The World Lottery Community, background


Map showing distribution of sales: 22% in one region, 26% in another, 15% in another, 13% in another, 71% in another, 41% in another, 0.4% in another, 25% in another, and 30% in another.
The WLA quarterly sales indicator

2012 over 2011

- Africa: 11.8%
- Asia Pacific: 15.0%
- Europe: 1.6%
- Latin America: 12.9%
- North America: 10.3%

2011 over 2010

- Africa: -0.5%
- Asia Pacific: 18.9%
- Europe: 10.7%
- Latin America: 15.7%
- North America: 6.2%
The international betting market

• Lotteries

• European bookmakers

• Asian bookmakers

• Illegal betting
The international betting market

TOP 15 of the sports betting companies in the world
Gross Win 2011 offline + online (in €m)

Sources: Survey Sorbonne + CK Consulting
(horse and greyhound betting not included)
The international betting market

- Illegal betting market

- Worth from €365bn pr. year to €1.000bn

Sources CK Consulting, Sportradar, BBC and Patrick Jay, Director of Trading, Hong Kong Jockey Club.
What are the lotteries doing

- Partnerships with AIPS
- Education programme with Sportaccord
- Monitoring odds movements and betting markets
- Partnerships IOC, FIFA, UEFA
What are the lotteries doing
Monitoring betting markets

Market Behaviour

- Odds Movement
- Max Bet Limits
- Market History

Trader Analysis

- True Price Knowledge
- Understand Odds Movement
- Spot Unusual Odds Movement
- Spot One Sided Lines Offered
- Monitor Betting Limit Changes
- Understand Professional Gambler Activity

Reasons & Benefits

- Understanding differences between possible scenarios and impossible ones
- Establishes the realm of possibility for both before and during the match
- To quickly prevent unwanted risk
- To pay closer attention to outcome and customers in such instances
- In a potentially fixed match, often the bookmaker is trying to minimise liability by offering very short odds on likely outcome.
- Reduced limits can also be an indication bookmakers are trying to keep losses to a minimum.
- Some similar practices can occur for treatment of professional gamblers. Important to know the difference.
Monitoring betting markets
Monitoring betting markets
Monitoring betting markets

- Lotteries - 10-30,000 events pr. year
- European bookmakers – 30,000-60,000 events pr. year
- Asian bookmakers +50,000 events pr. year
Example of possible manipulation

Calculated odds: Start odds (95% payout)
9.50-5.28-1.32
Odds: 9.50-5.25-1.32

Calculated odds: 80 minute (95% payout)
12.75-1.46-3.43
Odds: 80. minute 34.00-2.10-1.72

Calculated odds 88. minute: (95% payout)
23.30-1.16-6.75
Odds 88. minute: 21.00-1.82-2.00

Goal in 91. minutes – result 1-2
Monitoring betting markets
Thank you for your attention