

News



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Camelot Signs Deal With Microsoft Digital Advertising Solutions

The National Lottery[®] is set to increase its presence on MSN UK and Windows Live media channels under a strategic relationship announced today – if Camelot's bid for the third licence to operate the lottery is successful.

The lottery operator has signed up to work with Microsoft Digital Advertising Solutions as it prepares its proposals for the new 10-year licence. The two companies will work together to increase digital access to The National Lottery.

If Camelot's bid is successful the lottery's presence on MSN UK will be extended into the social networking site Windows Live Spaces and enhanced services on Windows Live Messenger. This will allow MSN and Windows Live users to easily interact with the National Lottery.

MSN UK already carries a dedicated National Lottery channel, allowing users to easily purchase lottery tickets online. The new relationship will see a dramatic expansion of those services if Camelot's licence bid is successful.

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Plans for the bid include:

- Creation of a National Lottery Windows Live Space, which will help to drive a two-way interactive conversation between players and the lottery, with players being able to incorporate lottery content – such as characters featured in Instant Win Games – into their own Spaces.
- An expansion in the content available from the National Lottery tab on Windows Live Messenger, allowing easy purchase of lottery products and the development of National Lottery player communities within Windows Live Messenger for age-verified users
- New games developed by Camelot for the Windows Live Messenger environment
- A high profile National Lottery presence in the Windows Live environment

Camelot already operates the most successful interactive lottery in the world, with over 2.1 million registered players, and raising more than £500,000 for the Good Causes every week. Camelot currently offers players the ability to access The National Lottery[®] through the internet, interactive TV and mobile phones. It was the first organisation to receive accreditation for all three of these services from GamCare, the UK's centre for information, advice and help on gambling.

Dianne Thompson, Camelot Chief Executive, said: "The third lottery licence will run for at least 10 years from 2009. The pace of technological change will get ever faster in that decade. That means that our players are going to expect more convenience than ever in buying their lottery tickets and we're aiming to be at the leading edge in providing the services they need.

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“Our players want to be able to play an Instant Win Game while they’re chatting to a friend. Players will expect more interactivity than ever before, plus a stronger community feel to the lottery experience – with all the checks and balances you’d expect from Camelot and The National Lottery.

“Our deal with Microsoft Digital Advertising Solutions can make all those things – and plenty more – a reality and we’re very much looking forward to working with them if we win the licence.”

Chris Ward, Commercial Director, Microsoft Digital Advertising Solutions said: “Camelot’s commitment to innovation has made the UK National Lottery the most successful interactive lottery in the world. As the social networking trend continues to unfold, we believe our relationship with them can extend their reach, which – subject to proper age verification – will make the lottery even more accessible to our extensive community of users.”

All proposed games and services will be subject to approval by the National Lottery Commission.

Bids for the third licence to operate The National Lottery have to be submitted to the National Lottery Commission by 9 February 2007. The successful bid is due to be announced in summer 2007, and the new licence will commence in 2009.

Camelot began work on its bid in January 2005, and has created a dedicated team to work on the third licence while the rest of the company continues with the vital work of raising money for UK Good Causes.

Financial terms of the deal were not disclosed.

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For further information, please contact

Camelot Press Office

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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
- 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 £28.8 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
- 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 is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- 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 Commission

About MSN UK and Windows Live

MSN UK (<http://uk.msn.com>) attracts more than 20 million unique users worldwide per month. MSN is a world leader in delivering compelling programmed content experiences to consumers and online advertising opportunities to businesses worldwide.

Windows Live, a new set of personal Internet services and software, is designed to bring together in one place all the relationships, information and interests people care about most, with enhanced safety and security features across their PC, devices and the Web.

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Windows Live and MSN provide a number of world class innovative communication and information services including:

- MSN Hotmail, the UK's most popular free web-based e-mail service with over 9.4 million users in the UK (Nielsen//NetRatings October 2006) and over 230 million active accounts worldwide (MSN Internal Data)
- Windows Live Messenger, the UK's number one instant messaging service on the internet with 14.6 million monthly users (Nielsen//NetRatings October 2006) and over 205 million active users worldwide (MSN Internal data)
- Live Search, one of the UK's top search sites with 5 million users. (Nielsen//NetRatings October 2006). Live Search is available in 33 markets worldwide and 13 languages.
- Windows Live Spaces, one of the leading blogging and social networking sites in the UK, has over 2.6 million users in the UK (Nielsen//NetRatings October 2006). Windows Live Spaces is one of the fastest growing communication networks in the world.

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