

DUTCH ONLINE GAMBLING REGULATION



THE
EXPERIENCE
SO FAR

SPER'S SPELAKEDEMIN
GOTLAND 6-7 NOVEMBER 2024
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Introduction Peter-Paul de Goeij

- 54 y/o Dutch national, residing in Sweden
- Emeritus managing director of NOGA
- Independent IT telecom, gambling and lottery consultant Quod Bonum
- Over 25 years experience in general management, public affairs, pr and comms, legal and regulatory affairs
- Aspiring regional public transport small bus driver



Introduction The Netherlands

- Geographically 1/11th the size of Sweden
- March 2024: 17,967,505 inhabitants
- Est. GDP 2024 € 1.1 trillion euro
- Unemployment rate 3.6%
- 2023 Licensed gambling market € 3.45 billion
- 31% of GGR is remote gambling market
- KSA: 1.1 million registered players in 2024
- KSA: 90% channellisation (**down** from 93% in 10/23)
- Organic growth licensed online market lagging behind EU average
- Netherlands av. spend p/c on gambling ranking #17 in EU

RED FLAG



Three goals of Dutch gambling regulation

- 1) Consumer protection
- 2) Combatting gaming-related fraud and crime
- 3) Prevention of gambling addiction
- 4) (Discouraging gambling)

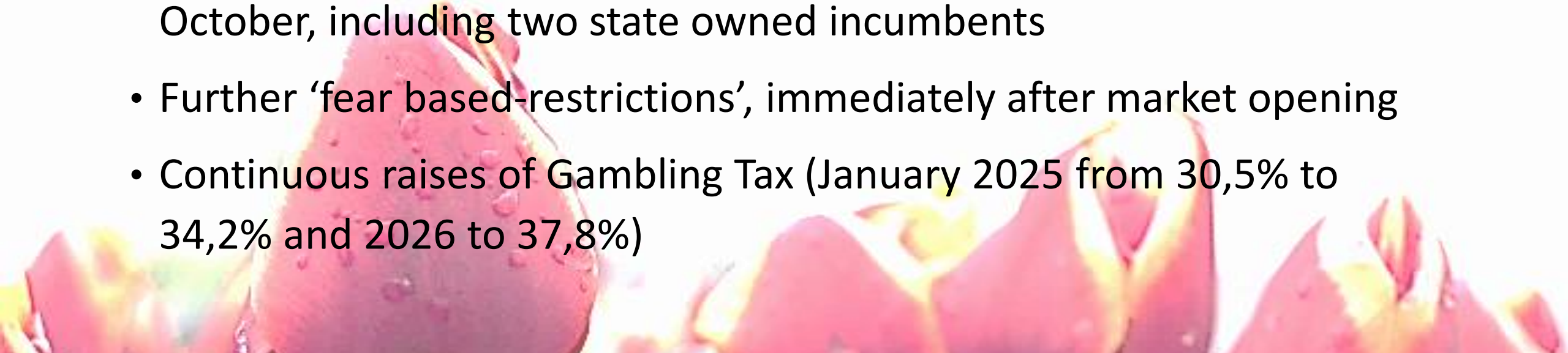


Netherlands Online gambling regulation timeline

- Dutch Gambling Act 1964
- Internet gambling in the Netherlands growing double digits since the 2000's
- Remote gambling bill was tabled in 2013, planned enactment mid 2015
- Prime directive of bill: consumer protection through chanelisation
- Introduction concept of 'duty of care' into the law
- Remote gambling act enacted after many delays - per April 1, 2021
- Since late 2021, 3 major further restrictions imposed: role models, advertising and limits
- Evaluation remote gambling act concluded October 2024 -



Market opening - Dutch treats?

- Cooling off period b/o violation 'prioritisation criteria'
 - Surprise 'black out' for grey operators, just ahead of market opening
 - Staged market opening with 10 licensees entering market per 1 October, including two state owned incumbents
 - Further 'fear based-restrictions', immediately after market opening
 - Continuous raises of Gambling Tax (January 2025 from 30,5% to 34,2% and 2026 to 37,8%)
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- A decorative background image of pink flowers with water droplets, located at the bottom of the slide.

Double Dutch : four take outs 1/2

ADVERTISING RESTRICTIONS

- Act speaks of **moderation** w/o explicit guidance
- Experiences in other markets ignored
- Market opened - hyper competition
- Motion to ban untargeted advertising in december 2021
- Untargeted advertising online gambling banned 1-7 2023
- Program sponsoring banned 1-7-2024
- Sports sponsoring banned 1-7-2025
- Motion adopted to ban all advertising online gambling April 2024

DUTY OF CARE

- Principle based codification
- Open norm
- Lack of uniform reference terms
- Markers of harm!
- KSA Tightened Policy Rules RG (AML!); limits, 3 June 24
- Government imposed hard limits with credit checks, 1 Oct. 24
- Negative impact on channellisation and thus consumer protection expected
- April 24, Motion adopted banning high risk games



Double Dutch : four take outs 2/2

LIMITS

- Forcing players to set their own stake and time limits, open norm
- Led to gamblers choosing the highest possible limits
- Incidents led to political push back
- KSA introduced new RG policy inc. limits
- Ministry further tightened requirements October 2024 (maximum €350 for adults and maximum €150 for young adults up to 24 years old.)
- Political will to impose overarching player limits

DATA & REPORTING

- General lack of clear data, multi annual
- Regulation of the market ahead of data collection (reversed order)
- Reporting duty to KSA (CDB): tough!
- Death by data, GDPR constraints
- No reliable hard data source on illegal market
- No reliable hard data on problem gambling and gambling incidence



Dutch uncle: lessons from the Netherlands 1/2

- Begin with the end in mind - do a zero measurement ahead of the opening, get as much data in as possible:
 - Measure total number of players, licensed and unlicensed,
 - measure problem gambling and where it arises and
 - measure total revenue, legit and unlicensed
- Base regulations of data, facts, trends and scientific research - not on fear and assumption
- An independent regulator is a prerequisite for any market that is regulated



Dutch uncle: lessons from the Netherlands 2/2

- Build on trust and partnership between licensed operators and regulator (DK)
- Do not use open norms to regulate gambling companies, they need clear rules and marks
- Remove all monopolies from the gambling market, create a real level playing field
- No black out or cooling off, distorts market dynamics and hurts channellisation
- Legislator should set the limits in advertising (ref. Sweden vs. Netherlands)
- Laws and regulations and regulatory oversight should be predictable



Questions?

