



# SPILLE BRANCHEN



THE DANISH  
ONLINE GAMBLING  
ASSOCIATION

## AN ACTIVE AND AMBITIOUS INDUSTRY ORGANIZATION

Spillebranchen (The Danish Online Gambling Association) is the industry organization for providers of betting and online casino on the Danish market.

Our goal is to ensure fair and clear competitive conditions for our members – and that gambling can function as an entertaining leisure activity on par with many others. While it is only natural that the industry is tightly regulated, it is also important to maintain a balance in order to make it attractive to run a legitimate gambling business in Denmark.

We work closely with authorities, legislators, experts and treatment providers in a number of areas. We have a strong focus on reducing the risk that participation in gambling can threaten the individual customer's personal finances or mental health. Through campaigns and other initiatives, we seek to create more gambling responsibility and general information for citizens.

Through licenses, the gambling industry contributes positively to Danish society with a tax of 28% of all revenue. A novel income for the Danish treasury – and completely unthinkable in the unregulated gambling market of the past. At the same time, the increased presence of gambling companies in Denmark means that the employment of people in the industry has increased significantly, resulting in increased personal tax revenues etc.



SCAN THE QR CODE TO WATCH A  
VIDEO ABOUT SPILLEBRANCHEN





WE WORK TO ENSURE  
DANISH PLAYERS AND  
OPERATORS THE BEST  
POSSIBLE TERMS.



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GAMBLING IS  
A COMPLETELY  
LEGITIMATE LEISURE  
ACTIVITY ON PAR WITH  
MANY OTHERS.

# Responsible gambling keeps it fun

Spilnu.dk always strives to offer a fun experience.

Our ambition is to make responsible gambling a natural part of the game for everyone - not only if it gets out of hand.

For this reason, we help our players find balance by providing the tools to set boundaries and take breaks.

Since 2012, we have been committed to taking care of our players alongside some of the most talented people in the industry.

And we will continue to do so.







## FEWER RISK PLAYERS

Since the licensing system was liberalized back in 2012, there has been no indication that the number of people suffering from gambling addiction in Denmark has increased significantly, even though there is considerably easier access to many types of gambling. Available data show that fewer Danes engage in gambling today than in 2005, but that slightly more Danes experience gambling problems – even though the numbers are very small. On the other hand, very few of the risk players in 2005 are still risk players today (20%), which is a particularly positive development.

## FOCUS ON REDUCING GAMBLING ADDICTION

Spillebranchen takes it very seriously that our members offer products that may involve a risk to a small group of customers who may be affected by problematic gambling behavior. Just as alcohol companies have products that can lead to alcohol abuse, so there are risks associated with offering gambling.

Most gambling operators utilize technology to identify gambling addiction. Today, the use of artificial intelligence (AI) and so-called "game scanners" enable operators – to a much a greater extent – to detect that a player is developing an addiction before the player becomes addicted. There is now reasonable hope that we can reduce the number of people suffering from gambling addiction in Denmark in the long term.

At Spillebranchen, we also actively support gambling addiction research and treatment facilities for gambling addiction to help people with gambling problems.

SPILEBRANCHEN IS AN ACTIVE  
PART IN ENSURING THAT  
CHILDREN DO NOT GAMBLE  
FOR MONEY. GAMBLING FOR  
MONEY IS AND MUST BE A  
RESPONSIBLE ADULT CHOICE.



# A HEALTHY GAMBLING MARKET IN DENMARK

A national legal gambling market is not a matter of course. As Danish players find better offers from illegal gambling operators, the market will "seep" from legal/licensed gambling to illegal/unlicensed gambling. This puts the Danish model for regulating the gambling market under pressure, as more illegal gambling results in more gambling addiction and fewer taxes to the state.

At Spillebranchen, we work purposefully to ensure that the Danish authorities and Danish legislation can best protect the legal gambling market in Denmark. Among other things, we do this by following the industry closely – nationally as well as internationally – and collecting best practice that we believe can significantly strengthen Danish efforts.

THE GAMBLING INDUSTRY  
CONTRIBUTES POSITIVELY TO  
DANISH SOCIETY. EVERY YEAR,  
THE DANISH STATE COLLECTS  
MORE THAN DKK 2 BILLION  
IN FEES FROM THE GAMBLING  
INDUSTRY.





## BEST PRACTICE

### LOCAL GAMBLING LICENSES A NECESSITY

One example of best practice concerns an actual ban on receiving bets from Danish players without a Danish gambling license. Today, a gambling operator without a Danish license may legally accept a Danish player on their site, as long as the provider has not actively approached the Danish market by marketing in Denmark. This makes it trivial for operators to circumvent Danish tax rules, deposit limits and the high level of consumer protection in Denmark. In several other countries, including England, a model has been introduced making it illegal to receive bets from local (i.e. English) players without a local gambling license. A similar model should be introduced in Denmark.

### SOFTWARE VENDOR LICENSE

Another example is the introduction of licensing of gambling software vendors. Today, software vendors can supply gambling software to illegal operators unimpeded, making it even harder to put an end to the black and gray gambling market. A number of European countries have already introduced licensing of gambling software vendors to ensure that they do not supply software to an unlicensed operator. Denmark should also introduce a license for gambling software vendors.

## WE ARE ALSO FOCUSED ON:

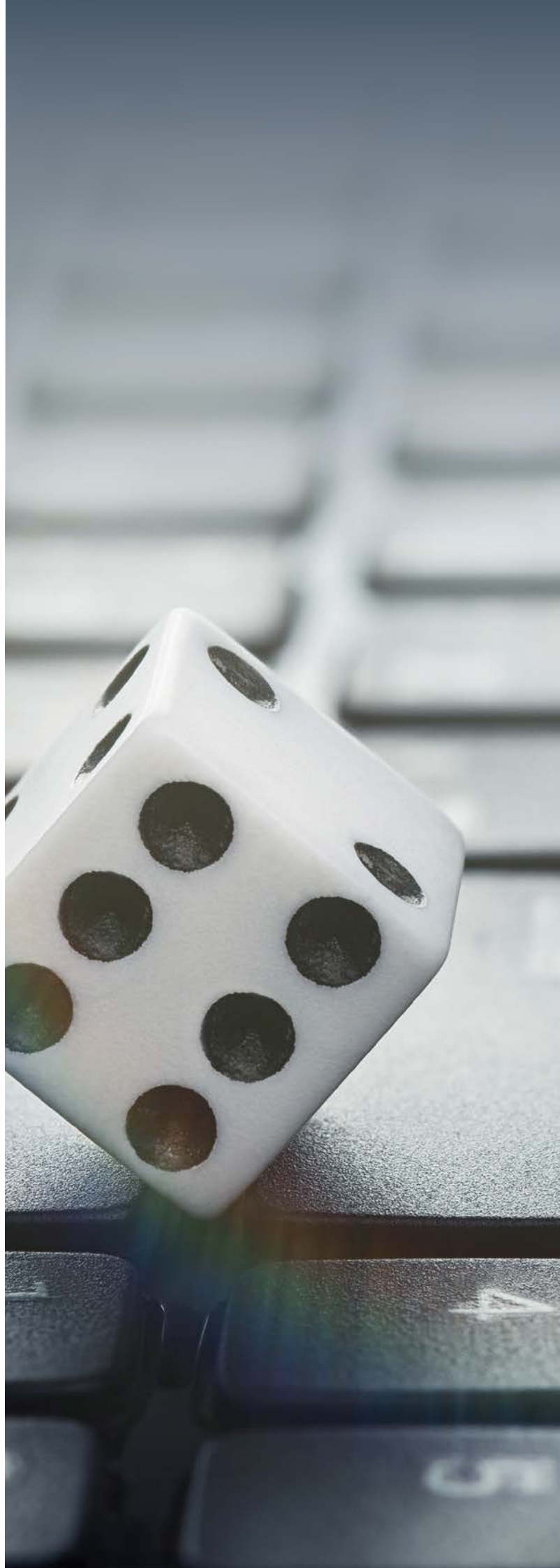
- It must be possible to block affiliate websites that advertise illegal gambling.
- Increased focus on advertising for unlicensed games through Google Ads.
- Payment blocking of payments to illegal gambling sites.





OUR GOAL IS TO  
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# CODE OF CONDUCT

To strengthen consumer protection and help prevent gambling evolving from entertainment to addiction, Spillebranchen has established a code of conduct for the gambling industry. The code of conduct encompasses all gambling industries – both physical and online. At the same time, an industry board has been set up – Spilreklamenævnet (The Gambling Advertising Board) – which is to deal with complaints about the parties' possible violations of the code of conduct. The board is organized by the trade association and employers organization HORESTA.



## KEY TOPICS OF THE CODE OF CONDUCT:

- Gambling advertisements may not be placed in advertising blocks just before or after children's and youth broadcasts and not in the same advertising blocks as payday loan advertisements etc.
- Logos or marketing messages from gambling operators may not be displayed on merchandise targeted or designed for children only.
- All gambling operators must have information on responsible gambling on their official websites and refer to sources with more detailed information. The companies' profiles on social media must refer to the gambling addiction hotline StopSpillet.
- It will be a requirement that TV commercials for gambling are accompanied by a message of playing responsibly. For example, "Play with care" or "Don't let the game play you".
- Pop-up windows must periodically tell a player about their loss, gain and time spent with the gambling operator. At the same time, the message must allow the player to stop their game.



Our ambition with the code of conduct is that the industry can create a better marketing culture, increased self-justice and common guidelines – together. See the entire gambling industry code of conduct by scanning the QR code.



# THIS IS HOW WE MAINTAIN A HEALTHY GAMBLING MARKET

The regulation of the Danish gambling market is in many ways a model for Europe as a whole, and we work to continuously ensure the balance in the market – for the benefit of both the players, the operators and society.

It is our hope that, despite different political views on gambling, there is a common desire to best protect players from gambling addiction, protect against underage gambling and prevent money laundering through gambling. Our latest initiatives and proposals for improvements are concretized in the 12 points on these pages.

ILLEGAL GAMES ARE  
JUST A CLICK AWAY,  
AND PLAYERS ARE ONLY  
PROTECTED IF THEY PLAY  
ON REGULATED DANISH  
WEBSITES. WE MUST  
FIGHT ILLEGAL GAMBLING  
WITH ALL RESOURCES AT  
OUR DISPOSAL.

## **INITIATIVE:** **NO USE OF AUTHORITIES IN ADVERTISEMENTS**

When marketing gambling, operators may not use persons who may be perceived by the player as "authorities" who have special insight into the game.

## **INITIATIVE:** **LESS PRESSURE IN MARKETING**

In marketing, gambling operators may not use terms that encourage haste, such as "hurry up!" or "bet now".

## **PROPOSAL:** **MORE RESOURCES FOR TREATMENT AND RESEARCH**

Today, artificial intelligence can be used to track down and identify gambling addiction. Denmark should initiate research into better game scanners that use artificial intelligence.

## **INITIATIVE:** **AUTOMATED GAME MONITORING**

Gambling operators must have an automated process implemented that monitors players' behavior so that gambling addiction can be actively prevented.

**PROPOSAL:**  
**IMPLEMENTING**  
**A "DEBT CHECK"**

It must be examined whether gambling operators can be allowed to perform debt checks in the RKI register to check whether the player has payday loan debt or other significant debt that may justify the player not being eligible for an account.

**INITIATIVE:**  
**ALL EMPLOYEES WITH**  
**CUSTOMER CONTACT MUST**  
**UNDERSTAND GAMBLING**  
**PROBLEMS**

Online gambling operators must train all employees who have customer contact in understanding and preventing gambling problems. In physical betting shops, the manager responsible for gambling must be trained.

**PROPOSAL:**  
**REALITY CHECK ON**  
**ALL ONLINE GAMES**

Players must be regularly informed about the use of time and money. Members of Spillebranchen have already introduced pop-up windows with "reality checks". Such checks must be made mandatory for all gambling operators with betting or online casino licenses.

**INITIATIVE:**  
**NO ADS FOR GAMES**  
**ALONGSIDE ADS FOR**  
**PAYDAY LOANS**

Gambling operators must take steps to ensure that advertisements for gambling are not displayed as an immediate extension of advertisements for payday loans.

**PROPOSAL:**  
**MANDATORY PARTICIPATION**  
**IN THE GAMBLING**  
**ADVERTISING BOARD**

The gambling industry has launched the Gambling Advertising Board, which aims to ensure a good marketing culture and that everyone can complain at no cost. It must be mandatory for all licensed operators to join the board.

**PROPOSAL:**  
**MORE RESOURCES FOR**  
**TREATMENT AND RESEARCH**

More funding is needed for treatment and relevant research into gambling addiction, and grants need to be given for longer periods than they are at present. Part of the proposal consists of increasing funding for the treatment and research of gambling addiction with an index that follows the increase in government revenue from gambling. In addition, it is proposed to ensure treatment and research facilities four-year grants to provide continuity and stability.

**PROPOSAL:**  
**ALL GAMBLING OPERATORS**  
**MUST BE LICENSED**

All gambling operators who accept bets from Danish players must have a license from the Danish Gambling Authority. This will ensure high consumer protection and a level playing field for gambling operators.

**PROPOSAL:**  
**LICENSES FOR GAMBLING**  
**SOFTWARE VENDORS**

Software vendors who supply games to Danish gambling operators must have a license from the Danish Gambling Authority. Among other things, this aims to ensure that no games are developed for gambling operators without a Danish license.



# OUR MEMBERS

## FULL LICENSE IN DENMARK

**bet365**

 **NordicBet**

**Danske Spil** 

 **betfair**

**UNIBET**  


 **POKERSTARS**

 **Spilnu.dk**

 **25syv**

 **LeoVegas**

**Entain**

 **mr green**

**pip.dk**

**Spillehallen.dk**

**tombola**

 **BETTER  
COLLECTIVE**

**betsson group**

Spillebranchen is an industry organization for operators of online gambling on the Danish market. Our members are gambling operators who have a full license to offer gambling on the Danish market. You can see all our members on our website: [www.spillebranchen.dk](http://www.spillebranchen.dk)

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# SPILLE BRANCHEN