



European Lotteries' report on Lotteries in the EU and in Europe in 2011

Lausanne, Switzerland, May 2012

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1. Lotteries in the EU and Europe 2011 - Executive Summary

In 2011, the total economic activity measured as gross gambling revenue (sales minus prizes and hereinafter GGR) of state licensed and controlled lotteries in the EU (27) was €34.6bn. Compared with 2010, this represented an increase of 4.3%¹. This figure reflects the expenditure of European Union (27) consumers on activities offered by the state licensed national lotteries. In the period 2006 to 2011, the average annual increase in total GGR was 1.4%. Viewing all the European Lotteries' 78 members that reported in 2011 (not including RAY, Finland as explained in the footnote for table 1a) , the total GGR was €37.3bn; of this, lotteries from Turkey, Switzerland, Norway and Israel account for almost 90% of the difference.

In the EU, per capita GGR spending ranges from €3 in Latvia, €6 in Lithuania, to more than €100 in Cyprus, Greece, Italy, Spain and the Nordic countries. Average spending across the EU was €69. The corresponding figure for the 78 reporting European lotteries was €44, including the Russian Interlot, Orglot and Ural Loto lotteries covering a population of almost 143 million and spending at €0.5 per capita.

Sales in the EU, measured for the four "lottery categories", draw based games, instant tickets, sports games with pari-mutuel and fixed odds, were €76.9bn in 2011 representing an increase of 4.2% over that of 2010.

A key characteristic of the state licensed lotteries in the EU is that they are required by law or through their licences to make payments to society. In 2011, such mandatory payments to society from the 52 reporting EU lotteries came to a total of €23.4bn in the form of taxes for treasury, duties, funds for sports or funds for other good causes. This was up 5.1% compared with 2010. On average, a state licensed lottery in the EU gives back to society as mandatory payments – as opposed to and not including sponsorships – 68% of each Euro it earns and some even return more than 75% as shown in table 19. In the largest EU member states the amount for society raised from lotteries exceeded €2.0bn (Italy €5.4bn, Spain €3.9bn, Germany €2.8bn, France €2.7bn, the U.K €2.9bn). On average, the

¹ The survey has data from 2006, 2007, 2008, 2009, 2010 and 2011. To make figures comparable over time, all lottery monetary figures from those years in currencies other than EUR have been converted into EUR using the 2.1.2012 European Central Bank exchange rates. In other words, all amounts in the report are reported in 2012 EURO value. Thus, looking at previous years reports, which have used exchange rates from 2007, 2008, 2009, 2010 and 2011 respectively; differences appear as a consequence of the change in exchange rates.

amount that lotteries paid back to society across the 27 EU member states (population of 502 million) was €46 per capita in 2011 (€44 in 2010).

The largest lottery activity in the EU is comprised of draw based games with brand names like Lotto, EuroMillions and Joker. This category of game, offered in all 27 EU member states, had sales of €50.9bn and a GGR of €23.2bn and accounted for 67% of total GGR. The category grew 2.9% from 2010 (GGR) but, seen over the period 2006 to 2011, it has lost an average of 1.2% every year.

The second largest category is instant games with EU sales of €19.4bn (up 12.4% on 2010) and a GGR of €6.3bn representing some 18% of the total GGR. The category's 2011 GGR grew 11.5% over 2010, having remained quite steady for the previous four years. Of the top four instant selling countries there were some large sales increases over 2010 in Portugal (96%), Spain (46%), UK (18.5%) and France (16.9%).

National lotteries in 26 of the 27 EU member states (all except Greece) offer instant games and per capita spending ranges from € 2 or less in, for example, Estonia, Germany, Latvia, Lithuania, Malta, Poland, Spain and the Czech Republic to more than € 20 in Cyprus, France, Italy and Sweden. Italy is the largest instant market with €3.1bn in GGR, an increase of 8.5% over 2010.

The two sports games categories, pari-mutual and fixed odds wagering, totalled a GGR in the EU of €1.9bn (6% of the total GGR). However, sports wagering pari-mutual continued its strong decline and GGR dropped 12% from 2010. The average annual decrease since 2006 has been 12% for this category to now totalling €572million. Fixed odds betting saw a fall of 4.1% compared with 2010 and showed a total GGR of €1.3bn in 2011. National lotteries in 16 EU member states offered fixed odds betting in 2011.

Slots/VLTs/EILs outside casinos include slot machines, apart from casinos, Video Lottery Terminals and Electronic Instant Lottery. They are operated by lotteries in 6 EU member states. This was the third largest category with a GGR of €2.8bn (8% of the total GGR); and a growth of some 30% over 2010.

Direct full time employment by 53 EU lotteries in 2011 was above 19,500 whilst indirect employment typically in sectors selling lottery products accounted for more than 290,000 full time jobs².

Responsible gaming and measures to prevent problem gambling are an integrated part of lottery operations. In 2011, some 29 lotteries in EU reported spending of €16million on measures to prevent problem gambling. Among all the EL members, the corresponding figures were 34 lotteries spending €21.5million.

Some 25 state licensed lotteries in 20 EU member states reported a total GGR through the Internet of €1.6bn –slightly down from the €1.7bn recorded in 2010. The annual compound growth of GGR through the Internet has averaged 19% over the past four years.

2. Introduction and background

This is the sixth report based on data gathered under the heading “ELISE”³. The report covers key descriptive statistics about lotteries in Europe in 2011 and includes comparative statistics for the years 2006 – 2010 where appropriate. All monetary figures also from previous years 2006 to 2010, are calculated in EUR using the exchange rate from the Central European bank 3.1.2012, as noted in the above foot note 1. This implies slight differences in, for example, 2010 figures in this report and the same 2010 figures in last year’s report.

The objective being to provide data on the economic activities of lotteries in the European Union member states (EU 27) and in Europe in general. The EL gathered the information for this report in spring of 2012. It is the most detailed and up to date data on lotteries in the EU and Europe available from any source. The survey for 2011 has data from 79 EL member lotteries (including RAY, the Finland’s Slot Machine Association) and covers 44

² The calculation is based on the London Economics study “The case for State lotteries”, September 2006, which found a multiplier effect of 15. In other words, for each full time employee of the lotteries an average of 15 full time jobs was created in sectors where lotteries are sold.

³ European Lotteries Information Sharing Extended. Data are collected through a questionnaire to all EU lotteries and since 2008 also to non EU lotteries which are members of EL, and quality tested by a group of lottery experts. The group is comprised of: Ms. Alexandra Perrier, Head of International Relations of La Française des Jeux, France; Ms. Helka Lääperi, Development Manager/BI, and Mr. Vesa Mäkinen, Veikkaus Oy, Finland; Mr. Oscar Castro Villar, Business Analyst of ONCE, Spain; Mr. Ulrich Engelsberg, Senior Referent, Westdeutsche Lotterie GmbH & Co. OHG, Germany; Mr. Wolfgang Leitner, Senior Controller and Ms. Astrid Baier-Löw, Financial Controller, Austrian Lotteries, Austria;; Mr. David J. Evans, Global Strategy and Insight Manager at Camelot UK Lotteries Ltd., U.K.; Ms Méliissa Jacquérioz Steiner, Administrative Secretary, and Ms. Bernadette Lobjois, Secretary General of EL, Lausanne, Switzerland.

European countries. As all EL members have answered the survey, the response rate is 100%.

There are five common characteristics of the EU lotteries included in this report. They:

1. are located in an EU country
2. have an exclusive license from the state (or region) to operate games and are controlled by the state
3. make mandatory payments to the state and/or to state defined good causes like, for example, sports or culture
4. sell only within the jurisdiction they are licensed and cover the complete jurisdiction. They are not “local” lotteries and unlike commercial bookmakers, they do not sell in a jurisdiction where they are not licensed
5. are members of the EL

Thus, the reporting lotteries of each country serve as the "base unit". With a few exceptions, they cover all large-scale lotteries in the EU. Not all lotteries offer the same games and services. Therefore, each table is calculated with the number of lotteries that reported for the activity indicated in the table heading.

The report shows the consolidated Gross Gaming Revenues (GGR) figures broken down into six gaming categories⁴ and the corresponding sales figures. It also shows the amount of money collected through mandatory payments by lotteries to society, the employment created through lottery activities and how the Internet is used as a sales channel for lottery products. The tables are accompanied with explanatory footnotes where appropriate but otherwise left uncommented to serve as a basis for EL members and other stakeholders' own analysis.

The EL believes that ELISE can contribute to the understanding of how lotteries work and what their contributions are to society in general.

Bernadette Lobjois, EL Secretary General, Lausanne, Switzerland, May 2012

⁴ The six categories are defined in Annex A.

3. Tables and figures

Table 1a: Participating lotteries in the EU

Country	Number of reporting Lotteries	Founded year	EU Lotteries
Austria	1	1986	Österreichische Lotterien
Belgium	1	1934	Loterie Nationale
Bulgaria	2	1957	Bulgarian Sports Totalizator
		1993	Eurofootball Ltd.
Czech Republic	1	1956	Sazka Sázková kancelář a.s.
Cyprus	2	1958	Cyprus Government Lottery
		1969	OPAP (Cyprus) Ltd.
Denmark	2	1948	Danske Spil AS
		1753	Det Danske Klasselotteri AS
Estonia	1	1971	AS Eesti Loto
Finland*	2	1940	Veikkaus Oy
		1938	RAY Raha-automaattiyhdistys*
France	1	1933	La Française des Jeux
Germany	18	1946	Staatliche Lotterieverwaltung
		1947	Süddeutsche Klassenlotterie (SKL)
		1947	Deutsche Klassenlotterie Berlin (DKBL)
		1948	Staatliche Toto-Lotto GmbH
		1948	Nordwestdeutsche Klassenlotterie (NKL)
		1948	Bremer Toto und Lotto GmbH
		1948	Lotto Rheinland-Pfalz GmbH
		1948	LOTTO Hamburg GmbH
		1949	Lotterie-Treuhandgesellschaft mbH Hessen
		1949	Toto-Lotto Niedersachsen GmbH
		1951	Saarland-Sporttoto GmbH
		1957	Westdeutsche Lotterie GmbH & Co. OHG
		1990	Sächsische LOTTO- GmbH
		1991	Land Brandenburg LOTTO GmbH
		1991	Verwaltungsgesellschaft Lotto und Toto in Mecklenburg-Vorpommern mbH
		1991	Lotto-Toto GmbH Sachsen-Anhalt
		1991	Nordwestlotto Schleswig-Holstein GmbH & Co. KG
		1991	Lotterie-Treuhand-Gesellschaft mbH Thüringen
Greece	2	1959	OPAP S.A.
		1929	Greek State Lotteries
Hungary	1	1991	Szerencsejáték Zrt.
Ireland	1	1987	National Lottery Ireland
Italy	2	1990	Lottomatica Group S.p.A.
		1946	Sisal S.p.A.
Latvia	1	1993	Latvijas Loto
Lithuania	1	1993	Olifeja Inc.
Luxembourg	1	1945	Loterie Nationale
Malta	1	2004	Maltco Lotteries Ltd.
The Netherlands	2	1959	De Lotto
		1726	Nederlandse Staatsloterij
Poland	1	1956	Totalizator Sportowy Sp.z.o.o.
Portugal	1	1783	Santa casa da Misericórdia de Lisboa
Romania	1	1906	C.N. Loteria Romana S.A.
Slovakia	1	1993	TIPOS National Lottery Company a.s.
Slovenia	2	1952	Loterija Slovenije d.d.
		1996	Športna Loterija d.d.
Spain	3	1812	Sociedad Estatal Loterías y Apuestas del Estado
		1987	Loteria de Catalunya
		1938	Organización Nacional de Ciegos Españoles (ONCE)
Sweden	1	1996	AB Svenska Spel
United Kingdom	1	1994	Camelot UK Lotteries Ltd.
EU (27) TOTAL*	53		

*RAY is the Finnish Slot Machine Association and a Member of EL. As such, RAY completed the ELISE survey. However, RAY does not offer lottery games and their data has not been included in the aggregated lottery data shown in this report.

Table 1b: Participating lotteries outside the EU

Country	Number of reporting Lotteries	Founded year	EL Lotteries outside the EU
Azerbaijan	2	2010	Azerinteltek CJSC
		2001	Azerlotereya SJSC
Belarus	1	2007	CJSC Sport-Pari
Bosnia and Herzegovina	2	1973	Lottery of Bosnia and Herzegovina
		1992	Lottery of the Republic of Srpska
Croatia	1	1973	Hrvatska Lutrija d.o.o.
FYROM	1	2008	National Lottery of Macedonia
Georgia	1	2009	GLC Georgian Lottery Company LLC
Iceland	2	1934	Happdrætti Háskóla Íslands
		1986	Íslensk Getspá
Israel	2	1968	TOTO (The Israel Sports Betting Board)
		1951	Mifal Hapais
Kazakhstan	1	1997	National Lottery of Kazakhstan
Kosovo	1	1974	Lotaria e Kosovës
Moldova	1	1994	I.M. Loteria Moldovei SA
Norway	1	1948	Norsk Tipping AS
Russia	3	1996	CJSC Interlot
		2006	Orglot OOO
		2008	OOO Ural Loto
Serbia	1	2004	State Lottery of Serbia d.o.o.
Switzerland	2	2003	Swisslos
		1937	Société de la Loterie de la Suisse romande
Turkey	1	1939	Turkish National Lottery Administration
Ukraine	2	1971	MSL
		1997	Ukrainian National Lottery
EL (44) TOTAL	25		

Thus, a total of 79 lotteries have provided 2011 data for this report.

Table 2: GGR 2011 in the EU by game category

Game category	Lotteries reporting	EU (27) GGR 2011 (M€)	%
Draw based games	52	23'159	67%
Instant games	44	6'328	18%
Sports games pari-mutual	33	572	2%
Sports games fixed odds*	31	1'340	4%
Slots/VLTs/EILs outside casinos	7	2'815	8%
All other games and non gaming activities	12	358	1%
Total	52	34'573	100%

Euro exchange rate 2.1.2012. All the data from previous years has been recalculated from the national currencies using these rates.

GGR = Gross Gambling Revenue

*Not including Bulgaria/Eurofootball, they did not report GGR

Figure 1: GGR 2011 in the EU by game category

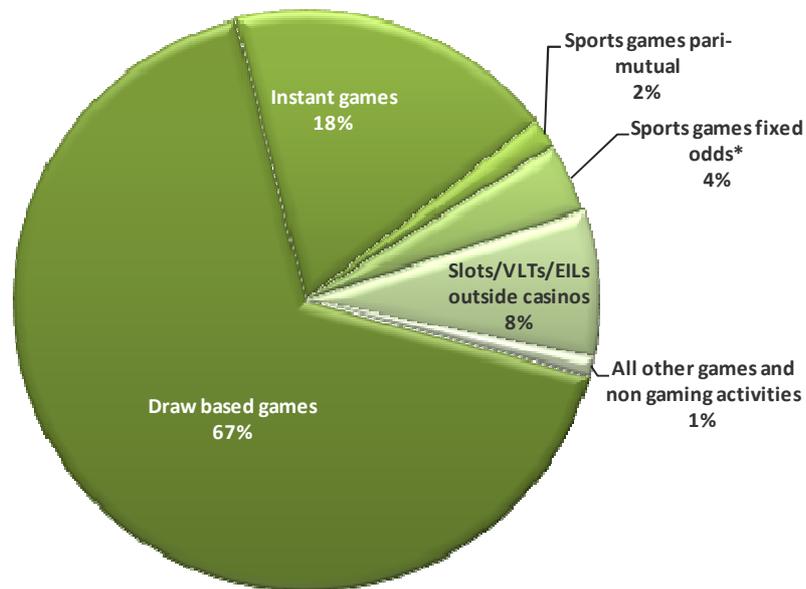


Table 3: GGR 2011 for EL members by game category

Game category	Lotteries reporting	EL (44) GGR 2011 (M€)	%
Draw based games	74	24'959	67%
Instant games	62	6'738	18%
Sports games pari-mutual	43	663	2%
Sports games fixed odds*	41	1'563	4%
Slots/VLTs/EILs outside casinos	15	3'056	8%
All other games and non gaming activities	16	365	1%
Total	77	37'345	100%

Euro exchange rate 2.1.2012. All the data from previous years has been recalculated from the national currencies using these rates.

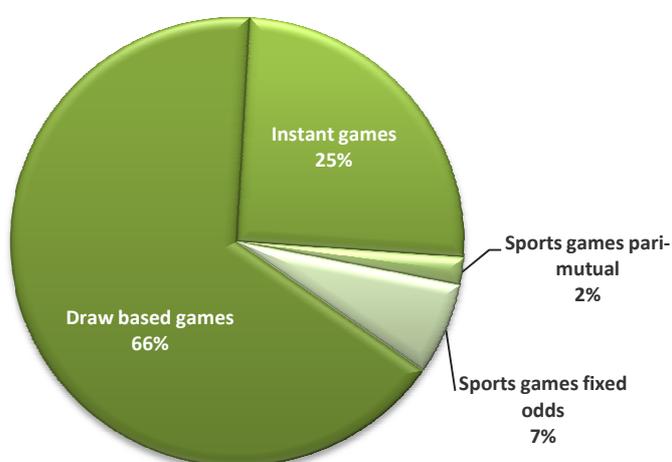
GGR = Gross Gambling Revenue

*Not including Bulgaria/Eurofootball, they did not report GGR

Table 4: Lottery sales 2011 in the EU by game category

Game category	Lotteries reporting	SALES EU (27) 2011 (M€)	%
Draw based games	52	50'888	66%
Instant games	44	19'386	25%
Sports games pari-mutual	33	1'529	2%
Sports games fixed odds	32	5'097	7%
Total	53	76'900	100%

Euro exchange rate 2.1.2012

Figure 2: Lottery sales 2011 in the EU by game category**Table 5: Lottery sales 2011 for EL members by game category**

Game category	Lotteries reporting	SALES EL (44) 2011 (M€)	%
Draw based games	73	53'991	66%
Instant games	61	20'094	25%
Sports games pari-mutual	42	1'746	2%
Sports games fixed odds	42	5'749	7%
Total*	77	81'580	100%

Euro exchange rate 2.1.2012

**Not including Swisslos/Switzerland, they are not reporting Sales*

The total turnover of Lottery sales for EL Members for 2011 including “Slots/VLTs/EILs outside casinos” and “All other games and non gaming” amounted to € 99.2 billion.

Table 6: GGR development in the EU 2006 – 2011 by game category

Game category	Lotteries reporting	EU (27) GGR 2011 (M€)	EU (27) GGR 2010 (M€)	Change (%) 2011 vs. 2010	EU (27) GGR 2009 (M€)	EU (27) GGR 2008 (M€)	EU (27) GGR 2007 (M€)	EU (27) GGR 2006 (M€)	Avg. annual change (%) 2011-2006
Draw based games	52	23'159	22'516	2.9%	23'881	22'880	24'916	24'558	-1.2%
Instant games	44	6'328	5'675	11.5%	5'720	5'698	5'627	4'350	7.8%
Sports games pari-mutual	33	572	658	-13.0%	711	801	997	1'084	-12.0%
Sports games fixed odds*	31	1'340	1'398	-4.1%	1'348	1'454	1'231	1'264	1.2%
Slots/VLTs/EILs outside casinos	7	2'815	2'163	30.1%	1'833	1'664	1'197	754	30.2%
All other games and non gaming	12	358	749	-52.2%	687	376	278	237	8.6%
Total	52	34'573	33'160	4.3%	34'180	32'873	34'245	32'246	1.4%

Euro exchange rate 2.1.2012

GGR = Gross Gambling Revenue

*Not including Bulgaria/Eurofootball, they are not reporting GGR

Table 7: Sales development in the EU 2008- 2011 by game category

Game category	Lotteries reporting	SALES EU (27) 2011 (M€)	SALES EU (27) 2010 (M€)	SALES EU (27) 2009 (M€)	SALES EU (27) 2008 (M€)	Change (M€) 2011 vs. 2010	Change (%) 2011 vs. 2010
Draw based games	52	50'888	49'270	51'560	49'883	1'617	3.3 %
Instant games	44	19'386	17'252	16'735	16'151	2'134	12.4 %
Sports games pari-mutual	33	1'529	1'694	1'882	2'003	-165	-9.7 %
Sports games fixed odds	32	5'097	5'566	5'136	5'392	-469	-8.4 %
Total	53	76'900	73'783	75'314	73'429	3'117	4.2 %

Euro exchange rate 2.1.2012

Annex A: Data collection and game category definitions

The data was gathered and analyzed in the period from February to May 2012 and covers the calendar year 2011. With few editorial changes in the questionnaire that lotteries complete, the same data has been collected in previous years 2006 to 2010 allowing for comparison over time. Data was requested in national currency and figures from the non-Euro countries was converted into Euros using the European Central Bank's official exchange rate quoting on January 2, 2012. Population figures are from EUROSTAT. Percentage changes between years have been calculated on the basis of figures in national currency.

The report relies almost exclusively on primary data sources. All data thus comes from EL member lotteries answering to a questionnaire sent out on 31st January 2012 by the EL.

There are no common definitions or internationally agreed to terms for games operated by state lotteries – or for that matter the wider gaming markets. Each jurisdiction thus applies its own definitions and no EU framework exists to give a homogenous description of gaming categories. The SICL study used five categories⁵ of which lotteries were one (the others were bingo; casino; sports betting and slot machines outside casinos). There is a great variety of activities offered by lotteries. Svenska Spel, for example, operates games in all of the categories used in the SICL study. In the Nordic region, national lotteries were established in the 1930's and 1940's offering "Tipset". It was a sports game based on the outcome of typically 11 to 13 football matches. The lotteries later added other games based on a random draw of numbers – typically named Lotto. The national lottery in Denmark, Danske Spil AS, also operates horserace betting whilst other jurisdictions have granted separate non-lottery entities, like PMU in France or ATG of Sweden, exclusive licenses for this activity. In the U.K., nation wide lotteries were prohibited until The National Lottery was established in 1994.

In spite of the lack of a commonly agreed to framework, for the description of gaming, there is an unspoken consensus in the world of gaming by which games can be meaningfully grouped under the same heading. Commonly understood terms have developed over time and are based upon a few generic gaming characteristics.

Probably the most important distinction, as explained below, is between pari-mutual based games and games with fixed odds.

Additionally, there is usually a distinction between games where the outcome is completely based on a random selection of numbers or symbols and games where the outcome is based on one or more events, in which it is meaningful to claim that punters can estimate the likelihood of the outcomes differently. In other words, games based on future events in areas like sports, politics, music, film, weather forecast etc. where a punter's skill or knowledge within the given area increases her/his chances of winning the game.

The first group of games, those of random outcome, are typically also divided into regularly drawn games and pre-drawn games. The former is, for example, Lotto whilst the latter could be a scratch

⁵ The study originally had eight categories defined by the EU Commission in its tender document Markt/2004/12/E. However, the researchers were only able to collect data from five out of eight categories leaving out Gambling services operated by charitable organisations; Media gambling services and Sales promotional games with prizes above € 100.000.

ticket game, where the winning tickets were determined at the time of printing.

Building upon this unspoken consensus, a list of terms with accompanying explanations was given to the lotteries to assist them in answering the data questionnaire. The explanations are attached as annex b and show which data the participants have been asked to report.

The report defined 6 economic activities carried out by lotteries:

Draw based games: All games offered nationwide and based on a random draw of numbers, letters or symbols. Another term would be Number games used in earlier versions of the questionnaire. The most well known European (worldwide) generic brand names are Lotto, Keno, Joker, Class Lottery and Bingo. The games are normally built on the pari-mutual principle where a certain percentage of the total stake sum is allocated to one or more prize pools and then shared amongst the winners in that prize pool. If there are many winners the prizes will be small and vice versa.

However, a small number of the games in this category use fixed prizes. In other words, the player knows the potential winning on a lottery ticket at the time of purchase no matter how many winners there are. There is thus a certain risk for the lottery operator that it must pay out more in prizes than what it sells for. This is obviously never the case for pari-mutual based games. When fixed prize games like, for example, Bingo or Keno are sold in large volumes the prize pay-out resembles that of pari-mutual games which is why they are grouped together.

In economic terms, the “Draw based games” category is by far the largest of all lottery operated game categories. Note that a given game may be sold through more sales channels like retail, the Internet and mobile phones.

Instant games: “scratch tickets” or “pull tab” games are pre-drawn lotteries. In other words, when the player buys a ticket it has already been decided at the time of manufacturing and according to a winning plan if the ticket is a winner or not. Thus, the player can immediately see if it is a winning ticket and hence the name “instant ticket”.

Typically, the winning plan applies a certain percentage of a sales unit as the prize amount and the winner selection is exclusively random. Thus, in construction, the game is closely related to number games in particular if the volume sold is large. However, the category always uses fixed prizes where players know the potential size of a winning in advance of the purchase independently of the conduct of other players.

Sports games pari-mutual: The term “sports betting” or “sports games” does not necessarily refer only to betting on sports events. In some jurisdictions, “sports betting” may also cover betting on other future events from politics, music, films, weather forecast or even operator created events – what in the U.K. comes under the term “novelty bets”. This report will therefore also use the term “sports games” knowing that it embraces events other than sports.

Probably the most important distinction in sports wagering is between pari-mutual betting and fixed odds betting. In Pari-mutual betting the lottery defines a certain share of the stake that goes to one or more prize pools. As stated above, if many punters predict the correct outcome, prizes will be small and if only few have guessed the correct outcome prizes will be large. Thus, the operator runs no risk of losing money – given a level of sales that at least cover the total costs. The principle is typical for wagering on horse races and for the so-called “Toto” or “Tipset” games where punters must predict the outcome of a series of football matches ranging from 11 to 14 in the 1 (home win) X (draw) or 2 (away win) format.

Sports games fixed odds: Fixed odds betting is different. Here, the price or “the odds” are set in accordance with the different likelihoods of the outcome of a given event⁶. Hence, the operator offers a fixed prize established as the stake multiplied by the odds for a correct prediction. In principle, the operator does not need any volume as would be the case in pari-mutual wagering. The wager is, of course, concluded before the outcome of the event is known and the potential prize is then fixed and cannot subsequently be altered. Obviously, the operator runs a risk that the prize payout might exceed sales, which is not the case for pari-mutual based games.

Slots/VLTs/EILs outside casinos: Slot machines, Video Lottery Terminals (VLTs) and Electronic Instant Lotteries (EILs) are devices designed for gaming which the player operates without the intervention of a sales person or retailer. Typically, VLT’s are modern devices linked to a central computer from which games can be monitored, audited, installed and removed on one or on more terminals at a time. Slot machines are normally stand-alone devices where new games may be installed but only through direct physical contact with each machine.

To be in line with the recommendation of the VLT/EIL Working Group, this section will be named EGMs (Electronic Gaming Machines) as per next year.

Any other game or non-gaming activities: Was created as a residual category to make sure all games and economical activities offered were included in the answers. The category comprises of Internet Poker, Brick and mortar casino games and non-gaming activities like the issuing of drivers licenses.

⁶ The odds are equal to: prize pay-out percent divided by the likelihood of the outcome in percent. For example, a lottery aims at an average theoretical pay-out of 85% of sales and uses this as the pay-out percentage for individual betting objects. Let the event be a football match between Manchester United and Arsenal where the company’s experts estimate that the likelihood for a home win is 50%, a draw 35% and an away win 15%. The (rounded) odds, or the price offered to punters for betting with one unit on the correct outcome, would then be: $85\%/50\% = 1.70$ for (1); $85\%/35\% = 2.45$ for an (x) and $85\%/15\% = 5.65$ for the (2).