

News



17 January 2007

National Lottery Interactive Reaches 2 Million Registered Users Milestone

The National Lottery's interactive success story has reached a major milestone – with the announcement that more than 2 million lottery players have now registered to play lottery games on the internet, interactive TV and mobile phone services.

Just over three years since the launch of The National Lottery® games on the internet, Camelot now operates the most successful interactive lottery in the world.

More than 2.1 million players have now registered to play the lottery across the three interactive platforms – which raise more than £1m for Good Causes every week.

Interactive players have also had a big share of lottery luck. Publicity winners who have hit the big time interactively include:

- The 'Military Airborne Communications Integrated Project Team', a syndicate of 12 MOD staff at Abbey Wood in Bristol, who won £1.9m;
- Wetherby singer Roger Griffiths, whose band was tipped to be *The Next Big Thing* on the Channel 4 TV show, who scooped £1.8m;
- £2.2m Lotto jackpot winner Tony Stubley, a policeman from Chatham;

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- Hatfield sales executive David Wait, who won a £75,000 top prize on the online Instant Win Game based on the classic board game Scrabble.

Phil Smith, Camelot's Commercial and Operations Director, said: "The National Lottery interactive channels have been one of the big success stories of the current licence period – a showcase for the innovative approaches Camelot has brought to every aspect of operating the lottery.

"With a range of fun games, the interactive channels have attracted many people who had stopped playing or had never played the lottery. It's also made our games more accessible and more convenient than ever – in fact if you play interactively you don't even need to check your numbers, because we'll contact you automatically if you win.

"But most importantly, it's proved to be a fantastic way of boosting the funds we raise for Good Causes – while ensuring that the lottery continues to be operated in a socially responsible manner."

The full range of National Lottery draw-based games – Lotto, EuroMillions, Dream Number, Thunderball, Daily Play and Lotto HotPicks can be played at www.national-lottery.co.uk.

The website also boasts an exciting and constantly renewed range of Instant Win Games (IWGs) – featuring fun animation to make game play more exciting than ever.

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More than 25 new IWGs have been launched in the first nine months of the 2006/07 financial year. Some of the most popular IWGs have tied in with big movies, TV shows and board games – including The Pirates Of The Caribbean: Dead Man's Chest, Monopoly Deluxe, Deal Or No Deal and Scrabble.

Lotto and EuroMillions are also available on interactive digital TV through the Sky Active service, and the groundbreaking Play by Text service has made it possible to play all lottery draw-based games from a mobile phone – once players have registered via the website.

National Lottery interactive sales were £214.8 million in 2005/06, up 145% on the previous year. This success has continued in the current financial year. Sales in the first nine months, to the end of Quarter Three, were £212.5 million, an increase of £77.0 million or 56.8% on the figure of £135.5 million for the same period last year.

This success has been achieved with the same levels of social responsibility which Camelot applies to all aspects of operation of The National Lottery.

Before playing any lottery game on an interactive channel players have to complete a simple but thorough and rigorous third party registration process, developed with Experian. The process ensures players are aged 16 or over and that they are UK or Isle of Man residents.

Once players have registered, there is a set weekly spend limit which can only be increased by contacting Camelot's call centre. A 24 hour cooling-off period is in place for players who re-set their spend levels, designed to discourage and prevent excessive play.

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These measures helped ensure that Camelot was the first organisation in the UK to achieve accreditation from GamCare – the UK's national centre for information, advice and practical help regarding the social impact of gambling – for all three of its interactive services.

The Children's Charity NCH also found www.national-lottery.co.uk to be one of only two websites, out of 32 tested, which stopped a young person from illegally registering.

These latest figures have been released as Camelot prepares its bid for the third licence to operate The National Lottery.

Bids for the third licence have to be submitted to the National Lottery Commission by 9 February 2007. The successful bidder 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.

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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

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- 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.

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