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The Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF)

Statement from The Norwegian Gaming Authority regarding illegal marketing of gambling

We refer to inquiry from The Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF) and The Norwegian Handball Federation of November 22, 2019.

The Norwegian Gaming Authority has been requested to give a statement regarding the Norwegian regulation concerning marketing of gambling and lotteries in Norway, for the purpose to avoid illegal marketing of gambling and lotteries taking place in connection with events in Norway.

The Norwegian gambling and lottery regulation

Norway has a monopoly on online gambling. Norsk Tipping AS and Norsk Rikstoto are currently the only legal providers of online gambling in Norway. Traditional lotteries and bingo can only be offered for specific purposes and with license from The Norwegian Gaming Authority. Foreign gambling operators that offer online gambling services in Norway without a license do so in violation of Norwegian law. Pursuant to Section 11 of the Lottery Act and Section 2 of the Gaming Act, it is illegal to market unlicensed gambling.

The purpose of the Lottery Act and the Gaming Act is to ensure that gambling services are organized in a satisfactory manner and under public control, for the purpose to prevent negative social consequences of gambling.

The prohibition against marketing of illegal gambling

The prohibition against marketing of gambling without license in Norway has a wide scope and applies in principle to all activities that promote the sale of unlicensed gambling. This includes both statements and other actions encouraging people to participate in such gambling.

The prohibition applies to anyone who market unlicensed gambling. It clearly affects the gambling operators themselves, but it also applies to others, such as newspapers, magazines, radio stations, TV, social media, advertising agencies and athlete profiles etc. if their activity engages in marketing of unlicensed gambling. The prohibition includes both paid advertising and sponsorship, but does not have to be paid, in order to fall within the scope of the prohibition.

The scope of the prohibition is limited to apply to activities that take place in Norway, *or* activities targeting Norwegians. The prohibition will affect both Norwegian and foreign operators that offer online

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gambling from abroad if their activities target Norwegians. The same applies for marketing. If the marketing takes place on events in Norway it is under all circumstances considered to be in violation of the prohibition.

The prohibition against marketing of gambling will for instance apply to the exposure of gambling companies' logos on the athletes' clothes, arenas, boards etc., to the public on events that take place in Norway.

The Norwegian Gaming Authority appreciates the initiative and willingness stated by The Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF) and The Norwegian Handball Federation to work to prevent illegal marketing of gambling taking place in connection with sports events in Norway or involving Norwegian athletes.

The Norwegian Gaming Authority considers all illegal marketing of gambling to be unfortunate and encourages the international federation and various nations to respect the Norwegian regulation.

Regards

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