



GAMBLING LAW 2010

September 9-10, London, UK

DRAFT PROGRAMME (SUBJECT TO CHANGE)

Confirmed Speakers:

Andrew Lindley, Legal and Commercial Director, THE TOTE

Oliver Codrington, Head of Compliance and Licensing, BRITISH HORSERACING AUTHORITY

James Scicluna, General Counsel, BETCLIC

Peter Wilson, Partner, MEMERY CRYSTAL

Marilee Owens, General Counsel, BETBRAIN

Wes Himes, Managing Partner, POLICY ACTION

Laurie Korpi, Legal Analyst, GAMBLING COMPLIANCE

Nick Hawkins, Director of Legal Services, DANOPTRE

KEYNOTE PRESENTATION

Acquisition, Mergers and Preparing Your Organisation for the Growth in B2B

- Full details of recent deals that have taken place last year and best practices for successful acquisitions
- To what extent are the regulatory constraints and/or competition law issues for the biggest mergers?
- Get the inside track on how to prepare your business for acquisition in the market
 - what particular concerns do online gambling businesses faces?
- B2B: The buzzword of 2010

For more information, please contact: David Ghoris, Programme Director, +44 (0)207 878 6930 or d.ghoris@c5-online.com

- why has Unibet recently entered the B2B market?
- the advantages and benefits of partnering in white label deals
 - how different firms approach it?
 - examples of who has done it
- using B2B as a way of covering yourself against adverse licensing terms

A Detailed Look at Liberalising Markets, Overprotectionism and Licensing

- To what degree are the European Member State monopolies opening up their markets
- Obtaining a license: A break down of the main issues jurisdiction by jurisdiction
 - what are the legal and financial challenges?
 - how to overcome these challenges
 - what problems are involved in obtaining a license?
- Common and distinctive elements of licensing regimes across the EU
 - making it attractive to operate
 - ensuring the laws are not discriminatory for existing operators

France, Italy and Denmark: A Review of the Progress to Date

- How will this affect your business?
- What is being done/can be done at the EU/State level to challenge new laws (both by operators, Member States and the Commission) that are in conflict with EU principles
 - should you extend the license to your existing licensees or open the market completely for offshore operators?
 - how will British remote license holders be affected by the introduction of a state by state licensing system
- A comparison between the approaches of France and Denmark
 - overprotectionism vs making a genuine approach to liberalise the market

REGULATIONS

Infringement Procedures and Recent ECJ Guidance: Information We Need to Know

*Laurie Korpi, Legal Analyst, **GAMBLING COMPLIANCE***

- ‘*Bwin Liga*’/*Santa Casa* one year on: Why are we still unsure of the outcome?
- Understand how new precedents will shape the coming months and years
 - what is permitted regarding a member states’ gambling policy
- To what extent does the lack of harmonisation cause problems at the European level

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- Learn about the many reform projects being undertaken by member states during 2010

Tie in Session: The Forest Through the Trees: Making Sense of All Legislative and Regulatory Developments in the EU

*Wes Himes, Managing Partner, **POLICY ACTION***

This session looks at how all the items above come together and what the future might look like:

- Brussels: A up-to-the-minute summary of the Council working group, infringements, Parliament view on gambling and Green Paper on gambling
- Member States: Italy, France, Denmark yes, but who's next and what will it look like?
- A Focus on the Courts: ECJ cases, relief or frustration?

Member State Reforms and How Will They Affect the Market

- Changing policy in the UK to dismantle mutual recognition of other member state's online gambling licenses
- Introducing Estonia to the online gambling market
 - how have they fared
 - which jurisdictions have been an inspiration
 - what lessons have been learnt?
- Spotlight on Norway: Blocking payment processing on offshore websites and restricting access to the market

WHAT ARE THE CHALLENGES, WHERE ARE THE OPPORTUNITIES

Machine Gambling

*Nick Hawkins, Director of Legal Services, **DANOPTRE***

- Where might we be heading with changes in stakes, prizes, player tracking and data sharing?
- Be brought up to date on the UK government's attitude to category B machines in betting offices and whether they are under threat: Is this all small talk?
- What are the legal risks of split premises in 2010

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Social Networking

- Opportunities within social networks to promote gambling
- Realising the challenges of pioneering new revenue streams for operators within the boundaries of the law
- How to avoid being penalised for being innovative

Advertising: An In-depth Analysis of Recent Developments in Gambling Law

- Up-to-the-minute legal and political angles of the ongoing national gambling market regulation in Europe and its impact on advertising
 - can we hope to get harmonized standards for gambling advertising?
- Focus on France: has the French legislation raised the bar when it comes to transparency and social responsibility in advertising?
- Take a deep dive into the challenges of online advertising and particularly online affiliate advertising in regulated markets
- Opening up TV product placement to gambling companies
 - getting to grips with the regulatory aspects of the European AVMS Directive
- Licensing TV brands costs is expensive:
 - analysing the model of spending money on TV advertising to create your own brand loyalty

US Internet Gambling

Despite government regulation prohibiting US Internet gambling, the US remains one of the most valuable single markets for online gaming and the market has only continued to grow since its prohibition in 2006. In 2010 there are likely to be many legal changes that are coming from individual states themselves rather than a reform of federal laws.

- State lotteries launching online gaming
 - possible source of extra taxes for States with reduced revenue from the credit crunch
 - state legislation already in California, New York and Florida
- Online tribal gaming
 - US tribes are eager to unveil online gaming after the success of Canadian Tribes
- Changing enforcement
 - repealing of the UIGEA
 - Obama Administration has softer view on online gaming
 - could this lead to changes in the law?
 - the Safenames case and the State of Kentucky
- Divergent views from the casino industry lobby

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- in the last 3 years several large casino operators like have changed their position on online gambling
- example of Harrahs
- a possible source of new revenue?
- International initiatives
 - revisiting the WTO Appellate Body 2007 decision on the GATS agreement and the US ban on online gambling
 - foreign lobbying efforts to help legalise online gambling

Sport Betting and Gaming: Advertising, Integrity and Fraud

*Andrew Lindley, Legal and Commercial Director, **THE TOTE***

*Oliver Codrington, Head of Compliance and Licensing, **BRITISH HORSERACING AUTHORITY***

- How has the way betting operators can advertise changed in the last twelve months?
 - how will this affect the relationships between sporting and gambling businesses
- Learn about the conflict between European Law and the different national laws of the EU member states
- Is the current level of cooperation between sport and betting operators sufficient?
- The Fifa Early Warning System (EWS): Understanding how this system will help instil integrity and stop future corruption in sport betting
- How serious a problem is match fixing
 - what particular problems are posed by online gaming?

GAMBLING COMMISSION KEYNOTE PRESENTATION

A Review of How the Gambling Commission Prosecutes Cheating

- Achieving much more than any of us alone: Who does what between the Commission, Police and Local Authorities to eradicate cheating?
- Hear about the latest campaign on enforcement
 - how big is the problem of illegal gambling on revenues
 - how successful has the Commission been
 - What else can be done?
- Implementing the recommendations from the Commission integrity expert panel to tackle the risk of integrity to sport

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