

Deregulation of Danish gambling market

Article by Rob van der Gaast

New research study by GamblingAnalysts.eu

“The Danish gaming legislation can be characterized as a difficult balancing act between consideration for tradition and the desire to nevertheless permit a gaming market”, The future of gaming in Denmark.□

Under heavy pressure of the European Commission the Danish Government revealed plans to implement a regulated and liberalization of the gaming market. Opening up the betting market for non-Danish gambling companies is planned by the Government in 2009.

	2004		2005		2006	
	Sales	GGR*	Sales	GGR*	Sales	GGR*
Lotteries and number games	862	454	857	451	889	467
Betting	304	97	305	96	349	108
Casino	-	46	-	50	-	57
Gaming machines	1,405	253	1,557	280	1,670	301
Bingo	161	40	161	40	161	40
Total	2,732	890	2,880	917	3,069	973
* After prizes						

Danske Spil Products offers: □Lotto (Wednesday and Saturday), Joker, Football Pools (Tips 13 and Tips 12 and goal scoregame), Oddset (Bookmaking), Instant Scratch Lotteries. Horse Race Games.□

Subsidiary company: Dansk Automatspil (Slot machines).□Lotto and scratch-off ticket games will continue to be under the sole jurisdiction of Danske Spil.

Pay out percentage per game	
Game	% percentage
Lottospil/Joker	45
Boxen	45
Keno	55
Den Lange	87
Matchen	60
Vinderen	60
Resultatet	60
Måljagt	60
Tips 13 / Tips 12	45
MiniQuick	50
MillionQuick	58
MegaQuick	60
BogstavjagtQuick	50
EldoradoQuick	50
SudokuQuick	50
Sænke SlagskibeQuick	50
Deal No Deal-Quick	58
JulekalenderQuick	50
Classic Bingo	54
Stjernedrys Bingo	54
Express Bingo	55
Guldgraver Bingo	55

Online sales Danske Spil: Interactive gambling started with online sports games in April 2002. By the end of 2002, all games of Danske Spil were sold on the Internet. This includes sports games, numbers games, instant games and horse racing games.

The basic information in the report will be continuously updated by our researcher Rob van der Gaast. This process, of daily updating of the latest developments, has proven to be very popular with buyers of our previous privatization reports-studies, such as the „All you have to know for the privatization of the two French monopolies – PMU for horse racing and Francaise des Jeux for the lotteries“, „Privatization of the National Lottery – Milli Piyango“, and „Turkish Fixed Chance Betting Tender“.

The report “Deregulation of Danish gambling market”, produced by GamblingAnalysts.eu, will start with 60 pages of content, and the information will grow more than 100 pages. Also this report will have an interactive service for its buyers. If you have any special requests, please do not hesitate to contact our researchers. ☐☐For all legal matters and legislation we cooperate with a well known reputable Danish lawyer’s firm.