



Spillemyndigheden

# The Danish Gambling Market 2024

Director Anders Dorph

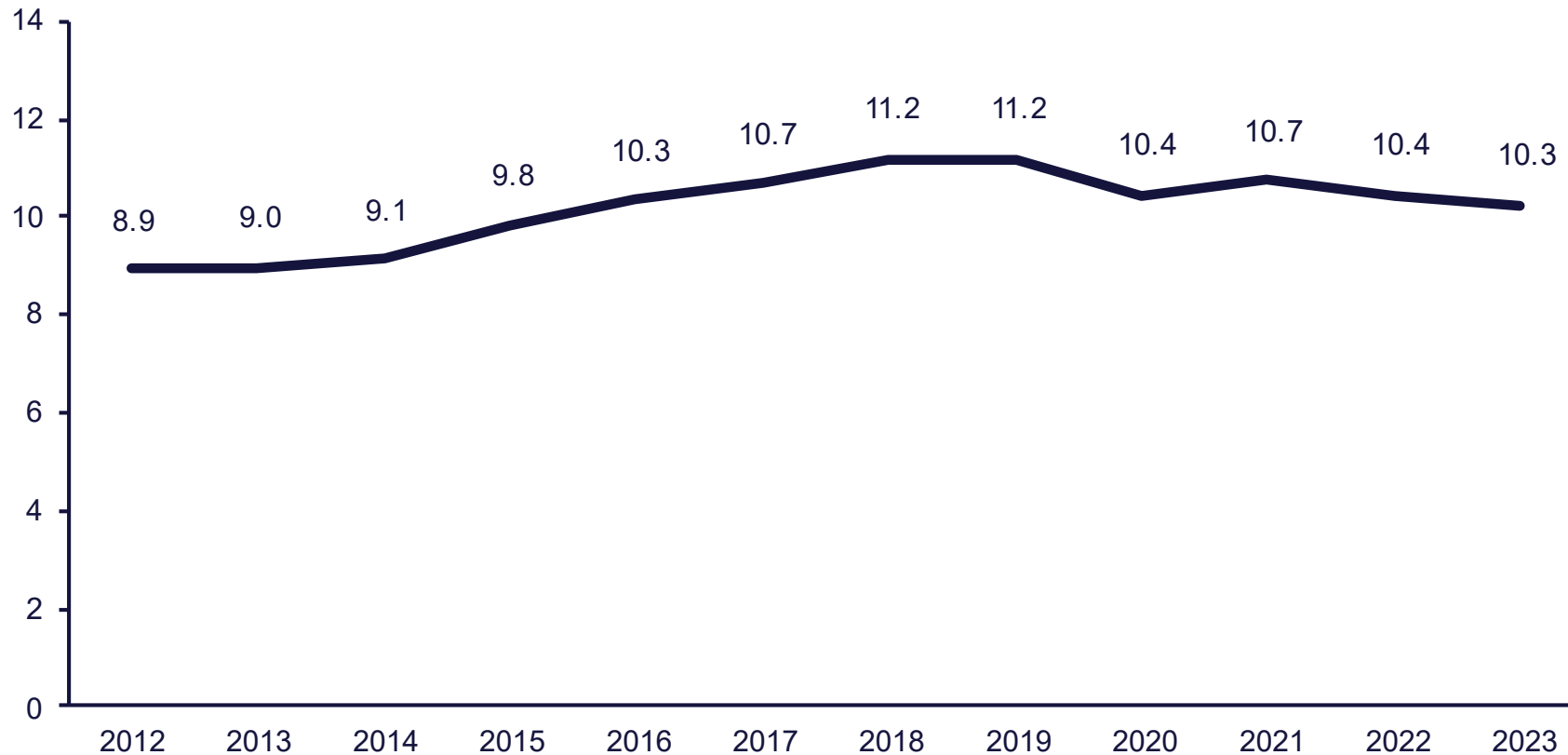
SpelAkademin in Visby November 6th 2024

# Agenda

1. The Danish Gambling Market in numbers
2. Responsible gambling
3. Illegal gambling and law enforcement
4. What to come and the public debate

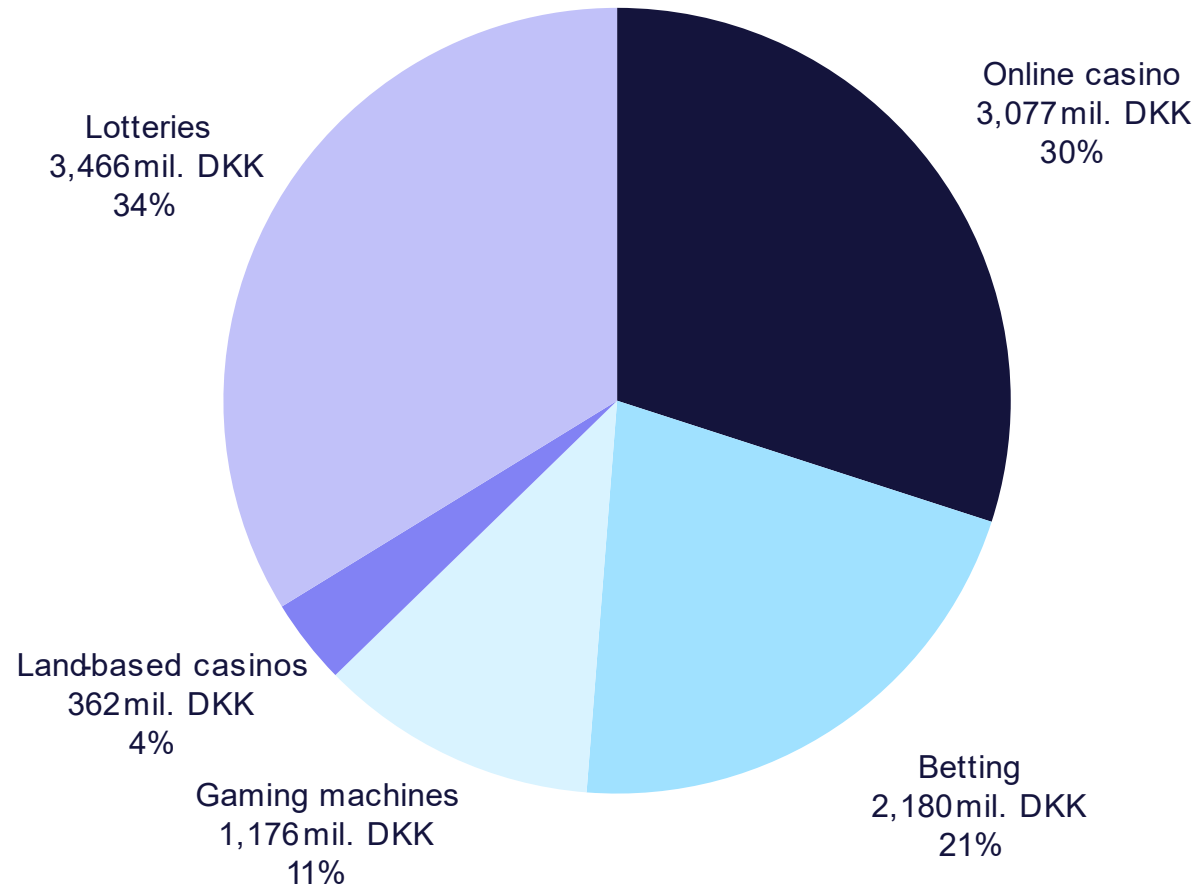
# The Danish Gambling Market in numbers

# GGR for the total regulated Danish gambling market, billion DKK



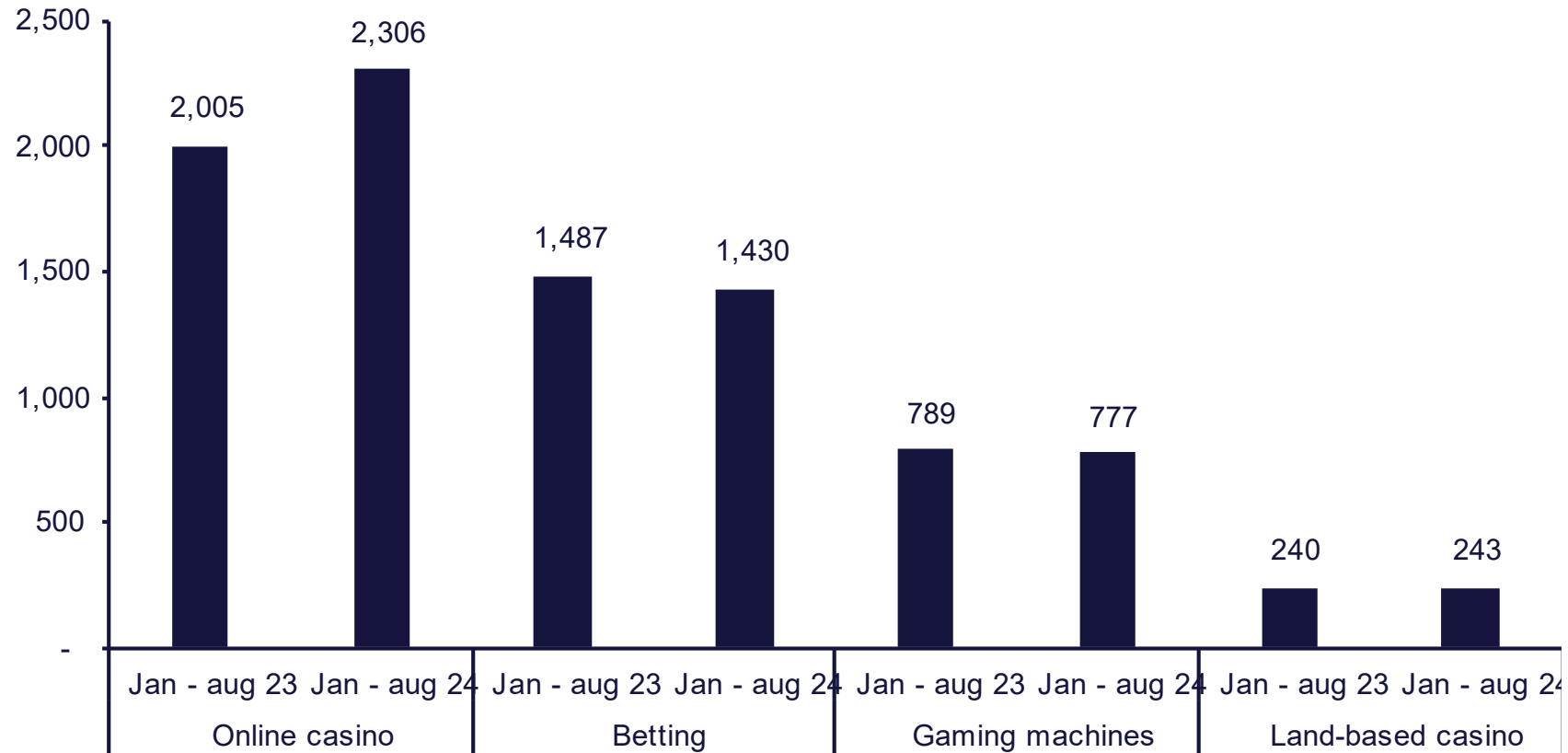
Source: Data on duties reported by licenceholders to the Danish Tax Agency, Danske Spil A/S, Det Danske Klasselotteri A/S, Varelotteriet, Landbrugslotteriet and financial statements from licences for charity lotteries  
Note: 2023-prices. Does not include unregulated gambling

# Gambling sector market shares 2023



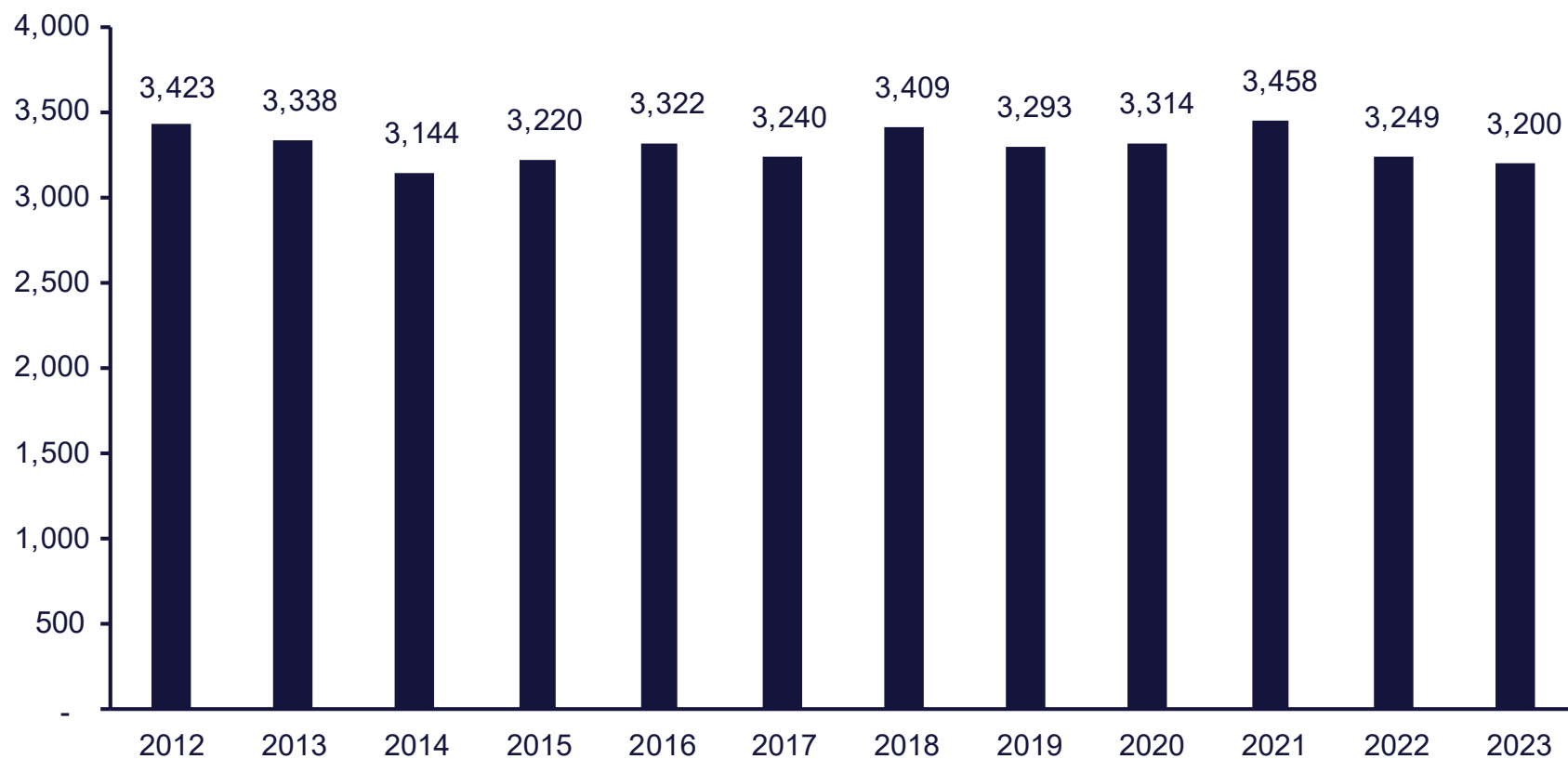
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# Development in 2024 for liberalized markets, million DKK



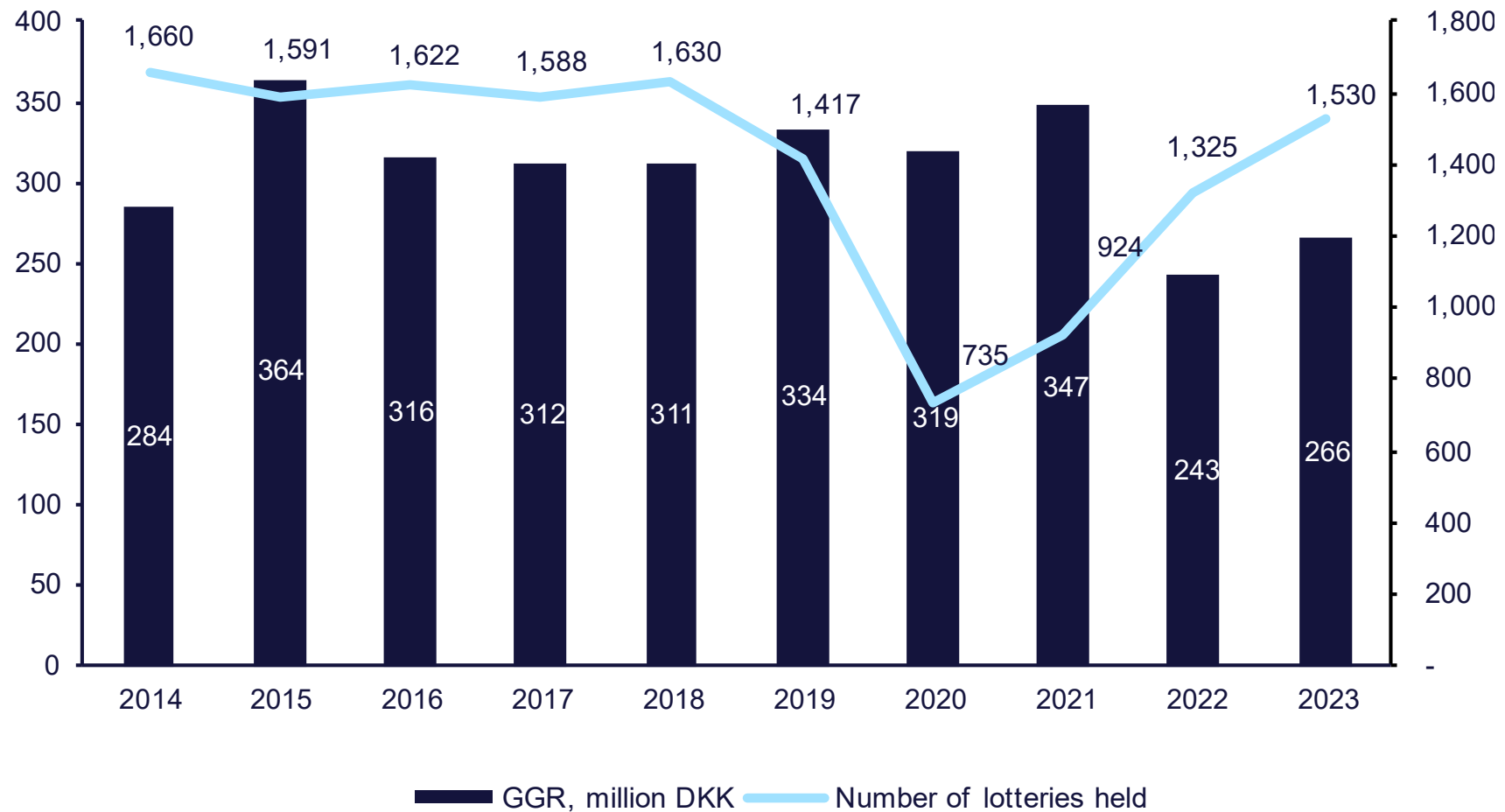
Source: Data on duties reported by licence holders to the Danish Tax Agency  
Note: Does not include unregulated gambling

# GGR for monopoly lotteries, million DKK



Source: Danske Spil A/S, Det Danske Klasselotteri A/S, Varelotteriet and Landbrugslotteriet.  
Note: 2023-prices.

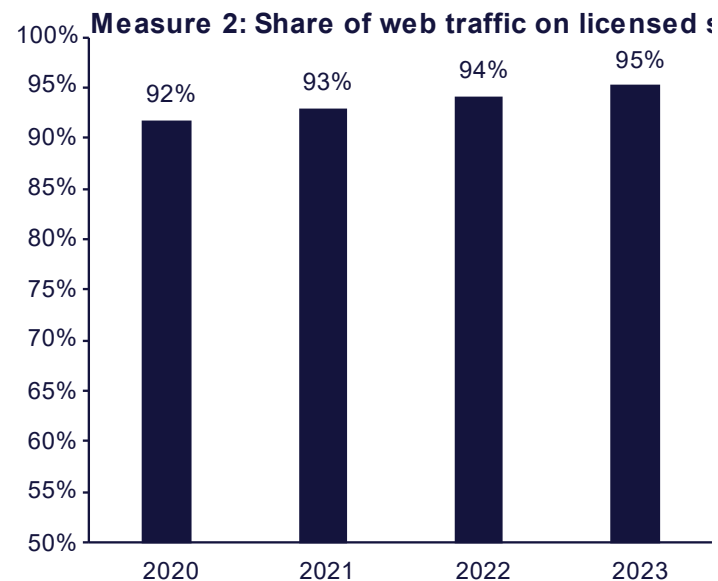
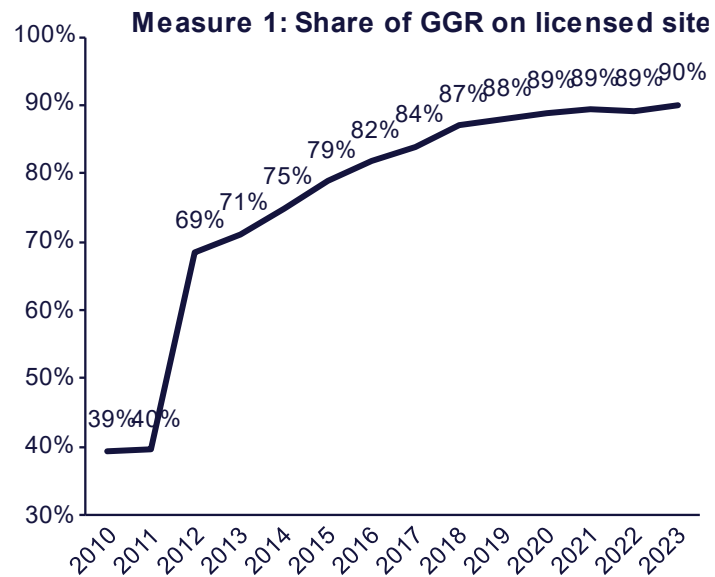
# Charity lotteries held & GGR, million DKK



Source: The Danish Gambling Authority and financial statements from licences for charity lotteries.  
 Note: 2023-prices. Number of lotteries includes both licenses and notifications. For the GGR only licenses are included.



# Online channelization rate in Denmark



**Measure 3: Share of online players who have gambled on unlicensed sites in the past year**



Source:

Measure 1: H2 Gambling Capital. The data base may change, which is why the figures may be updated later. The numbers are drawn on 8 October 2024.

Measure 2: Semrush and the Danish Gambling Authority.

Measure 3: Data is collected and aggregated to population by DST Survey, Statistics Denmark for the Danish Gambling Authority.

# Responsible Gambling

# Responsible gambling

## Danish Gambling Authority and responsible gambling

We are responsible for ensuring a well-regulated gambling market in Denmark where players are protected against unfair and illegal gambling.

- Ensuring that Responsible Gambling is carried out is one of the most important tasks



- How?
  - Clear legislation and thorough guidance
  - Supervision of the gambling market
  - Dialogue with:
    - Danish and international authorities
    - The gambling industry
    - Treatment centres

# A quick view at our legislation regarding responsible gambling

It says in section 1 of the Gambling Act: The purpose of this Act is:

1. to keep the spending of time and money on gambling at a moderate level,
2. to protect young people and other vulnerable people from being exploited through gambling or developing an addiction to gambling,
3. to protect players by ensuring that gambling is offered in a fair, responsible and transparent manner, and
4. to ensure public order and prevent gambling from being used for the support of crime.

Licence holders are obligated to ensure that they comply with the four purposes of the Gambling Act.

# Responsible gambling for the license holders

Licence holders are obligated to:

- Prevent problem gambling and compulsive gambling
- Identify and help the players who may be affected by problematic gambling

## Essential obligations

- Deposit limits: Players must set a deposit limit before gambling can begin.
- The duty to pay attention: The licence holders are in a position where they can see the players and their spending and must become familiar with the players gambling patterns. They must take measures to prevent the player from developing a problematic gambling behaviour and a gambling addiction.

# ROFUS – the self-exclusion register

- The Danish Gambling Authority’s register of self-excluded players (ROFUS).
  - Offers self-exclusions from all online gambling, all land-based casinos and land-based betting at physical retailers
  - Temporarily: 24 hours, 1, 3 or 6 months
  - Permanently
- 51.893 registered (28<sup>th</sup> of October 2024)
- Licence holders must convey access to registration with ROFUS on all platforms, where they offer gambling.
- A registration in ROFUS is personal and confidential
- “No thank you to marketing” – mandatory

# ROFUS



# Illegal gambling and law enforcement

# Illegal gambling in Denmark



The definition of gambling according to the Danish gambling act

License is required when:

- 1) Stake
- 2) Winning a prize
- 3) element of chance



Illegal gambling

Gambling targeting Denmark without a license

We have the authorization to DNS-block



Illegal promotion of participation in gambling

We do not have the authorization to DNS-block



When is gambling targeted towards Denmark

The site contains Danish elements

The site targets the Danish market through promotion sites or:

Sponsorships (football shirts)

Sports events (perimeter avertering)



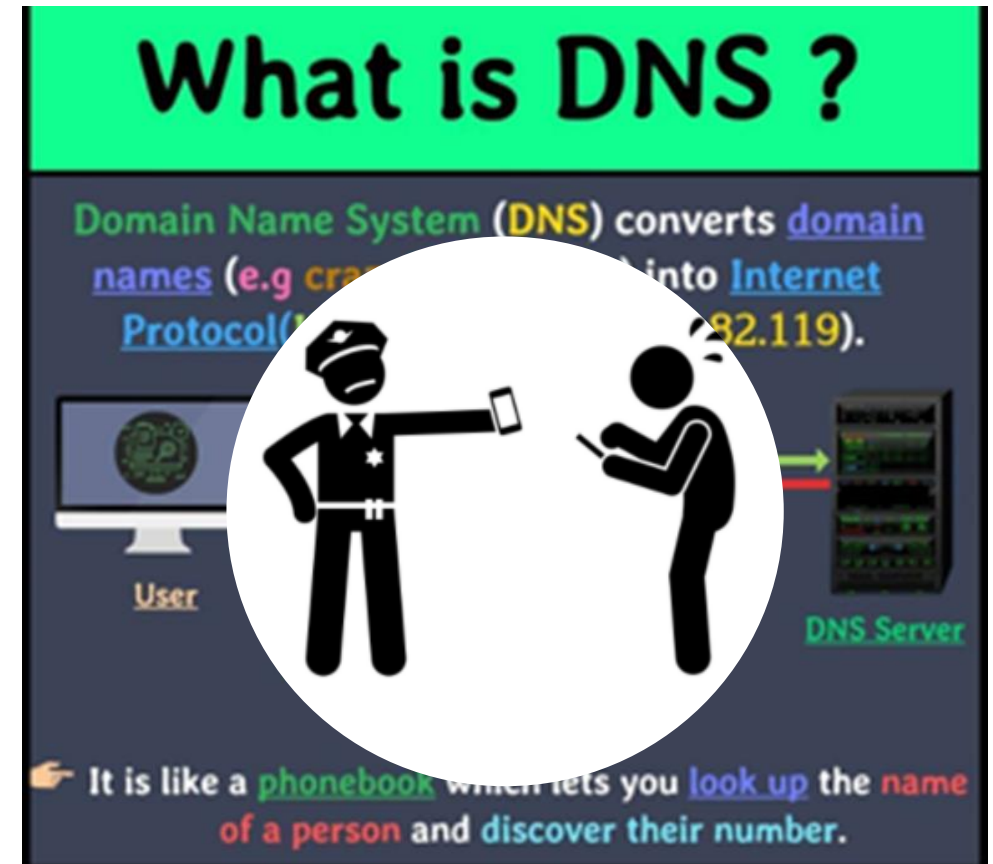
# The tools for law enforcement

## DNS- Blocking

- 1. Letter of contravention to the telecom industry + one selected ISP to DNS block the sites we have identified with an illegal gambling system
- 2. The case is then initiated with the court as a prohibition and injunction case

Prohibition against providing access to the websites

Code of conduct between DGA and the telecom industry



# Removing illegale content through international cooperrations

## Cooperation with Facebook

- Opportunity to remove illegal gambling content – Such as posts and groups

## Cooperation with Google

- Remove sponsored links on Googles search engine
- Remove Apps from Google Store
- Remove illegal commercials and videos on Youtube
- Not possible to remove illegal websites on Googles search engine

## Cooperation with Apple

- Remove apps from Appstore

## Cooperation with Twitch

- Opportunity to remove illegal gambling content – Such as saved videos and streaming-channels
- Not possible to remove live-streams as they disappear when the stream ends



What to come and the public  
debate

# Political negotiations

## Political focus:

- Marketing of gambling
- Gaming-gambling and young people (lootboxes)
- Gambling addiction

Negotiations are expected within a few months.