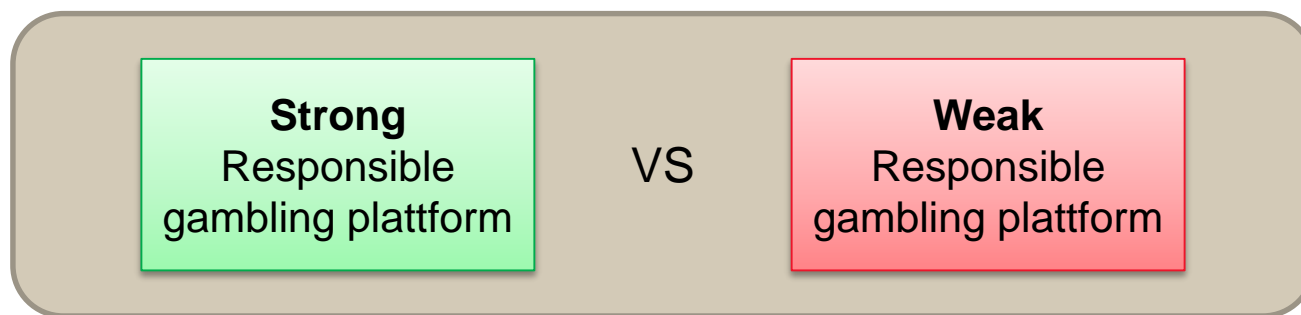
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Does it work?

What indications do we have?

- National Help line for problem gamblers
- Customer surveys
- Prevalence study
- (Playscan analysis)



National Help Line

(some extracted numbers from Statistics Report 2015)

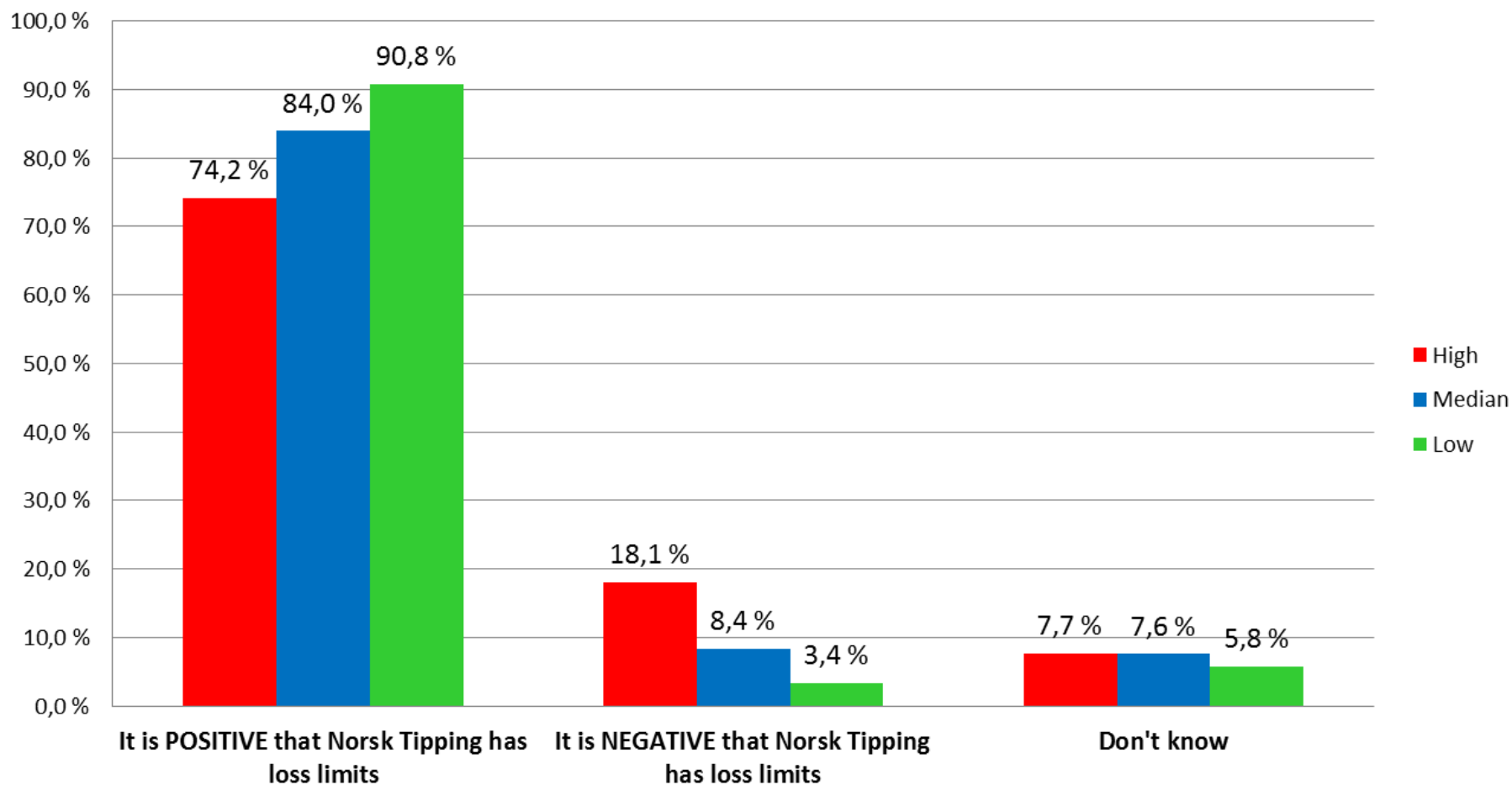
Game (main problem)	Calls	%
Casino on Internet	214	45 % of all calls
Norsk Tipping		3 %
Norsk Tipping and Unregulated Operators		14 %
Unregulated Operators		81 %
Not specified		2 %

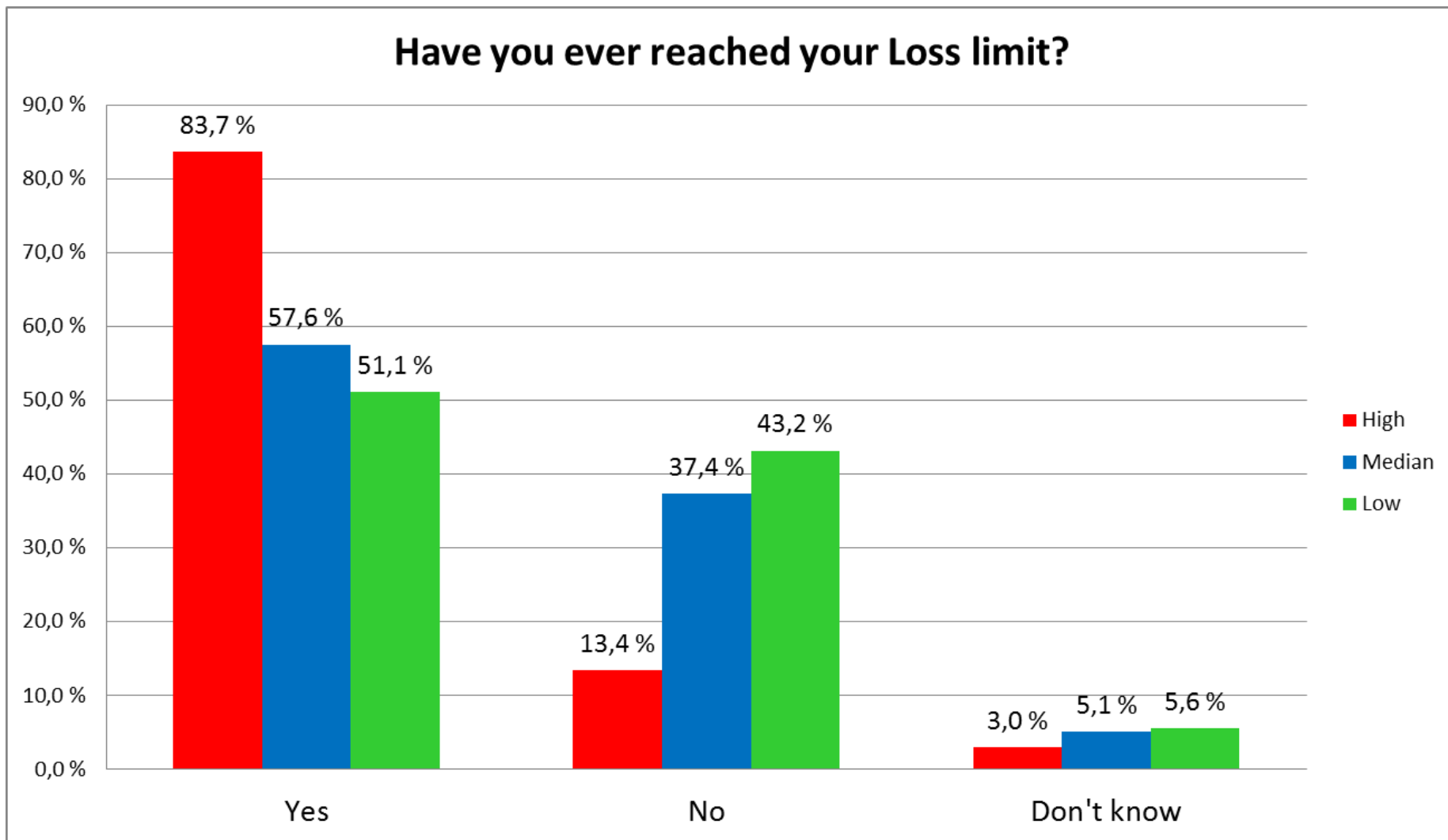
What does the players say?

Three Customer Surveys, September 2014 (Norsk Tipping):

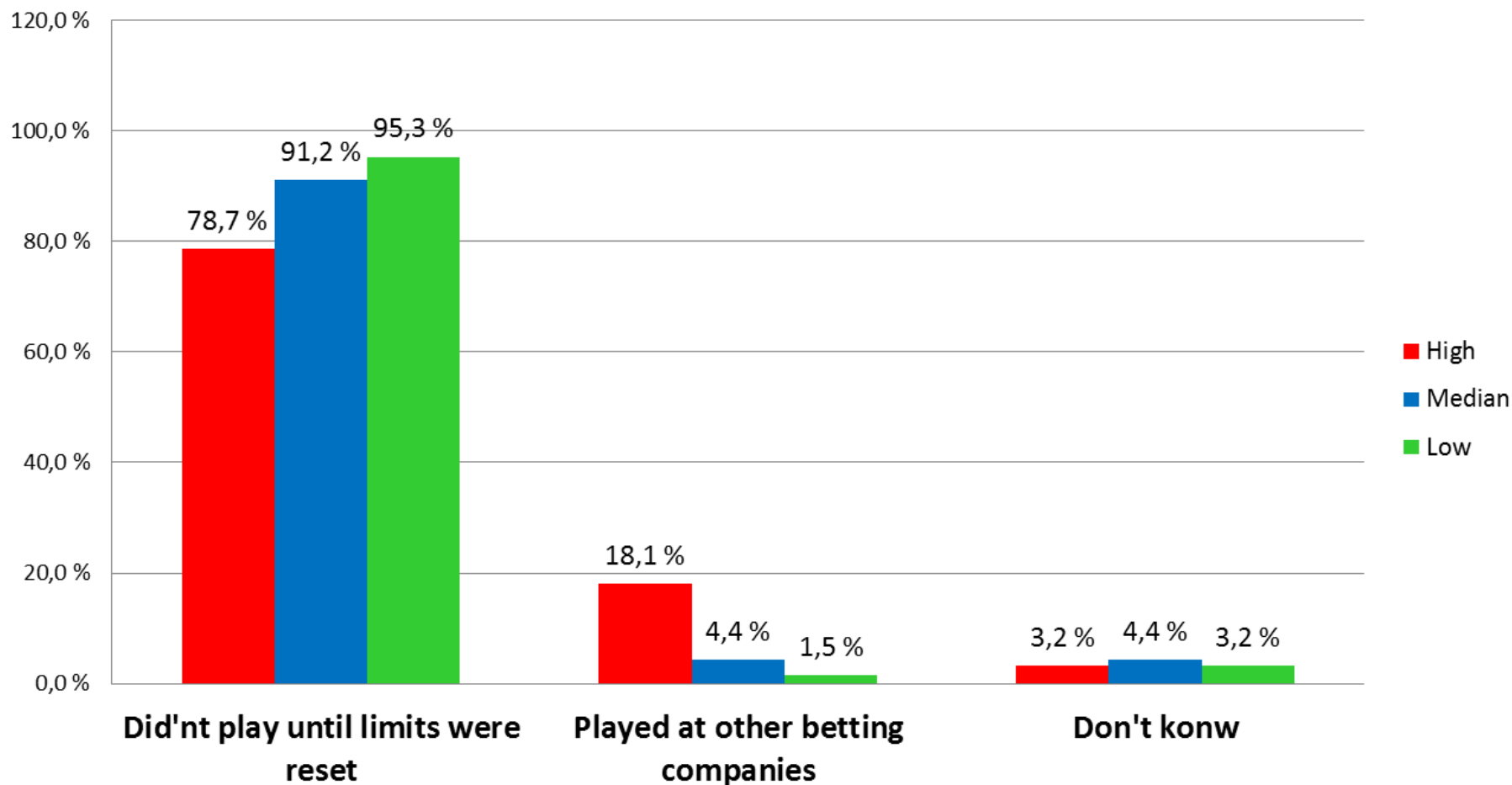
-  – High intensity players (players at risk)
Selection: The 1900 players that lost most one month
Response rate: 18 %, N = 338
-  – Median
Selection: The 2200 players closest to the median
Response rate: 16 %, N = 365
-  – Low frequent players
Selection: 5000 random players who only played electronic scratch card for a small amount
Response rate: 14 %, N = 698

Which statement do you agree most with?





What did you do when you reached your Loss limit?



What does the players say?



MYTHS
Busted!

- Players are **POSITIVE** to loss limits
- They say limits **HELPS** them to keep control
- And they say it **WORKS!**
- **Confirm findings from Prevalence study of «Gambling and video game problems» by University in Bergen and The Norwegian Gaming Authority (2013) AND 2015**

Prevalence study June 8th 2016

Prevalence study – Norway

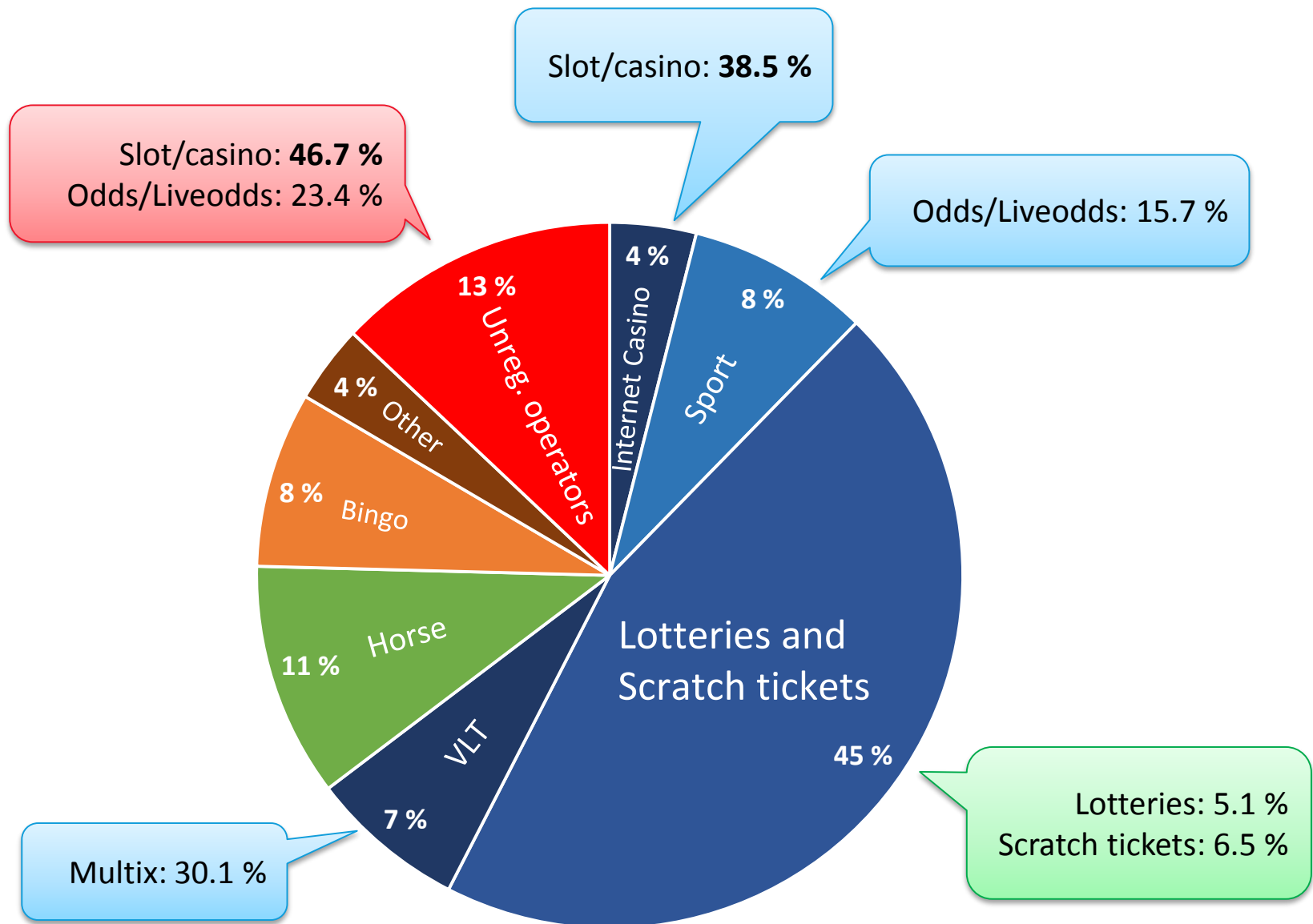
Prevalence study of «Gambling and video game problems» by University in Bergen and The Norwegian Gaming Authority (2015) – published June 8th 2016

- 14 000 people, aged 16 – 74 years
- Response rate 40.8 % (5,485 valid answers)
- Canadian Problem Gambling Index
- Total in Norway:
 - non-problem gambler: 89.1 %
 - low risk gambler: 7.7 %
 - moderate risk gambler: 2.3 %
 - problem gambler: 0.9 %

} 3.2 %

But the these 3.2 % with problems are not uniformly distributed on Game types!

Share of moderate risk and problem gamblers



Does it work?

😊 National Help line for problem gamblers

😊 Customer surveys

😊 Prevalence study



So yeah, I'd say it works!

Myths about Mandatory Limits

- People don't like limits
- When they hit their limit they will play somewhere else
- Norwegians are different from other people?



MYTHS

Busted!

Next step

Global loss limits

... with max amount [\$ 2400 (20 000 NOK)]

... across all games and all channels (pos)

... coming October 2016

First in the world!

Thank you!



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

- Lao Tzu



NORSK TIPPING

Calls about problem gambling to national Helpline

