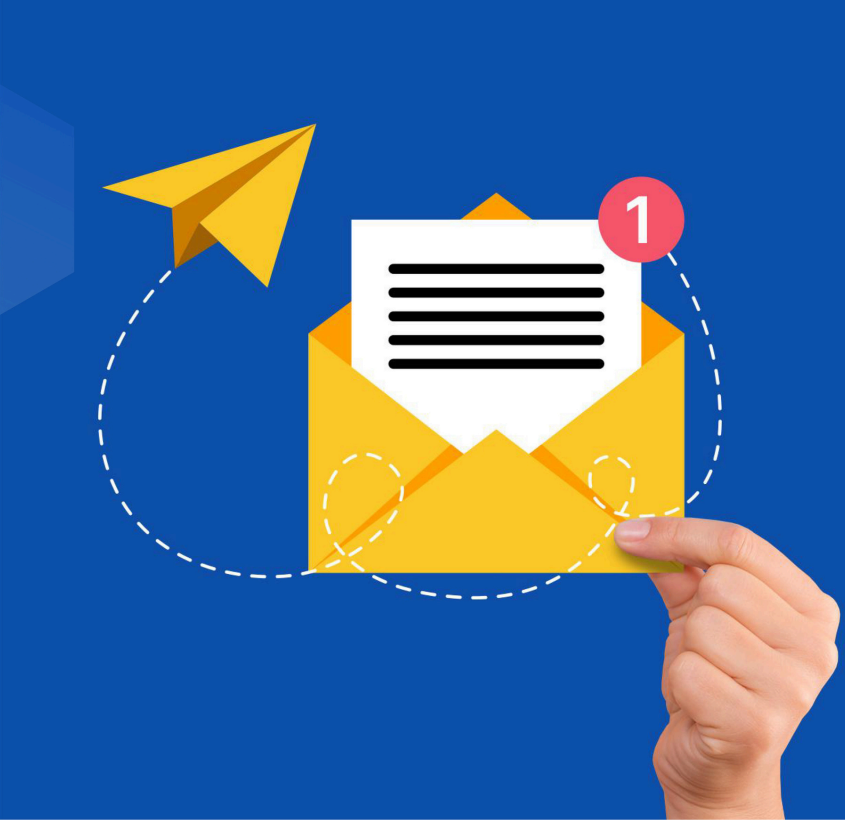
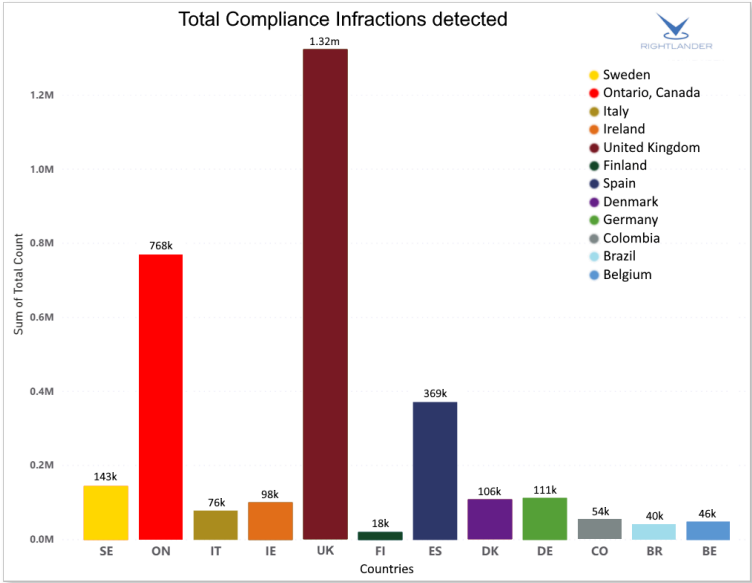


Welcome to our June newsletter! In this edition, we explore Italy's changing regulatory landscape and present our latest study on marketing compliance issues in the UK. Additionally, we're excited to announce an exciting new partnership. Read on for all the details!



The state of marketing compliance in iGaming in the UK



There have been notable changes over the past six years since tighter UK gambling regulations were implemented. The number of gambling operators has decreased, financial checks for citizens have increased, and some data indicates a reduction in gambling harm.

However, these regulations have also led to new challenges, such as increased black market activity and exploitation of vulnerable players.

In 2023, the UK had significantly more marketing compliance infractions than other countries. Rightlander detected 1.32 million infractions in the UK, compared to 768,000 in Ontario, Canada, and 369,000 in Spain. The full report will be available here <https://www.rightlander.com/news/igaming> later this week.

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New Partnerships

Rightlander has formed strategic partnerships with LiveScore Bet and Virgin Bet to strengthen digital compliance and integrity across their platforms.

Both betting operators aim to ensure regulatory adherence and build user trust by utilising Rightlander's advanced monitoring technology. The collaboration will involve comprehensive scanning and analysis of digital channels to proactively detect and address potential compliance breaches.

This partnership highlights LiveScore Bet and Virgin Bet's commitment to maintaining high standards of integrity, providing a safer and more reliable experience for their users.

For more details, visit the [Rightlander news release](#).



Regulatory Updates - Updates on the Italian Gambling Market

According to a recent report by the Italian sports newspaper La Gazzetta dello Sport, Italian punters stake approximately €25 billion a year on the black market. A staggering three-quarters of this amount (€18.5 billion) is spent on illegal sites. In 2023 alone, the Italian Customs and Monopolies Agency (ADM) blocked over 9,800 illegal gambling sites, significantly increasing from the 5,400 sites blocked last year. Despite these efforts, spending on illegal gambling continues to rise.

Italian authorities are preparing to overhaul their iGaming regulations this year with the 'Reorganisation Decree.' This will be the first comprehensive regulatory assessment since 2011 and aims to modernise the industry. The new regulations will address key issues such as licensing, market dynamics, and consumer protection, ensuring a safer and more regulated environment for all stakeholders. For a detailed analysis of these developments, read our [latest article](#).



Meet the team - Where to next?

We plan on attending a few affiliate events in the coming months and would be delighted to meet you if you plan to attend them.

Our team will be making appearances at:
Canadian Gaming Summit | June 18th – 20th

iFX Expo | June 18th – 20th
Our CSO will be talking all about the evolving affiliate marketing landscape and how to seize new opportunities. Join the discussion on Wednesday, 18th June, at 12:15.

IGB Live | July 16th – 19th
Join us for an interesting discussion on how affiliates should balance compliance, traffic acquisition, and ethical promotion of responsible gaming to build a sustainable player base.

We look forward to seeing you at one of the events. Contact us to book a time to catch up.

