

## Online Gambling in Sweden – May 2018

Currently Sweden has a monopoly system, Svenska Spel offers sports betting, lotteries, poker and bingo games. ATG offers online horse racing games.

Online casinos games are prohibited in Sweden, although offshore operators do target the market as Sweden has been unable to impose sanctions on offshore operators for accepting Swedish players.

On 5 April 2018 a new gambling act and a new gambling tax act was proposed Prop no 2017/18:220 in Sweden. The proposed gambling act means that anyone operating in the Swedish gambling market must have an authorised licence to conduct business in Sweden and operators without a licence will be blocked.

The act proposes to partition the gambling market into three distinct sectors;

- The interactive gambling will be an open/competitive market with offshore operators able to apply for licenses;
- The land-based casino and gambling machine sector will be operated under a government monopoly;
- The lottery and bingo sector will be reserved for non-profit operators.

Further proposals in the bill include:

- The Gambling Authority being permitted to implement ISP and payment blocking of unlicensed offshore operators.
- The Gambling Authority being able to order internet service providers to display warning messages for websites offering unlicensed gambling.
- Strict requirements in the marketing and advertising of gambling
- The promotion of unlicensed gambling will be considered a crime

The Act proposes a flat tax rate of 18% gross win for all licensed activities.

It is proposed that the new legislation will enter into force on 1 January 2019.

### **Potential Impact on the Catena Media Group**

Sweden is following a number of other jurisdictions in Europe and the rest of the world that are making changes to their online and/interactive gambling regulations. Catena Media see the new legislation in Sweden as very positive for the market and will continue to provide services to the licensed operators in a responsible way and in that way contribute so that Catena's customers, the operators, meet the requirements of the regulated markets.

Catena continuously work responsible in a number of different ways in other regulated markets, for example, socially responsible training of staff and ensuring that the products of the licensed operators are promoted in compliance with the local legislation.

For a lead generation company like Catena Media the legislation is not directly affecting the business. However, Catena Media has a number of other rules and legislation to abide by, for example marketing legislation and legislation on treatment of personal data.