

“ We must walk the talk. If we say we’re attractive, we must be that in every channel and with the games which customers want. If we say we’re responsible, we must be so – in part by offering our customers tools which allow them to have a conscious attitude to their own gaming.”
Linda Eng Strand, manager customer dialogue

This is a key issue in the retailer training conducted at Norsk Tipping’s premises.

7. Securing expertise. Norsk Tipping seeks advice from such bodies as the Swedish Gaming Institute on issues related to gaming problems. The company also contributes to research in the field, in part through the allocation of 0.5 per cent of its profit by the Ministry of Culture to the national action plan against money game problems.

The company offers big winners (above NOK 2 million) five hours of free guidance.

New survey of gaming habits

The Synovate polling organisation has conducted surveys of gaming habits in the Norwegian population since 2005. The 2010 poll identified a significant rise in the number of players without problems compared with the 2008 survey (up by 1.8 percentage points, or about 165 000 people). This is a positive trend, which suggests that both official money game policy and Norsk Tipping’s measures against compulsive gaming have had the desired effect. The share of the population with a gaming problem rose from 1.9 to 2.1 per cent. This development is within the margin of error for the 2008 survey. It is also worth noting that Synovate has revised its method for calculating the number of players with a gaming problem.

Synovate concluded that there appears to be a general decline in the proportion of Norwegians with a gaming problem, and that those with a moderate form of compulsive gaming have either ceased to play or developed a rather greater problem with their gaming.

More calls about Oddsen

Statistics from the Helpline for compulsive players shows that Oddsen is the Norsk Tipping game which inspired the largest number of calls. It was also the game with

the biggest increase in calls during 2010. Norsk Tipping has taken note of this development and will follow it up closely in 2011 – in part by seeing the effect of introducing tools for setting voluntary limits.

The figures show that poker and casino games on foreign websites accounted for 38 per cent of the main problem games the Helpline was contacted about in 2010. Oddsen generated 23 per cent of calls, with the version from Norsk Tipping accounting for some 78 per cent of calls in this category.

Good security work


Security efforts aimed at combating misuse of the player card, identity theft and other fraud have been intensified in recent years. The number of cases of fraudulent use of player cards declined from 236 in 2009 to 193. An important reason for this development is that Norsk Tipping implemented text message alerts to customers when PINs were changed or a supplementary card issued. This made it easier to spot attempts at identity fraud. Text message alerts are one of the measures in an action

plan on security at the retailers and venue operators which was adopted in 2010. This plan includes security instructions for retailers. Some of its other measures have been delayed because of work on renewing the IT infrastructure, but will be adopted in 2011.

Norsk Tipping was nominated for the second year in a row for the Fidus prize in recognition of its good security measures. The company is certified annually to the ISO 27001 security standard and the World Lottery Organisation’s security control standard.

Increased trust in Norsk Tipping

Synovate conducts a survey of popular attitudes to Norsk Tipping every year. One of the statements put to respondents is that “Norsk Tipping is concerned to limit compulsive gaming”. Forty-seven per cent agreed wholly or partly with this statement – up 10 percentage points from 2009. The proportion who wholly or partly disagreed fell from 50 to 36 per cent.

 See the statistics on page 74 for more information

