

# Lottery Revenue Proposals



# iLottery = Lottery Modernization

- iLottery is the future of lottery
- iLottery brings lottery games into the 21<sup>st</sup> century by allowing lottery products to be sold through the internet.
- If the lottery is to continue to generate profits for the Education Fund into the future the business must keep up with how and where customers want to play.
- In states where iLottery was implemented there was little impact as a result of Covid-19 shutdowns.
- Similar unregulated games are available now for those Vermonters that want to play them.
- iLottery will improve our ability to provide responsible gambling (limits – messages – we know our customer).

# New Hampshire iLottery Demo



[iLottery Games](#) | [In-Store Games](#) | [Winning Numbers](#) | [Sports](#) | [About Us](#)

Over \$2 Billion and Counting for our Schools

[Sign In](#)

[Register](#)



## HOTTEST GAMES



NEW

Price: \$0.50-\$20

Win up to \$102,000

Must be 18+ to play

[Play Now >](#)

[Demo >](#)



Price: \$0.50-\$20

Win up to \$100,000

Must be 18+ to play

[Play Now >](#)

[Demo >](#)



Price: \$0.50-\$20

Estimated jackpot: \$30,574

Must be 18+ to play

[Play Now >](#)

[Demo >](#)



Price: \$0.50-\$20

Win up to \$100,000

Must be 18+ to play

[Play Now >](#)

[Demo >](#)



Price: \$0.10 - \$2

Win up to \$40,000

Must be 18+ to play



NEW

Price: \$0.10-\$5

Win up to \$50,000

Must be 18+ to play



Price: \$0.10-\$20

Win up to \$100,000

Must be 18+ to play



Price: \$0.50 - \$20

Win up to \$100,000

Must be 18+ to play

# Identity and Age Verification are built-in

## KNOW YOUR CUSTOMER

The screenshot shows a web browser window titled "ACCOUNT REGISTRATION" with a "Safe & Secure" indicator. The form is divided into three steps: "1 Account Information", "2 Personal Information", and "Confirmation". The "Personal Information" step is currently active. The form contains the following fields:

- First Name:
- Last Name:
- Gender:  Female  Male
- Date of Birth: Month , Day , Year
- Address:
- City:
- ZIP Code:
- MI:
- SSN (Last 4 Numbers of SSN):
- Mobile Number: +1

Below the form, there are four orange circular callouts with white numbers 1, 2, 3, and 4, each with a corresponding label below it:

- 1** Full Name
- 2** Birth Date
- 3** Last 4 SSN
- 4** Address

At the bottom of the form, there are two checkboxes: "Yes, send me updates & offers via Email" and "Yes, send me updates & offers via Text", both of which are checked. Below these are two lines of text: "I am at least 18 years of age & I accept the terms and conditions." and "I have read Michigan Lottery's Responsible Gaming page."

# iLOTTERY SOLUTIONS DELIVER RESPONSIBLE AND SUSTAINABLE PLAY

## OPERATOR TOOLS

### Deposit Limits

This limits the amount of money a player can deposit within a specified period of time.

### Wagering/Purchasing Limit

This limits the amount a player can wager on an event or subscription in a certain time period, which can be set daily, weekly, or monthly.

### Loss Limits

Alerts the player when a designated amount of funds wagered has been reached.

### Session Time Limit

This limits the maximum time a player can remain logged in.

### Number of Logins Limit

This limits the maximum number of logins a player is given in a certain time period.

## DYNAMIC FEATURES

### Expenditure Check

Timed pop-up message that remind the player how much money they have wagered.

### Time Check

Timed pop-up messages that remind the player how much time has lapsed since login.

## RESPONSIBLE GAMING ECOSYSTEM

OPERATOR TOOLS

PLAYER CONTROLS

ORGANIZATIONAL FOCUS



## PLAYER CONTROLS

### Increase Default Limits

If allowed by the Lottery, the player can increase a recommended limit, effective once the buffer period has expired.

### Reduce Default Limits

The player can decrease their limits at any time, effective immediately.

### Logged in Time Limit

The player can limit the maximum time logged in, which is enforced at the user session level, whether online play or player engagement.

### Cool-Off Period

This measure allows players who feel that they need time off the system to activate a cool-off period. Players will not be able to log into the system during the cool-off period.

## DYNAMIC FEATURES

### Self-Exclusion

Players can decide to exclude themselves from the program for a period of time. Player will have no access during this time.

### RG Pop Ups

Players can decide to activate or change the frequency for which they receive expenditure or time checks.

## EMPLOYEE TRAINING

- All NPi employees receive an initial Responsible Gaming awareness training upon hire.
- All NPi employees complete a refresher training twice yearly.
- On-Site Responsible Gaming expert participates in ongoing education.
- Specialized sensitivity training for customer support agents to recognize key responsible gaming indicators in conversations with players.

## EMPLOYEE ENGAGEMENT

- Annual NCPG conferences.
- NCPG webinars.
- Employee distribution of problem gambling blogs, forums, newsletters, and websites.
- Frequent material and awareness updates.

## ORGANIZATIONAL FOCUS

# Responsible Gaming Dashboard

**MY ACCOUNT**

**Details**

Shira Gershoni >

Balance: **\$483.35**

**MAKE DEPOSIT**

**WITHDRAW FUNDS**

Last login:  
March 12, 2019 09:43 AM GMT

**Draw Games**

Subscriptions >

Upcoming Purchased Draws >

Past Draws >

Favorite Purchases >

**Bonuses**

New Bonus Offers >

My Bonus Activity >

**Responsible Gaming**

Deposit Limit >

Self Exclusion >

**History**

Transactions >

Previously Played Games >

Tax Reported Prizes **3** >

**Tools**

Secure Document Upload >

Preferences >

## RESPONSIBLE GAMING

### System Capabilities

**Limits:**

- Deposit Limit
- Purchasing Limit
- Loss Limit
- Session Time Limit
- Logins Limit

**Player Controls:**

- Adjust Default Limits
- Cool Off
- Time Checks
- Self Exclusion

# iLottery Revenue Projections

First full year \$2.1-3  
million

This amount will grow  
over the following  
years to \$5-9 million

# KENO



Keno is a social game predominantly played in bars and restaurants



Keno will be a new source of badly needed revenue for bars and restaurants



Keno machines will also be capable of selling draw game tickets in addition to Keno





Play 24/7/365

## Drawings Every 5 Minutes

From 11:05 AM to 1:00 AM EST

[Past Winning Numbers >](#)

[Where to Play >](#)



**1** TO ADD KENO PLUS, MARK BOX  
Win up to 10 TIMES the prize!

By marking KENO PLUS, ticket cost will double **KENO PLUS**

**2** HOW MANY SPOTS (NUMBERS) DO YOU WANT TO PLAY?

1 2 3 4 5 6 7 8 9  
10 11 12 **KENO PLUS not available for the 10, 11 or 12 spot games**

**3** PICK YOUR OWN SPOTS (NUMBERS) OR CHOOSE THE EASY PICK OPTION

**EASY PICK**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80

**4** HOW MUCH DO YOU WANT TO WAGER PER DRAW?

\$ 1 2 3 4 5 10 15 20 25

**5** HOW MANY CONSECUTIVE DRAWS YOU WANT TO PLAY?  
NUMBER OF DRAWS X \$ PLAYED PER DRAW = TOTAL WAGER

1 2 3 4 5 10 15 20

# HOW TO PLAY

1. Fill out a play slip in pencil, or blue or black ink. **DO NOT USE RED INK.**
2. Mark the "KENO 603 PLUS" box on your play slip for a chance to increase your KENO 603<sup>SM</sup> winnings by 3, 4, 5 or 10 times. By marking "KENO 603 PLUS" **the cost of your ticket will double.**
3. Choose how many "spots" (numbers) you want to play. Choose from 1 to 12 spots, and mark the spot.
4. Mark your numbers from 1 through 80. The numbers you pick must be equal in number to the number of spots you selected to play. Or, mark Easy Pick and have the lottery terminal randomly select numbers for you.
5. Choose how much you want to wager per draw: \$1, \$2, \$3, \$4, \$5, \$10, \$15, \$20 or \$25.
6. Select how many consecutive games you want to play. Choose 1, 2, 3, 4, 5, 10, 15 or 20.
7. Present your completed play slip with payment to your KENO 603 retailer or use play slip at the KENO 603 self-service terminal. Important: It is the player's responsibility to check the accuracy of all tickets.
8. If you make an error in any of the steps above, discard this play slip and complete a new one.
9. Check the KENO 603 winning numbers on the KENO 603 monitor at your KENO 603 retailer, scan tickets yourself with the lottery ticket checker or visit the KENO 603 game page at [nhlottery.com](http://nhlottery.com) to see if you are a winner!

[Game Rules >](#)

# KENO Revenue Projections

First full year \$2-3  
million

This amount will grow  
over the following  
years to \$4-5 million

# Sports Betting

- Sports betting is becoming legal in more states with MA and NY working to legalize it
- Vermonters are already betting on sports with offshore unregulated companies through the internet
  - This provides no protection or recourse for players when they are not paid winnings or have bank information stolen
  - It also provides no revenue benefit for the state
- Sports betting would be operated by third party companies that would be regulated and overseen by the Lottery
- Sports betting will primarily be conducted through the internet but could be omni-channel with the addition of a lottery channel and brick and mortar sports books if desired.
- Legalized sports betting would have verified age restrictions and problem gambling protections built-in.

# BET. CHEER. WIN IN THE GRANITE STATE.

GET INTO THE GAME WITH SPORTSBOOK.



Official Sports Betting Partner of NH Lottery

BET NOW

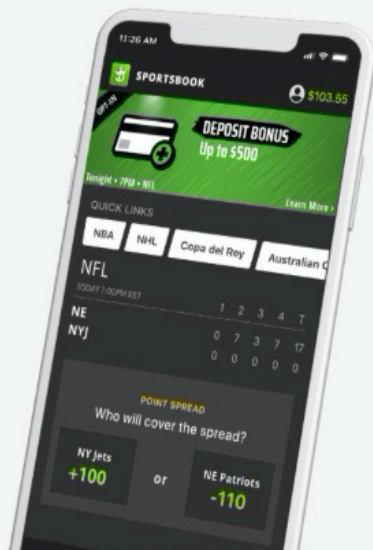
If you or someone you know has a gambling problem and wants help, call or text 603-742-1605 or 1-800-522-4700. 18+. NH only. Eligibility restrictions apply. See draftkings.com/sportsbook for details.



## PLACE YOUR BETS RIGHT ON YOUR DEVICE

Place bets right from your mobile device using the safe and secure technology of America's top-rated DraftKings Sportsbook App. Choose from dozens of North American or international sports and follow along as the action unfolds. DraftKings Sportsbook offers unique bet types such as live, in-game betting, Sportsbook Pools and Teasers+. Download the DraftKings Sportsbook App, create an account and place your bets today.

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There are also restrictions in place to ensure that users are within state lines while placing bets via mobile devices. The landscape has changed dramatically in ...

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# Sports Betting Revenue Projections

First full year \$2-3.2  
million

This amount will grow  
over the following  
years to \$4-6 million