



WEEK 38

FRIDAY 19 SEP 2014

THIS WEEK

- Columnist: Darren Moore on tipster regulation
- Pinnacle to leave the UK market
- Antigua and Barbuda demands \$100m
- Tweets of the week

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TOP STORY

TOP BOOKIES TO SELF-REGULATE

New independent body commits to advertising measures



Photo: Gaming floor (Flickr: Gamingfloor)

Four of Britain's leading bookmakers have joined forces to create a self-regulatory body in response to public concerns regarding gambling. William Hill, Ladbrokes, Coral and Paddy Power have come together to form The Senet Group, an independent body which will impose tougher advertising standards on the industry.

As of 1 October a voluntary ban on advertising free bet and free money sign-up offers on TV before 9pm will come into force, alongside the withdrawal of all advertising of gaming machines from betting shop windows. Additionally, 20% of shop window advertising will be dedicated to responsible gambling messages.

The Senet Group will be officially created on 1 January and headed by an independent Standards Commissioner. The group will commit to funding a major new advertising campaign to educate people about responsible gambling, while they will also ensure that all TV advertising carries more prominent responsible gambling messages.

In addition, the Group will carry out bespoke independent test purchasing to ensure that operators deliver on the

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Leading bookmakers have agreed to stop advertising gaming machines in shop windows

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new commitments and existing codes of practice. It will be able to “name and shame” or fine those operators found to be in breach.

The measures were announced in a full-page open later published in the UK’s leading national and regional newspapers on Monday. They will initially only apply to the four founding companies in the Group although other firms, including Betfred and Bet365, are reported as having been invited to join.

The Campaign for Fairer Gambling, an organisation which calls for tougher legislation regarding certain aspects of gambling, including fixed odds betting terminals (FOBTs), has responded by saying that “the advertisement purports to be from the gambling industry, but in reality is only the actions and opinions of four bookmakers”. The Campaign also notes that the measures do not make any reference to the maximum stake on gaming machines and will do nothing to “address concerns” about free bonus offers or aggressive marketing.

A Campaign spokesperson added: “The disclosure that the measures are designed to “improve public perceptions” rather than to protect the young and vulnerable demonstrates the motives behind this are PR alone.”

KEY POINTS

- Four leading bookmakers form a self-regulatory body following public concerns about gambling
- The Senet Group will introduce advertising measures next month
- William Hill, Ladbrokes, Coral and Paddy Power are the initial quartet to sign up

REGULATION

PINNACLE LEAVING THE UK Sportsbook to cease British operations ahead of new licensing regime



Online operator Pinnacle Sports is withdrawing from the UK gaming market. In an email sent to customers, the firm stated that “imminent changes” to British gambling licensing regulations mean that as of 30 September it will be unable to offer services to any players resident in Great Britain.

As of 1 October the Gambling (Licensing and Advertising) Act will require all companies who advertise or provide gambling services to British residents to obtain a licence from the UK Gambling Commission.

The firm told customers: “Should we obtain a British gambling licence in the future, we would be more than happy to accept your business.”

Meanwhile the deadline for firms wishing to submit an advance application for a new licence, which would make them eligible for a

continuation licence should their application not be processed in time, has passed.

KEY POINTS

- Operator Pinnacle Sports is withdrawing from the UK market on the eve of the new licensing regime
- Sportsbook will cease serving British residents on 30 September

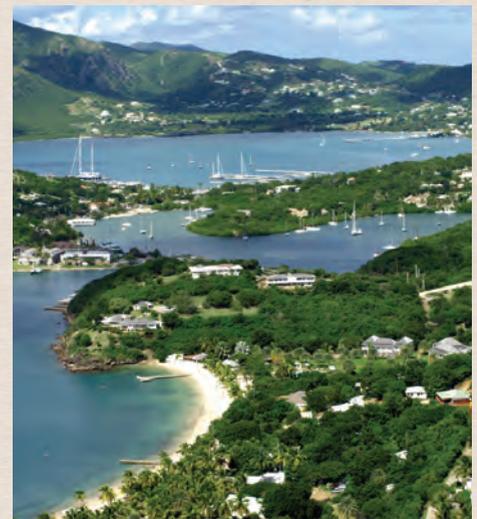
US

ANTIGUA AND BARBUDA DEMANDS \$100M FROM USA

Online gaming wrangle continues

Antigua and Barbuda wants the US to pay \$100m to settle a long-running dispute over internet gaming. The *Jamaica Observer* reports Prime Minister Gaston Browne as stating that the figure represented a reduction on previous demands, was negotiable, and could be paid with a mixture of cash and kind.

Antigua and Barbuda believes the US is in breach of its commitments to members of the World Trade Organisation (WTO), under the General Agreement on Trade in



Tweets of the week

“We agree w/ #MorganStanley US #iGaming Report that NY PA MA & IA likely to pass legislation in next couple years, but what about HI & MI?”
Law firm Ifrah Law [@ifrahlaw]

“Reading about the Senet Group proposals, does 9pm watershed include enhanced offers/in-play as well as online ads?”
Former Google head of eGaming Fintan Costello [@FintanCostello]

“Someone wake me up when all the needy, whinging Arsenal fans have dried their eyes. Try supporting one of the 88 teams below you.”
Racing Post editor Bruce Millington [@bruce millington]

Services (GATS), due to its prohibition of offshore internet gambling sites. In 2005, the WTO awarded the island \$21m in relation to the matter.

KEY POINTS

- Antigua and Barbuda wants \$100m from the US to settle a long-running online gaming dispute

GUEST COLUMNIST

“TIME TO REGULATE TIPSTERS”



by **Darren Moore**
Tipping platform
founder

We often hear about developments affecting bookmakers, i-gaming organisations, sports and their governing bodies, but very little is ever spoken of what is often seen as somewhat of a cottage industry, and that is the business of sports-betting advice, or tipster services, depending on your preferred term.

With the growing use of drag and drop website software, and a rising trend in the use of social media in recent years, it's possible for anyone to set themselves up as a tipster and start charging for their alleged advice. However, are any of these tipster services actually worth their salt?

As it's an unregulated sector of the wider gaming, gambling and betting industry I will tell you now that I would happily welcome and support any proposal for mandatory licensing or a

code of conduct. Perhaps this way we could filter out some of the 'get rich quick' types and 'fly by night' tipsters.

Rant over. There are some good guys out there, it's just such a shame that the more reputable operators are often tarnished with the same brush.

Betting for many is a recreational activity, and following a series of instructions or somebody else's choice of bet, it could be argued, spoils the fun of betting as it removes the thrill of 'beating the bookie'.

It is widely reported that close to 100% of gamblers fail to make any long-term profit. For those gamblers, the thrill is a sufficient result from their actions. Nevertheless, and on the flip side, there are others who see this as an opportunity to capitalise and earn an income.

There are many famous and highly successful gamblers, and that could be a separate article entirely, but a high number of people are subscribing to betting advisory services as a form of investment. Just like those who invest in stocks, shares and commodities, a starting bank or investment is made in order to follow calculated risks (bets) to grow that initial investment.

So if these tipsters are so good, why do they charge?

Well as most readers know, bookies are not keen on paying out more than they take from a customer and accounts are soon limited to small stakes, making it incredibly difficult to continue betting without switching accounts or moving to the exchanges.

On that basis, a tipster earning an income by selling his knowledge is a sensible business-like approach, and forms an insurance policy of sorts for when he will inevitably suffer a difficult

run in his betting career or have been limited by almost all bookies. At least with members supporting his income he has some reassurance that his bills will still be paid.

Moving back to the industry side of things, I firmly believe that whilst many services will come and go, and regardless of whether we see regulations in this niche, time is always the greatest filter, with any worthwhile tipster surviving and being around for the long term. The poorer, 'get rich quick' types simply fizzle away to be re-born under a different name or hopefully never to be seen again.

Now whether you find yourself for or against tipster services, ultimately the decision to follow or not comes down to one's own situation. So if I'm allowed a pun to close, it's all horses for courses.

A good service will provide justification, explanation and reasoning behind their advice, will be open to independent scrutiny and reviews across the web, and will provide an efficient, professional and courteous customer experience.

Darren Moore is the founder and managing director of BettingGods.com. He is also a campaigner for transparency, customer delight and business accountability. Follow him on Twitter: @DarrenM488

Want to be a guest columnist in GI Friday? Write to: editor@gamblinginsider.com

OUT NOW: Look out for the September/October issue of *Gambling Insider's* print magazine, featuring an in-depth Betting Special as we assess bookmakers' plans for a profitable football season and the potential for widespread legal sports wagering in the US





HEAD OF MARKETING

Location: London or Bucharest
Contract: Full-Time **Salary:** Competitive

We are seeking a creative Head of Marketing for our offices. The team they will lead is new and will consist of three full-time staff. One team member is based in our Bucharest office, while the other in our London office. The ideal candidate will have strong marketing skills, backed up by industry knowledge. They will be offered training and support in understanding our products and services. We hold soft skills and the ability to grow and excel in high regard, priming over experience.

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PRODUCT MANAGER

Location: London **Contract:** Full-Time **Salary:** Competitive

The successful candidate will be responsible for the Casino Engine of EveryMatrix and will oversee the entire product portfolio. Casino collects a very large set of providers of RNG and live dealer games in a single wallet, with a highly customisable front, available on the EveryMatrix gaming platform or seamlessly integrated into the client's platform. The Product Manager will also be accountable for the successful creation of product features and services. This includes responsibility for coordinating with other departments to manage and develop the products and services, in line with market trends, protecting the ongoing and future revenues of EveryMatrix.

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THE COUNTDOWN HAS BEGUN



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World-class business is the name of the game on the Isle of Man

The Isle of Man is increasingly becoming the jurisdiction of choice when it comes to the location, regulation and administration of online gaming companies. The Island is home to some of the most influential operators in the industry and the number of online gaming licence holders is growing at a pace.

The Island is internationally recognised as a well regulated jurisdiction, and offers businesses a zero rate of corporate tax with no capital gains tax and low betting and gaming duty.

The Island also benefits from a highly resilient world-class telecoms infrastructure and being an Island it has natural security and enjoys a stable economic, political and geographical environment and is more than self-sufficient when it comes to power.

The Island enjoys effective regulation offering a simple yet flexible 3-licence structure that can accommodate most models of businesses, whilst keeping operational costs competitive.

The Island offers a Full Licence that specifically addresses the relationship between an operator and its players. The Sub Licence permits a 1:1 business relationship between a full and sub-licence holder allowing the sub- licensee to utilise the full licence holder's games whilst creating its own player base. The Network Licence is of significant interest to the business-to-business model, where Isle of Man based operators can host players from other Isle of Man operators, foreign operators or directly through B2C provisions. This all adds up to enhanced liquidity and flexibility within the safety of the Isle of Man's gaming regulations.

The Island has attracted a cluster of supporting specialists and big industry names such as software providers Microgaming and Playtech. Our world-class data-centres have further strengthened the Isle of Man's gaming credentials and helped achieve the overall goal of developing a long term sustainable sector.

Player protection is another very important element of the Island's offering. Player protection has recently come into focus as an important requirement from players and for operators wishing to reassure their players that their monies are in safe hands.

In the Isle of Man there is a close working relationship between business and Government, helping the Island to be in its 29th year of unbroken economic growth, with low unemployment and strong Government reserves.

In a global industry that is increasingly competitive and where consumers are demanding better services all the time, the Isle of Man offers an unbeatable combination: reputation, quality and business efficiency.

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Isle of Man
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