

# Dansk Tipsjeneste – Launching Internet Instant

In September, 2005, Dansk Tipsjeneste, the Danish Lottery, launched six Instant scratch games on the Internet. The new games – Crossword (Bogstavjagt); Eldorado; Sea Battle (Sænke Slagskribe); Miniquick; Quick Lucky Number; and Quick Match 3 – complement other Internet games sold by the Lottery.

Dansk Tipsjeneste has been selling games over the Internet since 2001. In addition to Internet Instant, Dansk Tipsjeneste currently sells Sports Action games, Lotto, Keno and Joker.

Dansk Tipsjeneste's Internet games are supplied by Betware, the company that also provides the Internet platform for the Lottery, and bet outcomes for the games are generated by Szrek2Solutions' Trusted Play™ system.

Public Gaming International recently had the opportunity to talk with Dansk Tipsjeneste Director of IT Jorgen Falsvig about the Lottery's launch of Internet Instant.

**Public Gaming International (PGI):** *Dansk Tipsjeneste recently introduced instant betting over the Internet. What were the biggest concerns and challenges concerning introduction of instant betting?*

**Jorgen Falsvig (JF):** The biggest concern was how to ensure that a random numbers generator was able to make sure that we maintained the pay back percentage correctly. We were also concerned about compulsive gambling. Therefore we have introduced some very tight limits for how much a customer can scratch per day, week and month. Security and audit are always an issue. We live with that every day.

**PGI:** *What were the main technical challenges?*

**JF:** We only had about six months from the start of the project to the first day of sales. That was a challenge when we had to start with a blank sheet of paper and no experience. We have special attention on performance, but until now we have not experienced problems. An important issue was how to make sure that a customer was able to continue scratching the ticket after having reconnected in case of a broken internet connection.

**PGI:** *How are customers responding to the new games?*

**JF:** Very positive! We have seen customers who we never expected to buy a scratch ticket in the retailer environment. They find scratching on the Internet great fun.

**PGI:** *How are the games performing compared to non-Internet instant scratch games?*

**JF:** We have just started, so it is too early to compare.

**PGI:** *How long have the new Internet games been in development?*

**JF:** We used six months for development.

**PGI:** *Do the internet games have bricks and mortar equivalents on the market in Denmark or are they stand-alone games?*

**JF:** All our games on the Internet you will also find in the retailer network, but it might change in the

future. We expect to have games for the retailers and games for the Internet.

**PGI:** *What were the main criteria for selecting suppliers for instant betting over the internet?*

**JF:** The suppliers skills and know how, and understanding of all the possibilities interactive channels open up for the lottery and the customers.

**PGI:** *How would you characterize Szrek2Solutions and the product they deliver?*

**JF:** They have extremely high knowledge of the lottery business after having been working for one of the major suppliers for many years. We knew from an earlier project that they were highly professional in all aspects. Their products are very advanced, ahead of the times and secured for the future.

**PGI:** *Was the Trusted Play system easy to implement?*

**JF:** No implementation is easy, but they solved all problems fast and efficient.

**PGI:** *Is Trusted Play performing up to expectations?*

**JF:** Absolutely

**PGI:** *Do you see a scenario where Dansk Tipsjeneste will use Trusted Play for other Lottery games?*

**JF:** We sure will use the solution for more random drawings; for example, Keno.

**PGI:** *Is Dansk Tipsjeneste working on other product categories to introduce into Internet play?*

**JF:** We are always looking for new games and facilities to make our Internet solution attractive and competitive to all customers

**PGI:** *In your opinion, what are the biggest challenges concerning Internet betting for lotteries in the U.S. as well as other parts of the world?*

**JF:** Understanding the benefits and limitation of the internet are very important. Security must be in place always or you will be out of the market in a second. It is also extremely important to listen to the customers. They might have a very clear request for navigation and information. ♣

