

# NORWEGIAN STATE LOTTERY

**New Horizons 2020**

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Responsible Gaming**

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**Norsk Tipping**

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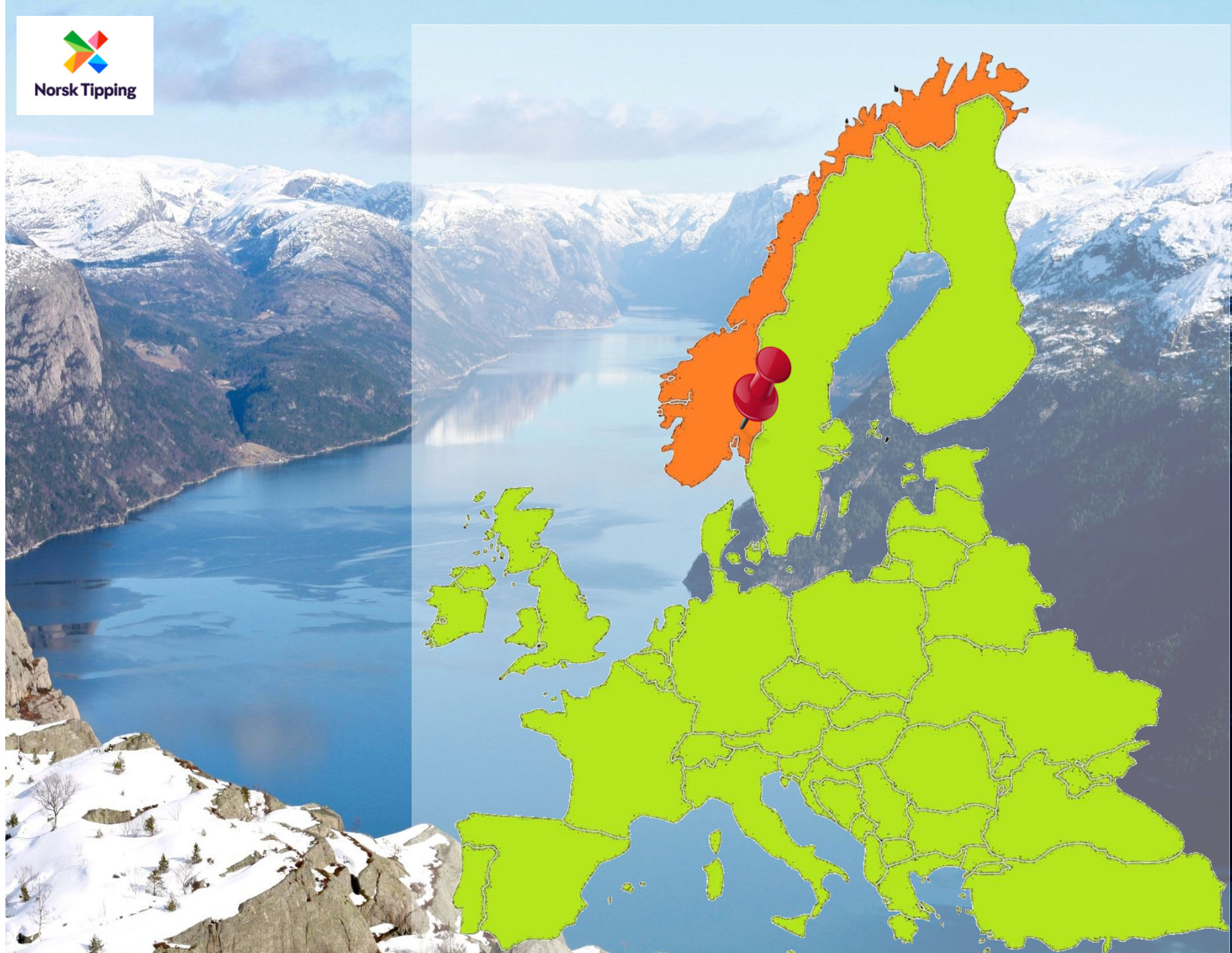


# Norway

- Population: 5,6 million

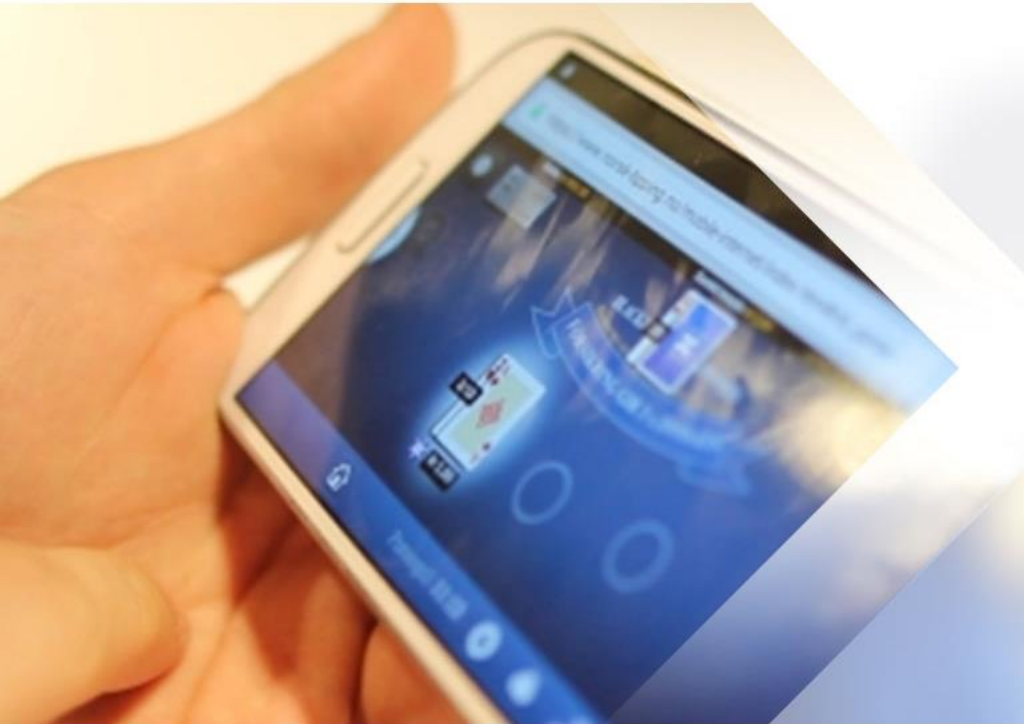
## Norsk Tipping

- 100 % State Owned
- Est. 1948
- Monopoly model
- 420 employees
- 2019 profits, Euro 570 million
- Beneficiaries : Sports, Culture, Humanitarian, Health Care and other voluntary organizations





# Our three-part social mission

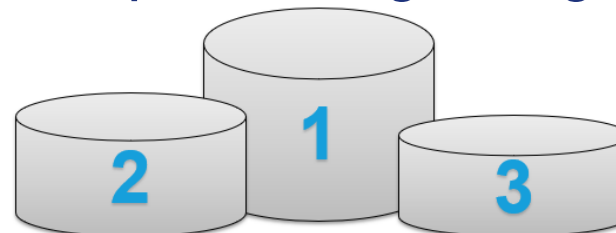


Attractive games



Responsible gaming

Surplus to good causes





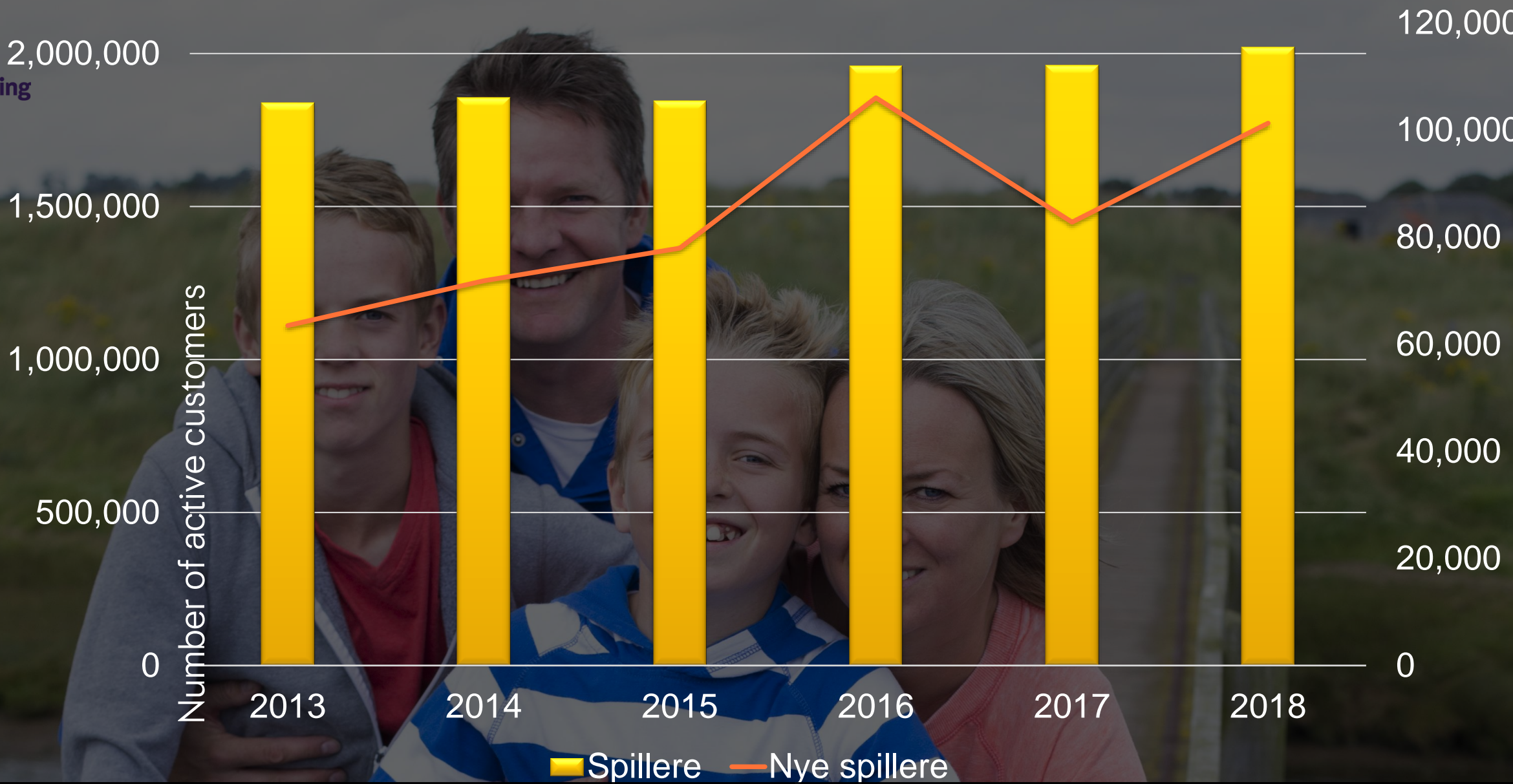
**2019**

**Best result ever  
- Again!**



Norsk Tipping



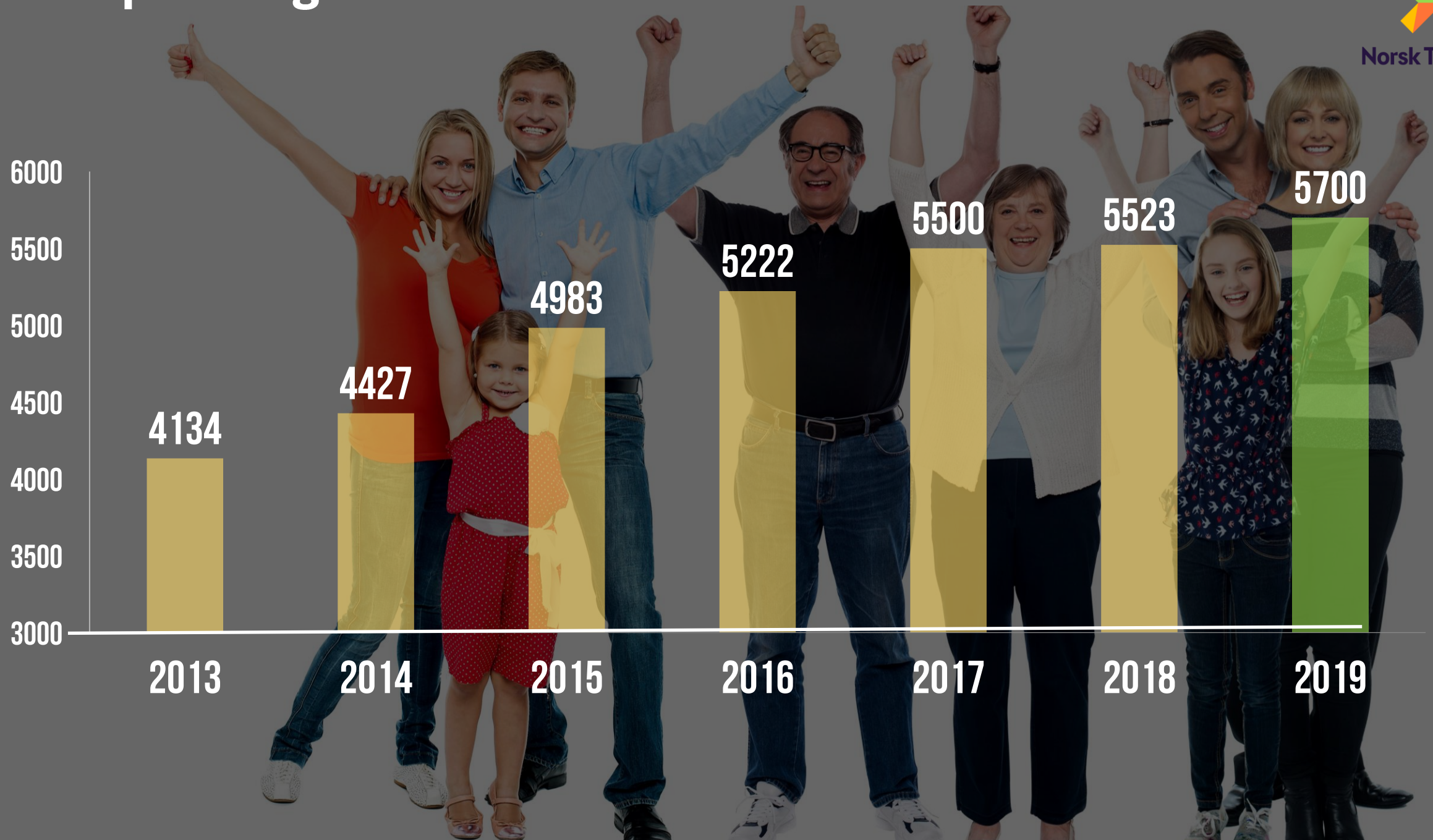


Customer development is positive

# Annual profits growth 2013 - 2019



Norsk Tipping





# Norsk Tipping 2019

+ 3.7 % - NOK 200 MILL./ USD 20 MILL.

## REVENUE

 **40.200** mill

## GGR

 **8.150** mill

## PROFITS

 **5.700** mill

## PLAYERS

 **2,040** mill

## RETAILERS

 **3.647**

## DIGITAL SHARE

 **59 %**





Norsk Tipping

**RG FOR  
BUSINESS  
DEVELOPMENT**

**-AND  
SUSTAINABILITY**





# Norsk Tipping AS

The Norwegian State Lottery

> 2

millions players

Prevent  
problem  
gambling

66%

of the market



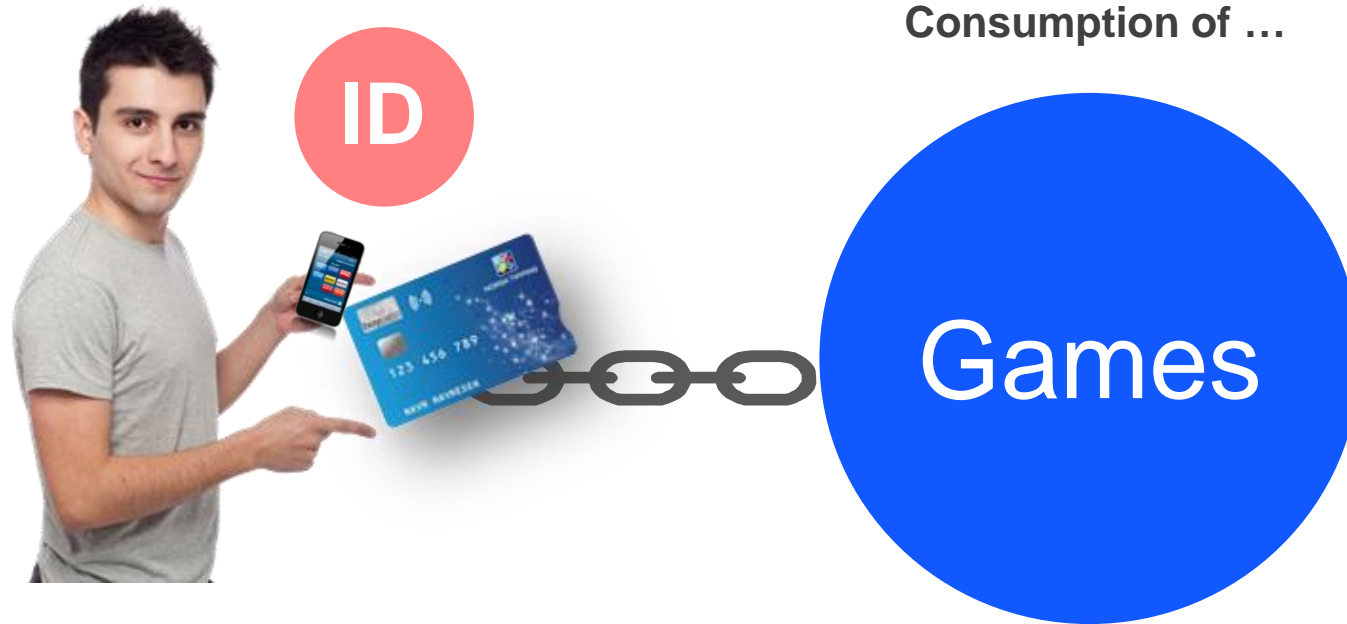


# The KEYS!



- An electronic ID on a **personal** level! (mandatory since 2009)

Player



- Enables totally **new ways** and possibilities in RG (and avoiding fraud and money laundering)



# Omni channel ID & payment solution/ RG solution



Max USD 2 200

Max USD 1 200  
(USD 500 daily)

Max USD 500  
(USD 100 daily)

Retailer



In-line



Web



Mobile



VLT



Games:

Lottery

Sports

Casino  
(Internet)

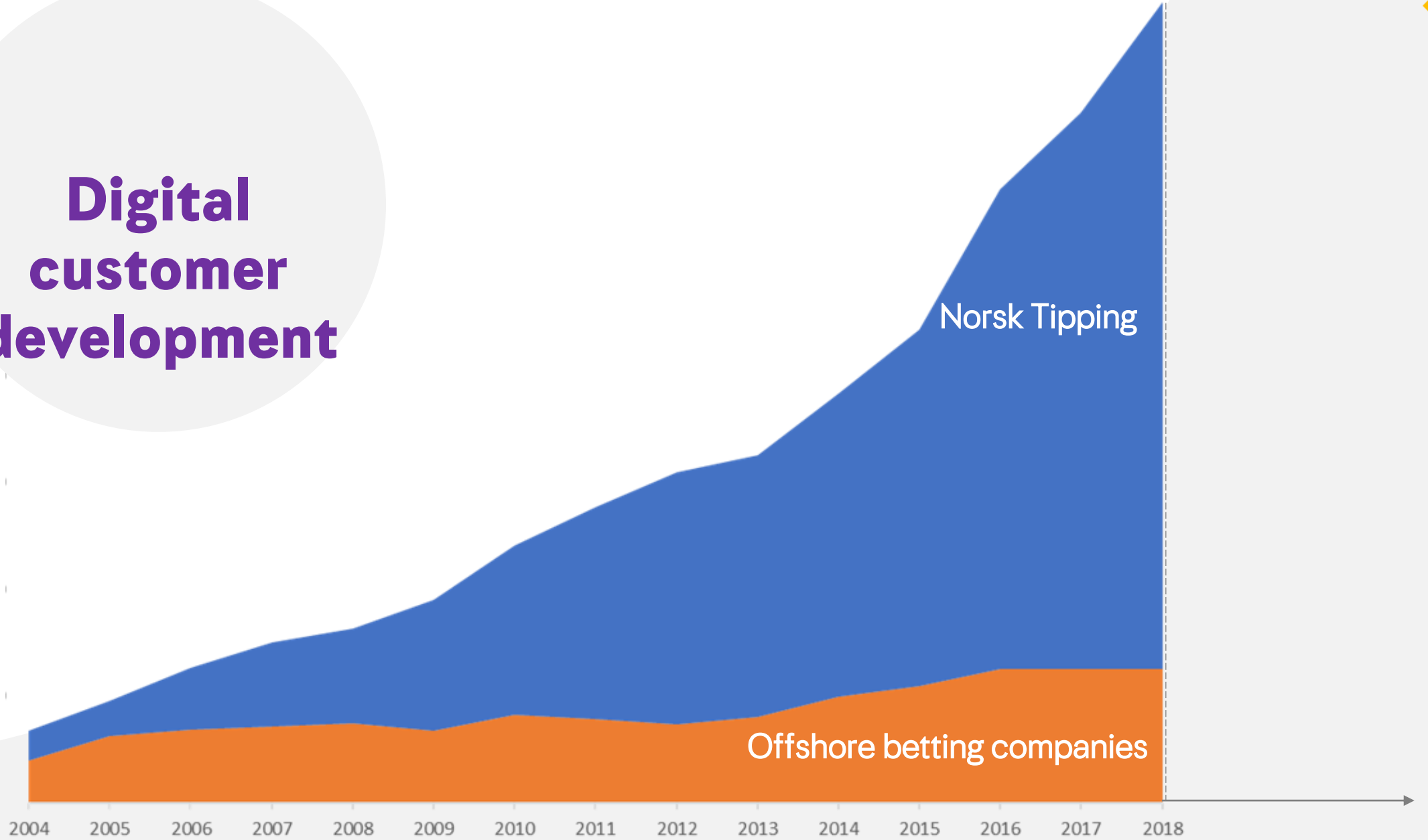
VLT/EGM

Scratch  
tickets



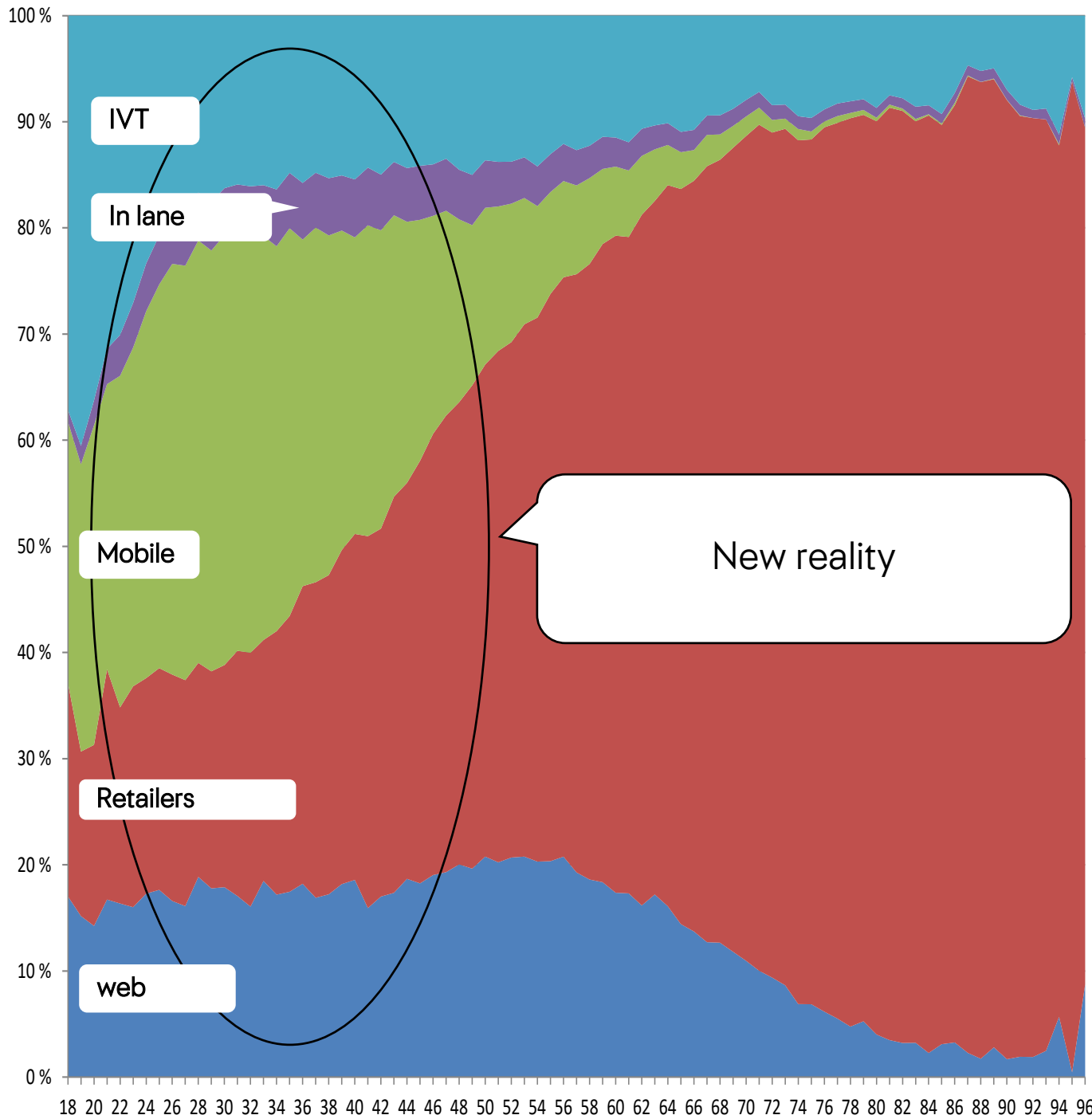


# Digital customer development





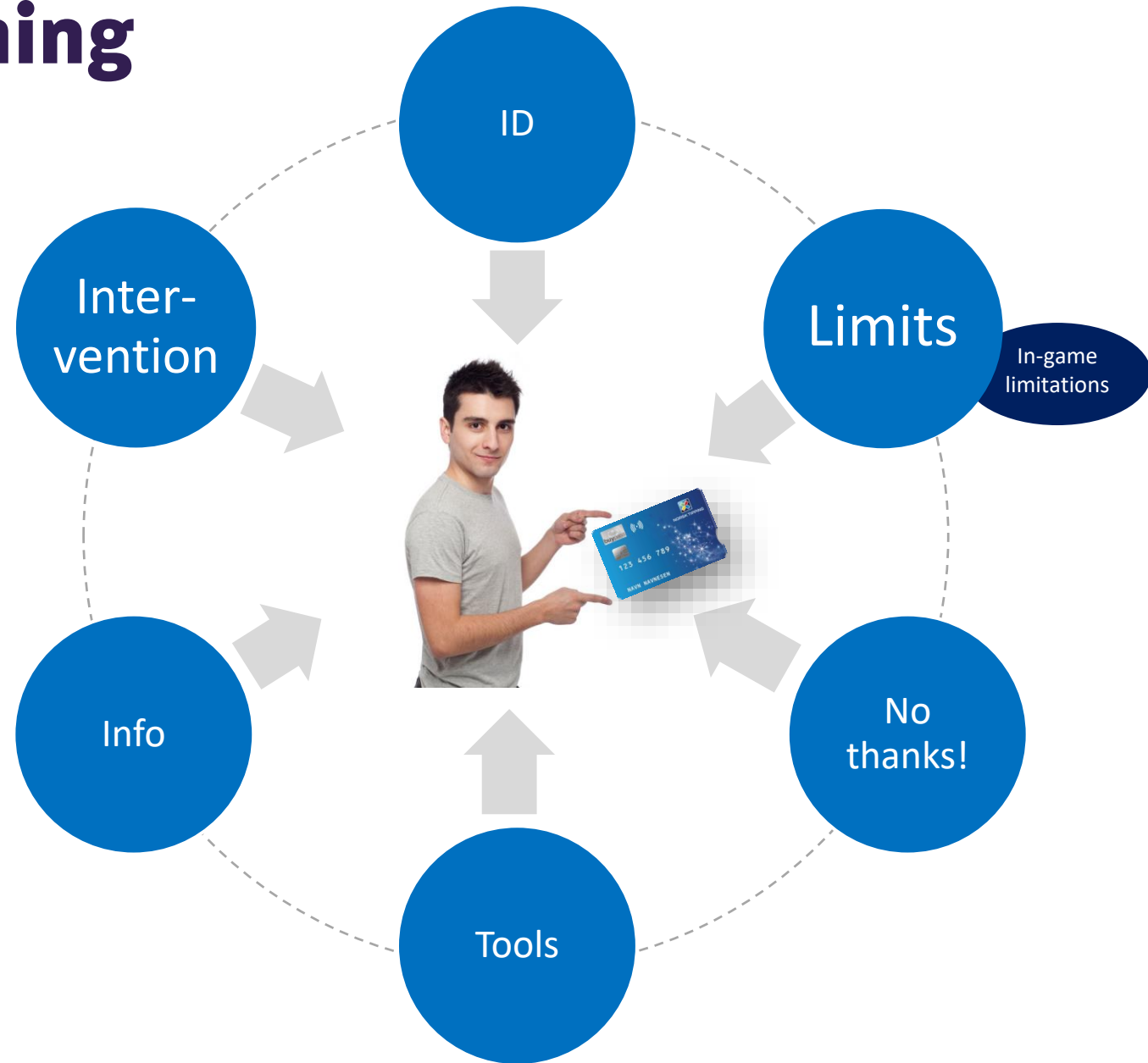
**all customers**







# Responsible Gaming Framework





If you know  
everything about  
the players ...







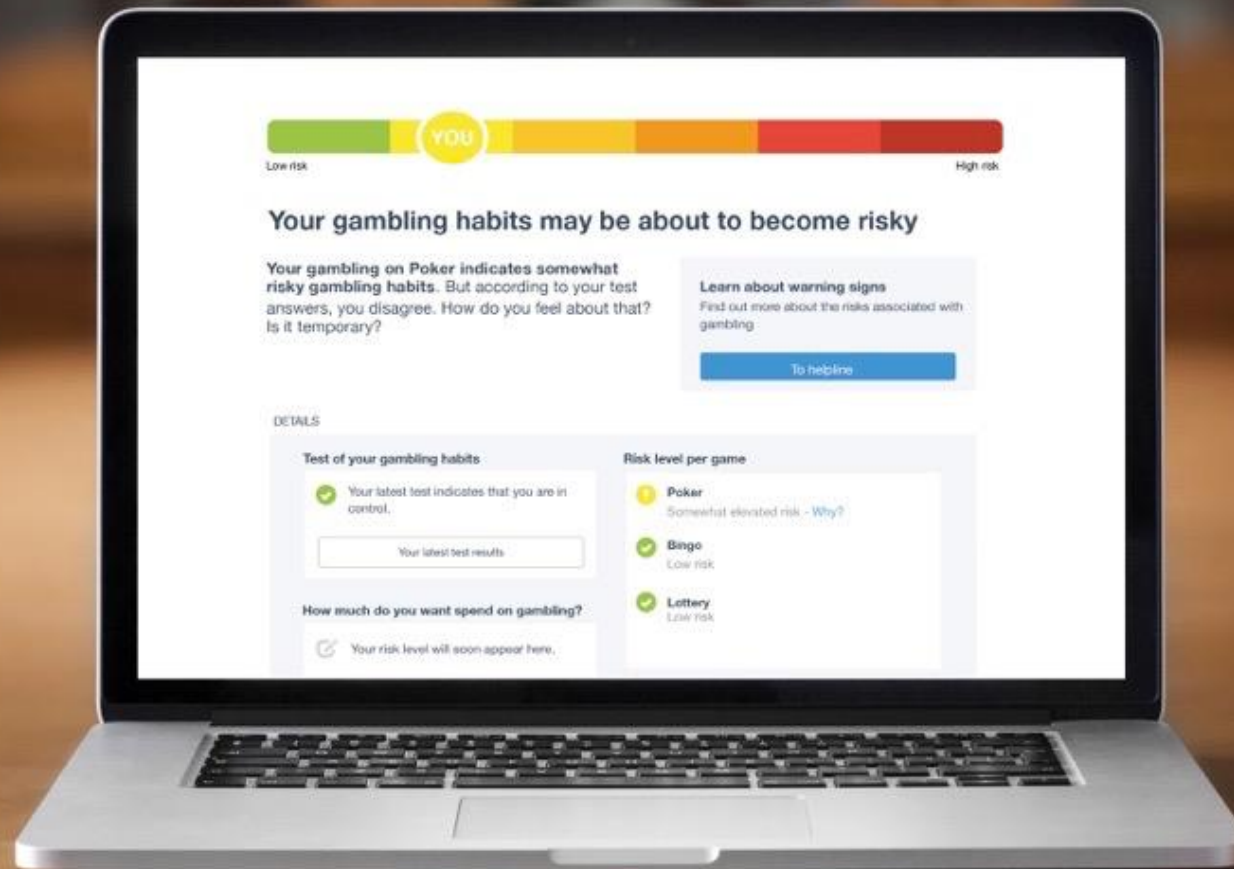
# Knowledge



# Duty of care



# Playscan



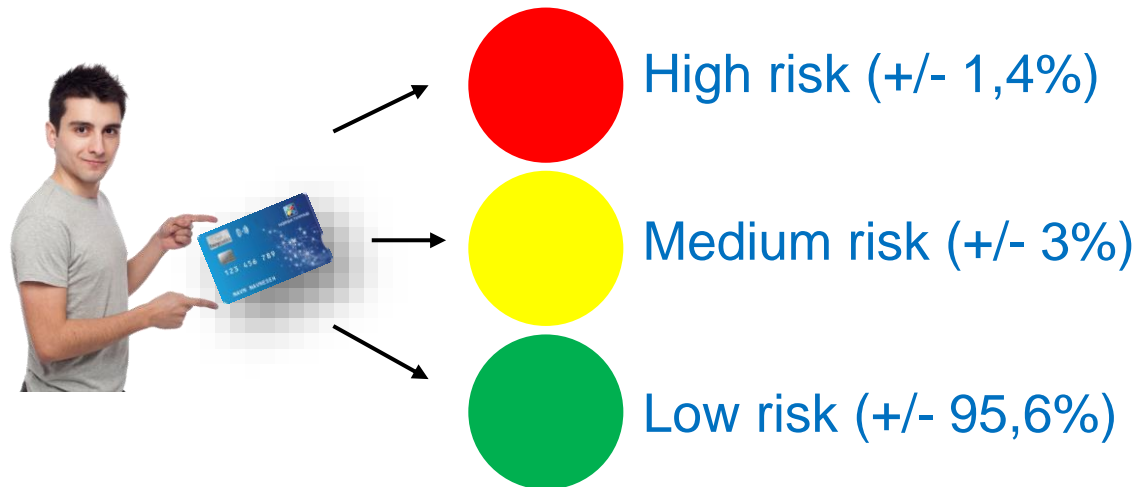




# Player data (+self reporting) risk level analysis

## Playscan

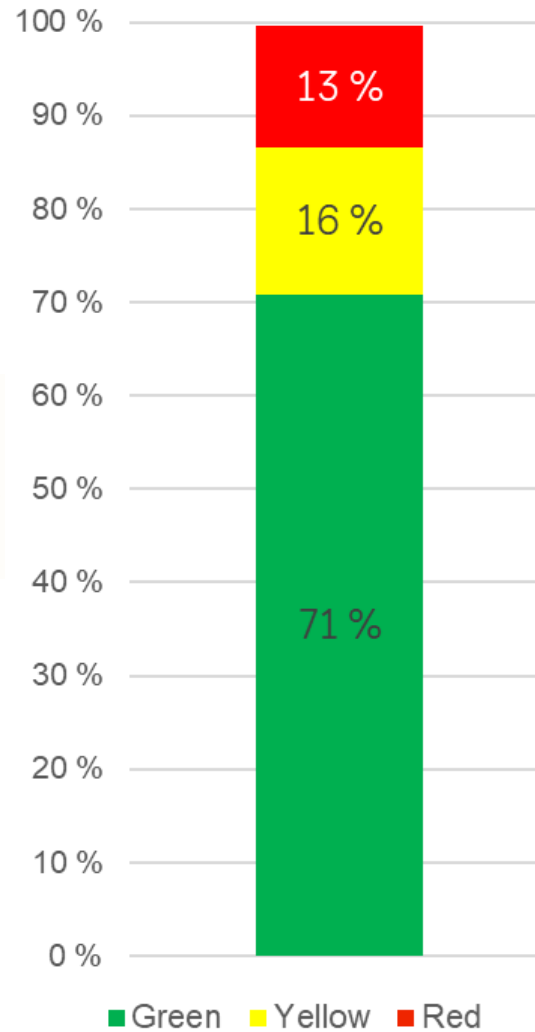
- Analyse the behaviour of all players and categorize them in risk levels



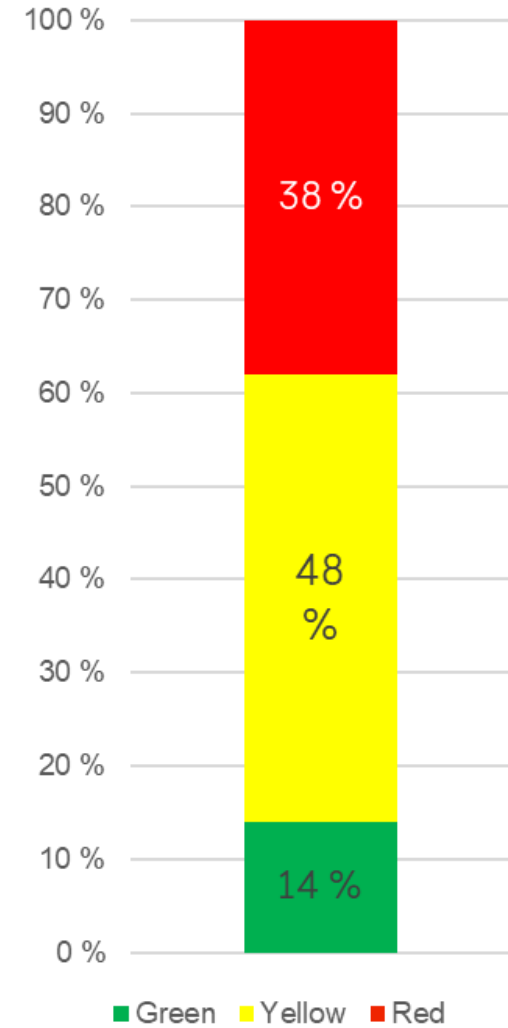
# RG knowledge Examples



### Net sales (GGR)



### VLT: Net sales (GGR)







# No thanks!

- Welcome bonus
- Free spins
- VIP-program
- Autoplay
- Marketing to players at risk (





# RG KPI

Playscan-index: (t.o.m. uke 31)

Forrige gang

**11 745**      **[8 249]** ▲

Active h-risk player per week: (uke 24 - 31)

previous

**19 107** (average) **[19 592]** ▼

(week 19 - 23)

Max.loss limit (month)

Limits set - Number of players : Previous

**819 959**      **[800 149]**

Limit Hits (>90%):

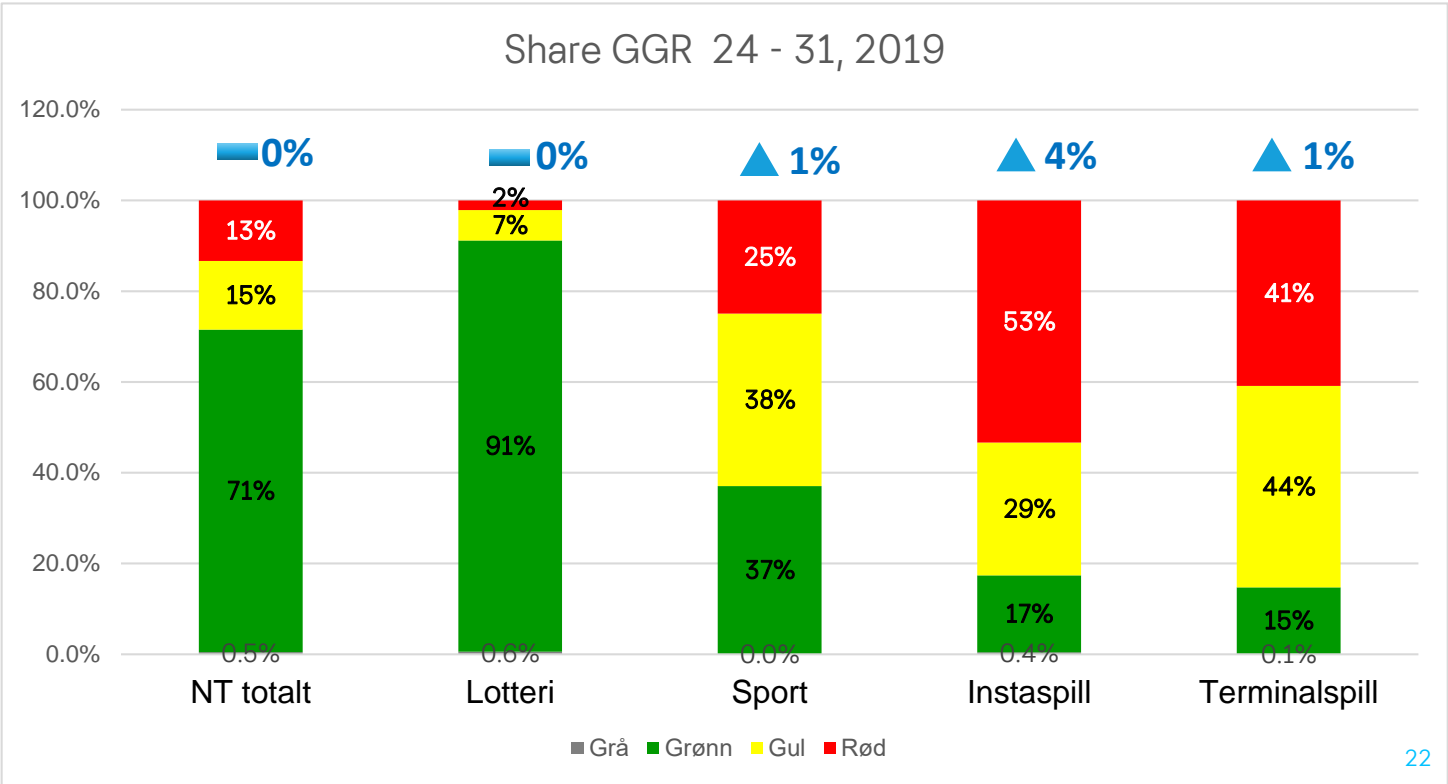
(juli) **22 162**      (mai) **[24 026]** ▼

Proaktive calls: (t.o.m. juli)

Number of calls - year: previous

**1173**      **925** (mai)

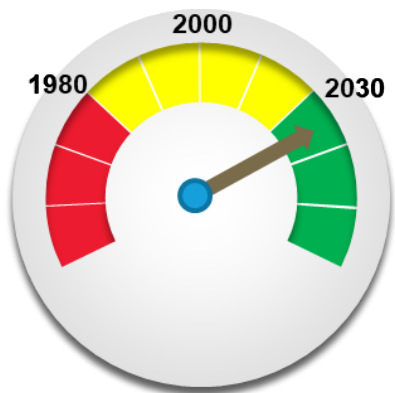
(hvorav 33 oppfølgingssamtaler)



Conv.  
**82%**  
**56%**  
actions

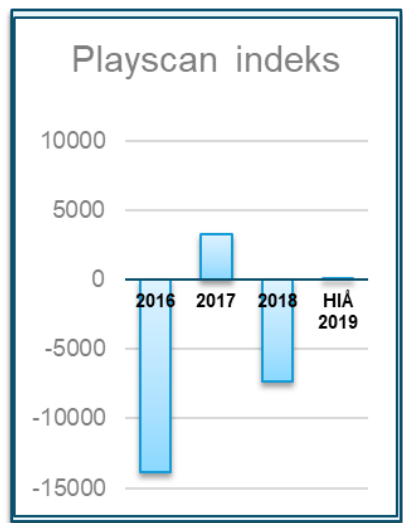
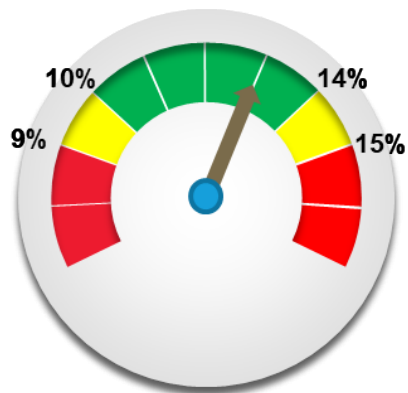
# Måleindikatorer – Prognose for strategisk måloppnåelse 2019

## Kunde

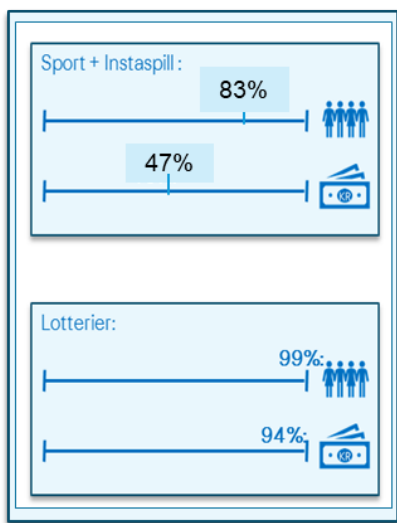
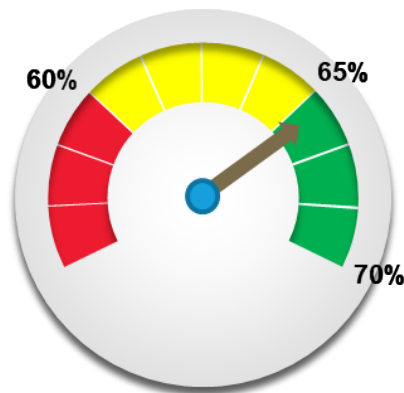


**Digital andel: Antall u40**  
 M: 66,0% M: 550 000  
 Est: 68,0% Est: 565 000

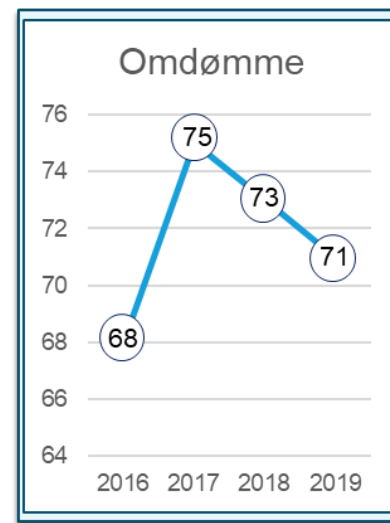
## Ansvarlig spill, andel røde penger



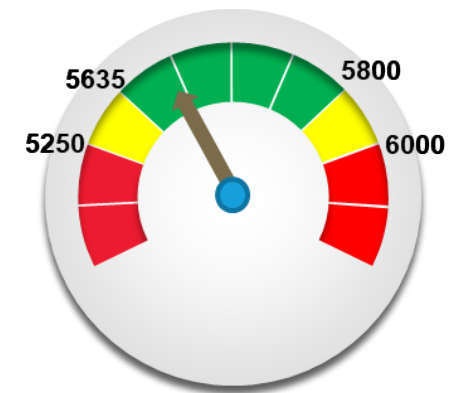
## Markedsandel / Kanalisering



## Omdømme



## Overskudd til gode formål



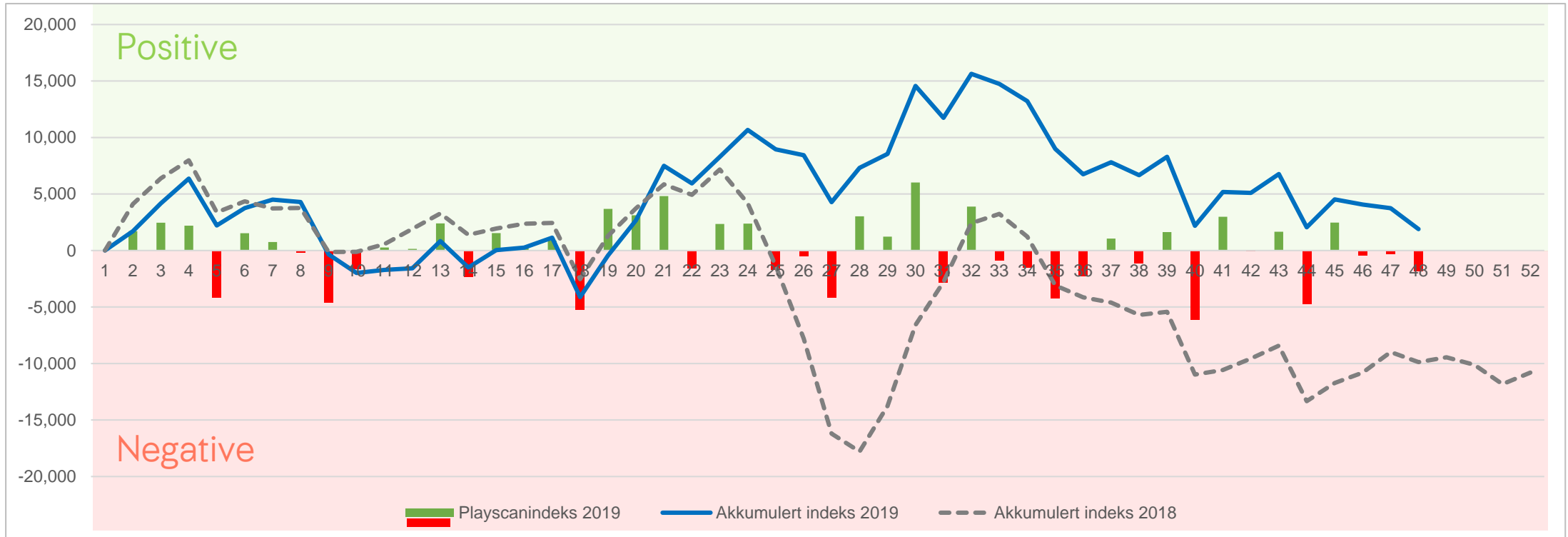
**Digital andel: Kostnadsandel:**  
 M: 56,0% M: 32,5%  
 Est: 59,5% Est: 31,9%



# 4

## RG - Annual risk trends

KPI: Playscan index



### Playscan:

5 weeks of data  
spending > USD 50

7-9 parameters

1. Log betting (sports) amount wagered
2. Log amount theoretical loss
3. Log. Number of games played
4. Log max sessions/played/number of days with multiple sessions
5. Log number of deposits per day played
6. Log. Number of worktime/time slots played
7. Log number of limit hits/increase
8. Age (3 groups risk diff./.)
9. Log Amount base deposit

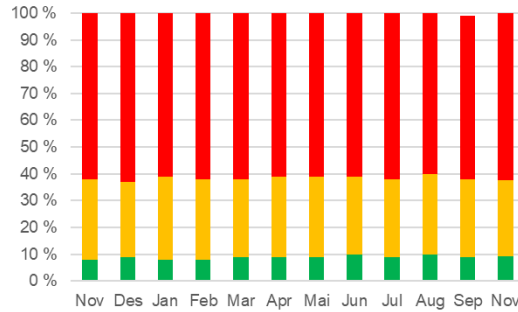
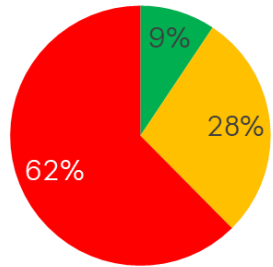
# Category - RG Indicators - nov. 2019



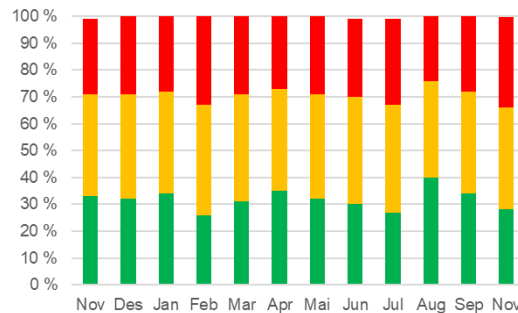
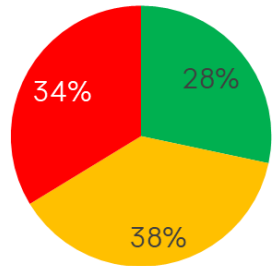
## Share of GGR [%]

fra røde, gule og grønne spillere

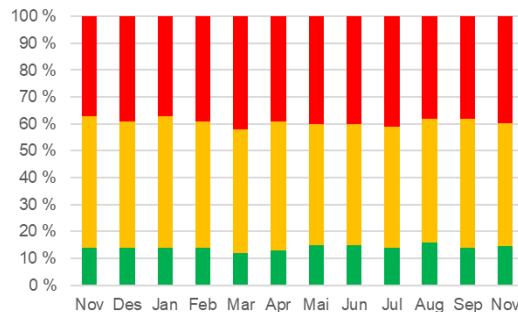
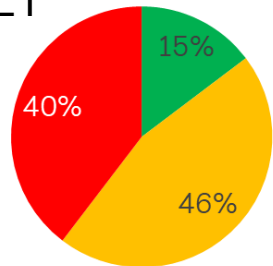
### KongKasino



### Oddsen



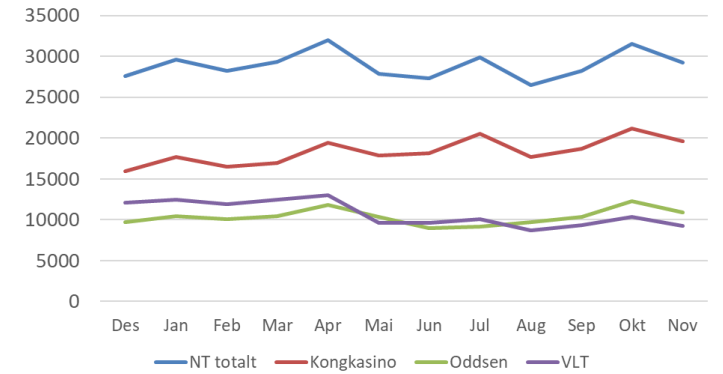
### VLT



## High risk player Per month:

**29 261**

[Uniqe C per mnd]

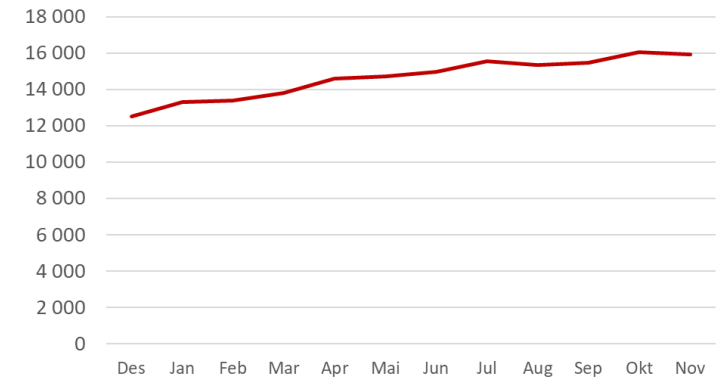


## Long term High risk players:

**15 929**

[Red > 50% of previous 52 week]

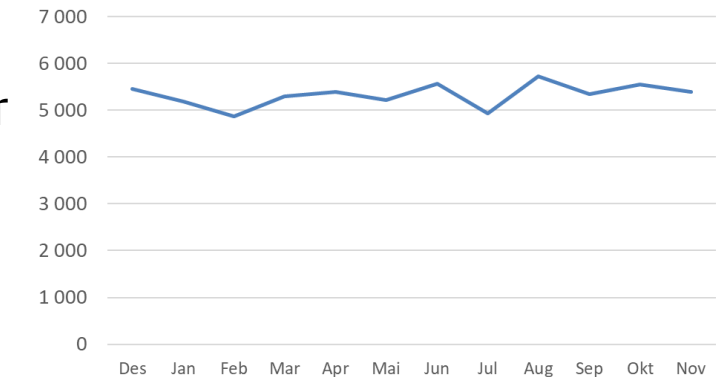
[Uniqe C per mnd]



## Number of big looser

**5 388**

[Loss > USD 1000 per month]





# Knowledge



# Duty of care



# Thank you!

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