



The Finnish New Gambling Legislation

Spellakademin, 6.11.2024

Jari Vähänen

THE FINNISH
GamblingConsultants

A blue Formula 1 car is shown from a rear perspective, driving on a track. The track has a checkered pattern on the ground. Above the car, a red die is floating in the air, showing a one on the top face and a six on the side face. The background is a blurred blue sky and track, suggesting speed. The text "General considerations" is overlaid in white, bold font across the center of the image.

General considerations

The partial license-based system in 2027

- Finland strives to find a balance between business opportunities and responsible gaming
- The goal is to raise the channelization rate of the system as high as possible (90 %?) so that the number of gambling problems at least does not increase
- Monopoly -> Exclusive licenses for ten years
- Gambling license for five years – covers all areas of the license-based system
- Gambling software license (= B2B license) valid for five years
 - Obligation to use only the software of the gambling software license holder
- The new system starts in practice at the earliest on 1.7.2026 and at the latest on 1.1.2027, and the B2B license on 1.1.2028





Monopoly

Veikkaus has a monopoly only in principle

- The current situation and forecast of the Finnish gambling market until the end of 2026
- We have collected the figures from several different sources, and the whole is entirely our own assessment
- Veikkaus's market share of all gambling is around 50 %, and in competitive product areas on digital channels, only around 25 %
- 4 % of Finnish adults suffer from gambling problems.

Finnish Gambling market estimations 3.9.2024									
GGR	2018	2019	2020	2021	2022	2023	2024e	2025e	2026e
Total	2095	2096	1793	1761	1837	1890	1897	1931	1967
Veikkaus	1759	1691	1260	1100	1071	1032	966	936	914
Digital	558	539	547	565	538	566	584	594	603
Casino	207	204	201	173	174	184	196	205	213
Sport betting	77	69	53	63	44	44	42	40	39
Horse betting	45	42	49	51	46	43	41	39	37
Lottery	229	224	244	278	274	295	305	310	314
Retail	1201	1152	714	535	533	466	382	342	311
Casino	733	707	309	150	173	171	149	136	127
Sport betting	26	24	22	23	23	22	19	15	12
Horse betting	14	13	13	12	11	8	6	5	4
Lottery	428	408	369	350	326	265	208	186	168
Offshore	336	405	533	661	766	858	931	995	1053
Casino	162	225	310	412	500	578	640	696	745
Betting	132	138	176	194	202	208	213	217	222
Other	42	42	47	55	64	72	78	82	86
Veikkaus market share	84,0 %	80,7 %	70,3 %	62,5 %	58,3 %	54,6 %	50,9 %	48,5 %	46,5 %
Veikkaus digi ms	62,4 %	57,1 %	50,6 %	46,1 %	41,3 %	39,7 %	38,5 %	37,4 %	36,4 %
Veikkaus digi ms Casino	56,1 %	47,6 %	39,4 %	29,6 %	25,8 %	24,1 %	23,4 %	22,8 %	22,2 %
Veikkaus digi ms Betting	48,0 %	44,6 %	36,7 %	37,0 %	30,8 %	29,5 %	28,0 %	26,7 %	25,5 %

Monopoly will cover 35 - 40 percent of the current GGR

- Today, Veikkaus's monopoly covers all gambling, and the Lottery Act defines the position. The new monopoly is a 10-year exclusive license, which can only be obtained by a company directly controlled by the state.
- Lottery – draw-based games: Lotto, Keno, etc.
- Scratch cards, including eInstants
- Physical slot machines that can still be located anywhere
- Physical casino operations
- Two exclusive licenses: one for lottery games and the other for casino games
 - Licenses can be granted to one company
- The share of business remaining in the monopoly is under 40 percent of the current GGR.





Gambling license

CEVIK
BARACIYE
8(212)571 02 11

License covers a large part of gambling

- Fixed-odds sports betting, including horse races
 - Betting may not be organized on the result or event of a monopoly game (lottery betting), state elections, or financial market events
- Pool-based sports games, for example, Football Pools
- Pool-based (pari-mutuel) horse betting
- Digital casino games (roulette, craps, cards - Poker)
- Digital slot games
- Digital bingo
- Sports and horse betting will be allowed at retail channels, too
- Self-service terminals may not be placed in the retail channel, where it could be possible to play games allowed in digital channels
- Gambling tax: 22 % of GGR





Marketing and Gambling Limits

Practical level restrictions on gambling activities

- Marketing is allowed, but there are restrictions (the law has a list of prohibited gambling marketing)
- Only the gambling company itself may do the marketing of gambling
- No bonuses to new customers, no free games, or games at a reduced price
- Sports sponsorship is allowed, but only brand marketing
- No affiliate marketing

- Gambling company-specific money transfer limit, which the player must set (day and month) and which the player can change
- The state can, if it wishes, set the maximum loss limits for the gambling company (daily, monthly, and annually)





Process and schedule

When will the system change?

- The drafted law was published in July, and the statement round ended in mid-August. Based on the opinion round, some changes were made to the law, and the new bill was sent to the EU notification process at the beginning of November.
 - The EU process takes three to four months
- The bill will be submitted to parliament in the spring of 2025
- Parliament will process and approve the legislation during 2025
- The law enters into force on January 1, 2026 (as in the Government Program)
- In practice, the new legislation will enter into force after a transition period of six to twelve months, i.e., at the latest at the beginning of 2027
- The licensing process will start in the spring of 2026, and the licenses will be issued in 2026.



Thank you!

jari.vahanen@finnishgc.fi

www.finnishgc.fi

THE FINNISH
Gambling Consultants