

# 2017: GETTING READY FOR REGULATION?

EVERYTHING YOU NEED TO KNOW ABOUT THE UPCOMING REGULATION OF THE NETHERLANDS MARKET FOR REMOTE ONLINE GAMING.



**17** Population in Millions.

**GDP** Per capita GDP exceeds UK and Germany.

**1964** Year that the current Law on Games of Chance was drafted and implemented. Last update in the '90. That's 20 years ago.

**300** Number of pages of replies to parliamentary questions regarding the proposed changes. This was just the pre-review...

**97%** Broadband penetration.

**2.3 bln.** Gambling market size incl. lotteries.

**Q1** The Senate has the final vote on the new law. It is expected that the debate and voting will take place in Q1 this year.

**75** Number of people working for the Dutch Gaming Commission. This includes board members, enforcement agents and clerks.

**89%** Mobile broadband.

**370 mil.** Revenue from online (2012).

**425.000** People that regularly play online games of chance.

**€25 million** Marketing spend Staatsloterij in 2015.

**TOP 25**  
Holland Casino and Staatsloterij are among the biggest advertisers in NL. **Don't outspend. Outsmart!**

**€15 million** Marketing spend Holland Casino in 2015.

**5** Ministers of Justice that have been in office since work on the law was started. This spans 4 government terms.

**Q4** Our money is on Q4 2017. The law will be in effect by then. Obtaining the actual licenses can take a lot longer. Months even.

**63%** Percentage of games played via mobile devices. This includes Poker, Sports and Casino games.

**31% sports** **22% casino** **12% poker**

Expected revenue as part of total online revenue for all verticals.

## CAMPAIGNS THAT WORKED

For the past 8 years, we have been involved in some pretty exciting & cool campaigns for operators in the Gaming industry that understood the value of the Netherlands market early on. Here's some examples of our work.

**PKVN**   
300 bars. 75.000 players. The national poker bar league competition is still massively popular.

**BLUF rt(5)**   
2 seasons, 20 episodes of drama, comedy and edgy TV. 18% marketshare in target audience. Massive ROI. Remakes in 3 countries.

**ALL IN KITCHEN**   
AMSTERDAM

A unique combination of TV comedy and an actual pop-up restaurant. Eat great food. Have fun. *Play poker for the bill!*

**365 days**   
A year full of bonuses. A new bonus each day. Our campaign concept pushed this online casino operator's retention numbers up & through the roof.

## THINKING OF ENTERING THIS MARKET?

Well, let's have a chat then! We've made this infographic to help out marketers and business leaders in the Gaming Industry to give you some quick insights. But obviously there is a lot more to it to succeed! We can help you with that. Check out our track record at:

[www.gamecampaigns.com](http://www.gamecampaigns.com)



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GAMING MARKETING CONCEPTS & FORMATS