

Swedish Gambling Authority

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2023-11-01

The Swedish Gambling Authority with the mission of ensuring that the Swedish gambling market is legal, safe and reliable

Spel
inspek
tionen

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Government Committee of Inquiry - the work

- **One man Inquiry**
- **Three different groups**
 - Expert group with participants from different governmental departments and authorities directly concerned with the issues
 - A reference group with participants from the parties in the Swedish parliament
 - A reference group with participants from the market (both Swedish and foreign) and other stakeholders
- **Meetings with other gambling authorities concerning best practice (UK, Denmark and Netherlands)**
- **Meetings with other concerned parties like financial institutions, ISP:s and law enforcement authorities**

Government Committee of Inquiry

the goal - channelling

- **The most important thing according to the inquiry was channelling**
- **The goal? At least 90 percent within two years**
- **The “foreign” companies are already on the Swedish gambling market**

Government Committee of Inquiry - the proposal, highlights

- **Land based casinos and VLT:s are still to be a monopoly for the state**
- **Land based and online lotteries (excl. bingo) are reserved for the state and non-profit associations which promote objects that are of public benefit**
- **Online gambling and betting (both land based and online) are opened for licencing**

Re-regulation of the Swedish gambling market

The purpose of the re-regulation

- Regaining control of the Swedish gambling market and
- Customer protection.
 - not primarily a liberalization of the market

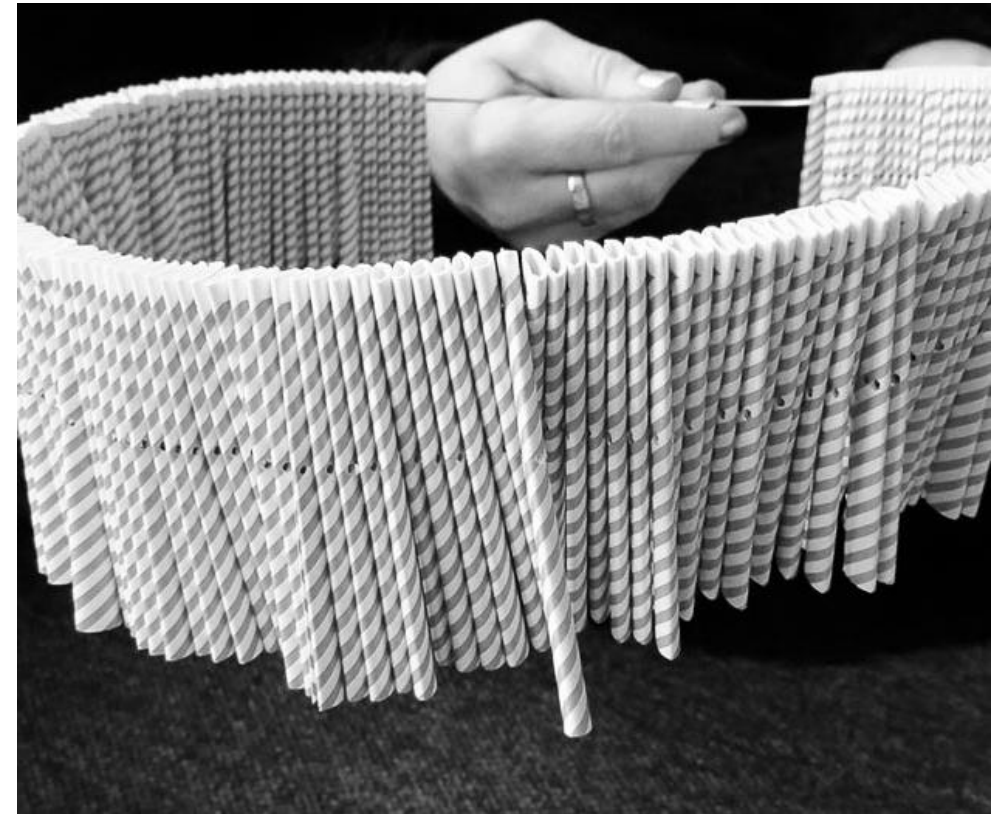


Timetable

- Parliament decision June 2018 new Gambling Act
- Possibility to apply for a licence from August 2018
- A new Gambling Act in force January 2019
- Extremely tight time-frame both for SGA and the industry

A new Gambling Act in force

- A frame legislation for all gambling
The objective of the legislation is set in the act.
 - Details in secondary legislation.
- One authority - Spelinspektionen
The government and the counties can no longer grant licences.



The new Gambling Act

- All operators on the Swedish gambling market are to have a licence.
- Operators without a necessary licence shall be excluded.
- The regulation
 - is to promote gambling that is healthy and safe, and that has a high level of consumer protection.
 - shall not increase gambling and the negative consequences of gambling should be limited.
 - should as far as possible secure the conditions for financing central government activities and public interests.
- The marketing of gambling should be moderate.

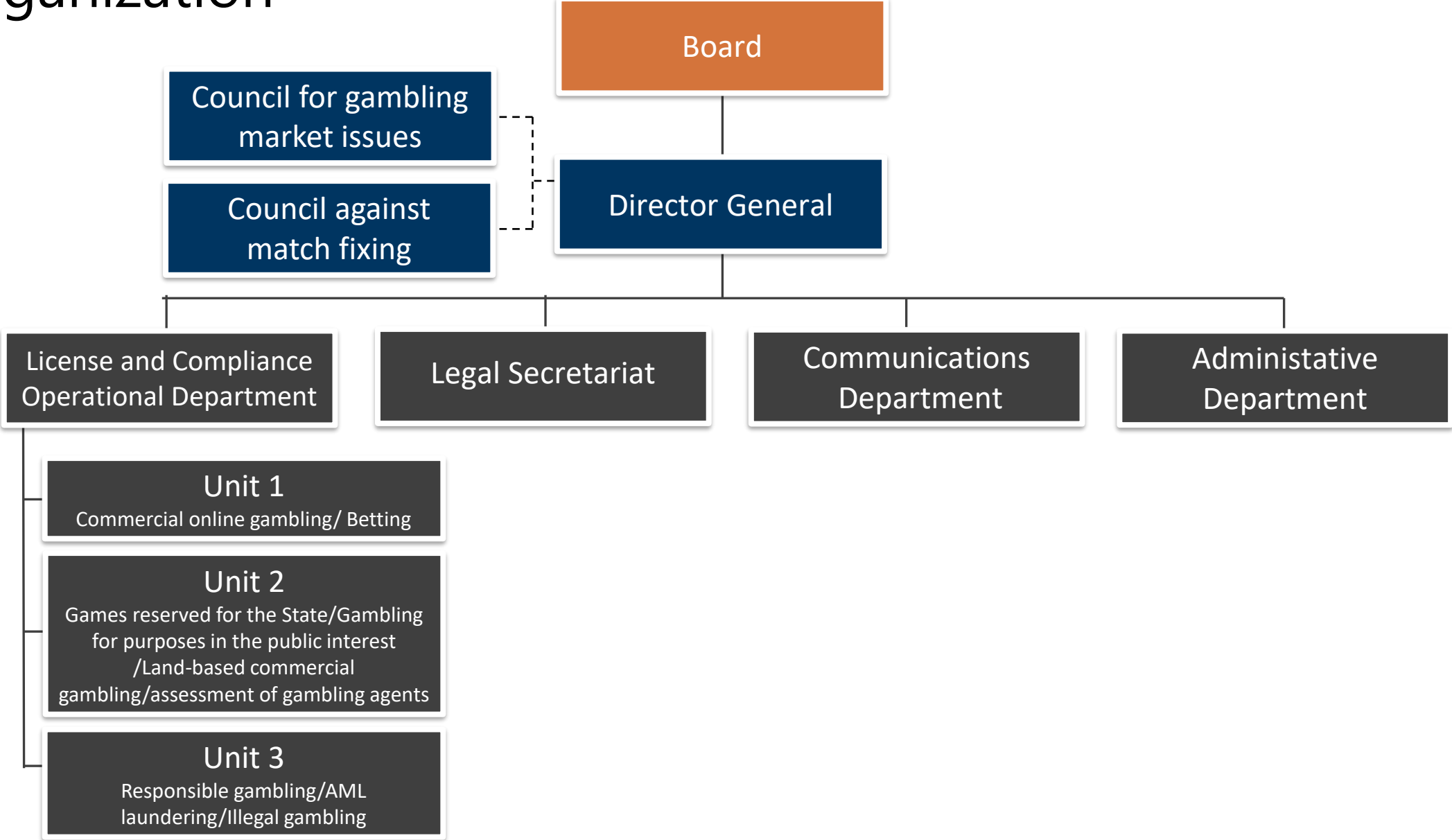
Types of licenses in the new Gambling Act

- Online gambling
- Betting
- Gambling arranged by the state (VLT and Casino)
- Gambling arranged by Non-profit associations which promote objects that are of public benefit
- Land based commercial gambling
- Gambling on vessels in international traffic

New regulation – major challenges for SGA

- New legislation – Gambling Act
- Increased responsibilities
- Increased number of licenses
- New operators on the market
- Self-exclusion register
- International co-operation
- Gambling responsibility measures
- Matchfixing council
- AML-regulation run in parallel
- GDPR/new administrative law in force
- Reorganization
- Increased number of employees >50 %
- Recruiting adequate competence/expertise
- More office space
- Internal/external communication and information
- Strengthened compliance and supervision
- Technical adjustments/IT-support
- Business intelligence/market research
- New name/new logotype

Organization



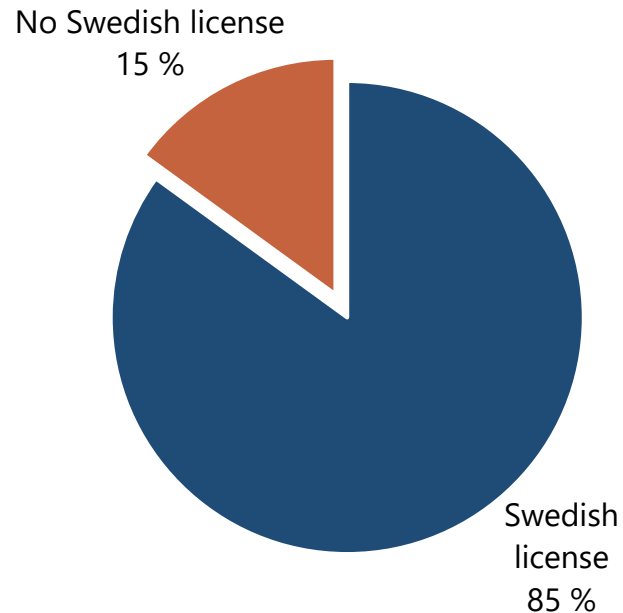
The application process 2018

- The goal - at least 90 percent channeling within two years.
- The goal was never to grant a license to all applicants before January 2019.
- No “grace period” allowed.

Swedish authorities are governed by administrative laws – equality, impartiality, objectivity.

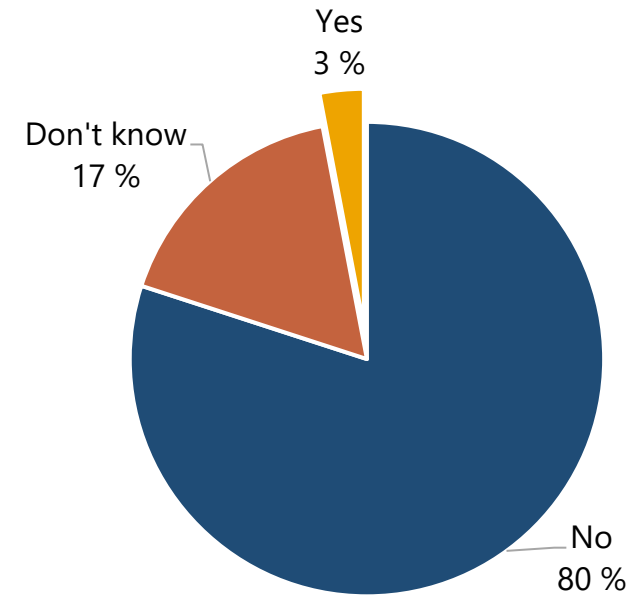
And the channeling rate 2019?

Share of GGR inside and outside the Swedish license system*, q3 2019



Source: Swedish Tax Agency and H2 Gambling Capital
Note: *Commercial online gambling and betting

Have you gambled with an operator without Swedish license during 2019?



Source: Report "Allmänheten om spel 2019"
Note: Only people who gamble online were asked this question

Swedish gambling market 2022

27,3

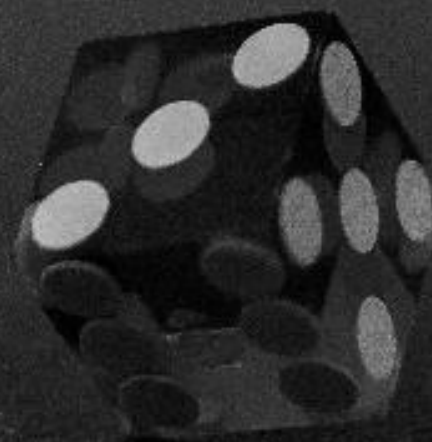
Billion SEK in GGR.

3 281

SEK by person 18+.

76%

Of the market held by the
10 largest operators



50%

Of total market GGR
comes from 4 percent
of the players

Current licenses and permits – 15 October 2023

235

Games for the purposes
of public interest, bingo

157

B2B-permit
(from July 2023)

56/46

Commercial online
gambling and betting

45/4

Games for the purposes of public
interest, lotteries/local pool games

1/1

State lottery/state casino

1/1331

Video lottery terminals

2/29

Games on-board
vessels in
international traffic

4/4006

Licensees/Gaming
commissioners

3/4

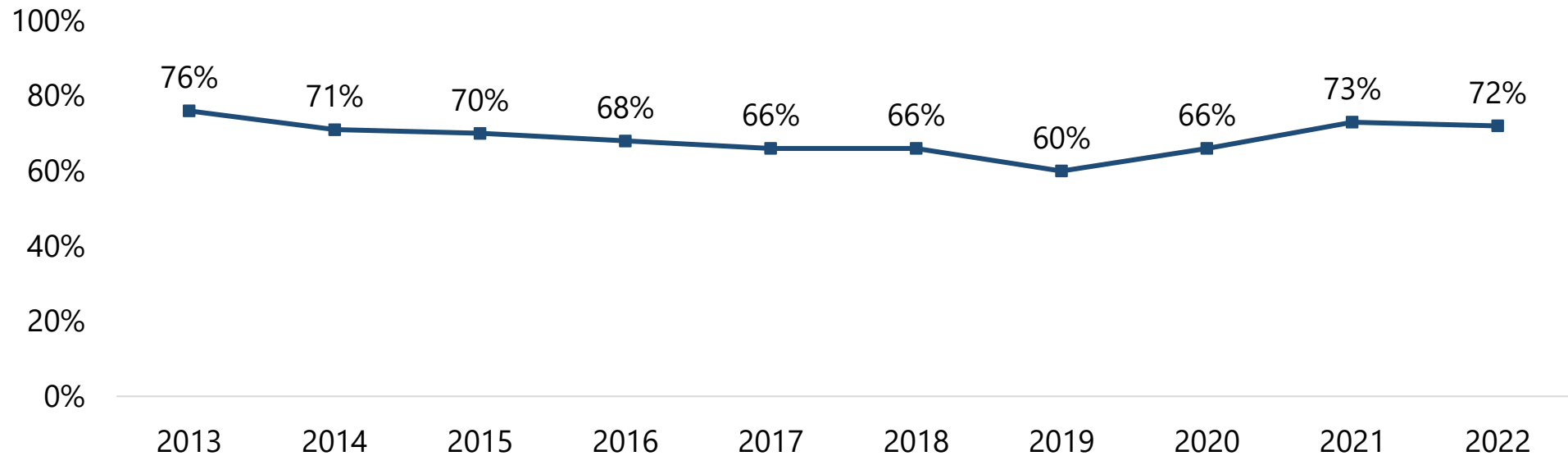
Land-based commercial
card games in
tournament form

15/382

Land-based commercial
casino games

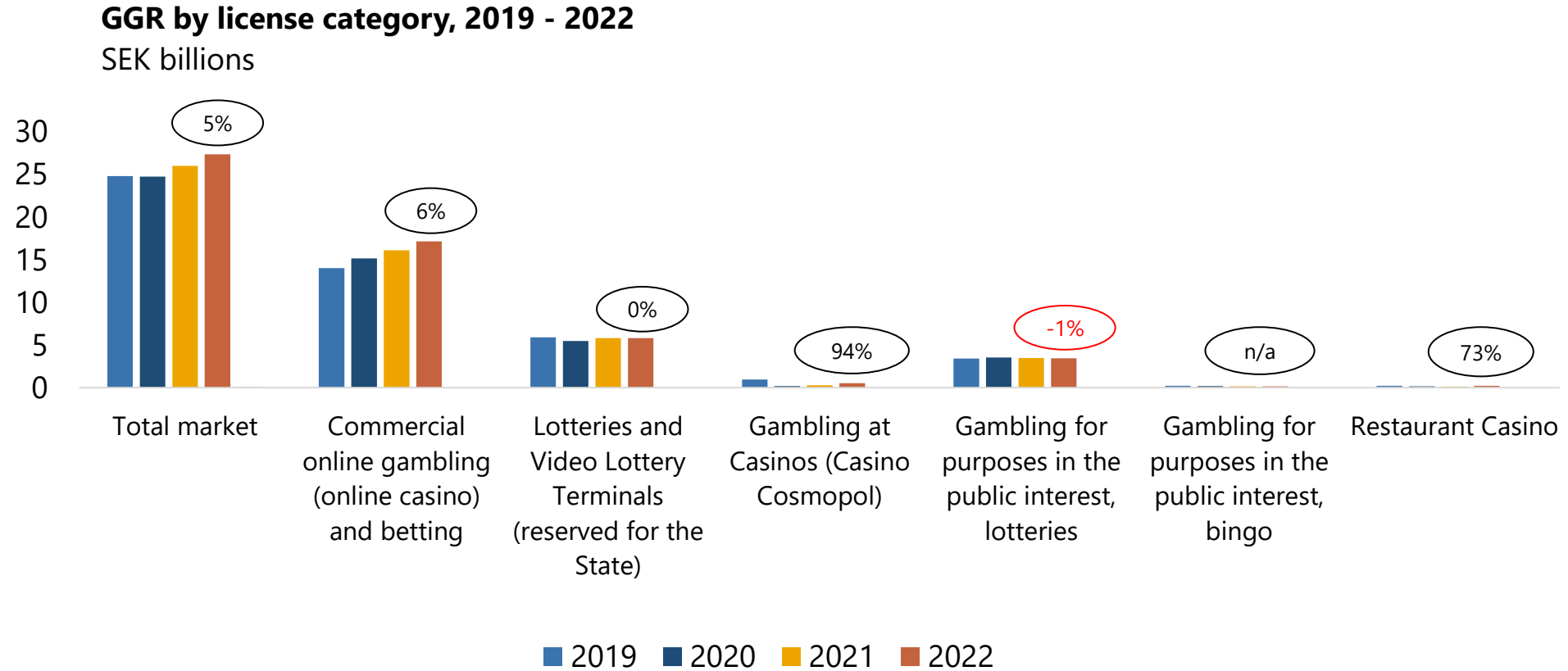
Gambling participation 2022 on same level as previous year

Share of population that has participated in gambling activity during the last 12 months 2013-2022



Source: Novus/SKOP

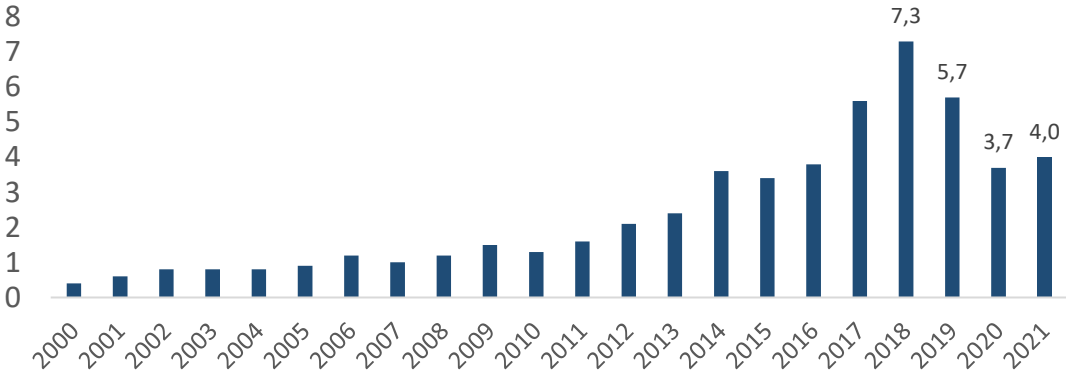
Total Swedish market increased 5 percent 2022



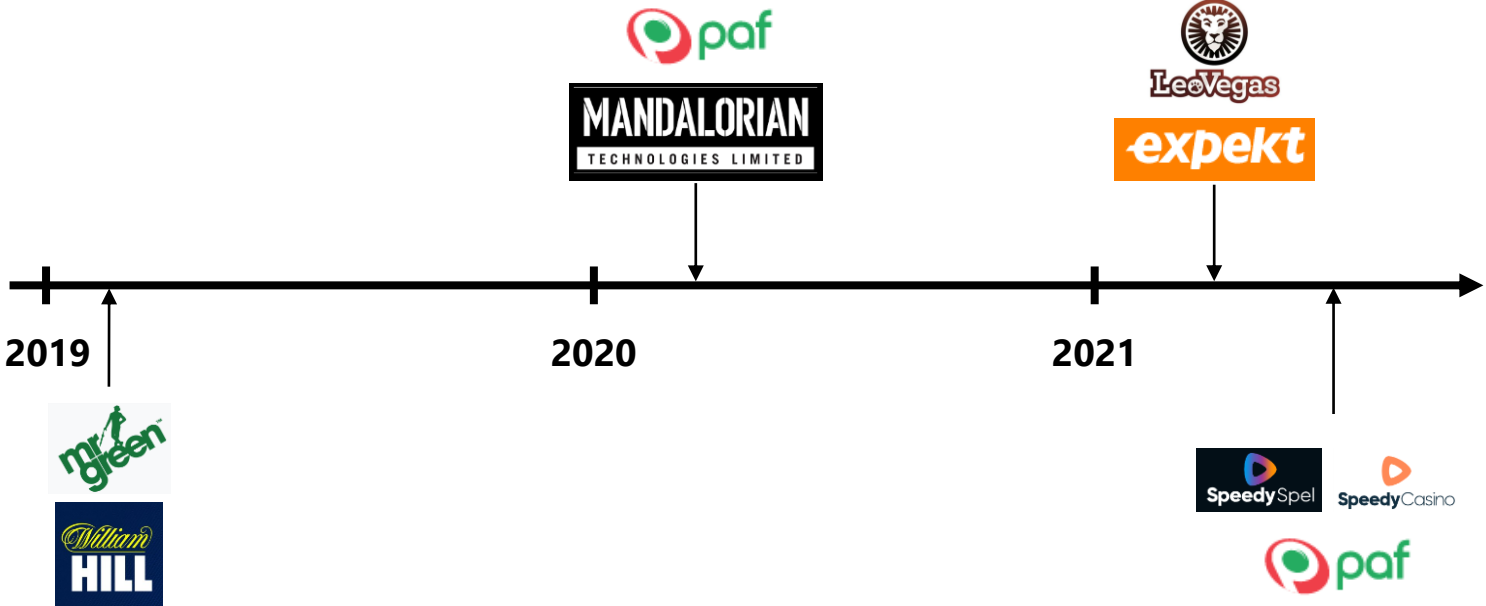
Source: Swedish Tax Agency and Swedish Gambling Authority Note: Data is preliminary.

Marketing has seen some significant changes in the last few years

Investments in gambling advertising in traditional media
SEK billions



Few acquisitions since the re-regulation



Almost 300 websites with a Swedish licens

dundercasino.se	bwin.se	happycasino.se	lokeslots.se	funcasino.com	mrgreen.com	pinnaclesports.se	turbovegas.com	bacanaplay.com/se	royalbet.com/se	regencyplay.se	vegasmonkey.com/se	bingo.se	m.tombola.se
kazoom.com	ninja.se	poolplay.com	casinoepic.com	funcasino.se	mrvegas.com	pixel.bet	supersnabbt.se	bensjackpot.com/se	royale500.com/se	regencyplus.se	vegaswinner.com/se	maribingo.se	pokerstars.se
kazoom.se	ninjacasino.se	trav.se	casinoepic.se	hypercasino.com	mrvegas.se	pixel.bet	turbovegas.com	bensjackpot.se	se.fluffyfavourites.com	slotstars.com/se	whizzino.com/se	maricasino.se	pokerstarsport.se
kazoomcasino.com	partycasino.se	1x2.se	casinoepisk.com	yakocasino.com	nordicbet.com/sv	coolbet.com	fastbet.com	magicvegas.com/se	se.gentingcasino.com	slotstars.se	winlandia.com/se	unibet.se	pokerstars.se
kazoomcasino.se	partypoker.se	fsport.net	casinogami.com	yeticasino.com	nordicbet.com/sv	coolbet.com	betive.com	lordping.se	se.ice36.com	maskedingsinger.co.uk/se	winlandia.se	bytcasino.com	pokerstarscasino.se
casinostugan.com	bertil.com	fsport.se	casinogami.se	yeticasino.se	paf.se	polarlotto.com	bethard.com	luckylouis.com/sv	se.luckymeslots.com	maskedingsingergames.co.uk/se	winningkings.com/se	duelz.com	lottoland.se
casinostugan.com	mamamiabingo.com	luckycasino.com	norsskencasino.com	luckydays.se	paf.se	premierlivecasino.com	campobet.se	luckyniki.com/se	se.megacasino.com	metalcasino.com/sv	zebrawins.com/se	nyspins.com	lottoland.se
casumo.com/sv	redbet.com	luckycasino.com	norsskencasino.se	leovegas.com	noaccountbet.se	premierlivecasino.se	betinia.se	luckyvegas.com/se	se.primecasino.com	metalcasino.se	smarkets.com	voodoo dreams.com	videoslots.com
casumo.com/sv	vinnarum.com	hajper.com	svenskasino.com	leovegas.com	noaccountcasino.com	prontobingo.com	yoyocasino.se	lunacasino.com/se	se.primescratchcards.com	miamijackpots.com/se	snabbare.com	quickcasino.se	sports.videoslots.com
comeon.com	williamhill.se	hajper.com	svenskasino.se	gogocasino.com	noaccountcasino.se	prontobingo.se	betinia.se	KnightSlots.com/se	se.primeslots.com	mixgaming.com/se	snabbare.com	quickcasino.se	klirr.com
comeon.com	williamhill.com	bet365.com	slotspela.com	thelotter.se	noaccountbet.com	prontocasino.com	campobet.se	eucasino.com/se	se.simbagames.com	mr777.com/se	x3000.se	spela.svenskaspel.se	frankfred.com
chanz.com	redbet.com	bet365.com	slotspela.se	jackpot.com	prankbet.com	prontocasino.se	yoyocasino.se	eurokingclub.com/se	se.slingo.com	parisvegasclub.com/se	x3000.com	momangcasino.se	highroller.com
intercasino.se	mamamiabingo.com	interwetten.se	yomillions.com	jackpot.com	prankbet.se	prontolive.se	clemensspillehal.com/se	euromania.com/se	se.spingenie.com	playgency.se	x3000.com	spela.svenskaspel.se	guts.com
jackpotjoy.se	bertil.com	interwetten.se	youbet.it	lykcost.se	prankcasino.com	pronto odds.com	casinohaj.com/se	finlandiacasino.com/se	se.starburst-casino.com	playjango.com/se	x3000.se	snabbis.com	gutsxpress.com
verajohn.se	williamhill.com	frejacasino.com	youbet.it	lyllocasino.com	prankcasino.se	pronto odds.se	druockglueck.com/se	gentingcasino.se	se.starburstplay.com	playjoker.com/se	speedybet.com	snabbis.com	kaboo.com
ninjacasino.se	williamhill.se	frejacasino.se	racecasino.com	mobilautomaten.com	prankbet.se	supersnabbt.se	blitzcasino.com/se	sv.playmillion.com	slotomate.com/se	playkasino.com/se	speedycasino.com	tipwin.se	thrills.com
ninja.se	vinnarum.com	lovinlotto.com	racecasino.se	lyllocasino.com	prankbet.com	betive.com	buba.com/se	spin24.com/se	slotsmagic.com/se	playjojo.com/se	speedybet.com	tipwin.com	rizk.com
partypoker.se	expekt.se	lokecasino.com	nobonuscasino.com	mobilautomaten.com	noaccountbet.com	bethard.com	casinoandfriends.com/se	spingenie.se	queenvegas.com/se	playtoro.com/se	speedycasino.com	tipwin.com	
partycasino.se	expekt.se	lokecasino.se	casinocasino.com	superlottoclub.com	noaccountbet.se	foreningslotteriet.com	44aces.com/se	swiftcasino.com/sv-se	redkings.com/se	playtoro.se	unibet.se	tipwin.se	
bwin.se	happycasino.com	lokeslots.com	allbritishcasino.com	mrgreen.com	pinnacle.se	fastbet.com	ahtigames.com/sv	turbonino.com/se	regencycasino.se	playuzu.com/se	storspelare.se	tombola.se	

Källa: Spelinspektionen

SGA has identified criteria, that individually or in combination with each other may be relevant to an assessment of whether online gambling is targeting Sweden illegally. The list is not exhaustive and an assessment is made in each individual case.



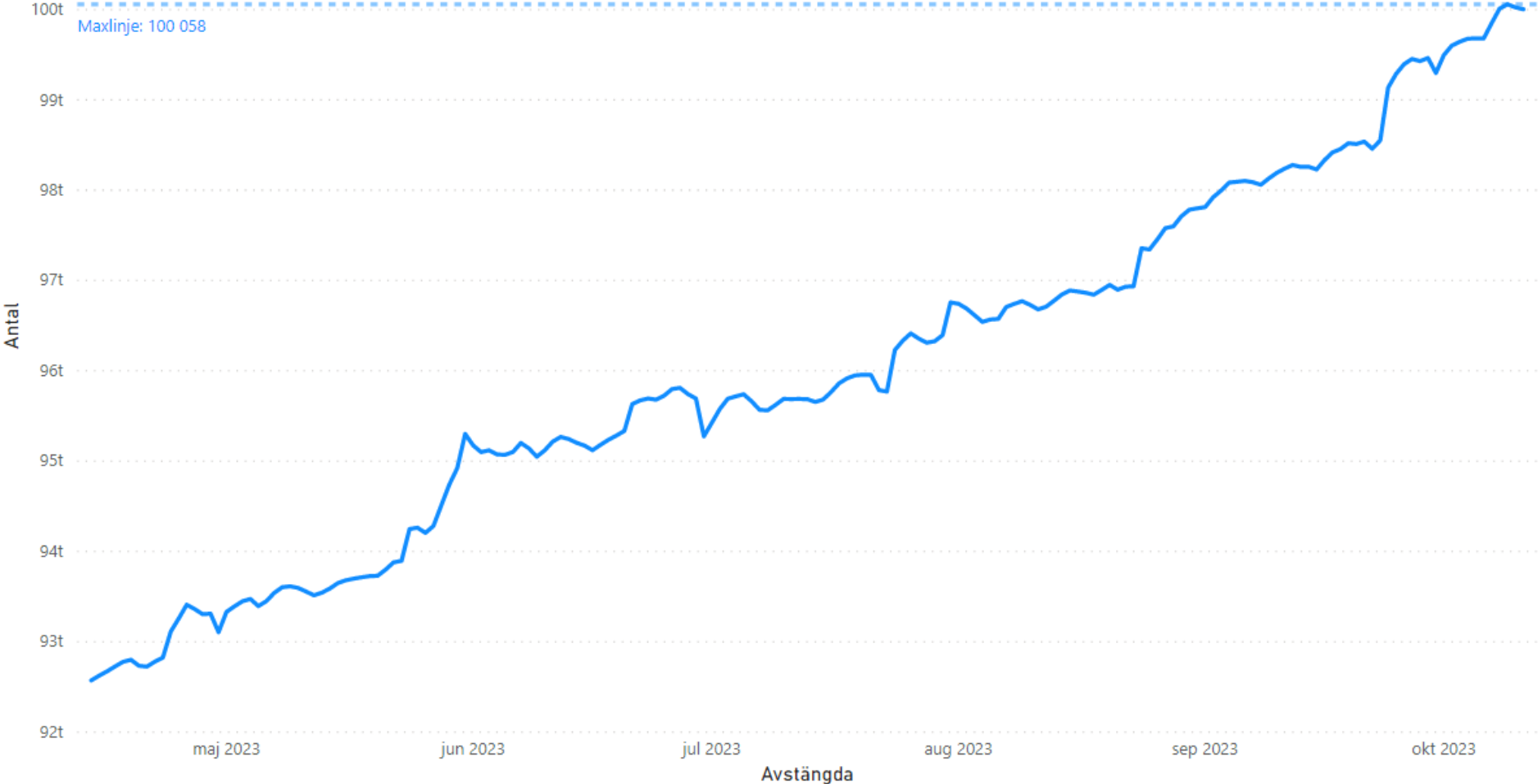
Court proceedings

- 14 on-going court proceedings
- 9 pending in the Administrative Court of Appeal
- About 80 completed court cases since 2019
 - 25 violations of the regulation
 - 24 regarding licensing



Spelpaus.se – Number of excluded persons

- 2023-10-11: **100 003**



	Women	Men	Totalt
One month	1 902	5 853	7 755
Three months	2 195	7 469	9 664
Six months	2 441	8 335	10 776
Until further notice	18 890	52 918	71 808
Total	25 428	74 575	100 003

Spelpaus.se – Total number of requests from licensholders

- 59 546 447 784 so far
- 34 143 605 per day
- 1 422 650 per hour
- 23 711 per minute
- 395 per second

A new supplier of Spelpaus.se since May 2022
– high demands on robustness and availability

Thank you for listening!