

English summary

By assignment of the Netherlands gaming control board, Motivaction International analysed the Dutch internet gaming market and SMS or telephone gaming. This study is conducted on a yearly basis. The main goal of the analysis in 2005 is to monitor the nature and scope of this market and to gauge the extent of problematic behaviour.

Participation in paid interactive internet gaming

In total 12.717 Dutch internet users between the ages 18 and 55 years old were interviewed using an internet based questionnaire. This sample is representative for the Dutch internet population in the age of 18 to 55 years. 3.5% of the population stated that they participated in paid interactive internet gaming. This amounts to around 277.000 Dutch citizens between the ages of 18 and 55 years old. In comparison with the study in 2004, the number of participants in paid e-gaming has dropped significantly. This year is the first year a drop in the participation in paid interactive internet gaming is observed.

Participation in paid e-gaming is highest among young men. This profile is similar to that of participants in other, more traditional high-risk games of chance. The number of participants in paid e-gaming remains a small group compared to these other, more traditional high-risk games of chance.

On average, participants spend 36 euro per month on this type of gaming (44 euro in 2004). Yearly spendings in the Dutch internet gaming market is estimated to be between 62 million and 120 million euros.

Paid interactive internet gaming behaviour

Paid interactive internet games are played infrequently on a weekly or monthly basis. Playing time does usually not exceed half an hour.

The study shows that long term participation in paid e-gaming is not common. Turnover in participants is high and there are relatively few long term e-gamers.

Problematic behaviour

This year's study served as a third measurement of problematic behaviour associated with paid interactive gaming activities via internet. 14% of participants is at risk of problematic behaviour. None of the participants show actual problematic behaviour.

Participation in SMS or telephone gaming

Respondents were also asked about their participation in SMS or telephone gaming. You can participate in these games by calling or sending an SMS to a premium phone number.

36% of the respondents has participated in SMS or telephone gaming in the past 12 months (about 3.1 million people). These games are mostly played by young women with a low income and little education.



Most participants (47%) started playing SMS or telephone games in the past 12 months. 32% of participants have been playing these games for two years or longer.

Yearly spending in the Dutch SMS or telephone gaming market is estimated to be at least between 59 million and 298 million euro.

76% of the participants in SMS or telephone gaming knew beforehand what these games would cost them. Only 6% of the participants wasn't aware of the costs.

There is no problematic behaviour among participants in SMS or telephone gaming. 9% could be at risk of problematic behaviour, but the costs for these participants didn't exceed 80 euros per year.

Asked if they would participate in paid interactive internet games if these were to be provided by e.g. Holland Casino yielded a 7% positive response in 2005, as compared to 5% in 2004. In absolute figures this would constitute a potential number of participant of about 535.000. A new law expected in 2006 will permit Holland Casino to start an experiment with internet gaming.