



***The balancing act between regulating gambling
ads and channelization
Showcasing the Netherlands***



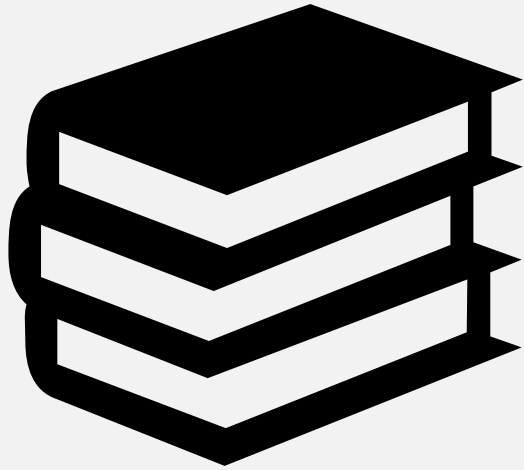
Introduction

- Brief introduction
- Marketing and regulation
- Interaction of regulation and marketing
- The case of the Netherlands
- Comparison to Belgium and Germany
- Conclusion



The balancing act

Three vital phenomenon in a regulated market



Regulation

Regulate to monitor, protect, and ultimately safeguard the consumer



Channelization

Encouraging gamblers to play within the licensed, regulated ecosystem, rather than turning to unlicensed and often unsafe alternatives



Marketing

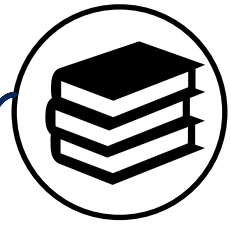
Attraction, acquisition and retention of players

Understanding the mechanism

Interaction

Regulation

Increase



An increase in (ads) regulation generally results in a decrease in marketing activity. A decrease in (ads) regulation generally results in an increase in marketing activity .

Channelization

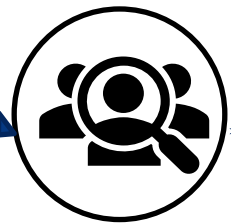
Decrease



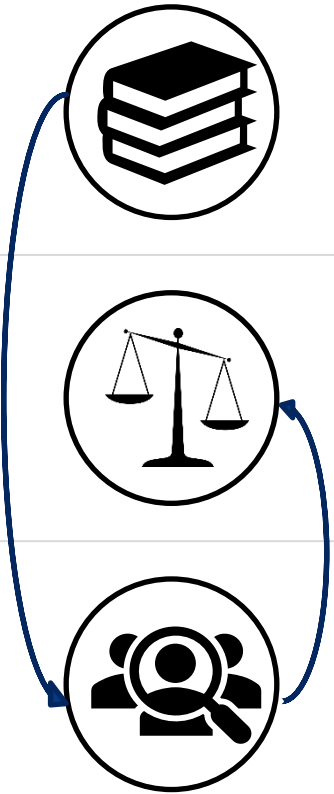
channelization is directly affected by regulation and marketing.

Marketing

Decrease

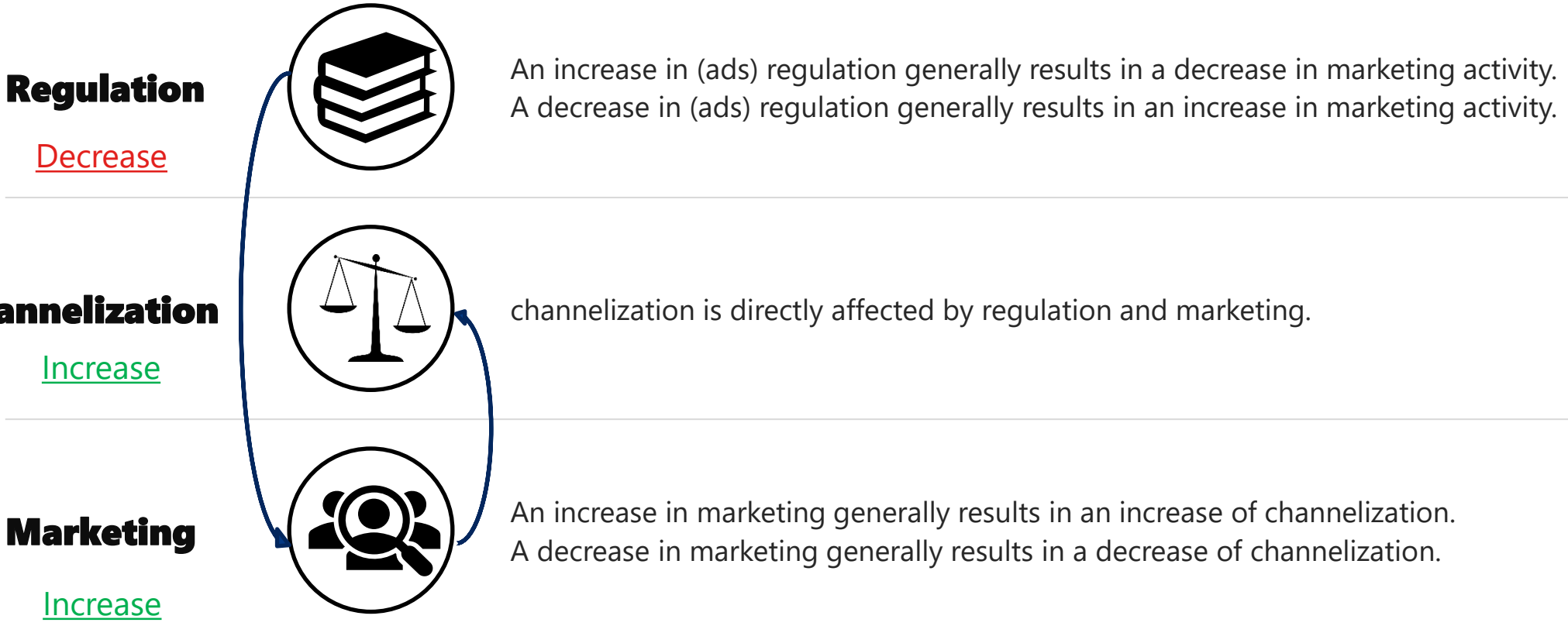


An increase in marketing generally results in an increase of channelization. A decrease in marketing generally results in a decrease of channelization.

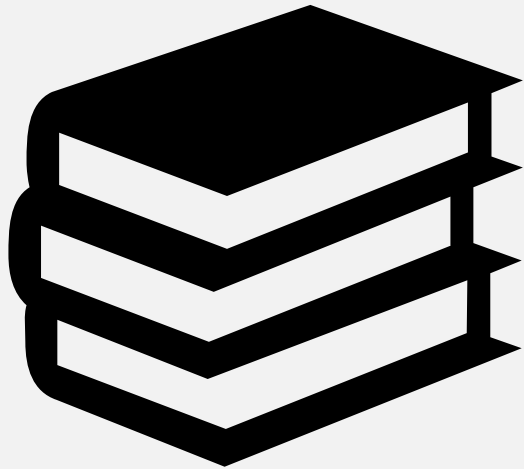


Understanding the mechanism

Interaction



The balancing act



Regulation

Regulate to monitor, protect, and ultimately safeguard the consumer



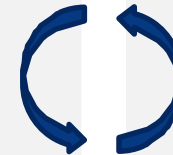
Channelization

Encouraging gamblers to play within the licensed, regulated ecosystem, rather than turning to unlicensed and often unsafe alternatives



Marketing

Attraction, acquisition and retention of players



Player protection

Timeline of regulation in the Netherlands since legalization

Current regulation

Ban on the use of rolemodels (July 2022)

01

Ban on untargeted advertising (July 2023)

02

Ban on eventsponsoring (July 2024)

03

Ban on sports sponsoring (July 2025)

04

Effects?



Pipeline regulation

01

Total ban on advertisements

02

Regulation on RG & (deposit) limits

03

Ban on sports sponsoring (July 2025)

04

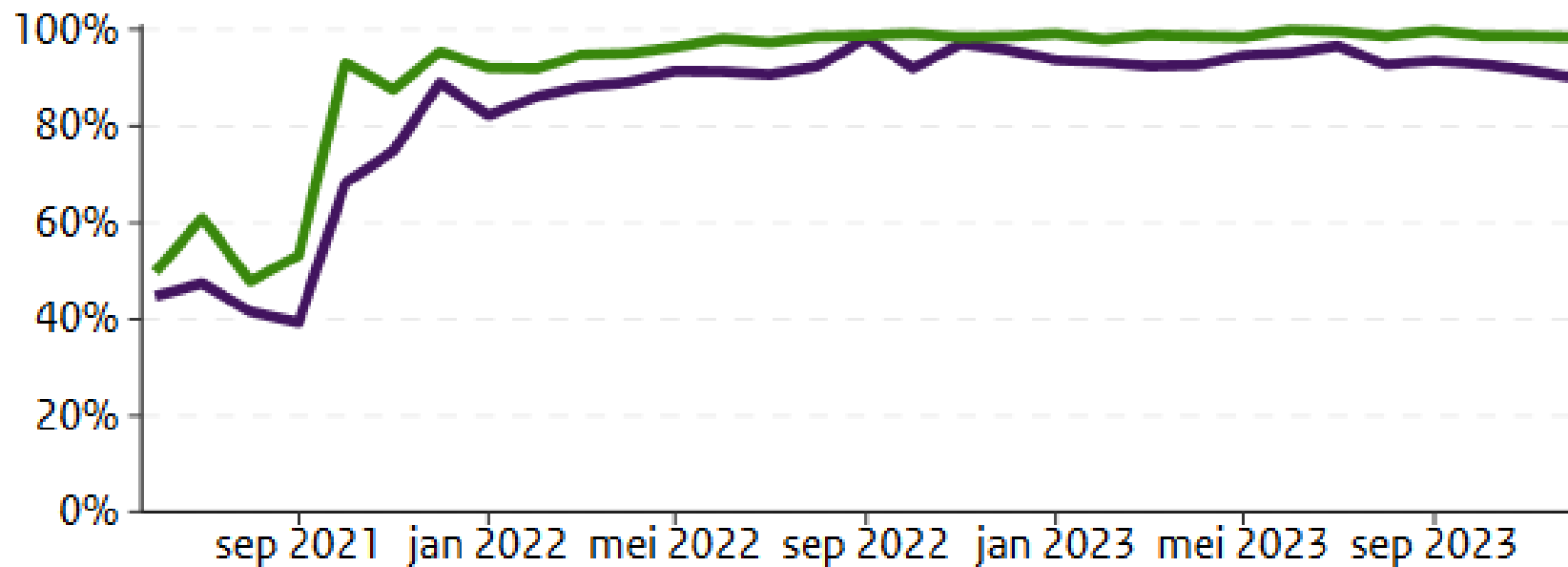
Regulation on overarching limits

Is an increase of regulation on gambling ads the appropriate policy measure?

- Restricting gambling ads leads to the prevention of gambling addiction
- Channelization

Channelization

Netherlands



Bron: GfK, bewerking Ksa

Alleen legaal Onder andere legaal

Comparative jurisdictions

Netherlands



Market

Market opening 2021



Policy objective

Policy objective 80%+ channelization



State in 2023

Seems healthy

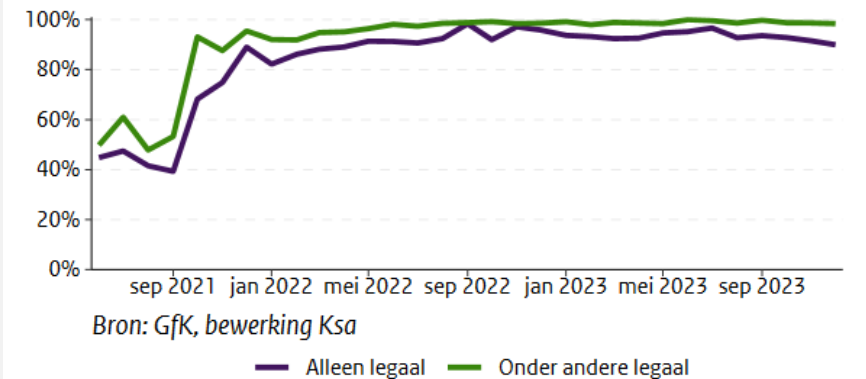
Degree of regulation

Moderate

~83%

Channelization

Channelization in terms of players



Comparative jurisdictions

Belgium



Market

Market opening in 2010 or 2011



Policy objective

Channelization degree of 85%+



Latest News

60% of total online gambling traffic is towards unlicensed operators.
Over 10% traffic to Stake

Degree of regulation

High

75-80%

Channelization

Latest regulation

General age requirement: 21+
(Near) total ban on gambling ads
URL's (gambling categories) are splitted
Affordability checks

Comparative jurisdictions

Germany



Market

Market opening July 2021



Yield Sec report

11% growth of illegal market



Latest news

Call for de-regulation on gambling ads

Degree of regulation

High

53%

Channelization

Latest regulation

Time controlled online and TV advertising (9pm-6am) + ban revenue shared-based remuneration
Restrictions on sports clips in advertising
Ban on rolemodels
Spin delays

Identifying risks

- Major policy decisions to regulate are driven by conservative movements
- Operators generally stand alone to argue for hesitance on regulation



Conclusions



Collaborate and speak up. Stimulate the dialogue with regulating bodies.



Base regulations on empirical evidence rather than societal and political ideologies.



Learn from experiences in other jurisdictions