

Norsk Tipping's approach the Norwegian Model

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Norsk Tipping



Prevent Problem Gambling in Norway



Why is this
important?



Ministry of Culture
and Equality



The Norwegian Gambling
and Foundation Authority

The Norwegian
Model



Norsk Tipping

Biggest strength:
Different roles,
but
common goal!



Consequence



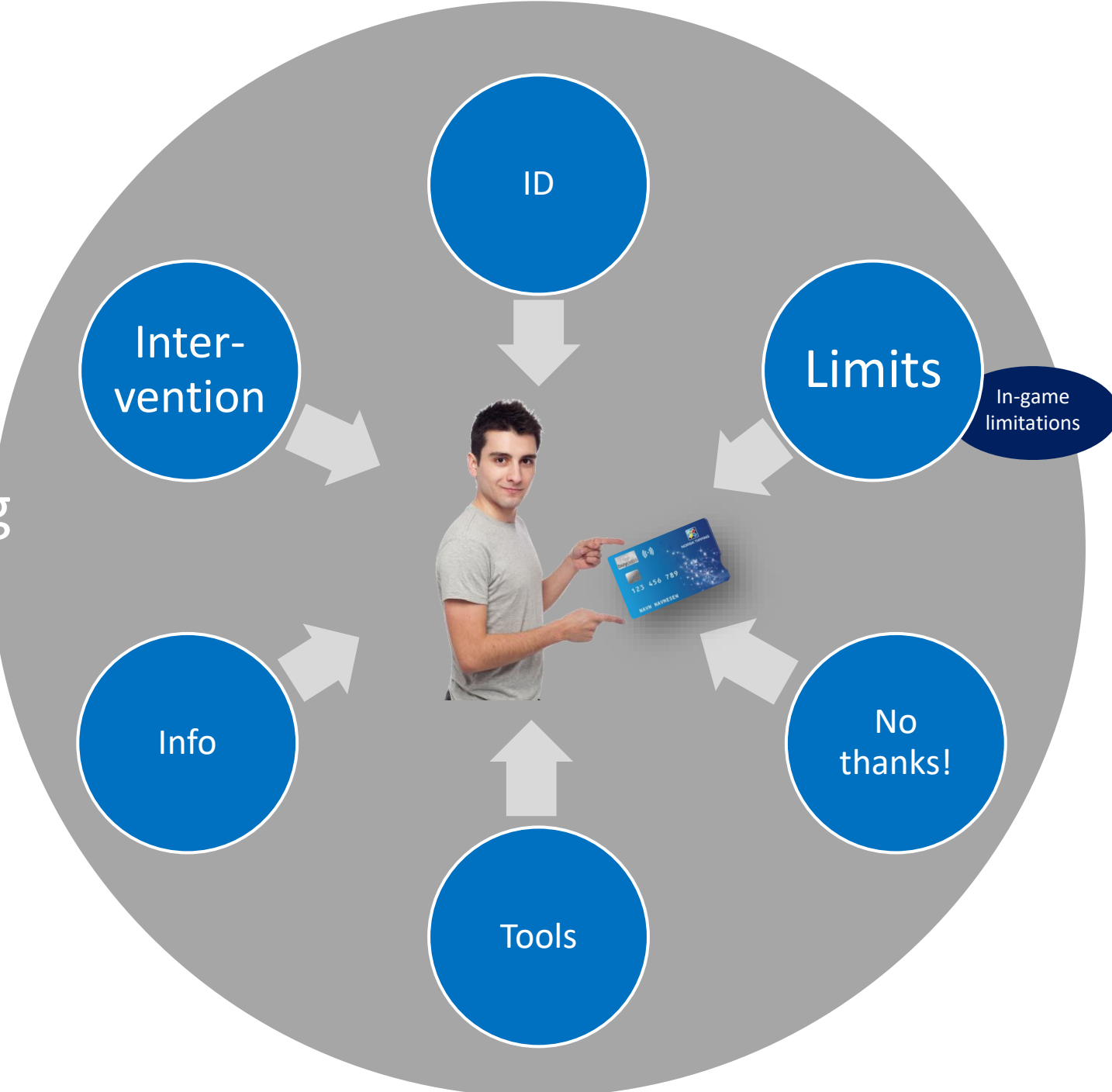
Intention-
driven!

More than
Compliant-driven
or Profit-driven

Result



Responsible Gaming Framework





Results (some examples)

Mandatory Loss limits (with maximum)

Proactive Calls

Mandatory Play break of 15 minutes after 1 hour play

Real-time, data-driven player interactions

Raises the barrier to playing casino (“Hiding Casino”)



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What are the two biggest obstacles to achieving the goal?

Prevent Problem Gambling ~~in Norway~~



1

“Illegal” operators are undermining the efforts to prevent problem gambling in ALL markets!

2

The focus on casino games throughout the industry

**Thank you
and
Enjoy the
Conference!**



Norsk Tipping