

# Foreign operators share 83% of online gaming market

According to figures published by the Norwegian Gambling Commission, the online gaming market in Norway grew by 6.1% in 2007, with an estimated 244,000 people gambling online.

The Commission said Norwegians spent 961 million euros online, of which 82.9% or 797 million euros went to foreign operators, with Norsk Rikstoto and Norsk Tipping accounting for another USD 258 million.

The report included research based on a sample of 10,000 people between the ages of 16 and 74, which found that 12% of Norwegian adult men gambled online during 2007, while only 2% of the female population did the same. It also found that 9% of adults who had gambled online preferred to do so via mobile phone.

Lotto was stated as the preferred online game by 48% of the sample, followed by poker at 28%, sports betting at 27% and casino games at 7%. In terms of favoured sites, 21% named Unibet as their preferred venue, followed by Betsson with 14%, Expekt with 11%, and NordicBet with 10% of the vote.

The report also stated that 52% of telephone calls received by the gambling addiction helpline during 2007 were related to poker.