



World Lottery Association

A look back at the year 2013 and a preview of things to come



2013: a year of achievements



Working for good causes presupposes an exemplary commitment to the public. With that aim in mind, the WLA – as the only global trade organization of state-sanctioned lotteries – feels obliged to express its views on the main topical issues affecting our industry, as

our members around the world continue to develop their games in a socially responsible manner.

2013 was a year that saw many achievements. In honor of the vital role that the WLA plays in the lottery sector, a sector that is undergoing far-reaching change, we must continue to strive for excellence in the areas of responsible gaming and information security. The universal foundation of the lottery sector is built upon the promotion and operation of entertaining and socially responsible gaming products, the development and support of a referential framework for the entire lottery industry, the continued fight against match-fixing and the preservation of the integrity of sports, and the mutual cooperation of all WLA members across the globe. Establishing solidarity between the industrialized nations and the developing countries, in order to enable the latter to develop their lottery operations to best benefit their respective communities, is another endeavor worthy of our pursuit.

I am certain that I can count on the valued support of the WLA Executive Committee as we strive to advance our program and achieve our objectives in the coming months, as I know that the Executive Committee is dedicated to serving the world lottery community. I thank you in advance for your trust and I am confident that together we will contribute effectively to the further development of the lottery sector.

Jean-Luc Moner-Banet
WLA President



Continued success in 2014



The WLA enjoyed many moments of success in 2013. Thanks to our members and contributors, the association continues to grow and prosper. 2013 was characterized by many highlights and we look forward to carrying that momentum into the new year.

Our highly valued cooperation with the regional associations continued in 2013. Together we held seven seminars around the globe, bringing together more than 700 participants. We adopted a scholarship program in 2013, affording lottery professionals who come from countries with financial restrictions on travel, the chance to attend or speak at one of our international seminars.

The WLA Security Control Standard (WLA-SCS) and the WLA Responsible Gaming Framework (WLA-RGF) are now established internationally-recognized standards. Currently, 54 regular WLA members and nine WLA associate members are certified to the WLA-SCS, and 60 lotteries are certified to the WLA-RGF at levels 2, 3, or 4.

The WLA Quarterly Lottery Sales Indicator has become a respected standard reference of global lottery sales. Participating in this effort are 35 WLA member lotteries. We hope to expand on this service in the near future by adding an annual compendium, which will detail key performance indicators for WLA member lotteries.

In closing, I should mention that the WLA is in a financially sound position with equity of about 5 million Swiss Francs. We will ensure this benefits our members by keeping registration fees low for the upcoming World Lottery Summit 2014, which will be held from November 2–5, 2014 in Rome, Italy. We look forward to seeing you there!

Jean Jorgensen
WLA Executive Director



WLA business activities and



Members of the WLA Executive Committee or their representatives.

Back row (from left to right): Néstor Cotignola (Vice President, Lotería de la Provincia, representing Jorge Rodriguez); Luis Gama; Friedrich Stickler; Soo Nan Tan; David Loeb; Arch Gleason (Immediate Past President).

Front row (from left to right): Christophe Blanchard-Dignac; Dianne Thompson; June Roache (Vice President); Jean-Luc Moner-Banet (President); Rebecca Paul Hargrove (Senior Vice President); and Nestor Tchissambot Makosso (ALA President, representing Fofana Issiaka). Absent: Theo Gossner; Inmaculada García.

The WLA pursues activities across five core business areas:

- Training and education
- Conventions
- Industry standards
- Information and communication
- Other lottery services.

Training and education – the WLA Academy

Each year the WLA, in cooperation with the regional associations, organizes a suite of seminars as part of its educational program for lotteries and suppliers. The seminars target the tactical managerial level for the membership on lottery-specific topics, on topics ranging from marketing and sales through to IT and security, new media and the Internet, sports betting, and responsible gaming. The seminars also serve to promote the sharing of ideas and experiences from diverse cultures around the world, assist-

ing lottery industry professionals thereby with their continuing professional education.

In all, seven seminars were organized by the WLA in 2013. Four of these seminars were held in Europe in cooperation with the EL, one seminar (on responsible gaming) was held in Morocco in cooperation with the EL, one seminar (on security and responsible gaming best practice) was held in Cambodia in cooperation with APLA, and one seminar (on marketing) was held in Uruguay in cooperation with CIBELAE. Each seminar was attended by 80–130 persons, and was judged a great success by participants.

Conventions

Every second year, the WLA organizes a large international convention, now known as the World Lottery Summit, featuring a comprehensive business pro-

Organization and governance

The WLA is an international, non-governmental, non-profit organization, incorporated under Swiss Law, with an annual budget of about CHF 2.5 million (US\$ 2.8 million). It maintains its headquarters in Basel, Switzerland, with an Executive Director and a five-member staff. The WLA also has an office in Montreal, Canada consisting of a General Secretary with one assistant. The Executive Director reports to the WLA Executive Committee (pictured left), which oversees the association. The members of the Executive Committee are either elected every two years by delegates of the WLA General Meeting, or appointed to the committee by the regional associations.

gram, an extensive social program, and a trade show showcasing the latest in supplier products and services. The convention is generally regarded as the largest lottery event in the industry, attracting some 800 to 1,500 attendees biennially. The next World Lottery Summit, WLS 2014, will be hosted by Lottomatica and is to take place in Rome, November 2–5, 2014. *For further information about WLS 2014, please see p. 8.*

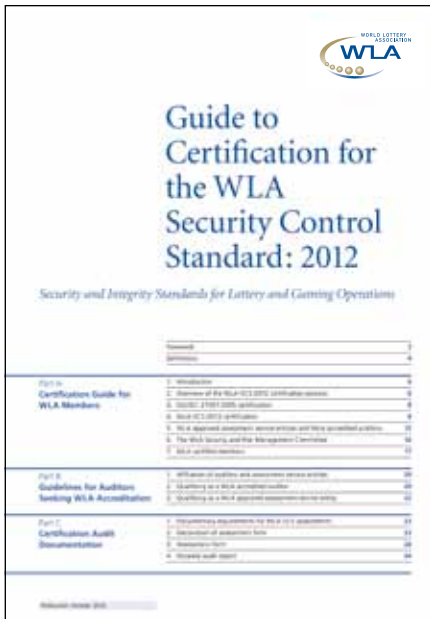
Industry standards

The WLA supports two internationally recognized standards for the lottery industry, covering security and integrity of lottery operations on the one hand, and responsible gaming on the other.

The WLA Security Control Standard

The WLA Security Control Standard (WLA-SCS) is an internationally recognized security and risk management standard for the lottery sector. Built on ISO 27001, a leading international standard for information security manage-

achievements 2013



The Guide to Certification for the WLA Security Control Standard: 2012 comprises certification guidelines for WLA member lotteries and associate members as well as accreditation guidelines for certification auditors.

ment, the WLA-SCS couples information security management system best practices with additional lottery and gaming specific controls. The WLA oversees the standard through its Security and Risk Management Committee (WLA SRMC) and offers certification pathways to the standard. Both lottery member organizations and associate member (supplier) organizations may be certified.

The most recent version of the standard, WLA-SCS:2012, takes on board new requirements specific to the operation of online games and to the secure management of game transactions. In 2013, the WLA SRMC met on two occasions with a view to continuing the improvement of both the standard itself and the certification process.

The WLA Responsible Gaming Framework Submission Guide instructs WLA members on the requirements for WLA RGF levels 2–4 and how to prepare your submission for each level. At present, 54 WLA member lotteries are WLA-SCS

Facts and figures

The World Lottery Association was founded in August 1999 through the union of AILE (Association Internationale des Loteries d'Etat) and Intertoto (International Association of Toto and Lotto Organizations). The WLA brings together:

148 member lotteries representing over 80 countries on six continents

WLA lottery members are licensed or authorized to conduct lotteries or sports betting operations by a jurisdiction domiciled in a state recognized by the United Nations. The majority of their net revenues must be dedicated to supporting the public good.

55 associate members – suppliers and service providers to the lottery or sports betting industry

Among the WLA associate members are 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.

Annual revenue of over US\$ 200 billion

WLA member lotteries generate combined yearly revenue in excess of US\$ 200 billion.

Around US\$ 70 billion distributed yearly in support of good causes

WLA member lotteries support their respective communities by giving the vast majority of their yearly profit to fund good causes. Approximately US\$ 70 billion is distributed annually to fund sports, culture, and social causes in the various WLA member lottery countries around the globe.

certified. In 2013 there were a total of three member lotteries and one associate member newly certified to the WLA-SCS. These were:

1. La Marocaine des Jeux et des Sports (Morocco)
2. Magnum Corporation Sdn Bhd (Malaysia)
3. Sisal S.p.A. (Italy)
4. Shenzhen General Lottery Technology (China).

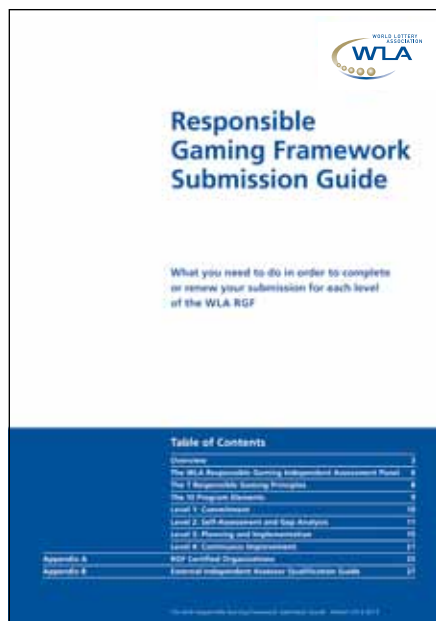
To encourage member certification, the certification fee for the WLA-SCS has been waived until the end of 2014.

The WLA Responsible Gaming Framework

The WLA Responsible Gaming Framework (WLA-RGF) is an internationally recognized responsible gaming standard

for the lottery sector. The framework consists of ten responsible gaming elements and four performance levels that require progressive improvement of the measures taken by member lotteries to integrate responsible gaming principles into their day-to-day operations. The WLA oversees the standard through its Corporate Social Responsibility Committee and offers certification pathways to each level of the standard. Currently, only lottery member organizations may be certified. The WLA Corporate Social Responsibility Committee, together with the WLA Contributors, is currently developing a certification program for WLA Associate Members to underscore their efforts in the area of responsible gaming.

In 2013, the WLA reached a milestone with more than 60 member lotteries be-



The WLA Responsible Gaming Framework Submission Guide instructs WLA members on the requirements for WLA RGF levels 2–4 and how to prepare your submission for each level.

ing certified at Level 2 or higher. A total of 13 member lotteries were newly certified to Levels 2–4 of the WLA-RGF in 2013:

1. Caixa Economica Federal, Brazil (Level 2)
2. INTRALOT de Peru, Peru (Level 2)
3. Israel Sports Betting Board, Israel (Level 4)
4. Korea Sports Promotion Foundation, South Korea (Level 4)
5. La Marocaine des Jeux et des Sports, Morocco (Level 4)
6. Loteria Nacional Sociedad del Estado, Argentina (Level 2)
7. Missouri Lottery, U.S.A. (Level 2)
8. Nanum Lotto, South Korea (Level 2)
9. NordwestLotto Schleswig-Holstein, Germany (Level 4)
10. SELAE, Spain (Level 4)
11. Staatliche Toto-lotto GmbH Baden-Württemberg, Germany (Level 4)
12. State Lottery Serbia, Serbia (Level 2)
13. Tennessee Lottery, U.S.A. (Level 2)

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Information and communication

The WLA is also tasked with informing governments, the media, and the general public of the role played by state lotteries in society and of the importance of the funds they distribute for good causes across the charitable, cultural, and sports sectors. To this end, the WLA offers several member services aimed at informing the membership and raising public awareness.

The WLA's flagship publication, the WLA magazine, is currently published three times a year. Featuring articles on the lottery business, the magazine covers responsible gaming, money raised for good causes, sports integrity, and other industry relevant themes.

Since 2000, the WLA has maintained a web presence at www.world-lotteries.org. The website offers both a public and a private members-only area. The website serves as a resource center for the WLA community and offers access to documentation on the WLA Security Control Standard and the WLA Responsible Gaming Framework, news releases from the membership, a calendar of lottery events, and other useful information.

Other activities

The WLA provides a range of other lottery-related services, including a quarterly report on lottery sales, and support for the preservation of the integrity of sports. It also partners with other associations where this benefits the membership.

WLA Quarterly Lottery Sales Indicator

In 2009, the WLA began collecting quarterly lottery sales data from 35 lotteries around the world. Sales from these lotteries represent approximately 60% of

The WLA mission

The World Lottery Association (WLA) is a member-based organization promoting state-authorized lotteries and lottery suppliers internationally. Its mission is to advance the collective interests of its members and to facilitate their development through the provision of a range of lottery-related services. The WLA aims to be acknowledged as the global authority on lottery matters. It seeks to promote the highest ethical principles with a special emphasis on social responsibility and the integrity and quality of lottery games, to support its members in the attainment of their vision within their own communities, and to facilitate the regulation of and development of lottery operations.

To achieve its objectives the WLA:

- provides certification standards in the areas of responsible gaming and information security,
- provides advanced professional training through seminars and conferences,
- shares knowledge and experience with its members while remaining sensitive to cultural and regulatory norms in each jurisdiction,
- fosters awareness in the public and among important decision makers as to the beneficial role played by state lotteries in supporting good causes for the betterment of society at large.

global sales by sales volume. Each quarter, the WLA aggregates and publishes the collected data through the WLA Quarterly Lottery Sales Indicator, to provide lotteries, suppliers, and the general public with a snapshot of global and regional sales tendencies.



Preservation of the integrity of sports

The integrity of games is a vital consideration in safeguarding the interests of lottery organizations, particularly those offering sports betting. The WLA therefore plays a leading role in the fight against match fixing, which is known to be a serious threat both to sports betting and to sport in general. To safeguard the activities of the legal operators, the WLA actively cooperates with the measures taken by governments and large international sports federations.

Since 2007, the WLA has participated in the FIFA Early Warning System (EWS) for detecting and reporting suspicious betting patterns. On the basis of a non-commercial cooperation agreement, WLA members automatically supply FIFA with information that may be used to identify possible fixed matches or attempts at manipulation, such as high volume of bets on a particular match, unusual distribution of bets on the outcome of a match, and rumors about the credibility of a match. Recently, the WLA has also entered into a non-commercial agreement with the IOC on the monitoring of sports wagering to detect suspicious betting patterns.

Currently, the operational part of the lotteries' sports monitoring service is handled by The European Lotteries. The service, known as The European Lotteries Monitoring System (ELMS), has proved its worth consistently for several years, thanks to close cooperation with UEFA, the IOC, and other sports federations.

At the General Meeting of the World Lottery Association in Montreal, September 2012, a resolution was passed mandating the WLA to develop the Global Lotteries' Monitoring System (GLMS), an expansion of the ELMS that would, through partnership with the regional associations, see the monitoring of sports betting extended to cover matches worldwide. Currently, the WLA is exploring possibilities for the GMS in concert with the regional associations. The existence of a global monitoring service would enable the WLA members to share joint standards and rules for alerts, and should be considered an essential step towards the prevention of match fixing.

Important partnerships

The WLA actively supports initiatives taken to promote the integrity of competitions, the training of young athletes,

and the prevention of doping in sport. To that end, it pursues partnerships with SportAccord (the union of international sports federations) and AIPS (the International Sports Press Association) to militate in favor of fair play and ethics in sports, notably through AIPS' Power of Sport Awards; these are awards presented to personalities from the world of sports in recognition of their exemplary commitment to the discipline.

On the strength of its leading role to promote the integrity of sport and sports betting, the WLA is also contributing to the drafting of the International Convention against the manipulation of sports results initiated by the Council of Europe. This new convention, which is about to be finalized, will make fraud in sport an offence under the criminal law of all the member states, and increase the severity of the penalties imposed.

Further information

More information on the business activities of the WLA can be found at its website at www.world-lotteries.org.

The WLA scholarship program

In 2013, the WLA instituted a scholarship program for its educational activities to facilitate the exchange of experiences within the lottery community. As originally conceived, the scholarship program enabled professionals from the lottery sector to participate in seminars organized by the WLA as speakers. Very recently, the WLA Executive Committee decided to extend its scholarship program to two additional categories of scholars. The first concerns professionals who have little opportunity to attend seminars abroad owing to travel restrictions imposed by their governments or enterprises. The sec-

ond concerns lottery companies that do not yet belong to the WLA; it is designed to familiarize delegates from such organizations with the mission and objectives of the WLA.

For each seminar, the principle is the same: each regional association proposes a lecturer, a participating member, and a guest who is not a WLA member, subject to the proviso that the candidates must not come from the region in which the seminar is organized. To date, 17 delegates in all – including nine from North America, one from South America, one from Europe, one from Africa, and five

from the Asia-Pacific region – have benefited from the scholarship program, which covers economy travel, accommodation, and seminar enrollment costs.

In this way, the scholarship program gives persons who are qualified lottery or sports betting professionals an opportunity to acquire further skills and keep abreast of the latest in technological developments, innovations in marketing, and the implementation of best practices.

The WLA business activities and perspectives 2014

Over the past two years the WLA has striven to promote a referential framework for the entire lottery and sports betting sectors. This program has been pursued with the active cooperation of the five regional lottery associations. With its activities in 2013 the WLA effectively expanded this program and will continue to build upon it in 2014 by acting on the following objectives:

- To continue the development of best practices, guidelines, and standards in the areas of responsible gaming, security, and integrity of lottery products.
- To continue developing our seminars to accommodate the varying cultural, economic, and legislative realities of our member countries.
- To promote the integrity of the games, in particular that of sports betting, and act in favor of globalization of surveillance systems to combat match fixing.
- To uphold the probity of sports betting and to support global legislation and monitoring systems to combat match fixing.
- To foster cooperation between WLA member lotteries in order to facilitate the sharing of ideas, innovations,

and technological know-how, most notably in the area of interactive gaming.

Seminars and events

In cooperation with the regional associations, six seminars have been planned for 2014. Preparations are well underway for the WLA's flagship event, the World Lottery Summit 2014. The events schedule for 2014 is as follows:

February 5 – 7

London, England

Engaging our lottery players

The tradition annual marketing seminar held in cooperation with the EL.

April 28 – May 1

Manila, the Philippines

Marketing in the new age –

Captivate, innovate, and engage

This marketing seminar will be held in cooperation with APLA and hosted by the Philippine Charity Sweepstakes Office.

June 22 – 25

Fortaleza, Brazil

Samba do Brasil

A mega sports betting seminar to be held in cooperation with CIBELAE

and the EL. The seminar will coincide with the World Cup 2014.

September 22 – 25

Reykjavik, Iceland

Internet and new media

This seminar will be held in cooperation with the EL and hosted by Íslensk Getspá and Happraetti Háskóla Íslands.

October 7 – 9

Gdansk, Poland

Security and risk management

This seminar will be held in cooperation with the EL and hosted by Totalizator Sportowy Sp. z o.o.

November 2 – 5

Rome, Italy

The World Lottery Summit 2014

The WLA's biennial flagship event will be hosted this year by Lottomatica and held at the Cavalieri Convention Hotel in Rome. *For further information about this exciting event, please see p. 8.*

November 6 – 7

Rome, Italy

Global legal seminar

This seminar will be held in cooperation with the EL.

Wide-ranging and exciting discussions will be in store at every event!



Participants of the joint WLA/EL security seminar held in Madrid, Spain from October 2–4, 2013.

All roads lead to Rome – the World Lottery Summit 2014



The Rome Cavalieri Hotel and Congress Center – the venue for the World Lottery Summit 2014.

The modern proverb “All roads lead to Rome” has its origin in the ancient reference to Roman roads and their relation to the Golden Milestone, a gilded monument erected by Emperor Caesar Augustus in the central Forum of Ancient Rome. All roads were considered to begin from this monument and the distances to all major cities of the Roman Empire were measured relative to this point. Conversely, the Golden Milestone was also seen as the specific point to which all roads in the Roman Empire led.

Both the ancient concept and the modern proverb are befitting to the mission and vision of the WLA. Each of the WLA member organizations is working toward reaching the same Golden Mile-

stone, namely raising funds for good causes. How appropriate it is then that the world lottery community will be converging on Rome for the World Lottery Summit 2014.

Lottomatica and the WLA will join forces to bring about this colossal event, which will be held at the Rome Cavalieri from November 2–5, 2014. Enclosed by fifteen acres of Mediterranean parklands, the Rome Cavalieri overlooks a romantic panorama that has inspired visitors to Rome for centuries. With an international reputation as the leading business and conference hotel in Italy, the Rome Cavalieri offers major conference facilities, spacious meeting rooms, and numerous smaller office suites ideal for committee



meetings. The Cavalieri convention facilities feature the latest and best in technology, and employ an experienced, professional team that will provide a full-service backup for the four-day event.

Attendees can look forward to an informative and inspirational business program in an intimate yet professional environment. The comprehensive business program will feature five to six internationally renowned keynote speakers, while the three parallel tracks will cover our core games, responsible gaming, the integrity of sports, and many other topics central to our industry. Delegates can also expect a multifaceted trade show featuring 50 or more exhibitors offering the latest innovations in lottery systems and services. Numerous social events and unrivalled opportunities for networking will also be on offer, all set in the majestic and historic confines of the Eternal City, Rome.

We look forward to seeing you in Rome from November 2–5, 2014 for the World Lottery Summit 2014 – save the date now!

Further information

For more information about WLS 2014, please see the summit website at www.wls2014.com.