



# World Lottery Association



*The year 2014 in review*

# Working for the benefit of society



*The lottery industry continues to grow and evolve at a rapid pace. In recent years, technological developments have had a profound effect on our lottery operations. In particular, the emergence of the Internet has changed the way we do business, by removing borders and*

*forcing us to think globally. In the midst of this fast and ever-changing landscape, WLA member lotteries distinguish themselves from the for-profit gaming industry through the noble mission of raising funds for the benefit of society. Year after year, the majority of the profits that we generate go to support public action, education, sports, culture, and a number of other worthy causes. This honorable mission, which forms the core of our activities, presupposes an exemplary commitment to the public.*

*Conversely, fundamental to the public trust in lotteries is confidence in the security, integrity, and social responsibility of our operations. This is why the WLA actively continues to strive for excellence in the twin arenas of security and integrity of gaming operations and responsible gaming. In this latter connection, protecting the integrity of sports is also one of our highest priorities. Surely, the founding in mid-January 2015 of the WLA Global Lottery Monitoring System for sports betting is an essential step towards preventing match-fixing and corruption in sport.*

*Looking ahead with enthusiasm to the new and exciting challenges that lie before us, I would like to thank the WLA Executive Committee for their valuable support, and also express my sincere appreciation to the WLA membership for their trust and confidence. I am certain that together we will achieve our objectives for the benefit of society.*

**Jean-Luc Moner-Banet**  
WLA President



# Get the balance right



*The lottery business is unique in that it exists in the space between private and public sectors. In order for us to be successful, we need to be at home in both worlds. In the realm of private competitive business, we need to be innovative, creative, and courageous, in order to provide*

*attractive and entertaining gaming products to our players. However, it matters not only how we develop our products, but also how we deliver them. In the public sector domain, we need to show patience, empathy, and respect, always mindful of the laws and cultural differences arising from jurisdiction to jurisdiction.*

*In bringing these two realms together we create a land where the lottery player becomes an honored citizen, not a mere consumer. It is a place where exclusive licenses support healthy societal structures rather than represent monopolistic market failures. To echo former Irish Prime Minister Bertie Ahern in his remarks to the United Nations summit in 2000, "... we live in a society, not a marketplace."*

*In our recently published Global Lottery Data Compendium, we documented that in 2013 WLA member lotteries worldwide returned more than USD 50 billion to society in support of good causes. I see this as a resounding confirmation of the good work of our member organizations and of the mission and vision of the WLA.*

*In this twelve-page brochure, we have recapped some of the highlights of a successful 2014 and what we have in store for you in the coming year. I am certain that 2015 will be even better, as we continue to serve the growing WLA membership.*

*Wishing you all the best for the new year!*

**Jean Jorgensen**  
WLA Executive Director



# WLA business activities and achievements 2014



## Members of the WLA Executive Committee.

From left to right: Gilson César Pereira Braga (Vice President), Luis Gama, Friedrich Stickler, Younes El Mechrafi, Theo Gossner, Rebecca Paul Hargrove (Senior Vice President), Jean-Luc Moner-Banet (President), Fabio Cairolí, Inmaculada García, David Loeb, Andy Duncan, and Richard Cheung. Not present Dato Lawrence Lim Swee Lin.

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

### Seminars

Each year the WLA, in cooperation with the regional associations, organizes a suite of seminars as parts of its educational program for lotteries and suppliers. The seminars target the tactical management 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.

In all, six seminars were organized by the WLA in 2014. Four of these seminars were held in Europe in cooperation with the EL, one seminar (on marketing) was held in the Philippines in cooperation with APLA, and one seminar (on sports betting) was held in Brazil in cooperation with both the EL and CIBELAE. Each seminar was attended by between 60–135 persons, for a total of 584 participants.

In cooperation with the regional associations, five seminars have been planned to date for 2015. The confirmed events schedule for 2015 is as follows:

### February 3

London, England

#### Innovation seminar

A one-day seminar held in cooperation with the European Lotteries, immediately following ICE Totally Gaming 2015 at ExCeL, London.

## 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 above), 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.



Former President of Poland and long-standing *Solidarność* (Solidarity) trade union organizer Lech Wałęsa delivers the keynote address at the WLA/EL joint security seminar held in Gdańsk, Poland from October 7–9, 2014.

February 4–6

London, England

#### Marketing seminar

The now-traditional annual London marketing seminar held in cooperation with the European Lotteries.

April 27–30

Gold Coast, Australia

#### Marketing seminar “Divided by oceans, connected by opportunities”

A marketing seminar held in cooperation with the Asia-Pacific Lottery Association.

May 26–28

Warsaw, Poland

#### Sports betting seminar

A two-day sports betting seminar held in cooperation with the European Lotteries.

October 12–13

Dallas, Texas

#### Responsible gaming and security seminar

A 1.5 day seminar on responsible gaming and security held in cooperation with the North American State and Provincial Lottery Association (NASPL), immediately prior to the NASPL ’15 annual conference.

Additional events, to be held in cooperation with the African Lottery Association and the Corporación Iberoamericana de Loterías y Apuestas de Estado, are also planned for 2015.

#### The WLA scholarship program

In 2013, the WLA instituted a scholarship program for its educational activities to facilitate the exchange of experiences and best practices within the lottery community. The program enables professionals from the lottery sector to participate as speakers in seminars organized by the WLA. A secondary objective of the program is to offer selected lottery professionals a chance to participate in WLA educational events, where said professionals would otherwise find it difficult to participate.

For each seminar held outside the NASPL region, the WLA scholarship program gives the WLA membership, via the regional association representatives on the WLA Executive Committee, the opportunity to recommend candidates across each of the following three categories:

- Speakers from WLA member lotteries with management knowledge and experience of the seminar theme;
- Professionals from WLA member lotteries who would not normally have the opportunity to attend the event, owing to (for example) travel restrictions.
- Professionals from non-WLA members, for the purposes of familiarizing non-members with the WLA and promoting WLA membership.

All candidates nominated for the scholarship program are subject to approval by the WLA.

Since the scholarship program began in 2013, a total of 46 individuals have benefited. The breakdown of scholarship beneficiaries per geographic region is as follows:

- 23 from North America
- 8 from the Asia-Pacific Region
- 7 from Europe
- 6 from South America
- 2 from Africa

#### WLA Conventions

Every second year, the WLA organizes a large international convention, now known as the World Lottery Summit (WLS), that features a comprehensive business program, an extensive social program, and a trade show showcasing the latest in suppliers products and services. The convention is generally regarded as the largest such event in the lottery industry, attracting some 800 to 1,500 attendees biennially.

WLS 2014 took place this year from November 2–5 in Rome, Italy and was generously hosted by Lottomatica. Around 1100 international delegates were in attendance. Please refer to *pages 10–12* of this brochure for a brief report on WLS 2014.

WLS 2016 will be held from November 6–9, 2016 in Singapore and will be hosted by Singapore Pools. For more information on WLS 2016 please refer to the information box on *page 12* or see the WLS 2016 website at [www.wls2016.org](http://www.wls2016.org).

## Industry standards

The WLA supports two internationally recognized standards for the lottery industry – the WLA Security Control Standard (WLA-SCS) and the WLA Responsible Gaming Framework (WLA-RGF).

### The WLA Security Control Standard

The WLA-SCS is an internationally recognized security and risk management standard for the lottery sector. Built upon ISO 27001, a leading international standard for information security management, 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 pathways to certifying 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 requirements specific to the secure operation of Internet and interactive sales and gaming services as well as the secure handling of gaming operations. At present, 62 WLA member lotteries and 10 WLA Associate Members (lottery suppliers) are WLA-SCS certified.

### 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



*Two globally recognized industry standards: The WLA Security Control Standard and the WLA Responsible Gaming Framework.*

require progressive improvement in 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 (CSR) Committee and offers certification pathways to each level of the standard. The CSR Committee is supported by the WLA Responsible Gaming Working Group and an Independent Assessment Panel.

Currently, there are 70 member lotteries certified to the WLA-RGF at level 2 or higher. Seventeen member lotteries are certified at level 2; ten member lotteries are certified at level 3; and 43 member lotteries are certified at level 4 (the highest level of certification).

### WLA-RGF certification for WLA Associate Members

Building on the success of the WLA-RGF certification program for WLA Lottery Members, the WLA began developing a WLA-RGF certification program for suppliers in 2012. As per the objective of

the WLA-RGF certification program for WLA Lottery Members, the aim of the WLA-RGF certification program for Associate Members is to support them in their endeavor to adhere to the highest standards of corporate social responsibility.

The WLA-RGF certification program for WLA Associate Members is currently in the final phases of development and the first WLA Associate Members should be certified by mid-year 2015.

### WLA-RGF award winners

In order to further promote best practices in the lottery industry, the WLA honors best responsible gaming programs by its members at its biennial convention. In 2014, awards were presented at the World Lottery Summit in Rome for:

- The best overall responsible gaming program;
- The best innovation in responsible gaming program; and
- The best emerging responsible gaming program.

The winner of the best overall responsible gaming program award was Ontario Lottery and Gaming Corporation, Canada, while the first ever winner of the award for best innovation in responsible gaming was Atlantic Lottery, Canada (*see photo on page 6*). The best emerging responsible gaming program award went to Nanum Lotto, South Korea.

## Information and communication

The WLA offers several member services aimed at informing the membership both about the activities of the WLA and about items of interest to WLA members. In 2014, these activities encompassed communication services (the WLA magazine and WLA website) and information services (the WLA Quar-

terly Lottery Sales Indicator, the WLA Annual Global Data Compendium, and a series of strategy discussion papers).

#### WLA Quarterly Lottery Sales Indicator

In 2009, the WLA began collecting quarterly lottery sales data from 35 WLA member lotteries from around the world and published the WLA Quarterly Lottery Sales Indicator for the first time in the summer of 2010. Sales from these lotteries represent approximately 60% of global sales by sales volume. Each quarter, the WLA aggregates and publishes the collected data through the Quarterly Lottery Sales Indicator, to provide lotteries, suppliers, and the general public with a snapshot of global and regional sales tendencies. The WLA Quarterly Lottery Sales Indicator appears on the WLA website and is also quoted in a range of industry publications.

#### The WLA magazine

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



The WLA magazine reports on the latest trends in lottery technology and marketing, on WLA events and services, and publishes the latest in news from the WLA and the five regional associations.



WLA Independent Assessment Panel Chair Maria Sillanpaa (middle) presents the award for best innovation in responsible gaming to Brent Scrimshaw, CEO of Atlantic Lottery (right), as WLA President Jean-Luc Moner-Banet (left) looks on.

#### The WLA website

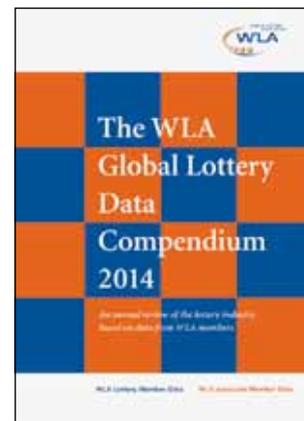
Since 2000, the WLA has maintained a web presence at [www.world-lotteries.org](http://www.world-lotteries.org). The website offers both a public and private members-only area. It serves as a resource center for the WLA community and offers access to content including: the WLA Security Control Standard;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

#### WLA Global Lottery Data Compendium

One of the services most frequently requested from the WLA by both WLA Lottery Members and external stakeholders alike is timely, comprehensive, and accurate data on the state of the lottery industry worldwide. In response, the WLA published the premiere edition of the WLA Global Lottery Data Compendium (GLDC) in October 2014, which subsequently made its debut at WLS 2014 in Rome.

The basis for the GLDC is the collection of a number of Key Performance Indi-

cators (KPIs), such as sales volume and money returned to society in support good causes, from WLA Lottery Members and WLA Associate Members. The publication of these indicators in the GLDC serves to market the role that WLA member lotteries play globally in raising funds for society. It also furnishes WLA Associate Members with a vehicle for marketing themselves to WLA member lotteries through advertising, via



The WLA Global Lottery Data Compendium is an annual review of the lottery industry, based on comprehensive data provided by WLA Members and Associate members.

## WLA facts and figures

The WLA was created in August 1999 through the union of AILE (International State Lotteries Association) and Intertoto (International Association of Toto and Lotto Organizations). It brings together:

### Continued membership growth

#### 152 WLA Lottery Members

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 supporting the public good.

WLA Lottery Members are drawn from over 80 countries, covering five global regions: Africa, Asia and the Pacific region, Europe, Latin America, and North America. In November 2012 there were 147 WLA Lottery Members, while as of November 2014 there are 152 WLA Lottery Members.

#### 71 WLA Associate Members

WLA Associate Members are suppliers of goods and services to the lottery or sports betting industries 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 number of WLA Associate Members has grown from 60 in November 2012 to 71 in November 2014. Of the 71 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 GTECH S.p.A., INTRALOT, Jumbo Interactive, and Scientific Games. The WLA Gold Contributors are 500.com, Playtech, Pollard Banknote, and Novomatic Lottery Solutions.

### Annual revenues of over USD 187 billion

WLA member lotteries generate a combined yearly revenue of USD 188.6 billion. This is a conservative estimate, based on data published in the WLA Global Lottery Data Compendium 2014 detailing Key Performance Indicators (KPIs), including sales figures, from 73 WLA Member Lotteries.

### More than USD 50 billion distributed annually to good causes

WLA Member Lotteries support their respective communities by returning the majority of their yearly profits to fund good causes. WLA member lotteries distribute an estimated USD 51 billion annually to fund education, sports, culture, social programs, and other good causes in their respective jurisdictions. This conservative estimate is based on data published

### The Platinum Contributors



### The Gold Contributors



in the WLA Global Lottery Data Compendium 2014 detailing KPIs, including money for good causes, from 73 WLA member lotteries.

vendor-oriented KPIs, of the services and products they offer. A total of 73 WLA Lottery Members and 32 WLA Associate Members, or approximately half the total WLA membership, provided data for the inaugural GLDC.

### Strategy discussion papers

The Executive Committee has recognized that one of the WLA's greatest assets is its predisposition to facilitate the global dissemination of lottery knowl-

edge. As such, it was earlier determined that a series of discussion papers on themes universally vital to the world lottery community should be produced. Three external professionals, two from the lottery industry and one a social me-

dia consultant, were mandated for the task. Working in direct consultation with WLA Executive Director Jean Jorgensen and WLA General Secretary Lynne Roiter, three discussion papers on the topics “Online gaming for lotteries”, “Social gaming and lotteries”, and “Sports integrity and lotteries” were produced and presented to delegates attending WLS 2014.

### Other activities and initiatives

In the interests of those WLA members offering sports betting products as part of their product portfolio, and for the benefit of the world lottery community as a whole, the WLA continued its commitment to the fight against corruption and match-fixing in sports throughout 2014. WLA initiatives in this arena included the development of the WLA Global Lottery Sports Betting Monitoring System; input into the Council of Europe’s Convention on the Manipulation of Sports Competitions; and continuing partnerships in the fight against match fixing. In addition, the WLA closely monitored the development of the forthcoming *.lotto* generic top-level domain.

#### *The WLA Global Lottery Sports Betting Monitoring System*

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At the 2012 WLA General Meeting in Montreal, Canada, the delegates mandated the WLA to establish a proposal for the creation of a WLA Global Lottery Monitoring System (GLMS) for sports betting. Work on the GLMS began in earnest thereafter and the final proposal for its creation was approved by the WLA Executive Committee at its June 17, 2014 meeting in New Hampshire, USA.

The GLMS provides for the establishment of a not-for-profit-association to be formally known as the Global Lottery Sports Betting Monitoring System. By-laws defining the powers and functions

of the new GLMS association have been drafted, and the inaugural meeting of GLMS is set for mid-January 2015. Following the meeting, a GLMS Executive Committee will take charge of all the matters around sports integrity.

Building upon the EL’s already-established European Lottery Monitoring System (ELMS), the GLMS will provide its members with global coverage on sports betting, automatic alerts on live betting, and service 24/7. GLMS is set to go live when the ELMS agreement expires in June 2015.

#### *Council of Europe’s Convention on the Manipulation of Sports Competitions*

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The Council of Europe’s Convention on the Manipulation of Sports Competitions was formally opened for signing on September 18, 2014, at a Council of Europe conference of sport ministers in Macolin, Switzerland. The WLA had the great honor of assisting in the preparatory work of the convention. The signing of the convention is significant for WLA members for a number of reasons, the most notable of which is that the convention’s definition of illegal betting is in parallel with the WLA’s Code of Conduct. Both the convention and the WLA Code of Conduct make it clear that in order for a gaming operator to be considered legal, it must be licensed to sell gaming products in the jurisdiction where the player is located.

#### *Partnerships in the fight against match fixing*

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In maintaining its vigilance in the fight against corruption in sports, the WLA has had longstanding agreements with the FIFA Early Warning System (FIFA EWS) and the International Olympic Committee’s (IOC) Integrity Betting Intelligence System (IBIS).

The WLA also actively pursues partnerships with SportAccord (the union of

international sports federations) and AIPS (the International Sports Press Association). Both SportAccord and AIPS promote the integrity of competitions, the training of young athletes, and the prevention of doping in sports. Most notably, AIPS’ Power of Sport Awards are presented each year to athletes in recognition of their exemplary commitment to sports. The Power of Sport Award ceremony is organized by AIPS with the support of the WLA.

#### *The forthcoming .lotto generic top-level domain*

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New Internet generic top-level domains (gTLDs), similar to *.com* and *.org* but denoting brand names (such as *.coke*) or generic categories (like *.sport*), came into effect in 2013. In mid-2013, the Internet Corporation for Assigned Names and Numbers (ICANN), which oversees the Internet the domain name system, approved a bid by the Irish Internet registrar Afilias, Ltd., the second largest Internet registry operator worldwide, to operate a new gTLD called *.lotto*.

The WLA together with the EL have been actively monitoring deployment of the new *.lotto* gTLD and are proactively engaged in a strategy to preempt any potential harm to the lottery brand by third parties running lottery related Internet addresses. In March 2014 the WLA sent a letter of concern to the Government Advisory Committee (GAC), one of whose tasks is to advise governments on ICANN’s business procedures, stating its reservations about having *.lotto* operate as an unrestricted gTLD. The GAC responded positively to the WLA’s letter of concern, indicating that it had made a request to ICANN that *.lotto* be recognized under its Category 1 Safeguard Advice, which provides for special safeguards for regulated markets to ensure that new gTLDs linked to such markets operate in a way that is consistent with applicable laws. In the case of the *.lotto* gTLD, such safeguards would ap-

## Four key members of the WLA Executive Committee leave in 2014

At the General Meeting in Rome, Italy, on November 5, 2014, the following four key members of the WLA Executive Committee completed their terms of office.



**Dianne Thompson,**  
former Chief Executive Officer of the Camelot Group

Dianne Thompson served on the WLA Executive Committee for the better part of a decade, beginning from 2006. Upon joining the Executive Committee, she became chair of the WLA Corporate Social Responsibility Committee. In this capacity, she was a driving force behind the development of the WLA Responsible Gaming Framework. Her commitment to advancing responsible gaming has been a service to both the WLA and the global lottery industry as a whole. As CEO of Camelot, Dianne always incorporated and advanced the WLA's most treasured values of responsibility, integrity, and trust. On combining these values with her extraordinary flare for lottery marketing, Dianne made Camelot one of the most respected lotteries in the world. This past November 5, at the closing dinner of the World Lottery Summit 2014, Dianne received the Guy Simonis Lifetime

Achievement Award for almost two decades of dedicated service to the lottery industry.



**June Roache,**  
former Chief Executive of the Lotteries Commission of South Australia

June Roache became a member of the WLA Executive Committee in 2008. She maintained the WLA's direct line to Australia, a region of the globe representing a vital part of the world lottery community. The WLA will always be thankful to June and to SA Lotteries for hosting the WLA Convention and Trade Show in Adelaide, Australia in 2002.



**Soo Nan Tan,**  
Chief Executive Officer of Singapore Pools

While Soo Nan Tan had only been on the WLA Executive Committee since 2012, he had worked in the background for years to strengthen the ties between the Asia Pacific Lottery Association (APLA) and the WLA. Under Soo Nan's leadership, Singapore Pools hosted the 2006 World

Lottery Convention and Trade Show. More recently, Soo Nan and Singapore Pools have also stepped up to play host to the World Lottery Summit 2016 (WLS 2016), from November 6–9, 2016 in Singapore. Although Soo Nan will retire from the lottery industry at the end of 2015, we look forward to working with him further on the preparations for WLS 2016.



**Christophe Blanchard-Dignac,**  
former President and CEO of La Française des Jeux

Christophe Blanchard-Dignac joined the WLA Executive Committee in 2001 and has been one of its longest-serving members. Over the years Christophe played a significant role in the growth and development of the WLA. Under his leadership, La Française des Jeux contributed greatly to the WLA Security Control Standard, by lending their Director of Risk Management and Security, Thierry Pujol, to chair the WLA Security and Risk Management Committee.

The WLA thanks the four departing members of the WLA Executive Committee and wishes them all the best in their respective future endeavors.

ply to the misuse of the *.lotto* gTLD by any illegal gaming operator.

Following the GAC's request to ICANN for special status for the *.lotto* gTLD, two meetings were held in October–No-

vember 2014 between representatives of Afilias, Ltd., the WLA, the EL, and NASPL, to explore the possibility of working together to ensure the operation of the *.lotto* gTLD in a regulated manner. Developments pertaining to establishing

criteria for the sale of *.lotto* domain names in such a manner as to prevent harm to the brands of WLA members were still ongoing at the time of this writing.

# A world-class international event –



*Dianne Thompson (center), former CEO of Camelot UK Lotteries Ltd., receives the WLA Guy Simonis Lifetime Achievement Award from Michelle Carinci, CEO of Lottotech, Ltd., and Jean-Luc Moner-Banet, WLA President, at the WLS 2014 closing dinner.*



*At left: Sally Cowdrey, Marketing Director at Camelot U.K. Lotteries Ltd., speaking to an appreciative audience about driving sustainable advertising during Parallel Session 5 at WLS 2014. At right: Soo Nan Tan, CEO of Singapore Pools (Pte) Ltd., pictured at the biennial WLA General Meeting held on Wednesday, November 5, 2014.*



More than 1,000 lottery professionals from around the globe converged on Rome in early November 2014 for the World Lottery Summit 2014 (WLS 2014), in a concrete realization of the convention's theme: "All roads lead to Rome". Generously hosted by Lottomatica, WLS 2014 was held at the beautiful Rome Cavalieri, the leading business and conference hotel in Italy. Set in 15 acres of Med-

iterranean parklands, and equipped with major convention facilities offering the latest and best in technology, the Rome Cavalieri provided an ideal setting for the industry's pre-eminent lottery industry meeting.

The summit featured an engaging business program comprising seven keynote addresses, three plenary sessions, and

nine contributed sessions organized across three parallel tracks. Highlights included Bertrand Piccard's entertaining opening keynote address on lessons learnt as a balloonist and aeronautist; game designer Jane McGonigal's intriguing session on the latest in video gaming research and the take-away for lotteries; and Caroline de Fontenay's thought-provoking discourse on how to best leverage

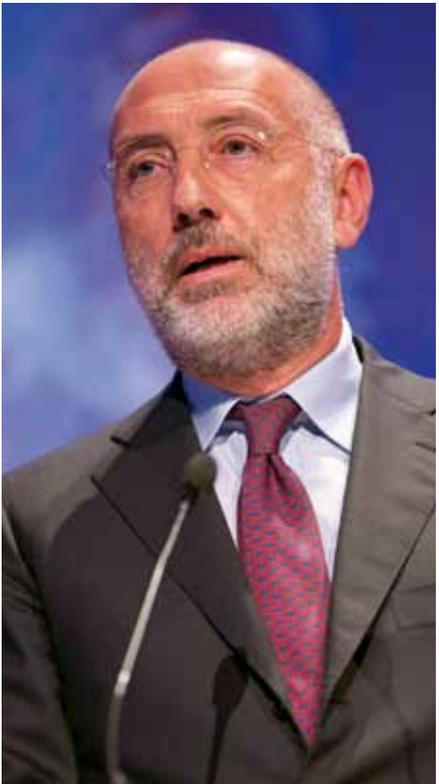
# the World Lottery Summit 2014



*WLA Executive Director Jean Jorgensen and WLA General Secretary Lynne Roiter at the WLS 2014 business program.*



*Jan Stewart, former CEO of Australia's Lotterywest, accepts Honorary Membership of the WLA from WLA President Jean-Luc Moner-Banet during the WLA biennial General Meeting held at 14:30 on Wednesday, November 5, 2014.*



*GTECH S.p.A. CEO Marco Sala addresses the audience during the opening ceremony at WLS 2014.*



*Participants at the biennial WLA General Meeting held at 14:30 on Wednesday, November 5, 2014. At left: Delegates from China. At right: Luis Gama, Director of Dirección de Loterías y Quinielas, Uruguay.*



YouTube for marketing and promotional purposes. With something to offer everyone, the WLS 2014 business program apprised delegates not only of opportunities currently open in the lottery industry, but also of challenges facing the industry as we move forward.

Beyond the business program, WLS 2014 also featured a lively and engaging trade

show. With approximately 40 international exhibitors on hand, including the WLA Platinum and Gold Contributors, delegates were presented with the very latest innovations and developments in lottery technologies, products, and services. As at past summits, the trade show not only provided attendees the opportunity to road test new products and services, it also afforded delegates the op-



The 53 volunteers at WLS 2014, drawn from more than 30 lotteries from 23 countries around the world, formed the public face of the biennial convention and trade show.

portunity to greet many industry friends and colleagues, as well as the chance to cultivate new acquaintances.

WLS 2014 delegates also availed themselves of further opportunities for per-

sonal networking courtesy of the comprehensive social program, which included a tour of the Palazzo Barberini, generously sponsored by Lottomatica. Designed for Pope Urban VIII by Carlo Moderno, one of the fathers of baroque

architecture, the palazzo houses one of the most important art collections in Italy. Another high point in the social program was the networking day at high-end Italian food market Eataly, where participants learnt to make their own pasta. As ever, the ability to mix with lottery colleagues from around the globe proved of tremendous value to everyone attending the convention.

A great success, the biennial get-together that was WLS 2014 gave us the chance to proclaim the growth of the world lottery community, to reflect on our achievements, to honor those that have made the global lottery industry the preeminent means of sustaining good causes worldwide, and to look to the future.

Please join us for the next World Lottery Summit, to be hosted by Singapore Pools in Singapore (*see information box below*) from November 6 to 9, 2016.

Save the date now!

## The World Lottery Summit 2016 to be held in Singapore



As announced at the closing dinner of the World Lottery Summit 2014, the World Lottery Summit 2016 (WLS 2016) will be held in Singapore

from November 6–9, 2016. Singapore Pools, host lottery for WLS 2016, is already making preparations for 2016's lottery event of the year.

The venue for WLS 2016 will be Singapore's famed Marina Bay Sands Hotel (*photo right*). The resort has three 55-story towers with 2,561 luxury rooms and suites, and is capped by the Sands SkyPark, offering a 360-degree view of Singapore's skyline. The SkyPark houses restaurants, gardens, and a 150-meter vanishing edge swimming pool. The Sands Expo and Convention Center has five floors of exhibition and convention space, with up to 2,000 exhibition booths and 250 meeting rooms. The Marina Bay Sands Hotel is



truly one of the leading business, leisure, and entertainment destinations in Asia.

The theme for WLS 2016 is "Winning in the New World—Meet the Challenge, Make the Change". For more information about WLS 2016, please visit the official convention website at [www.wls2016.org](http://www.wls2016.org).