

**From slot machines to gaming  
terminals  
- experiences with regulatory  
changes in Norway**

**Vienna September 2010**

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# Presentation

- Background and decisions
- Slot machines vs. IVTs
- Recent player data from IVTs (Multix)
- Market figures
- Data on gambling behaviour
- Helpline data
- Feedback from treatment providers
- Recent research



# Decisions and regulatory changes for slot machines

- The government granted Norsk Tipping monopoly on gaming terminals (2003) to replace the existing slot machines
- This decision was taken to court (national and European)
- Ban on note acceptors from 1. July 2006
- EFTA court gave Norway the right to have gaming terminals within a state owned monopoly (2007)
- The slot machines were banned from 1. July 2007
- Norsk Tipping set out their gaming terminals from January 2009



# Slot machines, removed 1. July 2007



- Accepted and paid out coins (accepted notes until 1. July 2006), no registered play
- Age limit was 18 years
- No global limits on how much the player could spend / lose
- No mandatory break
- No personal limits (time and money spent)
- Max bet: NOK 10 (€ 1,25)
- Min. game duration: 1,5 sec
- Max. win: NOK 2 000 (€ 250) per game round
- Machines were not connected to a central server
- Liberal distribution



# IVTs – from 2009 (Multix)

- Cash less (player use player account on the player card)
- Age limit 18 years
- Global limits: NOK 400 (€ 50) per day / NOK 2 200 (€ 280) per month
- Mandatory break after 1 hour
- Personal limits (time and money)
- Personal player breaks: day/week/month
- Permanent exclusion
- Max bet: NOK 50 (€ 6)
- Min. game duration: 3 sec
- Max win: NOK 1 500 (€ 190) per game round
- All terminals connected to one central server
- More restrictive distribution



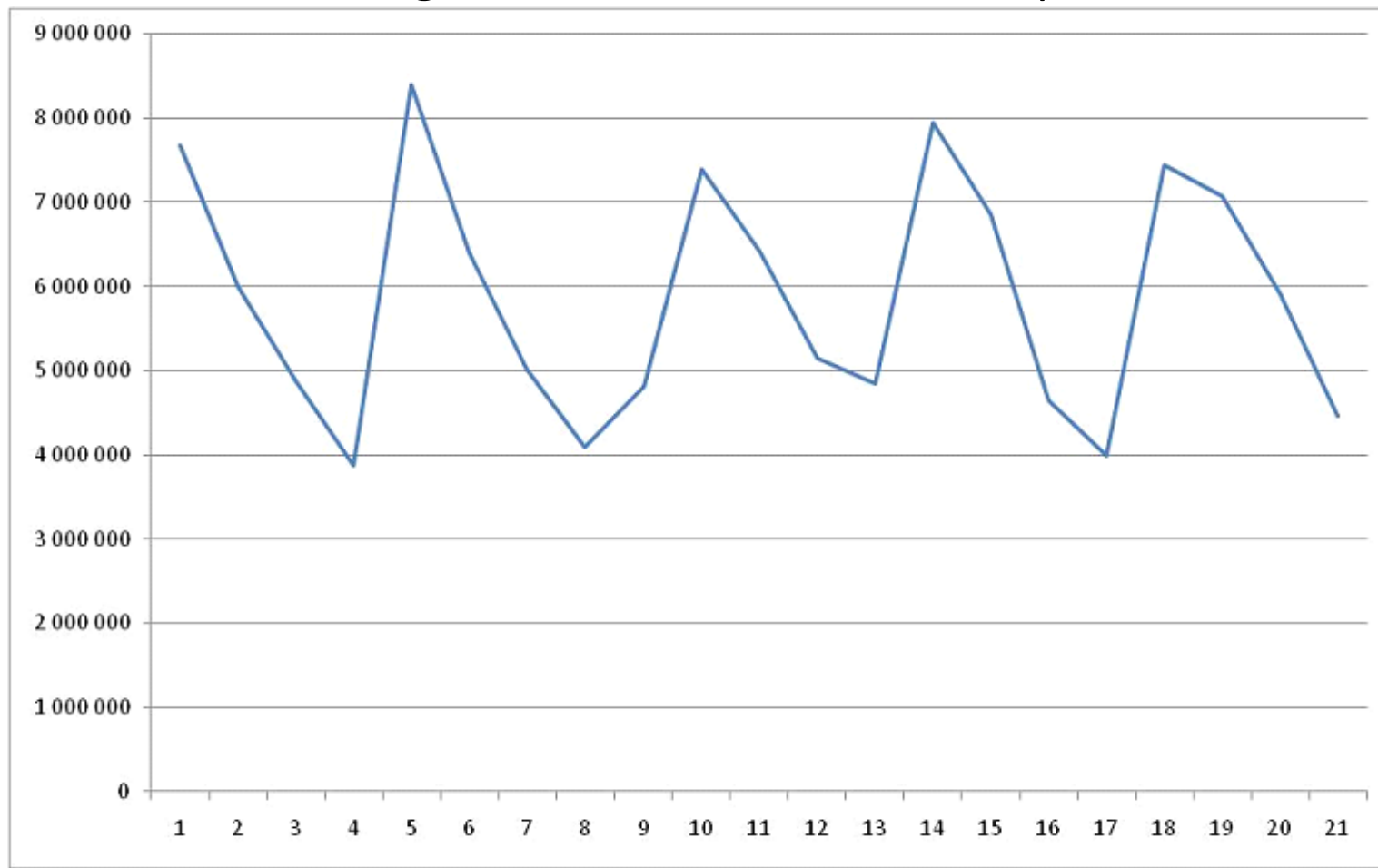
# Multix data - second quarter (2010)

- Global monthly limit (NOK 2 200) stopped gambling for
  - 16% - 1 of 3 monthly limits in the quarter
  - 5% - 2 of 3
  - 3% - 3 of 3
- 2 % of gambling sessions stopped with the mandatory break (after 1 hour continuous play)
- 0,2 – 0,9 % have set stricter personal limits for time or money spent



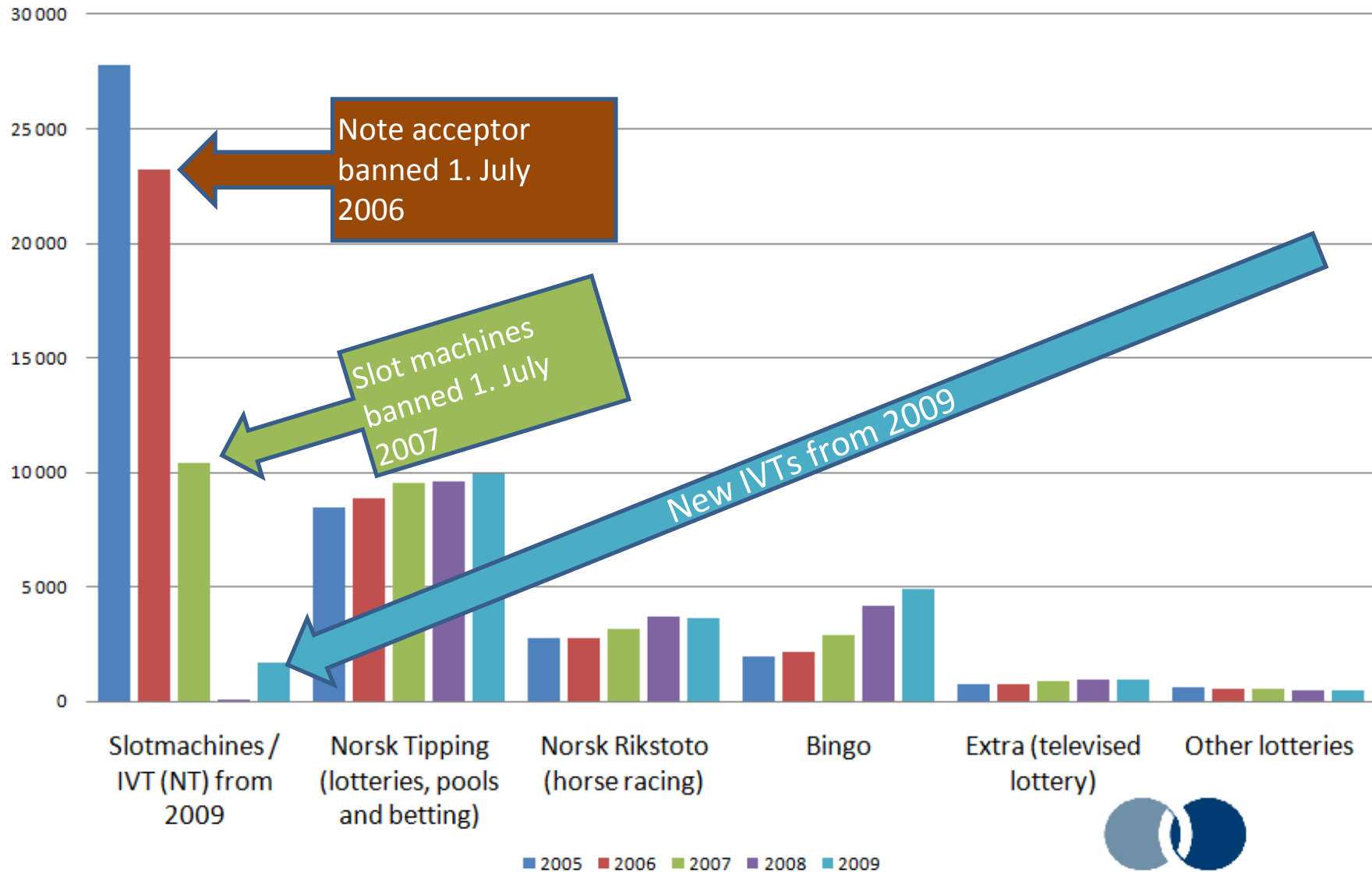
# IVT-revenue goes down at the end of the month

Diagram shows revenue in NOK per week



# Changes in the Norwegian market 2005 - 2009

Sales – total stakes before prizes, NOK millions





# Stable participation in lotteries and money games

Norwegians' participation during last 12 months\*

– a sample of Norwegian lotteries and money games + foreign web sites

June	2005	2006	2007	2008	2009	2010
Lotto (TV – largest number game)	60 %	60 %	56 %	53 %	53 %	53 %
Pools	17%	16 %	14 %	12 %	11 %	12 %
Sport betting	9 %	8 %	7 %	7 %	8 %	7 %
Horse racing	12 %	12 %	9 %	7 %	12%	12 %
Flax – largest scratch card	43 %	47 %	41 %	41 %	35 %	41 %
Slot machines / IVTs from 2009	22 %	20 %	18 %	-	2 %	2 %
Bingo	7 %	5 %	4 %	4 %	7 %	4 %
Foreign web sites	3 %	2 %	4 %	3 %	5 %	4 %
N (number interviewed)	1000	1000	1050	1000	1002	1005



\*) Surveys in the Norwegian population 15 years and older, normally 1000 persons asked twice a year.  
 Results from the surveys done in June.  
 10 % = 400 000 inhabitants in 2010



# Slot machine players didn't move to new games

Slot machine players' participation in other games during last 12 months  
– a sample of Norwegian lotteries and money games + foreign web sites

June	2005	2006	2007	2008	2009	2010
Lotto (TV – largest number game)	63 %	59 %	65 %	62 %	66 %	64 %
Pools	36 %	32 %	33 %	21 %	26 %	24 %
Sport betting	23 %	18 %	20 %	18 %	23 %	16 %
Horse racing	19 %	19 %	18 %	13 %	23 %	19 %
Flax – largest scratch card	56 %	65 %	63 %	59 %	58 %	64 %
Slot machines (before 1. July 07)	100 %	100 %	100 %	-	-	-
Bingo	10 %	10 %	10 %	9 %	17 %	12 %
IVTs (from 1. January 2009)					9 %	11 %
Foreign web sites	8 %	6 %	14 %	13 %	12 %	12 %
N (number interviewed)	225	204	184	138	127	122

*\*) Surveys in the Norwegian population 15 years and older, normally 1000 persons asked twice a year. Results from the surveys done in June .*



2007 / 2008: Did slot machine players *play more* on other money games after the ban ?

Most of them said NO!

In June 07 slot machine players were asked if they, due to the ban, would play more on other money games.

\* 94 % said no

Later in 2007 and in 2008: Previous slot machine players were asked if they were now, due to the ban, playing more on other games.

\* 91 % to 99 % said no in different surveys



# Norwegian helpline for problem gamblers

Number of calls from or about players:

2003: 2 237	(from 28. April)
2004: 2 276	
2005: 2 133	
2006: 1 792	← ban on note acceptor 1. July
2007: 1 117	← ban on slot machines 1. July
2008: 814	
2009: 817	← new IVTs from Norsk Tipping
2010: 464	

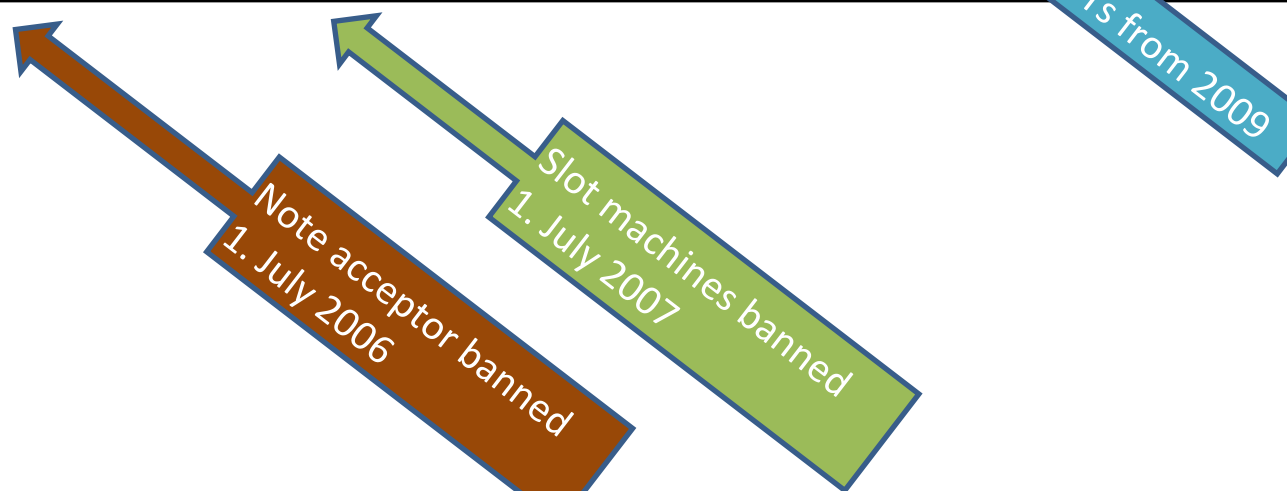
(Jan – June)



# Helpline data:

## Two drops in calls about slot machines.

Most problematic money games 1. time calls	1. h. 2006	2. h. 2006	1. h. 2007	2. h. 2007	1. h. 2008	2. h. 2008	1. h. 2009	2. h. 2009	1. h. 2010
Poker	58	68	82	114	110	107	93	71	81
Casino games	3	4	4	17	17	23	31	25	35
Bingo /bingo games	5	30	32	19	24	37	46	46	46
Betting / Pools	22	23	25	38	37	36	38	33	72
Horse racing	16	5	14	18	20	19	28	33	28
Scratch card / IVTs (NT)	3	3	1	4	3	0	4	6	7
Number games	3	2	3	8	3	3	6	7	7
Other money games	7	8	6	18	6	15	13	3	4
Slot machines	711	270	253	14	8	4	2		0



# Fewer seek treatment

From a short survey in 2008:

17 of 33 services listed on the helpline for problem gamblers participated.

2005:	549 persons in treatment	1. half	2. half	
2006:	442 persons	250	192	<- ban on note acceptor 1. July
2007:	275 persons	192	83	<- ban on slot machines 1. July

From a similar survey in 2009:

Also this time from 16 of 33 services listed on the helpline

Treatment for gambling problems (reported by 16 treatment providers)	2005	2006	2007	2008
Persons started treatment	473	371	257	164

More recent figures haven't yet been collected, but calls to the helpline do not indicate any increase due to the introduction of IVTs (Multix)



# Research – SINTEF 2009

- SINTEF (report June 2010)
- Follow-up study from two previous studies, 2007 and 2008
- 3 803 respondents (from 2007 or 2008 ) agreed to a participate in a follow-up study
- Questionnaires were sent out in November 2009.
- 67 % answered the questionnaire (N=2 537)
- Small samples of risk / problem gamblers or former frequent slot machine gamblers.
- The study included qualitative interviews with problem gamblers
- This is not a new prevalence study
- Focus more on changes in groups of gamblers



# SINTEF 2009:

## Results from former slot machine players

If they were contented or not with the removal of slot machines?

	gambled ones or more per week	gambled ones or more per month	gambled more seldom	total
Contented	<b>57 %</b>	17 %	15 %	18 %
Discontented	20 %	19 %	7 %	9 %
Didn't matter	23 %	<b>64 %</b>	<b>79 %</b>	73 %
N (number of answers)	35	59	373	467





## SINTEF 2009:

### The former frequent slot machine players:

- 58 % generally gamble less now
    - 49 % due to the ban on slot machines
  - 6 % stopped gambling completely
  - 9 % generally gamble more now
  - 29 % reports about better economy
  - 11 % have more time for leisure activities
- 
- In this sample 15 of 35 were risk / problem gamblers in 2007 or 2008.

(N = 35)



# SINTEF 2009:

## From the qualitative research of the study:

29 problem gamblers were recruited to more in-depth interviews

22 of them had played slot machines

- 9 had stopped or reduced their gambling after the ban
  - *“The ban saved my life”*
  - *“The day the machines disappeared was the finest day of my life”*
  - often mentioned better economy and more time to leisure, family and friends
  - a relief to be able to move around without having to see the slot machines in shops and public areas (i.e. grocery shops)
- 5 had stopped gambling before the ban on slot machines
  - financial problems, treatment or taken self control
  - big loss => just stopped *“something happened that day”*
- 8 were still gambling (at same level or even more)
  - now mostly slot machines on internet or electronic games in bingo halls
  - games on internet more available



# SINTEF 2009:

## From the qualitative research of the study:

- **What about the new IVTs?**
- Many of the problem gamblers that talked to the researchers had not tried them.
- Views from the 7 that had tried the IVTs:
  - “boring”, “no kick”
  - negative feeling (reminding about the past)
  - global limits is a positive side
  - terminals possibly maintain gambling problems more than create problems



# Conclusions

The market is reduced – less money is wagered

- Norwegians now wager slightly more on other games, but a lot less than earlier was wagered on slot machines
- Slot machines had a large market share in turnover, but the number of players in proportion was much smaller
- Former slot machine players also wagered on other games, and still do, but most of them did not move to new ones
- IVTs (Multix) market share (turnover and participation) is lower than for the slot machines



# ... from the helpline and the treatment services:

## Fewer seek help!

- At the Helpline slot machines were game #1 until 2007
- Large drop in calls with the ban on note acceptor
- Another large drop in calls with the removal of the machines
- Not a similar increase with the new terminals
  
- On the helpline *Poker* has been #1 since the ban on slot machines
- Some other games have an increase in calls, but the increase is less than the previous number of slot machine related calls
  
- Treatment services have the same experience
  
- Research also shows positive signs related to problem gambling



# Thank you!

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