

BETTING AND GAMING COUNCIL

BGC Chairman - Brigid Simmonds OBE



@BetGameCouncil



BettingandGamingCouncil.com

BETTING AND GAMING COUNCIL: WHO WE ARE

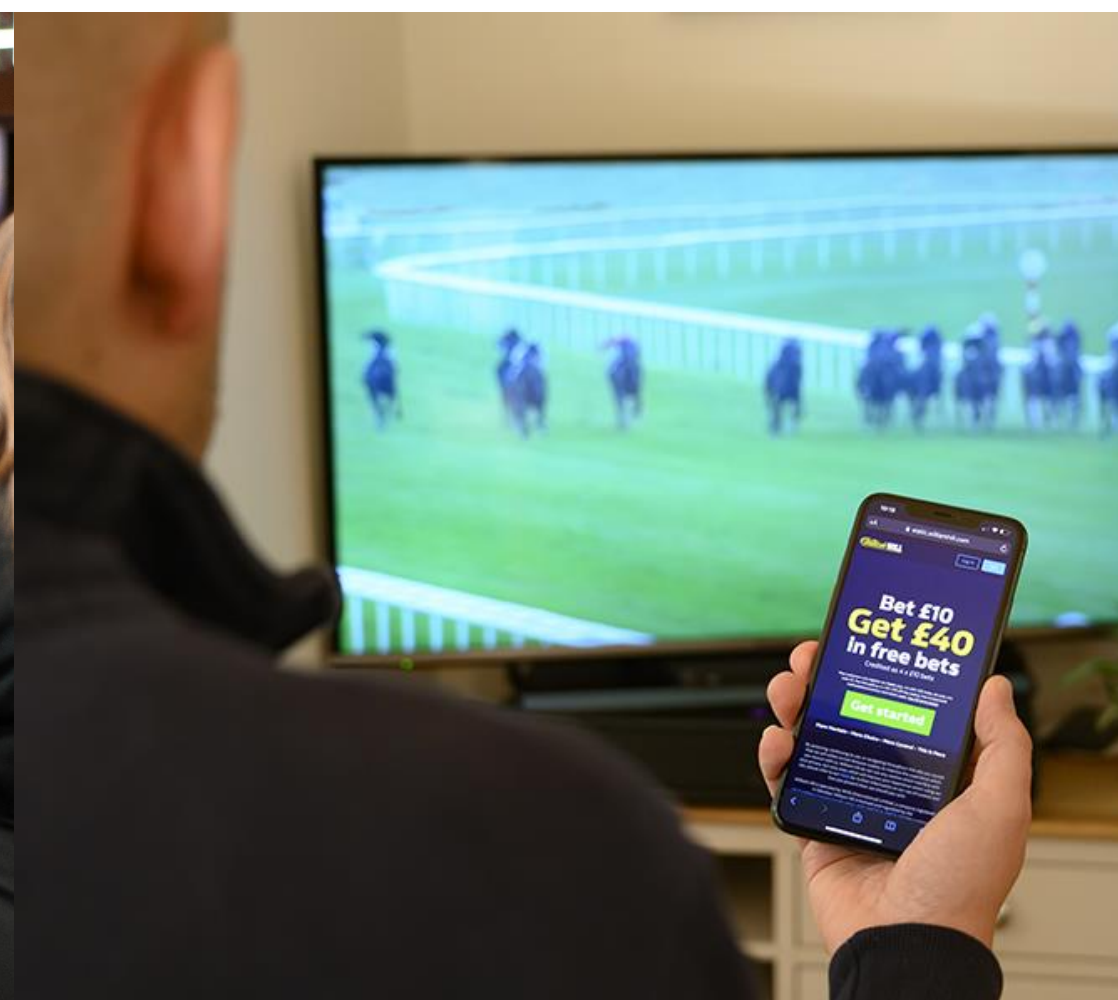
The Betting and Gaming Council is the new standards body for betting and gaming which represents betting shops, online gaming businesses and casinos

Betting shops

Casinos

Online operators

Game Suppliers



WHO WE REPRESENT

90% of the betting and gaming industry (excluding lotteries)

Just some of the companies we represent...



OUR OBJECTIVES

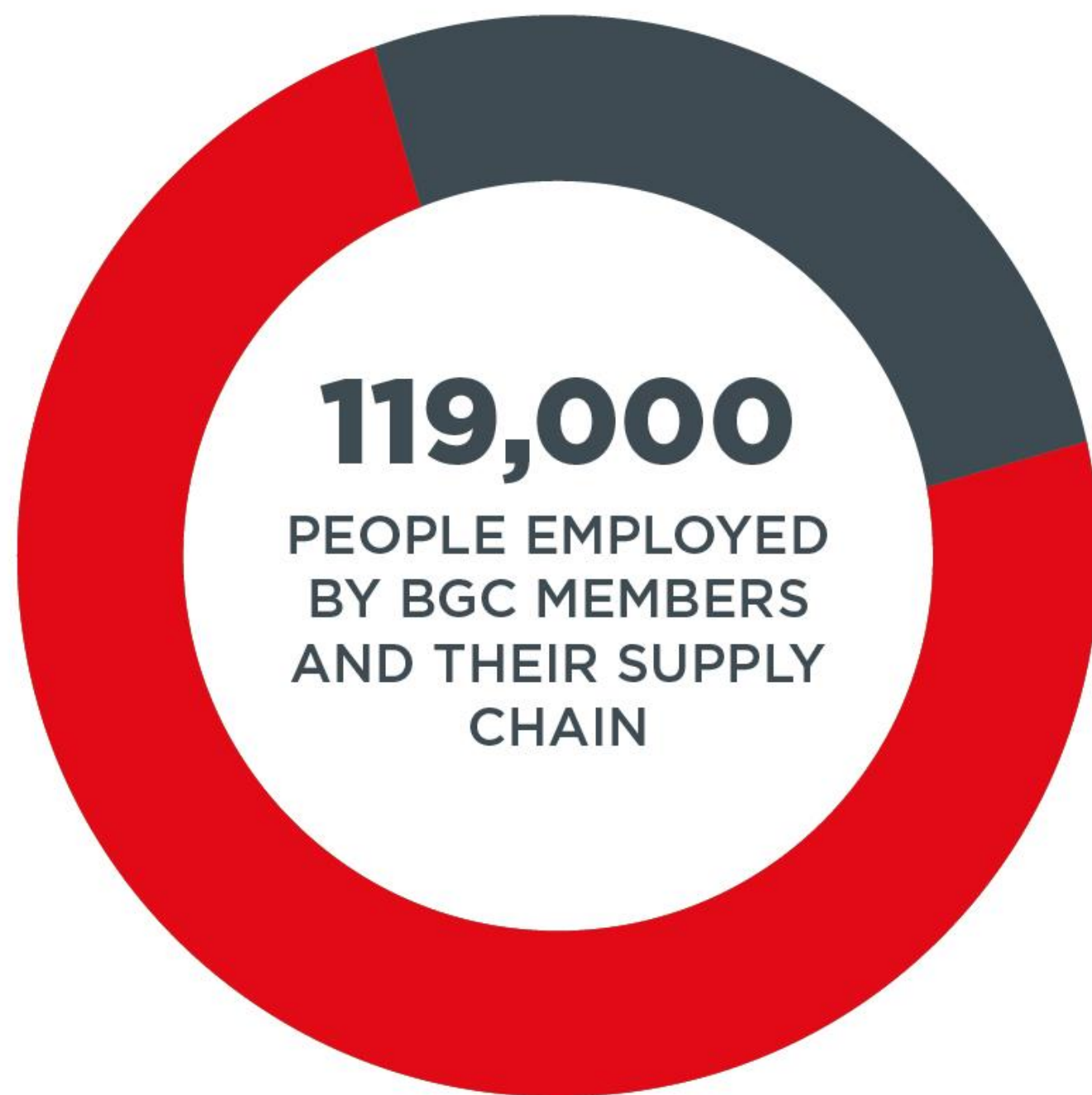
1. Collaborate with the Government, Gambling Commission, charities, stakeholders and customers
2. Enforce an appropriate use of advertising in our industry
3. Champion the protection and education of young people in betting and gaming
4. Maintain the highest staff and training standards across the industry
5. Champion the leisure and community value of betting and gaming across the UK



Economic Contribution of Betting & Gaming

40% of British adults gamble and the majority do so responsibly (Source: GC Gambling Behaviour Survey 2021)

£7.7bn in Gross Valued Added to the UK economy (BGC members)



Jobs (direct employment)

36,300 in betting shops

13,600 in casinos

11,100 in remote gambling

19% under age of 25 (11% national average)

51% under 35 (35% national average)

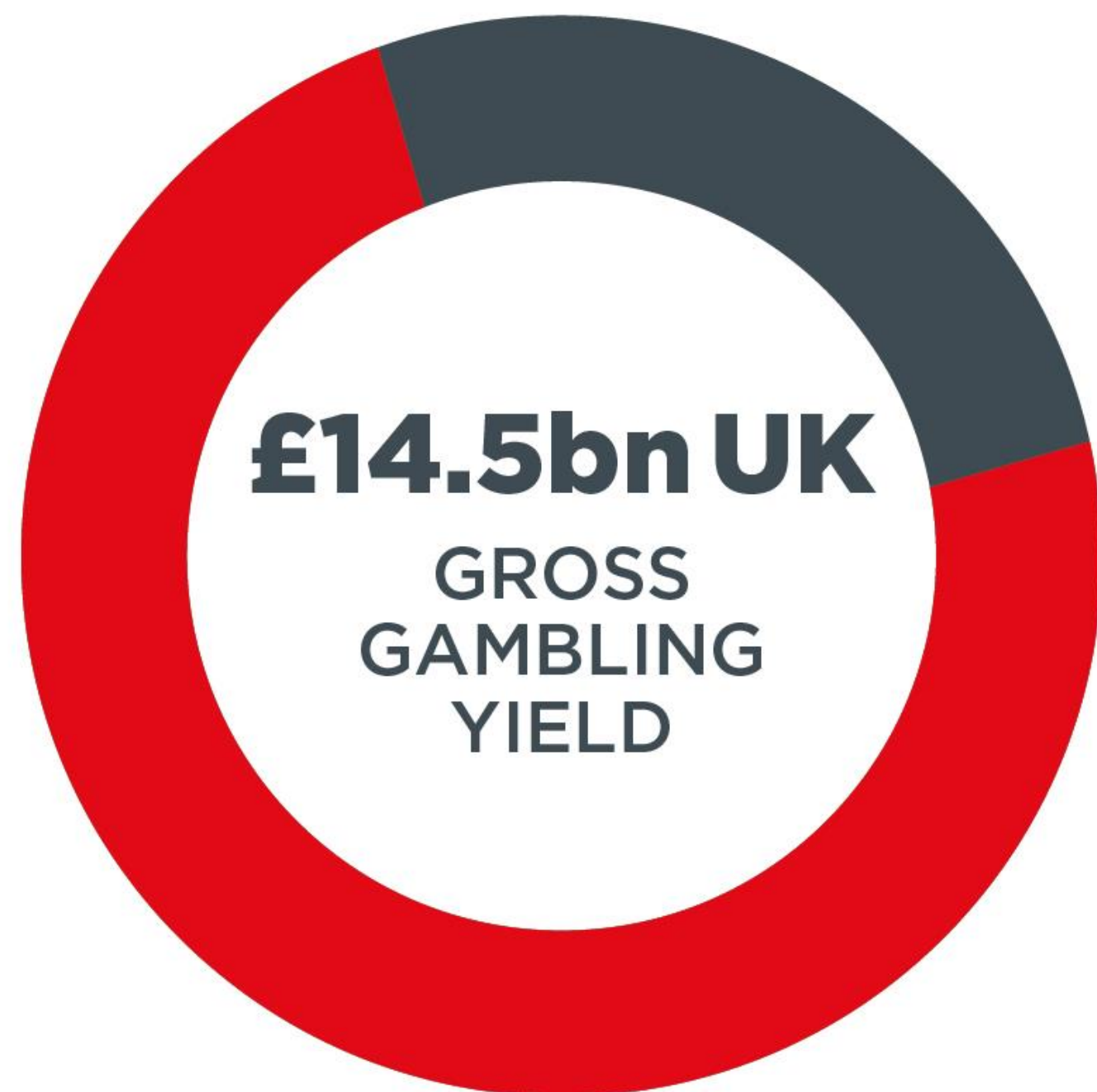
50% men / 50% women



Support for horseracing

£350 million through levy, media rights and sponsorship Supporting 85,000 direct and indirect jobs in Horse and Greyhound Racing

Economic Contribution of Betting & Gaming



BGC members account for 68% of Gross Gambling Yield

Near doubling of money staked on illegal black-market with unlicensed operators – from £1.4bn in 2018 to £2.8bn in 2020 (1.2% to 2.3% of all money staked in UK).



Taxes

£3.2 billion
to the Exchequer

£7.7 billion
Gross Value Added to UK economy

(Source: BGC members)



Support for RET

£10 million industry support for GambleAware

£10 million additional BGC member support for other charities

£100 million additional funding to research education and treatment (RET) over the next 3 years and **1% of GGY to RET from 2023** largest members



**CHAMPIONING
INDUSTRY
STANDARDS**

STANDARDS WE ARE RAISING

- Single customer view
- Game design – game labelling
- Enhanced verification checks
- Ad tech – opt outs and accuracy of targeting
- Code on display of safer gambling information
- Ombudsman – consumer redress
- Sponsorship code
- Replacement for When the Fun Stops Stop

THREAT OF BLACK MARKET – GETTING THE BALANCE RIGHT

- **PWC report on unlicensed UK gambling market (2021) highlights a series of worrying trends**

- Near doubling of money staked with unlicensed operators – from £1.4bn (2018) to £2.8bn(2020) (1.2% to 2.3% of all money staked in UK).
- Number of customers using an unlicensed betting website has grown from 210,000 to 460,000 (2.2% to 4.5% of all customers betting).
- Worrying global trends that show the size of the black market in other countries.

Norway 66% - state monopoly

France 57% - online gaming illegal

Bulgaria 47% - high effective tax rate

Italy 23% - advertising banned

UK 2.3% - regulated but no major restrictions

POSITIVE PROOF OF CHANGE

- Whistle to whistle ban on advertising during sport (introduced in 2019) shows a 97% reduction in gambling ads seen by children during this time. According to new data there were 47% fewer betting adverts during the Football Euros 2020 than shown on the same channels in the same number of games during the last World Cup three years ago.
- During lockdown the BGC introduced a 10 point plan which drove a 31% increase in Safer Gambling interactions and more than 100% increase in the number of Safer Gambling messages being displayed on BGC member websites.
- All BGC members agreed that 20% of all advertising on TV and radio would be attributed to safer gambling messaging, contributing to a 14% increase in the number of players using deposit limits.
- Four year pledge by our largest members to increase funding by up to £100 million to GambleAware to fund treatment services and a commitment to increasing funding to 1% of Gross Gambling Yield by 2023.
- A new Code of Conduct for Partnered Posts on Football Clubs' Social Media Accounts which bans any display of direct bonuses or odds on organic tweets which cannot be solely targeted at over-18s, plus sponsored or paid for social media adverts can only be targeted at those aged 25 and over unless the website can prove the individual is over 18. Results showed 96% fewer views of social media advertisements by those aged 18 to 24 year-on-year.
- The BGC and its members won *Standout Charitable Effort of the Year* after raising £2.9million for NHS Charities at last year's Virtual Grand National. A further £250,000 was raised in the Britannia Stakes at Royal Ascot for charities including Prostate Cancer UK and Marie Curie.

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