

Sports betting

Marketing best practices

| A proposal for a responsible
and competitive offer



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I Preface

It is not enough for WLA member lotteries to be competitive. They are obligated to offer their games in a responsible manner, keeping the best interest of their players at heart. This is what differentiates state-lottery organizations from the countless illegal and unauthorized lottery and betting organizations operating online today. Striking the right balance between providing our players with innovative and entertaining gaming and betting products while ensuring that those products are safe and responsible can be challenging. Providing safe and responsible gaming begins with how we position and market our products.

It is the responsibility of WLA member lotteries to ensure that the demand for lottery and sports betting products is channeled through legal and supervised retail and digital networks. To fulfill this important mission, lotteries must utilize a variety of media to advertise their products.

The producers and marketers of lottery and sports betting products encourage responsible decision making, regarding play by adults, and discourage the misuse of their products. It is the lottery sector's firm commitment that adults who choose to play the lottery or bet on sports, do so responsibly.

This document is not intended to prescribe guidelines for all marketing and advertising activities, but rather focuses on the marketing communications of sports betting products.

For the sake of clarity, we provide the following two definitions:

Marketing:

a process associated with promoting for sale goods or services. The classic components of marketing are the Four P's: product, price, place, and promotion – the selection and development of the product, determination of price, selection and design of distribution channels (place), and all aspects of generating or enhancing demand for the product, including advertising (promotion).

Advertising:

a (generally) paid form of non-personal message communicated through the various media by industry, business firms, nonprofit organizations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the audience. Advertising is a marketing tool and may be used in combination with other marketing tools such as sales promotions, personal selling tactics, sponsorship, publicity, or public relations.

The focus of this guide is on the promotional element of the marketing mix – referred to in this document as **Marketing Communications**. Issues of price, product, and place are not the main focus.

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Preamble: The sports betting audience

In sports betting, it is important to understand who your players are.

GENDER:
Males make up about 90%
of all online players.*

AGE:
More than 70% of online players
are under 35 years of age.*

It is important to note that this demographic is not deliberately chosen by betting operators, but rather these are individuals who are generally more enthusiastic about sports betting.

As a matter of fact, sport betting attracts a younger audience than any other lottery product, be it draw based games, scratch cards, keno, etc.

**Young people (18-24) make up
about 45% of new players.**


source Harris Interactive 2021

This presents two challenges for lotteries that offer sports betting:

1. To provide attractive, entertaining sports betting products that are safe and responsible; and
2. To apply marketing communications methods that attract the proper age demographic for sports betting without enticing minors or other vulnerable segments of the population.

On the following pages we have identified the rules and guidelines that will help you market your sports betting products in a way that is both competitive and socially responsible.

* AUSTADE.FR – Le marché des paris sportifs en France – 29 octobre 2020 <https://www.austade.fr/tous-sports/dossier-le-marche-des-paris-sportifs-en-france/>



Chapter 1: The offer

Lottery games and sports betting products should be fun and entertaining. They should never be designed to specifically target minors or vulnerable individuals.

When designing a sports betting platform or upgrading an existing sports betting platform, a lottery's marketing department should consult the team in charge of Corporate Social Responsibility (CSR) or responsible gaming. This will ensure the proper assessment of the sports betting platform for its potential risk for exacerbating gambling addiction and will allow for the implementation of measures for the mitigation of any harmful impact the games may have. Keep in mind that the objectives of the marketing department, the CSR department, and the sports betting operation may not completely align initially. The main objective is to take any potential negative impact of the operation's sports betting products into consideration when designing a marketing-communications strategy. It is important to maintain an open discussion between these three departments in order to achieve the objectives of the lottery or sports betting operator.

A competitive offer...

At the outset, the marketing team working on a sports betting offer should design a Minimum Viable Product (MVP).

In addition to making the new sports betting offer player oriented, the marketing team should be well acquainted with the sports betting landscape. This calls for detailed knowledge of all major global sports betting operators and any state-authorized lotteries already operating in the field. It is the marketing team's objective to provide the most effective sports betting platform that will attract players, generate turnover, and ultimately increase Gross Gaming Revenue (GGR).

Product managers often think big, are ambitious, and feel "the sky is the limit". But certain constraints will allow them to read-just their sports betting offer to align with the objectives. Such restraints might include:

- › Budget constraints (investment + fees)
- › Resource limitations
- › Unforeseen regulatory restraints

At this stage, a business case is essential for estimating the revenue that could be generated.

Projections in terms of sales and margin, the cost of the online platform, retail implementation, suppliers, etc., are sometimes difficult to make. Do not hesitate to contact other WLA member lotteries that have successfully launched a sports betting platform or have successfully relaunched an existing sports betting offer.

It should be noted that around 80% of sports betting revenue generally comes from about 10% of the players. As such, a lottery or sports betting operation should decide which business approach it would like to take. It can choose a more general business model that caters to a broader playing population, or it can take a more focused, competitive business model tailoring its marketing communication to the more avid players, offering loyalty schemes, free bets, hospitality, etc.



Golden rules

- > Design and draft an MVP based on competition and the best practices of other lotteries.
- > Build a business case with ROI integration and readjust your offer if needed.

...But also a responsible offer

A lottery or sports betting operator must ensure that responsible gaming measures lie at the heart of its sports betting offer, and the welfare of its players is insured.

State-authorized lotteries and sports betting operators must ensure that their sports betting products adhere to the existing gaming laws and regulations in their respective jurisdictions. Going through all the legal documentation can be a tedious and time-consuming process, but it is essential that we understand the laws in order to avoid legal restraints further down the road. If any noncompliance is discovered, the marketing team, IT, and the legal department should work together to find a solution.

However, keep in mind that in many cases restrictive regulations may be challenged. As the lottery and betting landscape across the globe is in a continuous state of flux, regulators often need to update existing gaming laws. At minimum, challenging the regulator will help your organization better understand the government’s motivation behind certain gaming restrictions.

For example, Loterie Romande – the state lottery of the six French-speaking cantons of Switzerland – has a rather limited sports betting offer when compared to a global operator like La Française des Jeux. In an attempt to broaden the scope of its sports betting offer, Loterie Romande asks its regulator to extend the list of authorized markets and sports competitions twice yearly. Each of these requests is supported by factual arguments. Sometimes, the regulator concedes, and the list of authorized sports competitions and markets is extended.

It goes without saying that lottery and sports betting operators should follow their own player protection guidelines. The lottery’s responsible gaming team should assess and advise on all sports betting offers. The overall product, including the bet placement, should be assessed and evaluated as to the level of risk for players (e.g., the availability of the offer, the limits per player and per bet slip, the maximum odds per combination, etc.).

In most cases, the department in charge of player protection or CSR is not directly connected to the product management department. While the CSR or responsible gaming department is more social in its approach, the marketing department is generally more oriented toward increasing sales.



Golden rules

- > Marketing and product management have to design and build a competitive offer.
- > They should be supported by the legal and CSR teams to ensure that sports betting offers meet responsible gaming requirements.

Chapter 2: Distribution

Sports betting offers can be made available through both digital and retail channels. In either case, the lottery operator must ensure that only people over 18 years of age can access sports betting products and that they are able to moderate the amount they spend betting on sports.

Digital channels

Attractive platform

In recent years, the effort invested in selling lottery and sports betting products online has intensified. Globally, the majority of players bet online. The Internet is where lottery operators face the toughest competition, particularly from illegal and unauthorized lottery and betting operators.

Sports betting offers on digital platforms must be extensive and competitive in terms of the type of sports offered, the number of competitions, and the diversity of markets covered, and they must be user friendly. Therefore, it is important to increase the number of events and markets that your sports betting offer provides, to benchmark your lottery against its competition, and to continually upgrade your sports betting products.

Although most state lotteries enjoy a monopoly in their respective jurisdictions, they should strive to maintain their gaming products on a path of continuous improvement. Players will often compare your gaming platform with those of illegal and unauthorized gaming operators. They will complain if they find your gaming products lacking in features or unengaging. In order to maintain player loyalty, it is essential to take their feedback seriously.

Maintaining a competitive approach allows you to achieve two objectives:

1. Increase your GGR
2. Channel the public's natural desire for fun and entertaining games into legitimate, regulated gaming offers.

Restrictions on offers and functionalities

It is important that the regulatory restriction of illegal lottery and betting operators be maintained. As state lotteries generally operate solely within their own jurisdictions, they usually do not have the financial capacity to invest in their gaming products to the same extent that online, illegal operators do. As such, illegal gaming platforms, if allowed to operate unfettered, will always have a competitive edge over state-authorized lotteries and sports betting operators.

In order to adhere to responsible gaming policies, some lotteries may opt not to implement certain features of their sports betting offer. For example, they may consider that the cash-out functionality does not align with their responsible gaming policy.

For this reason, before you optimize your sports betting offer, it is essential to balance its marketability against its potential risk for exacerbating gaming addiction.

Once again, a business case that takes your opportunities into consideration while doing a thorough risk assessment is of vital importance. This helps you bring both the financial aspects of the product development and the potential responsible gaming risks together into proper perspective, so that you can make informed decisions about your sports betting offer.

Once the marketing and IT teams agree on the product, the responsible gaming team should thoroughly vet the product to ensure that all guidelines have been respected and that the sports betting offer does not pose a risk to your players.

Age restriction in online platforms is easy to implement. Player registration is generally mandatory on legitimate online lottery platforms. If there are age restrictions, lottery operators can consult their database to see if the player meets age requirements or has shown any potential for gambling addiction.

Betting limits and player profiles

Online betting platforms provide many tools that can be implemented in helping players who are prone to compulsive gambling to keep their playing habits under control. Allowing players to set their own betting limits is one such feature of online betting platforms that has proved to be effective.

Such tools generally allow players to set daily, weekly, and monthly playing limits, or to set their limits according to their budget. Once players have exceeded one of their limits, they will be excluded from the platform for a designated period of time.

Playscan is a behavioral analysis tool that is used by many lotteries to detect risky gambling habits and to notify the player and the lottery operator when a player shows signs of gaming addiction. Through an initial questionnaire, Playscan evaluates each player's gaming habits. A color code – from green to dark red – lets players know if they have a low, moderate, or high, risk profile. The tool also keeps track of how often players play and how much money they have spent. As players approach their designated limits, they are warned by the system and encouraged to slow down. Lotteries that are currently using Playscan include Svenska Spel, Norsk Tipping, FDJ, and Loterie Romande.

Retail channels

Age limits

The legal age requirements for sports betting vary from jurisdiction to jurisdiction. In most countries, sports betting is restricted to people over 18 years of age. Sports betting fans are typically under 35 years of age. People of this population segment are generally more vulnerable to gambling-related problems.

Age limits should be clearly recognizable for players at retail outlets. All Point of Sale Materials (POSM) and terminal screens should prominently display the legally-designated age limits for betting products.

Should there be any doubt about a player's age, the retailer should ask the players to provide identification. Some lotteries require that players enter their date of birth into the lottery terminal at the retailer to verify their age before play is initiated. At any rate, the retailer bears the responsibility for ensuring that gaming products are not sold to minors. Retailer training and education should be an important part of any lottery's responsible gaming program.

Pictograms



At the retailer, different touchpoints are used to inform players about the availability of sports betting and to promote among other items, key competitions, the game of the day, and the betting odds. Like many other product categories competing for attention at the retailer, lottery and sport betting products need to stand out. Marketing is a vital tool for making potential players aware of your gaming products and for animating them to play. However, it is essential that responsible gaming measures are an integral part of your marketing communications; in part to satisfy your regulators, but largely for the protection of your players. Effective marketing communication will help your lottery grow sales and GGR while ensuring that the well-being of your players is safeguarded.

Integrating pictograms into your lottery-product POSM can be an effective way of introducing responsible gaming measures into your marketing material. Examples of effective pictograms include:

- › The 18+ symbol, informing players that a particular category of gaming product is only suitable for people over 18 years of age.
- › The “Play responsibly” symbol, reminding players that they should enjoy playing within their financial limits.

Such pictograms raise the player's awareness to the sensitive nature of the games they are about to indulge in and remind them that they should play moderately.

Self-service terminals

Unfortunately, competition from illegal operators can be found at some Points of Sale (POS). Through the use of VPNs, some retailers have been known to offer illegal sports betting products from offshore betting platforms on their Self Service Betting Terminals (SSBT).

However, in order to remain competitive and to make your products widely available, distribution expansion through the use of SSBTs is worth considering. SSBTs provide autonomous product availability at the retailer and in environments that have little or no connection to the lottery.

To prevent minors from playing on SSBTs, some lotteries are exploring the integration of age controls, whereby players must enter their age and additionally scan in an ID that is verified through an external database. This poses a minor technical challenge but would meet responsible gaming requirements where age limits are a concern.

Lotteries should consider the retailer an important partner in their effort to protect minors and secure the well-being of their players. We encourage lotteries to ensure and support the efficient and effective application of responsible gaming principles by retailers and their front-line staff. In this regard, providing your retailers with training in responsible gaming, distributing literature on gambling addiction at the POS, and introducing responsible gaming measures into your marketing materials, are indispensable and worth the effort. The WLA Responsible Gaming Framework (WLA-RGF) requires member lotteries to support their retailers in an efficient and effective application of the seven WLA-RGF responsible gaming principles. Visit the WLA website for more information.¹



Golden rules

- > Consider both retail and digital channels. Even if your lottery sells only through its retail channel, your competition, both legal and illegal is operating online.
- > Having a competitive offer helps you to grow your GGR and prevents your players from moving to illegal or unauthorized lottery and betting websites. In so doing you provide your players with safe and entertaining gaming products.
- > Whether your lottery sells through digital channels or retail channels, you must always ensure that age verification procedures are in place.

¹The WLA Responsible Gaming Principles. <https://www.world-lotteries.org/services/industry-standards/responsible-gaming-framework/principles>



Chapter 3: Communications



Creative content

There are several steps that should be taken when developing a 360° marketing communications campaign.

First, define your audience, benchmark your campaign against the campaigns of other markets, and address your Unique Selling Proposal (USP) – i.e., the message you want to communicate about your product. Marketing campaigns that you might consider benchmarking your campaign against would include other lottery operators or any of the major global gaming platforms. The latter are generally very active in terms of marketing communication.

Having done that, you need to set clear guidelines for your creative agency so that it will deliver proposals that will meet your expectations in terms of responsible gaming. Below you will find a few tips for offering guidance when you brief your creative agency.

Key visuals and assets

Audience

All marketing and advertising must refrain from targeting minors or vulnerable people – e.g., problem gamblers, people in financial difficulty, people under the influence of alcohol or drugs, or people who have been previously banned from gambling.

1. Minors

The following marketing and advertising activities are to be prohibited:

- › Activities specifically aimed at minors or activities that include minors
- › Activities suggesting that the participation in lotteries and sports betting represents a transition from adolescence to adulthood
- › Activities that make specific reference to youth themes (e.g., popular protagonists)
- › Activities that are broadcast in places where young people hang out (e.g., in the proximity of youth centers or schools)

2. Vulnerable people

To protect vulnerable people, the following should always be observed:

- › Do not target people with your marketing communications who have been previously excluded from gambling sites or who have the propensity for gambling addiction.



The messages

Marketing communications should not mislead, deceive, or suggest any possibility of getting rich quickly. Giving false impressions about the odds of winning is misleading. It is also misleading if it gives the impression that:

- › The players' knowledge, skills, ability, or other characteristics influence their odds of winning. (Sports betting is considered a game of chance in which the player's expertise may play a role but does not assure any foreknowledge of the result of a match or competition. Even an expert cannot predict the result of a match or a competition with complete assurance.)
- › Increased play increases your odds of winning
- › Gambling is an appropriate way to deal with financial or personal problems
- › Gambling is a viable alternative to working for a living
- › Increased gambling is the way to make up for gambling losses

Furthermore, sports betting operators should not under any circumstances convey messages that:

- › May create or sustain gambling addiction or encourage excessive gambling
- › Contain data relating to the odds of winning that is not verifiable
- › Imply that winning is dependent on anything other than chance or luck
- › Criticize non-gamblers
- › Make people believe that all players will win large sums of money
- › Discriminate against ethnicity, nationality, religion, gender, age, etc.
- › Incite violence or illegal behavior or have sexually explicit and suggestive themes
- › Play on the vulnerability of people experiencing personal or financial difficulties
- › Feature alcohol and/or tobacco (or where legal, cannabis)
- › Give the impression that the mission of a lottery to support charitable causes is a reason to gamble excessively
- › Provide links to entities offering loans and credit



Promotion and media planning

Ad placement

The various media providers, publishers, and agencies should be made aware of the need to take special care in the placement of gaming ads in appropriate environments.

It is highly recommended to avoid the following:

- › Media or venues intended for minors (e.g., TV ads before, during, or immediately following programs targeting minors)
- › Erotic websites or any other medium that caters to the erotic entertainment industry
- › Religious settings
- › Media that report exclusively on, or deal exclusively with war, disasters, or accidents

Newsletters, e-mailings, and digital platforms

Lotteries should pay particular attention to messages sent via electronic media (e-mails, SMS, application messaging systems, or social media networks). All clients must give their consent before being contacted through digital media. Any refusal on the part of the client must be respected.

The following is to be considered inappropriate:

- › Ads sent directly to players via digital media without their consent
- › Tracking the location of players and sending them ads via electronic media when they are in or near specific areas

Geolocation services on players' mobile devices should not be used to send them push notifications when they are at a particular location that could make them more receptive – e.g., in the vicinity of a bank, a casino, or a sports betting outlet.

To be clear, the above does not concern ads on smartphone applications or websites. It is concerned primarily with marketing communication that addresses the players directly through messaging apps, social media, or e-mail.

Free games, game credits, and loyalty offers

Free games, game credits, and loyalty offers allow players to enjoy cash games free of charge. The distribution of such may be subject to the prior approval of the competent authority and regulated in regard to player protection. Warnings about the dangers of excessive gambling must be clearly and transparently displayed on free games, game credits, and loyalty offers. The distribution of such gratuities shall be subject to the following conditions:

- › Free games and game credits shall not target minors, at-risk gamblers, nor those that have been previously excluded from gambling platforms.
- › Free games and game credits should not promote gambling with the sole aim of winning more.
- › Free games and game credits should not be offered in an aggressive or misleading way.
- › Free games and game credit rules should be clear and easily accessible.
- › Free games and game credits should be easily redeemable (whether cashable or not) without forcing players to roll the credit value a number of time by placing multiple bets.

Promotions and field events

Active sellers and promoters must have received training in responsible gaming prior to their employment. No promotion shall target minors or vulnerable people.

Promotional measures that may be considered offensive include:

- › Telephone sales (cold calling)
- › Door-to-door sales
- › Sales on public transport or during at promotional events in conjunction with an advertising tour. In other words, no selling to a captive audience.

Sales activities that take place at trade shows or similar events or in public places – e.g., on the street, in train stations, at malls, etc. – are not per se considered inappropriate.

Once the key visuals are designed and the script for the promotional spot has been drafted and approved by the marketing department, we strongly suggest submitting all elements of the campaign to the responsible gaming department. This will help ensure that the agency proposal will meet responsible gaming requirements.

DO	DON'T
Cast actors in promotional spots that suggest players over 18 years of age (e.g., they own a car or they have their own apartment, etc).	Use run down neighborhoods or suggest economically depressed urban areas in your key visuals or promotional spots.
<p>Pay attention to the:</p> <ul style="list-style-type: none"> › script › actors › background music › voice-over <p>Beware of marketing elements that could lead to misinterpretation about age, target audience, or socially disadvantaged people.</p>	Cast actors who are, or appear to be, under 18 years for age in your promotional spots.
Ensure that your company has secured all necessary copyrights (e.g., the use of a club jersey or the name of a football player).	Integrate alcohol and cigarettes in your marketing communication, even if the characters in your promotional spot portray a group of friends who are partying.
Be trendy in tone and content and be sure to address males who are 18-35 years old.	Mention winnings or display cash (as some operators do). We don't recommend using potential winnings to entice players.
-	Use youth-oriented slang.



Golden rules

- › No ambiguity about age.
- › No vulnerable people targeted.
- › Make no promises of financial gain.

Social media



45%
of the users between
25-34 years old



63%
of the users between
18-34 years old



38%
of the users between
18-29 years old



41%
of the users between
16-24 years old

62%
of are men

Source: https://s22.q4cdn.com/826641620/files/doc_financials/2020/q1/Q1-2020-Shareholder-Letter.pdf
<https://www.agencedesmediassociaux.com/pinterest-chiffres-2020> <https://www.oberlo.com/blog/tiktok-statistics#> <https://investor.snap.com/>

All the main global sports betting operators have social media pages. They tweet every single day, they promote special bonus offers on a regular basis, or they just post humorous content related to sports news.

To be competitive, and to build a community of sports betting fans, some lotteries actively maintain a social media presence on Twitter, Snapchat, Facebook, Instagram, etc. Other lotteries have been less inclined to maintain a presence on these platforms as they know it is time consuming. In order to maintain a proper social media presence on these platforms, lotteries need to be proactive and they need to use the appropriate jargon for these media.

Although social media platforms have the potential to target sports-betting audiences – people between 18 and 35 years of age – it is important to consider that there are a lot of people under 18 years of age who can be found there as well. Therefore, communicating on these platforms requires care in developing the content and frequent monitoring. It is essential to have a dedicated social media staff to plan the content, set guidelines, and track and answer user comments.

To provide effective social media content, lottery operators should define an editorial line, have graphic design resources familiar with digital media, and a communications team that tracks the daily news. We also recommend that you have a dedicated budget for community engagement and reward active players with bonuses.

Beyond content, social media platforms can also be used to facilitate customer service. In order to offer a professional service on social media platforms, and react to players' questions and comments in a timely and precise manner, the staff charged with serving players through these channels must have a solid sports betting knowledge and should be familiar with all of your betting offers. The quality of your customer service will distinguish your sports betting operation from the countless illegal operators vying for your players' attention.

It is also possible to place paid ads directly on most social media sites without having a dedicated social media page for each product. For ads placed on Twitter, Snapchat, Instagram, and Facebook, target settings are provided that allow you to promote your gaming products to the appropriate audiences and ensure that the ads will not be shown on the pages of people under 18. The ads can also be geo-tagged so that they remain within their authorized jurisdiction.



Golden rules

- > **Social media settings and content guidelines should be defined.**
- > **Daily comment monitoring should be planned.**
- > **Ensure that you have dedicated social media resources at your disposal, either internal or outsourced.**





Chapter 4: Payout rate

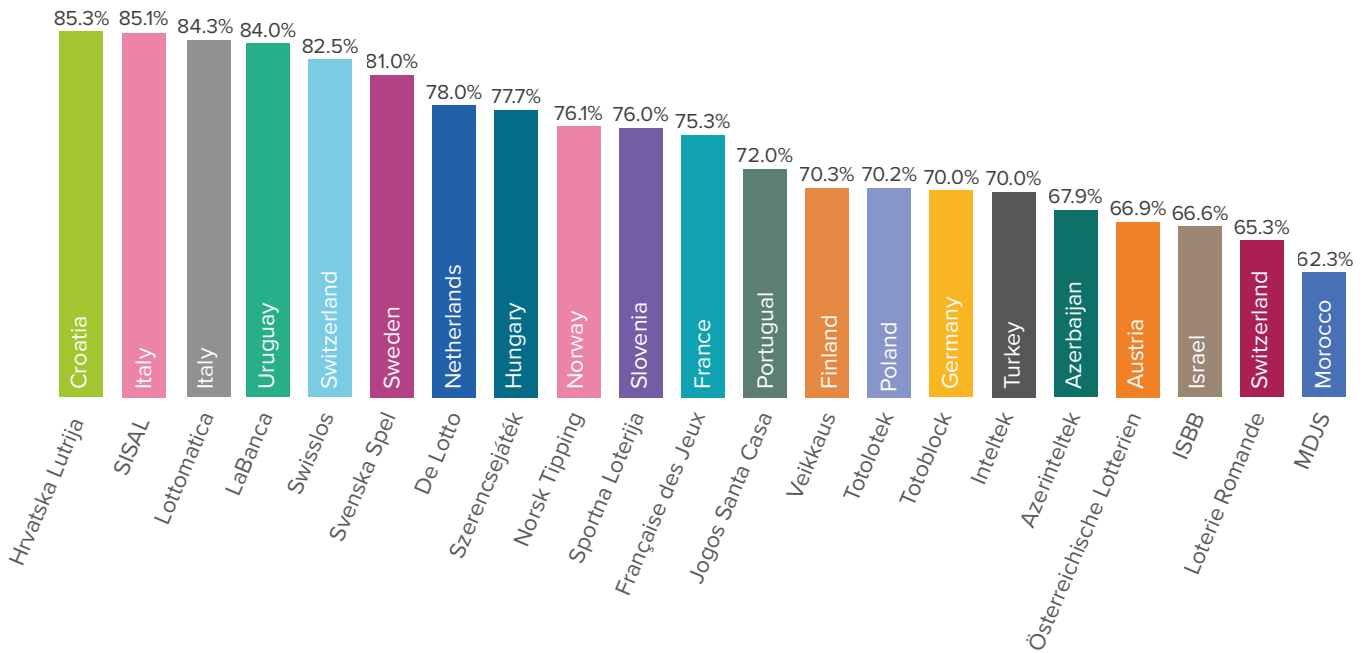
As major betting platforms operate globally, they take advantage of economies of scale, i.e., in product development, creatives, partnerships etc. For this reason, they can offer a competitive global payout rate (often > 95%). From a responsible gaming perspective, lotteries should not offer a payout rate over 90%. Such a high payout rate can attract more players, but it also comes with a higher risk of exacerbating gambling problems.

Lotteries that offer sports betting sell their products online and at the retailer, but they are generally restricted to selling within their own jurisdictions. Operating at the retailer requires additional fees that include the use of the terminals, retailer commission, and sales team expenses. Under such conditions, lotteries cannot be as competitive as the major global online sports betting operators.

As lotteries are subject to state regulation, they may also have other restrictions. In many markets, the regulator sets the payout-rate limits that the lotteries must adhere to. Some lotteries even prefer to have a lower payout rate than the limit fixed by the regulator. This could be for margin effectiveness or to remain in line with their own responsible gaming policy.

Gaming products should provide attractive winnings, but lotteries are obliged to mitigate any potential for gambling addiction.

Lotteries sports betting payout rate



Source: Data K.Kalb 2019



Golden rules

- > Lotteries can not compete with the major global sports betting operators in regard to the payout rate.
- > If a lottery wants to gauge its sports betting performance, other lotteries that offer sports betting provide a better benchmark.
- > Payout rates over 90% are not socially responsible.





Chapter 5: The fight against illegal competition

Lotteries provide entertaining and engaging gaming products that are safe and socially responsible. It is sometimes difficult to be competitive and ensure customer retention when unauthorized betting platforms operate illegally within our respective jurisdictions.

Lotteries strive to ensure that all aspects of their operations are legal and transparent. Above and beyond that, WLA member lotteries abide by internationally recognized standards for responsible gaming and information security management such as the WLA Responsible Gaming Framework and the WLA Security Control Standard. This helps to ensure players are protected and that lotteries can fulfill their mission of raising funds for good causes.

Illegal betting operators do not care about the welfare of their players. They are solely interested in their profit margins and have been known to promote their brands aggressively and recruit online players with bonuses even where they are not authorized to do so.

In this context, it is essential that state-authorized lotteries stand up and fight such unethical business practices. At minimum, the following should be observed in each jurisdiction:

- › State legislators should require that Internet providers blacklist all illegal operators.
- › The GAFAM² tech giants should be required to enforce local laws on illegal betting operators.
- › Websites that partner with illegal betting platforms should be sanctioned.

Unfortunately, many illegal betting ads that aggressively solicit players can still be found online.

As a state-authorized lottery your duty is to protect your players. This means reporting any illegal gaming operator to your regulator or the nearest GAFAM contact. It will help you protect your players, increase your GGR, and raise more funds for good causes within your community. It is our aim to maintain sports betting good practices at the highest level. The reputation of the lottery and sports betting sector depends on it!

² The five big tech giants: Google, Amazon, Apple, Facebook, and Microsoft.

SWOT analysis

SPORTS BETTING OFFERED BY LOTTERIES

STRENGTHS

- › Good causes lie at the heart of our operations.
 - › Respect for the welfare of our players – the protection of minors and those that are prone to gambling addiction.
- › Lottery operations adhere strictly to regulations within a framework, often exclusively in their own markets.

WEAKNESSES

- › Limited offer.
- › Limited development owing to the high costs for just a local market.

ILLEGAL GLOBAL BETTING OPERATORS

OPPORTUNITIES

- › Benefit from other lotteries' best practices
- › Gaming operators – even the illegal ones – help define and develop innovative gaming products.
- › The growing popularity of sports betting makes investing in the market worthwhile.
- › Increase regulation to limit sports competition manipulation and protect players.

THREATS

- › Strong competition from international, illegal, and unauthorized lottery and betting operators.

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