

PRESS RELEASE

For immediate release

European Lotteries organizes its first ever seminar on Instant Games Instant Games second largest activity among EL Members

Rotterdam, 28 March 2019 – In 2017 the overall sales of Instant Games (or sometimes called Scratch Cards) in Europe was 25.9 billion euro. This made Instant Games the second most important game in the portfolio of the Members of the European Lotteries Association (EL). The largest lottery activity are traditional Lotto-games (51.8 billion sales in 2017). Instant Games are still growing in 40 markets in Europe where they are available. Growth was 4.2% in 2017. Italy is the largest market for Instant Games, followed by Portugal and France. European Lotteries Association brought together over 80 experts to discuss the developments in this important game category for the first time ever in Rotterdam, the Netherlands.

“It is a good opportunity to bring together the experts from our Members and to discuss developments and best practices on Instant Games”, said EL Secretary General and moderator of the event Arjan van ‘t Veer. “Such an important game category deserves a podium and I am happy that over 80 participant are together. It is especially valuable that all major vendors of Instant Games take part. The seminar is an excellent place to learn and see experiences from all over Europe and even from Canada. It will definitely be on the agenda in 2020.”

The Instant Games seminar is hosted by the Nederlandse Loterij and takes place on 28 and 29 March in Rotterdam.

ENDS

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About The European Lotteries Association

The European Lotteries Association (EL) is the European umbrella organisation of national lotteries operating games of chance for the public benefit. EL has members from more than 40 European countries including all EU Member States. The association’s EU members contribute more than 20 billion EUR p.a. to the state budgets and the funding of sport, culture, social projects, research and other causes of general interest. Unlike many commercial online gambling operators, EL members only offer gambling and betting services in the jurisdictions in which they are licensed by the respective national government.