



**BAGO**

Belgian Association  
of Gaming Operators

# A sustainable and responsible legal sector

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*Together for a better protection of gamblers - 22.09.2020*

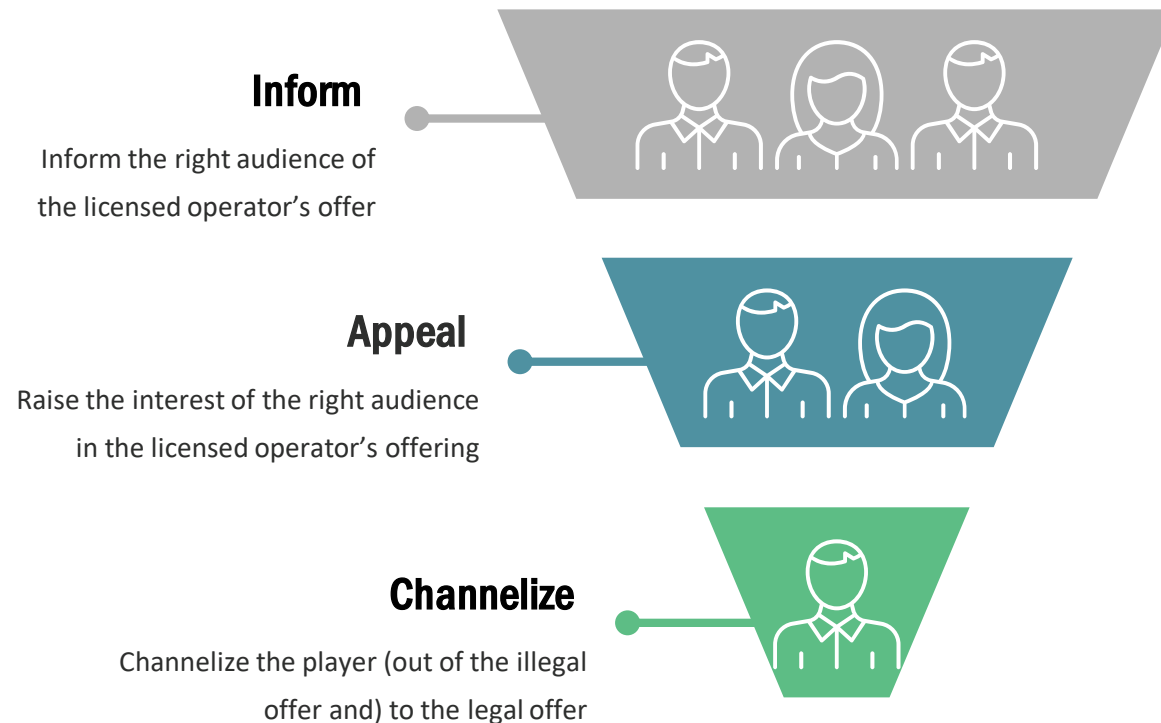


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*How can we discourage the licensed sector from applying practices similar to those of the illegal sector, i.e.: hidden bonuses?*

# Promoting activities is a necessity for any organisation



**Channelization is  
impossible without  
promotional activities\***

Without advertising or promotions,  
it is neither possible  
to inform the player  
of the legal offer,  
nor to interest the player in it

# Illegal and unfair competition

## Accessing online illegal operators is a child's play



Advertising illegally on Belgian media



No barriers



VPN: easily circumvent geographical restrictions

# Illegal and unfair competition

## Illegal operators continue to be more attractive and visible



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Agressive direct marketing



Highly attractive promotions

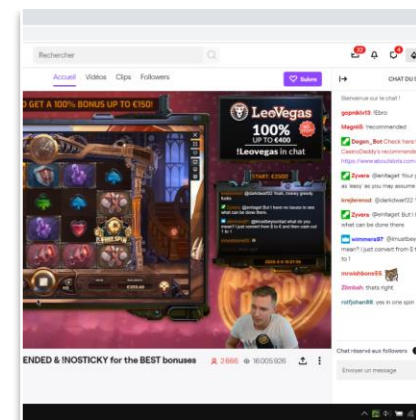


Online advertising: no or few restrictions

Until 24.02.20 enjoy 400% bonus upto £400 on all deposits + 40 BETSOFT free spins + DOUBLE comp points on all games, with Bonus code VAL400. [bordeaux-casino.com](http://bordeaux-casino.com)

ven. 21 févr. à 18:54

Grab this 100% bonus now and play Tiger's Gold. Click here: [www.unq.li/Mn2o4L](http://www.unq.li/Mn2o4L)



# Setting the conditions for a sustainable and responsible licensed offer



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- Defining and enforcing clear rules that will keep legal online games **attractive enough for each type of player** (small or large)
- Allowing the **licensed sector to communicate actively with its target audience**. This needs to be in a **controlled** and **responsible** manner\*, but remains the strongest barricade against the non-licensed sector
- **Monitoring closely** the non-licensed sector and doing everything that is necessary to avoid Belgian citizens **playing illegally**

*Of all Google search volume related to sports betting, 10% of the BE audience is looking for BET365, clearly a non-licensed platform.*

*BET365 manages to reach its target groups even within Belgium, and that will be mainly through sport sponsoring and online advertising*

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*\*and offers the opportunity to impose the use of prevention messages*



## **Unequivocal definitions**

*Bonus is a general term that can be applied to all kind of promotions*

## **Explicit prohibitions and authorisations**

*Everything that is not clearly allowed should be forbidden*

## **Transparent enforcement to all operators**

*Importance of having a strong regulator that sets and enforces a clear set of rules to all licensed operators*

# The need for a clear regulatory framework

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BAGO proposes that the BGC develops this framework in collaboration with the licensed operators through working groups and/or in a discussion platform



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