



CAMELOT

# MEDIA BRIEFING SHEET

August 2022

As operator of The National Lottery, Camelot's objective is to maximise returns to National Lottery Good Causes through selling tickets in a socially responsible way. Since 1994, Camelot has made a winning business of running one of the world's most successful lotteries. By continuing to put its players first and through offering a multi-channel experience, it has achieved an impressive track record in innovation and long-term, responsible growth.

## KEY FACTS

- **National Lottery licences:** In May 1994, Camelot was awarded a seven-year licence to run The National Lottery. In December 2000, it was awarded the second seven-year licence, starting on 27 January 2002. Camelot's third licence, this time for 10 years, began on 1 February 2009. In 2012, it was extended by four years to 2023 following the National Lottery Commission's agreement to Camelot's proposal to deliver around £1.7 billion in additional lottery funding to society.
- **Efficiency:** With around only 4% of total sales revenue spent on operating costs, Camelot is proud of its record as a highly cost-efficient operator.
- **Returns to society:** In operating The National Lottery, Camelot generates, on average, over £30 million each week for National Lottery Good Causes.

To date, National Lottery players have helped to raise over £46 billion for Good Cause projects – around 65% more than government expectations at launch. More than 670,000 funding awards have now been made throughout the UK, an average of 240 lottery grants in every postcode district.

Although Camelot is responsible for generating returns to Good Causes, it plays no role in the allocation of funding. This is the specific responsibility of 12 lottery distribution bodies, each with specialist knowledge of their sectors.

- **Lottery Duty:** £19.5 billion to date.

- **Long-term growth:** Camelot's strategy for long-term, responsible growth – an approach based on offering players a balanced and appealing range of games that offers something for everyone, and making them as accessible as possible so that people can play anytime, anywhere and on any device – has seen total National Lottery sales grow by 57% over the course of the third licence<sup>1</sup>. As a result, annual returns to Good Causes are now more than £530 million higher over the same period.
- **Reach:** Around 94% of the UK adult population live or work within one mile of a National Lottery terminal, and around 60%<sup>2</sup> of UK adults currently play National Lottery games, with the demographics of play closely mirroring the demographics of the UK population as a whole. More than 36 million people played last year – underlining the huge reach of the brand.
- **Leading UK brand:** 99% of the UK population have heard of The National Lottery<sup>3</sup>. Camelot operates some of the UK's top FMCG brands, with Lotto the single biggest FMCG brand in the country. Total National Lottery sales in 2021/22 were bigger than the combined total UK sales of Cadbury, Coca-Cola, Nestlé, Walkers, Pepsi Cola, Warburtons and Heinz<sup>4</sup>.
- **Winners:** The National Lottery creates over nine million winners a week across its range of draw-based and instant play games – and, on average, seven new millionaires. More than 6,500 millionaires or multi-millionaires have now been created since launch in 1994.
- **Prize money:** Over £86 billion to date.

## SALES

- **National Lottery ticket sales:** In June 2022, Camelot announced its best-ever returns to Good Causes from National Lottery ticket sales for the second year running. This was generated from sales of £8,090.7 million in 2021/22. Although this represented a decrease of £283.2 million on record sales of £8.3 billion the previous year, it followed four consecutive years of growth and was only the second time since 1994 that sales surpassed the £8 billion mark.

Including unclaimed prizes, £1,911.8 million was generated for Good Causes – an increase of £24.3 million on 2020/21 and the equivalent of £36 million every week. This made it the second best-ever total raised and only the third time that the Good Causes money generated exceeded £1.9 billion.

The performance was driven by a number of factors, including Camelot's ongoing investment in The National Lottery brand – which over the course of the year saw the company carry out an unmissable campaign to celebrate players' contribution to Tokyo 2020, as well as support a number of great money-saving promotions for players as Covid restrictions eased.

At £4,647.5 million, sales of draw-based remained strong, despite fewer large EuroMillions rollovers, and the flagship Lotto game continued to be the most popular game – with a steady stream of 'Must Be Won Rolldowns' resulting in boosted prizes for everyone. Meanwhile, the majority of sales decline for the year was attributable to a decrease in sales of National Lottery Instant, down £240.0 million year-on-year to £3,443.2 million.

Retail remains the largest National Lottery sales channel, with in-store sales of £4,674.2 in 2021/22. With digital sales of £3,416.5 million, online player engagement remained very strong and Camelot saw strong retention of players who had migrated from retail as a result of the pandemic. It built on this with some highly effective acquisition activity, which resulted in 1.8 million new player registrations over the year – taking its digital player base to a record 10.1 million active players.

Over the course of the year, National Lottery players won £4,612.3 million in prizes, and 364 new millionaires were created – just short of one new millionaire a day.

## IN-STORE

- **Retail network:** Accounting for nearly 60% of sales last year, retail is the largest National Lottery sales channel. Camelot now works with around 44,500 retailers across the UK, with independent outlets making up the majority.
- **Retail innovation and convenience:** Camelot works hard to deliver the best possible retail experience for National Lottery players through major innovations such as its National Lottery Fast Pay service – which lets players store their lucky numbers on a re-usable, wallet-sized card and play games at the checkout.

It has also made National Lottery games available at self-checkouts and for home delivery with the likes of Asda.com and Tesco.com, and added new distribution outlets, such as Aldi and Iceland, to reflect the changing ways and places in which people now shop.

- **Sales commission:** National Lottery retailers earn 5% commission for each draw-based game sold and 6% on each Scratchcard sold, as well as 1% on certain prizes paid out in-store. On average, National Lottery retailers earned around £6,000 in commission per store in 2021/22 – taking the total they've earned to date to £7.4 billion.

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## DIGITAL

- **[www.national-lottery.co.uk](http://www.national-lottery.co.uk):** Leading the field of digital lottery innovation and e-commerce since 2004, Camelot operates the largest digital lottery in the world by revenue. With over 10.1 million active registered players, [national-lottery.co.uk](http://national-lottery.co.uk) is also one of the leading e-commerce sites in the UK<sup>5</sup>.
- **National Lottery Official Apps:** Camelot's popular and free National Lottery Official Apps for iPhone<sup>®6</sup> and Android<sup>™7</sup> make it easy for players to play National Lottery games and check the latest draw results on the move.

- **Social media:** With more than 193,000 Twitter followers (@TNLUK), 839,000 Facebook 'likes' (facebook.com/TheNationalLotteryUK) and 72,000 Instagram followers (tnluk), Camelot shares news of games, winners and Good Cause projects with players on a daily basis.

## OLYMPIC AND PARALYMPIC GAMES

- **Olympic and Paralympic Games:** Each time people play The National Lottery, they are transforming British sport. Following the introduction of National Lottery funding in 1997, Team GB has moved from 36th in the Olympic medal table in 1996 to being a top four nation in each of the last four Games.

97% of Team GB and ParalympicsGB medallists at Tokyo 2020 received National Lottery funding – and more than 1,000 Olympic and Paralympic medals have now been won by British athletes since National Lottery funding began.

Since 1997, National Lottery funding has supported more than 6,300 athletes in their pursuit of medals, enabling them to train full time, and access world-leading coaches and innovative technology, science and medical support. Over the same period, National Lottery funding has enabled over 275 sporting events to be hosted in the UK – including contributing up to £2.2 billion towards the cost of the London 2012 Games.

The National Lottery is currently making a significant contribution as part of the wider funding package to help Team GB and ParalympicsGB prepare for Paris 2024 and beyond.

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## RESPONSIBILITY AND RECOGNITION

- **Healthy play:** Camelot wants all National Lottery players to have a positive and enjoyable experience within a safe environment.

National Lottery games are very different from those offered in the mainstream gambling sector. And thanks to the rigorous controls, checks and balances that Camelot has put in place – together with stringent regulatory oversight from the Gambling Commission – it's widely recognised that the inherent risk of problem play associated with National Lottery

games is extremely low. This is backed up by both Gambling Commission and GamCare data.

- **Per capita spend:** Camelot is internationally recognised for selling National Lottery tickets in a socially responsible way. Despite being the fifth largest lottery in the world by sales, The National Lottery is ranked just 62nd in the world in terms of per capita spend<sup>8</sup> – underlining the effectiveness of Camelot's strategy to have lots of people playing a little.
- **Game design:** Camelot uses three tools to assess a game's potential risks, including its structural characteristics and possible appeal to vulnerable groups. If any of these tools identifies a potential risk to players, Camelot will modify the game to reduce it. If the risk remains too high, it will not launch the game.
- **Operation 18:** Operation 18 involves mystery shopping visits carried out by people who are over 18 but look younger. Retailers who sell on three separate occasions to mystery shoppers may have their terminal removed.
- **Leadership:** Camelot was one of the first organisations in the UK to achieve GamCare accreditation for its interactive services and has now been accredited since 2003 – underlining the effectiveness of the robust measures it has in place to prevent excessive and underage play.

In 2019, it became the first lottery operator – and one of the first online gaming operators – to achieve Advanced Level 2 of GamCare's Safer Gambling Standard for its online and retail operations. And in 2022, it achieved for a fifth successive time the highest level of the European Lotteries' Responsible Gaming Standard, as well as Level 4 – the highest level possible – of the World Lottery Association's Responsible Gaming Certification.

- **Living Life Changing:** Camelot encourages employees to engage with its life-changing purpose by volunteering with Good Cause projects.
- **Awards:** Camelot is recognised as a leading UK employer, placing 10th in Best Companies' 'Best 100 Large Companies 2021' and winning People Insight's 2021 'Outstanding Workplace' award. It is also recognised for its outstanding marketing, winning three awards at 2021's Marketing Society Awards, including the Awards 'Grand Prix'.

In 2022, Camelot was commended for its responsible business practices and extensive support for the local community, winning the coveted Responsible Business Champion Award from the All-Party Parliamentary Corporate Responsibility Group (APCRG).

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<sup>1</sup> When comparing 2021/22 and 2008/09 annual sales and Good Cause returns

<sup>2</sup> Hall & Partners Tracking (April 2021-March 2022)

<sup>3</sup> YouGov – The Most Famous Gambling & Betting Brands (Q1 2022)

<sup>4</sup> When comparing annual sales with *'Britain's Biggest Brands'*,  
The Grocer/Nielsen – March 2022

<sup>5</sup> IPSOS IRIS – April 2022

<sup>6</sup> Apple, the Apple logo and iPhone® are trademarks of Apple Inc., registered in the U.S. and other countries

<sup>7</sup> Android™ is a trademark of Google Inc.

<sup>8</sup> La Fleur's 2022 World Lottery Almanac