



World Lottery Association



The year 2016 in review

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Cover photos:

Lottery professionals from around the world at various WLA events in 2016, including the World Lottery Summit in Singapore in November.

Lotteries everywhere must strike a balance



Throughout 2016, the World Lottery Association continued to assume its role as the global support organization for state lottery operators, offering a range of professional services that help members around the world to provide a safe and responsible environment for their players.

The global dimension of the gaming market has never been more evident, and yet the underlying social and societal roles of regulated lotteries continue to shape the gaming policies of each individual jurisdiction. WLA members must therefore strike a delicate balance. They need the agility to remain constantly relevant to their communities in a connected world, yet they must proceed with caution to provide the safeguards that their regulators demand. Complementing the work of the regional lottery associations, the WLA brings member lotteries a unique global perspective on these issues.

In 2016, WLA seminars, conferences and communication services helped members in different parts of the world to learn from one another. With the continued deployment of the WLA security standard and the WLA Responsible Gaming Framework, the supplier community as well as lottery operators continued to recognize the value of the WLA's global benchmarks on these critical challenges. The increasingly global issue of sports integrity also featured prominently in the 2016 calendar, notably through continuing support for the Global Lottery Monitoring System and a special conference organized in cooperation with the European

Lotteries at the International Sports Convention in Geneva. This report offers an overview of the year's activities and the latest achievements in all these fields.

I must also report on the sad loss in 2016 of some cherished friends of the global lottery industry.

Jean Jørgensen left us in February after a courageous battle with cancer. The seven years he spent as WLA Executive Director followed a remarkable 18-year lottery career which included serving as CEO of the Danske Spil in Denmark. Jean's friendship, competence and commitment to the WLA were an inspiration to the entire world lottery community.

Arch Gleason, who was CEO of the Kentucky Lottery Corporation for nearly 23 years, died in July. Arch was not only decisive in determining the course of our industry during his tenure as WLA President from 2005 to 2010, but was a warm and sensitive person and a dear friend to us all. At the 2016 World Lottery Summit in November, the WLA posthumously elected Arch Gleason an Honorary Member of the association.

Most recently, we learned of the sad and untimely passing of Simon Patenaude, who had been appointed President and CEO of Loto-Québec earlier in 2016. Over the past 32 years at Loto-Québec, Simon had come to embody the professionalism and passion that underpins the enduring vision of state lotteries throughout the world.

We mourn the loss of these dear friends and pay tribute to their lasting legacy of service and commitment to the global lottery community.

A stylized, handwritten signature in blue ink, consisting of several loops and a long horizontal stroke.

Jean-Luc Moner-Banet
WLA President

A heartfelt and gracious initiation



The year 2016 has come to a close, as have my first three months as Executive Director of the WLA. I have spent the past weeks acquainting myself with the WLA and the lottery industry as a whole. As I mentioned to you at the WLA General Meeting in Singapore, I have been highly impressed with the

professionalism and the level of passion that I have seen in WLA members and associate members since I began this past October. The world lottery community has greeted me with open arms, and I am truly honored to have made my entry into this international family. In Singapore, I had a chance to meet and speak to many WLA members, all of whom shared their thoughts and views with me on the future of the association and the direction in which the industry is going. In these past three months, I have come to know an industry with a noble cause and an honorable mission. I have witnessed how state lotteries play a major role in financing good causes in their respective jurisdictions and I am motivated and honored to have become a part of this

mission. When I addressed the delegates of the General Meeting in Singapore, I assured them that our work will continue to be centered around three broad themes – responsibility, integrity, and service to community. These themes will drive our efforts, as we move to address internal operational services to our members. They will also inspire our communications to external stakeholders on our core values and how our member lotteries benefit society by funding good causes.

I would like to thank WLA President Jean-Luc Moner-Banet and WLA Secretary General Lynne Roiter for the guidance that they have given me and the trust they have shown to me in my first three months at the WLA. I would also like to thank the WLA staff for their dedication and the respect that they have shown me in this initial phase. Thanks also go out to the WLA Executive Committee members, many of whom shared their knowledge and insights with me in Singapore. Finally, many thanks to the WLA members and associate members for the warm welcome that you have given me. I look forward to serving you in 2017!

Philip A. Springuel
WLA Executive Director

Bio: Philip Springuel

Before joining the WLA, Philip Springuel served as Head of Corporate Affairs at the European Food Information Council (EUFIC), a non-profit association. At EUFIC, Philip was responsible for corporate, media, and government relations and he also headed new membership and business development. Simultaneously, he served as coordinator of the Risk & Crisis Working Group at the European Association of Communication Directors. Prior to joining EUFIC, he was the global Project Director for the launch and development of World Kidney Day from 2006 to 2008 and held communi-

cations and outreach assignments with EuropeAid and Avocats Sans Frontières (lawyers without borders).

Philip has more than 20 years of EU policy experience inside media, public affairs, and association management. In 2015 he was elected President of the Board of the European Society of Association Executives (ESAE) and continues in this role today. Owing to his background in international association management, Philip has a profound understanding of, and respect for, the needs of a modern association. As a passionate communicator, he knows

the value of listening and appreciates the important role that an association plays in purveying professional knowledge to its members.

Philip's writing has been widely published in specialized trade publications, such as HQ Europe – a magazine that serves the needs of international associations organizing worldwide congresses. He has been invited to speak or offer training on issues ranging from corporate responsibility, project and association management, business intelligence, and fundraising.

The WLA at a glance

Profile

The WLA was formed in August 1999 through the union of AILE (International State Lotteries Association) and Intertoto (International Association of Toto and Lotto Organizations).

WLA Lottery Members are organizations licensed or authorized to conduct lotteries or sports betting operations in a jurisdiction domiciled in a state recognized by the United Nations. The majority of their net revenues must be dedicated to funding education, sports, culture, social programs, community projects and other good causes in their respective jurisdictions.

WLA Associate Members are suppliers of goods and services to lottery or sports betting organizations whose business practices conform with the aims and objectives of the WLA. WLA Associate Members include suppliers of online and off-line systems, terminals, printers, video lottery terminals, special papers, vending machines, dispensers and drawing machines, telecommunication organizations, ticket printers, game designers, marketing and advertising specialists,

consultants, auditors, trade magazines, and interactive gaming specialists.

The annual budget of the World Lottery Association is approximately CHF 2.5 million (USD 2.46 million), financed by membership subscriptions, the Contributor program, and any surpluses from seminars and the biennial convention.

Key figures

Over the years the number of WLA Lottery Members and Associate Members has remained relatively stable. When the WLA was founded in 1999, the membership included 146 lottery organizations and 60 associate members, compared with 147 Lottery Members and 72 Associate Members today.

Of the 72 WLA Associate Members, eight participate in the WLA Contributor program. Currently there are four Platinum Contributors and four Gold Contributors. The WLA Platinum Contributors are *IGT*, *INTRALOT*, *Novomatic Lottery Solutions*, and *Scientific Games*. The WLA Gold Contributors are *500.com*, *Playtech*, *Pollard Banknote*, and *Jumbo Interactive*.

147

State lotteries

72

Lottery suppliers

\$261bn

WLA Member Lotteries generated revenues of USD 261 billion in 2015*.

\$76bn

WLA Member Lotteries returned USD 76 billion to good causes in 2015*.

* Based on figures provided by 97% of the membership as published in the 2016 edition of the WLA Global Lottery Data Compendium. The sales figures for 2015 are 2.7% higher than for 2014; money to good causes rose by 0.8% over the same period.

The Platinum Contributors



The Gold Contributors



The WLA Executive Committee

The WLA Executive Committee met four times in 2016, in Madrid, Spain (March 4), Montreal, Canada (June 28) and Singapore (November 6 and 9). At the biennial WLA General Meeting on November 9, 2016, *Jean-Luc Moner-Banet* was confirmed as WLA President for an unprecedented third term. *Rebecca Paul Hargrove* from the Tennessee Education Lottery Corporation was re-elected to the position of Senior Vice President, and *Marion Caspers-Merk* from Staatliche Toto-Lotto GmbH Baden-Württemberg was elected to the position of Vice President.

Ms. Caspers-Merk, who was previously a regular member of the Executive Committee, replaced *Gilson César Braga* from Caixa Econômica Federal, Brazil, as Vice President. Mr. Braga, who had served as WLA Vice President since November 2014, stepped aside owing to other commitments. The WLA extends its thanks to Mr. Braga for his term of service as WLA Vice President.

The composition of the WLA Executive Committee as at November 9, 2016 is shown here.

WLA President



Jean-Luc Moner-Banet

CEO
Société de la Loterie
de la Suisse Romande
Switzerland

WLA Senior Vice President



Rebecca Paul Hargrove

President and CEO
Tennessee Education Lottery
USA

WLA Vice President



Marion Caspers-Merk

Managing Director
Staatliche Toto-Lotto GmbH
Baden-Württemberg
Germany

Elected members of the WLA Executive Committee



Fabio Cairoli
General Director
Lottomatica



Richard Cheung
HKJC Lotteries Limited
Executive Director,
Customer and
Marketing
Hong Kong



Andy Duncan
CEO
Camelot UK Lotteries
Ltd.
The National Lottery
England



Inmaculada García
Chairman & CEO
Sociedad Estatal
Loterías y Apuestas del
Estado (SELAE)
Spain



Alfredo Monaco
President
ALEA
Argentina

Members of the WLA Executive Committee appointed by the regional associations



Luis Gama
Director
Dirección de Loterías y
Quinielas
Uruguay
*(representing
Corporación
Iberoamericana de
Loterías y Apuestas
del Estado)*



David Loeb
President
Western Canada
Lottery Corporation
Canada
*(representing the North
American Association
of State and Provincial
Lotteries)*



**Dato Lawrence Lim
Swee Lin**
CEO
Magnum Corporation
Sdn Bhd
Malaysia
*(representing the
Asia Pacific Lottery
Association)*



Younes El Mechrafi
General Director
La Marocaine des Jeux
et des Sports (MDJS)
Morocco
*(representing
the African Lottery
Association)*



Stéphane Pallez
President and CEO
La Française des Jeux
France
*(representing
the European State
Lotteries and
Toto Association)*

Organization and governance



The WLA Executive Team

Left to right:

Luis Gama, Philip Springuel (WLA Executive Director), Marion Caspers-Merk (WLA Vice President), Fabio Cairoli, Dato Lawrence Lim Swee Lin, Stéphane Pallez, Alfredo Monaco, Andy Duncan, Jean-Luc Moner-Banet (WLA President), Rebecca Paul Hargrove (WLA Senior Vice President), David Loeb, Inmaculada García, Richard Cheung, Younes El Mechrafi, Lynne Roiter (WLA Secretary General)

The WLA is an international, non-governmental, non-profit organization, incorporated under Swiss Law and headquartered in Basel, Switzerland.

The WLA Executive Committee, which oversees the association, has 13 members. Eight of the members, including the President, are elected by the delegates of the WLA's biennial General Meeting. The other five members are appointed by the five regional lottery associations:

- ALA (Africa),
- APLA (Asia Pacific),
- CIBELAE (Latin America),
- EL (Europe), and
- NASPL (North America).

The Senior Vice President and Vice President of the Association are appointed by the WLA Executive Committee.

By written ballot, the Membership suspended application of the two-term limit on the office of President for the 2016 elections, owing to the long illness of former Executive Director, Jean Jørgensen and the need to ensure continuity and a smooth transition in the Association's operations. Jean-Luc Moner-Banet subsequently agreed to stand for a third two-year term as President and was duly elected at the 2016 General Meeting in Singapore.

The Executive Director of the Association reports to the WLA Executive Committee and is based in Basel with five staff members. The WLA also has an office in Montreal, Canada consisting of a General Secretary with one staff member.

Mission and objectives

The mission of the World Lottery Association is to advance the interests of its members as the recognized global authority on the state-authorized lottery sector, uphold the highest ethical principles, and support members in achieving their vision for their own communities.













The WLA's core objectives are to create opportunities for learning and information sharing among members, establish global standards of best practice and ethical conduct, and provide a united voice, together with the regional associations, so that members can convey consistent messages to their stakeholders.

New members

The following new *Lottery Members* were approved by the WLA General Meeting in November 2016:

	Lotería Nacional de Beneficencia El Salvador
	Future Gaming and Hotel Solutions India Private Limited India
	Ithuba Holdings South Africa
	Ktoto Co. South Korea
	Murhandziwa Tanzania
	LLC MSL Ukraine
	Maryland Lottery and Gaming Control Agency United States
	Oregon State Lottery United States

The Executive Committee has also approved applications for *associate membership* from the following lottery suppliers:

	
Camelot Global United Kingdom	Comtrade Gaming Slovenia
	
Diamond Game United States	Fujitsu Ltd Japan
	
Geonomics Global Games Limited , United Kingdom	NetEnt AB Sweden
	
Paddy Power Ireland	Perform Media Channels Ltd , United Kingdom
	
Skillrock Technologies India	Sporting Solutions United Kingdom
	
Superloto Lithuania	Vermantia Cyprus

Collaborating members

Collaborating members do not meet the criteria for full WLA membership but they are affiliated with a WLA member

in the conduct of its lottery operations. Collaborating members are eligible to participate in all WLA programs but do not have voting rights. Presently, the WLA has two collaborating members:

- **China Online Lotteries**
China
- **Manitoba Lotteries Corporation**
Canada

Continuing education

Supporting professional development among member lotteries and suppliers continues to be one of the WLA’s key objectives. Working with the regional lottery associations, the WLA offers a varied program of seminars aimed at lottery professionals at middle management level.

Seminar program 2016

Throughout 2016, the professional development program run by the WLA Academy continued to attract lottery professionals from all over the world. A total of 805 people took part in the 2016 seminar program (*see table opposite*), with attendance ranging from 60 for the WLA i-Lottery Workshop to 126 for the ISC Sports Integrity Conference.

Most WLA seminars are organized in co-operation with the regional lottery associations. In 2016, these joint seminars ranged from the traditional marketing seminar in London at the start of the year to a new mini-conference format focusing on operational excellence in Yangon, Myanmar.

Seminars topics included marketing and sales, i-gaming, sports betting, responsible gaming, and security. Further details of past WLA Academy events are archived on the WLA website at www.world-lotteries.org.

Seminar program 2017

The detailed program of seminars and training opportunities for staff from WLA member organizations in 2017 was nearing completion as this publication went to press.

The first seminar of the year will be the joint EL/WLA Marketing Seminar in London from February 8–10, 2017 – titled *The 3 B’s of Lottery Marketing* (for big jackpots, big communities and big data) – followed by the joint APLA/WLA seminar *Lottery Today: To Trans-*

form or Be Disrupted to be held in Chengdu, China. The 2017 seminar program will cover the key lottery topics, from cybersecurity to sports betting on through to responsible gaming.

The full program of educational events can be accessed on the WLA website at www.world-lotteries.org.

The WLA scholarship program

The scholarship program was launched in 2013 to encourage lottery professionals around the world to participate as speakers and delegates at WLA seminars, offering the chance to take part in educational events that they would probably not be able to attend.

Since the program began in 2013, more than 90 people have taken part. In 2016, a total of 22 individuals were able to benefit. The overall breakdown of scholars by regional association for 2016 is as follows:

NASPL	10
APLA	2
EL	2
ALA	1
CIBELAE	7
Total	22

The WLA will continue to support the scholarship program in 2017 as a way to benefit from the broadest possible range of insights and lottery experiences and fulfill the WLA’s mandate as an inclusive, global organization.

Lotteries in every region of the world are encouraged to contact the WLA business office in Basel (e-mail: info@world-lotteries.org – Telephone: +41 61 284 1502) to learn more about how they can propose candidates for the WLA Scholarship program in 2017.





A total of 805 lottery professionals from all over the world took part in the WLA 2016 seminar program, sharing their experience and insights on the most crucial issues facing the lottery sector today.

The full 2016 line-up of seminars and workshops

Date	Topic	Location	Organizers
February	Marketing	London, UK	EL/WLA
March	CSR/Responsible Gaming	Abidjan, Ivory Coast	ALA/WLA
	Online gaming	Punta del Este, Uruguay	CIBELAE
April	WLA i-Lottery Workshop	New York, USA	WLA
	Operational excellence	Yangon, Myanmar	APLA/WLA
May	Language and presentation skills	York, UK	WLA
June	Sports betting	Nice, France	EL/WLA
September	CSR/Responsible gaming	Paris, France	EL/WLA
October	Sports betting	Sintra, Portugal	CIBELAE
	Security	Malaga, Spain	EL/WLA
December	Sports integrity	Geneva, Switzerland	International Sports Convention



Sports integrity



Seah Chin Siong, CEO of Singapore Pools and President of the Global Lottery Monitoring System (GLMS) spoke at the Sports Integrity Conference in Geneva.

More than half of the world's state-licensed lotteries offer sports betting products to their customers, so the lottery industry will continue to be a key stakeholder in the fight to keep sports fair and honest. Highlights of 2016 included the first anniversary of the operational launch of the Global Lottery Monitoring System in June and the WLA's participation in the International Sports Convention at the end of the year.

Global Lottery Monitoring System



In 2016, the WLA continued to support the Global Lottery Monitoring System (GLMS), which went live in 2015. Launched in conjunction with European Lotteries, the GLMS establishes a global, systematic surveillance system to monitor sports betting with the purpose of detecting unusual and suspicious betting patterns.

The GLMS continued to reinforce its relations with international sport and football governance bodies in 2016. The Rio Olympic Games in the summer of 2016 were also closely monitored by the GLMS.

The GLMS is an independent association. It has its own Executive Committee comprising professionals from WLA member lotteries which offer sports betting and a General Secretary who is based in Lausanne, Switzerland, at the offices of Loterie Romande. The General Secretary is responsible for public relations, marketing, stakeholder relations, and all administrative matters. The operational headquarters of the GLMS are located at Danske Spil's facility in Copenhagen, where the Danish lottery was already hosting the original system created by EL in 2005.

Sports Integrity Conference

The two-day International Sports Convention 2016 in Geneva included a conference on sports integrity that was supported and jointly organized by EL and the WLA and attracted more than 100 participants. More than 20 international speakers, including representatives of the International Olympic Committee, UEFA, the European Commission, the Council of Europe, and the academic community, came together to discuss the integrity of sports, its integral relationship with the lottery industry, and the ongoing fight against match-fixing.

Participants agreed on the vital importance of enforcing the Council of Europe Convention on the Manipulation of Sports Competitions for the facilitation of cross-border information sharing, and as a framework for the development of national platforms. They recognized the significant contribution made by EL and WLA member lotteries to the fight against match-fixing, in particular by providing information on irregular betting patterns via their risk management systems. The GLMS was seen as a major step forward, although speakers also emphasized that illegal betting operators continue to represent an obstacle to full transparency at both national and global levels.

The International Sports Convention was an opportunity for the WLA to reiterate the worldwide lottery community's uncompromising position in the fight against match-fixing and corruption in sport. The key takeaway from the sports integrity conference organized by EL and WLA was the continuing importance of training and awareness, capacity building, information sharing, and constant vigilance.

Other global initiatives



Since 2013 (see WLA magazine No. 39), the WLA has successfully advocated against unrestricted use of .lotto domain names.

One of the WLA's objectives is to help the global lottery industry to speak with a united voice and act in a coordinated

fashion whenever global lottery-related issues arise. In addition to its continuing role in support of sports integrity, the WLA is involved in a number of important initiatives on behalf of the membership.

Domain names

In 2015 the WLA, EL, and NASPL reached an agreement with ICANN to ensure that the .lotto generic top-level domain name (gTLD) is operated in a regulated manner. This proactive, cooperative effort by the Lottery Associations has helped to avert unrestricted use of .lotto domain names, which could have had a negative impact on state-authorized lottery organizations and their beneficiaries, and caused significant harm to the playing public.

The initial response to .lotto has been positive and interest from lotteries around the world has been growing. As of the end of 2016, around 85 registrants had registered a .lotto domain name.

Mobile apps

Mobile growth is integral to the future of lotteries, and responsible distribution of lottery apps is therefore a key success factor for WLA members. However, initially neither Apple nor Google accepted lottery apps that allowed users to purchase lottery tickets. Apple did change its policy and lotteries can now include their apps in Apple App Store. With respect to Google, an EL/WLA working group was established to submit a proposal, and in 2016 it was confirmed that, in principle, the Google policy team is comfortable with having transactional lottery apps. This is a significant step forward.

However, Google needs to devote engineering resources to make the necessary changes to the Google Play Store, for example to include new features such as location checking and age verification. A timeframe has yet to be established and the working group is following the situation closely.



With the LoRo Pop app developed by Pollard Banknote, players can check their scratchcard winnings on their smartphones – or just have some fun if they haven't bought a ticket from a Loterie Romande outlet.

Information and communication



After a visual and technological upgrade, the WLA website at www.world-lotteries.org now has a new look and feel.

New online experience

For members and non-members alike, the WLA website continues to be one of the most valuable sources of information on global lottery industry issues. Just prior to the World Lottery Summit in Singapore, the website was revamped to give it a more modern look and feel and bring the user interface in line with the latest technological standards.

The website is constantly updated with lottery news, details about WLA events and member services, links, and discussion papers. It is also a central repository for application forms and informational documents about the WLA Security Control Standard and the WLA Responsible Gaming Framework.

Content is in English, with key documents also available in the WLA's other official languages (French, German, and Spanish).

WLA information services include the WLA Quarterly Lottery Sales Indicator

and the WLA Annual Global Data Compendium, both of which can now be accessed on the website.

Registered members can also access and download a range of guides and other documents not available to the public.

Print magazine

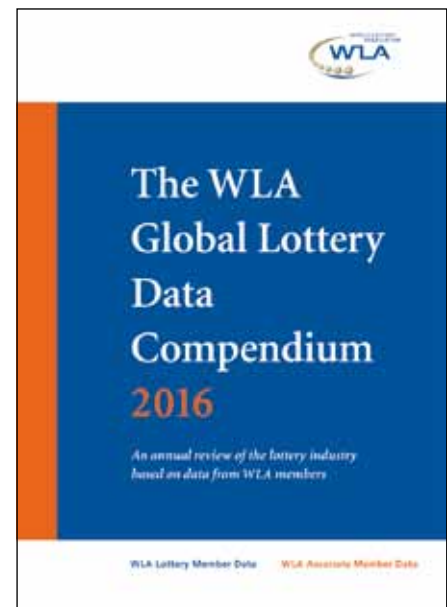
The WLA magazine is published in English twice a year with a print run of 2,500. Copies are mailed to all Lottery Members and Associate Members and are distributed at all major WLA events. Advertising by WLA Associate Members continues to attract strong interest and helps to cover production and distribution costs.

In 2016, the WLA magazine ran a number of feature articles. The cover story for the spring issue was titled *The Enduring Attraction of Retail* and highlighted the continuing role of retail channels as an opportunity for lotteries to engage with their players, drive sales, and acquire new

customers. As retail evolves and players become increasingly connected, lotteries are redefining the role of their bricks-and-mortar outlets and taking steps to make the retail experience even more personal and interactive. The feature included extensive contributions and testimonials by lotteries from virtually every continent, as well as insights from the WLA Platinum Contributors.

The summer issue of the magazine carried a major feature on customer loyalty programs, with examples from lotteries in Europe, America, and Australia. Many lottery operators have come to realize the benefits of different kinds of incentive programs. Not only do they help to keep customers loyal to the lottery brand, but they produce a goldmine of information that helps operators – in an age of Big Data and growing cyber risks – to better understand and protect their players.

Global Lottery Data Compendium



The latest edition of the WLA Global Lottery Data Compendium includes key performance indicators provided by 97% of WLA Lottery Members as well as statistics from 99% of Associate Members.



Published three times yearly, the WLA magazine carries in-depth features about lottery issues and continues to attract strong interest.

WLA Lottery Members and external stakeholders continue to need an accurate, reliable source of data on the worldwide lottery industry. First published in 2014, the WLA Global Lottery Data provides statistics on sales and support for good causes by the vast majority of state lottery operators.

The latest edition, published in early 2016, includes key performance indicators provided by 97% of WLA Lottery Members as well as statistics from 99% of Associate Members. This virtually exhaustive coverage is one of the major strengths of the publication, making it the most authoritative and accurate da-

taset compiled on the global lottery industry to date.

All of the information reported in the Compendium is sourced directly from WLA members and checked for accuracy and completeness. The indicators are carefully selected to assure compliance with competition laws.

As well as providing valuable business intelligence for WLA Associate Members, the Compendium further consolidates the WLA's unifying role within the global lottery industry and helps to promote the core societal objectives of Member Lotteries.

Copies of the Compendium were included in WLS 2016 delegate bags and can be freely downloaded from the WLA website.

WLA Quarterly Lottery Sales Indicator

Every quarter, the WLA collects and compiles lottery sales data from around 35 WLA members around the world representing approximately 60% of global lottery sales by volume. The data is aggregated and published as the WLA Quarterly Lottery Sales Indicator to provide lotteries, suppliers, and the general public with a snapshot of shorter-term global and regional sales trends.

Now in its seventh year, the WLA Quarterly Lottery Sales Indicator is regularly quoted as a source in the trade press and is consulted frequently on the WLA website. North America has been better represented in the sales indicator since the Florida Lottery, which is the second largest lottery in the United States, joined the program in 2015.

Global standards

WLA Security Control Standard

In 2015, the Security and Risk Management Committee (SRMC) began working on the fourth iteration of the WLA Security Control Standard that was first developed in 2003. The latest version, WLA-SCS:2016, was ratified by the General Meeting in Singapore and includes a number of new sections and controls.

The SRMC is also taking steps to acquire official ISO recognition for the WLA-SCS, building on the ISO International Workshop Agreement (ISO IWA) that was formally initiated in 2014. When completed, the agreement will consolidate the WLA-SCS's position as the lottery sector's only internationally recognized security standard.

Some of the modifications to the earlier version of WLA-SCS have been made for the purpose of alignment with the ISO IWA. Others involve new objectives and controls that have been added to improve risk management and system integrity. These include provisions on business continuity plans and exercises, protection and integrity of electronic lottery draws, protection against cyberattacks, penetration testing, and data protection and storage methods. A new section has also been added on secure payments, and additional fraud prevention controls have been introduced, for example to ensure that winners' identities are checked when prizes exceed a certain amount. Finally, the scope of WLA-SCS has been expanded to include Video Lottery Terminals.

Currently, a total of 67 WLA Member Lotteries from around the world are certified to the WLA-SCS, an increase of 10% since the last General Meeting in 2014. Certification has also been open to WLA Associate Members since 2008. At end-2016, a total of 13 Associate Members were certified to WLA-SCS, compared with nine in 2014.



Approved by the membership in 2016, the latest version of the worldwide lottery industry security standard includes a number of new objectives and controls.

WLA Responsible Gaming Framework

Ten years after the WLA Responsible Gaming Framework (WLA-RGF) was ratified by the delegates of the 2006 General Meeting in Singapore, the number of certified lotteries continues to grow. At the end of 2016, a total of 81 member lotteries were certified to the WLA-RGF at levels 2–4 (compared with 77 at end-2015), including 50 at the highest level (compared with 46 at end-2015).

This continued increase is fully in line with the objective of the benchmarking exercise undertaken in 2015, namely for 60% of lotteries representing 86% of global lottery revenues be certified to level 2–4 by May 2017. With two submission rounds to go, the target number

of lotteries has been achieved and certified lotteries already account for 82% of global lottery revenues.

An Independent Assessment Panel (IAP) evaluates individual certification submissions by Lottery Members. Since 2015, the sustainability expert Anne Pattberg has served as Chair of the panel, alongside Robert Ladouceur of Canada, an acclaimed researcher into problem gaming prevention and treatment, and Henry Chan from Hong Kong, who adds an important Asian perspective to these complex cultural issues.

Coordinated by the WLA Montreal Office, the WLA Responsible Gaming Working Group includes members from every region of the world and has helped to produce various responsible gaming guides, case studies, and other relevant



A total of 50 Lottery Members are now certified to highest level of the responsible gaming framework, compared with 46 at the end of 2015.

documents, many of which are available on the WLA website.

In 2016, the Working Group continued to provide content for WLA responsible gaming seminars and helped to organize the biennial WLA Responsible Gaming Awards at WLS 2016 in Singapore. The 2016 Award for Best Overall Responsible Gaming Program went to *Lotto New Zealand*, with awards for Best Innovation for level 4 going to Finland's *Veikkaus Oy*, for level 3 going to the *New Jersey Lottery*, and for level 2 going to the *Texas Lottery Corporation*.

Certification of Associate Members is a natural extension of the WLA-RGF program. To achieve this certification, WLA Associate Members must score at least 75% on eight key criteria, and are required to undergo a full assessment every three years to maintain the status of WLA-certified supplier. As at end-2016, three WLA Associate Members have achieved WLA-RGF certification.

Protection of minors



The WLA supported this year's campaign to remind parents that lottery products are not for children.

This year, the WLA joined the EL and NASPL in supporting the Holiday Lottery Campaign, a corporate social responsibility program designed to remind parents that lottery products are not suitable gifts for minors.

The campaign was spearheaded by Washington, D.C.-based National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University in

Montreal. A mailing informing members of the campaign and how they can participate was sent out in September and information was also posted on the WLA website.

Singapore 2016: Winning in the New World

Over 1,000 international lottery delegates attended the biennial World Lottery Summit at the Marina Bay Sands hotel in Singapore in November 2016.



Themed *Winning in the New World. Meet the Challenge, Make the Change* and hosted by Singapore Pools, WLS 2016 included a full business program of keynotes and parallel sessions addressing all the critical issues facing lotteries today. It was officially opened by the Singaporean Minister for Trade and Industry.

The lottery industry's largest trade show was held to coincide with the event, with over 40 international exhibitors from the lottery and gaming industry presenting their latest ideas and innovations.

The eight keynote presenters included globally recognized speakers and industry experts and spoke about themes ranging from gamification, big data analytics and world politics to new leadership models. Nine parallel sessions covered now-traditional topics such as omni-channel solutions, cybersecurity, responsible gaming, and the efficacy of social safeguards. A panel session on match-fixing provided an opportunity for experts from international law enforcement, sports betting and sports integrity to discuss the challenges they face and the importance of maintaining momentum in efforts to improve awareness.



Singapore Pools CEO, Seah Chin Siong and Jean-Luc Moner-Banet greet WLS 2016 guest of honor Mr. Lim Hng Kiang, Singaporean Minister for Trade and Industry.



More than 50 volunteers from 14 countries were on hand to provide delegates with practical advice about Singapore and the venue.



Lottery leaders took part in the traditional Lotteries Summit and Pep Talk, moderated this year by Michele Carinci (far left).



Eight keynote speakers covered a variety of inspirational themes ranging from gamification to geopolitics. Pictured here is Jean-Claude Biver from LVMH talking about leadership and success.



Delegates vote at the biennial WLA General Meeting, which took place at WLS 2016.



"We have the power to shape our future." – Jean-Luc Moner-Banet.

Argentina to host WLS 2018



At the closing dinner in Singapore it was announced that the Argentinian lottery ALEA (Asociación de Loterías, Quinielas y Casinos Estatales) would host the World Lottery Summit in 2018. The event will be held at the Hotel Hilton in Buenos Aires from November 9–11, 2018. The choice of Argentina reflects the high quality of the proposal submitted by ALEA and is in line with the WLA's revolving principle whereby successive World Lottery Summits are held in different regions.

Argentina is the world's eighth-largest country and has a population of 41 million. ALEA brings together 24 regional and provincial lotteries and acts as an advisory body to its members as well as providing benchmarking and training in areas such as control, monitoring, modernization, and resource optimization. In 2015, ALEA members generated combined total sales of almost USD 6.5 billion and returned more than USD 1 billion to good causes.

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