

News



23 November 2006

National Lottery website sets new record

The National Lottery website at www.national-lottery.co.uk experienced record rates of sales as the EuroMillions jackpot reached £123 million on Friday (17 November).

In the final hour sales through the website hit an unprecedented £500,000 per hour – an average of £140 per second.

And the mega jackpot also resulted in a massive 28,013 new registrations in a single day, up by 25 per cent on the previous Friday when a £103m jackpot had been up for grabs.

Friday's interactive sales were 56 per cent higher than the sales peak at the time of the biggest EuroMillions jackpot of £125m in February this year. Sales peaked at £319,000 an hour on that occasion.

This latest interactive record was also 50 per cent bigger than the second-ever Lotto Triple Rollover on 14 October (£331,000 an hour) and 19 per cent above the previous week's EuroMillions peak (£417,000 an hour).

The National Lottery website's systems architecture has been dramatically expanded over the past 12 months, to ensure it is able to handle an increasing amount of transactions.

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Neil Kellar, Camelot IT Director, said: “Play through our interactive channels is increasing all the time, but big jackpots always bring a big surge in use of the website.

“We’ve increased the capacity of the website several times – notably at the beginning of the year when another EuroMillions Rollover hit £125m – and I’m very pleased with how well the site is standing up to record-breaking levels of users.

“We planned very carefully for the surge in sales we knew would come on Friday, putting a mechanism in place so that we could carefully control the flow of players into the site and ensure that the levels of service and player experience were the highest possible.

“As a result we received half the number of phone inquiries we had at the time of that £125m jackpot – despite our interactive player base having dramatically expanded since then – and afterwards 85 players contacted us to compliment us on the quality of our service.”

The 11 week EuroMillions Rollover series climaxed on Friday with the National Lottery’s first ever “roll down”. Because the game rules did not allow a 12th rollover and no one won the jackpot, the £123m was shared by ticket-holders on the next prize tier.

Twenty ticket-holders won, with seven of them in the UK scooping £6.75m each. 5,939,215 prizes were won in total and the roll series raised more than £47m for Good Causes in the UK.

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The National Lottery website was launched in 2003 and was quickly joined by other interactive channels on Sky Active and mobile phones via the Play by Text service.

Well over 1.5m players are now registered with the lottery's interactive services, and sales have risen every year since launch. In 2005/6 interactive sales rose by more than £127.3m – or 145.5 per cent – to £214.8m.

Camelot's central systems – which support all lottery sales across both interactive and traditional retail channels – have been tested at well over half a million lottery ticket transactions per minute, without showing any observable reduction in ticket processing and printing time.

Camelot was the first organisation in the UK to achieve GamCare accreditation for its internet site and its Sky Active and Play By Text services. The Children's Charity NCH found the National Lottery website to be one of only two which stopped a young person from illegally registering of 32 tested.

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Notes to Editors:

- Camelot Group plc is the operator of The National Lottery® and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- EuroMillions is the biggest lottery game in the world, bringing together lotteries in the UK, France, Spain, Ireland, Belgium, Luxembourg, Switzerland, Austria and Portugal
- To date, over £19 billion has been raised for Good Causes by The National Lottery, and more than 250,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £28 billion in prizes and created more than 1,900 millionaires or multi-millionaires since launch in 1994

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- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 40 UK companies in Business in the Community's 2006 Corporate Responsibility Index, and is sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over
The crossed fingers logo is the registered trademark of the National Lottery Commiss

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