Spel inspek tionen

Channelling level on the Swedish gambling market in 2024

Contents

Summary

In 2024, the Swedish Gambling Authority further developed its methods for measuring the channelling level, i.e. the proportion of gambling by Swedes that takes place with operators with a Swedish licence. The aim is to describe public control over the gambling market. This report presents updated measurements for 2024 based on a survey of gamblers and measurement of internet traffic.

The results show that the channelling level for the competitive market for 2024 was 85 per cent, as compared to the Swedish Gambling Authority's estimate of 86 per cent for 2023. The share of gamblers who have played in the licensed competitive market is estimated at 96 per cent in 2024.

The survey of gamblers shows that the main reasons for playing outside the licence system are that gamblers believe that odds are better at websites/gambling venues without a Swedish licence, gamblers are/have been excluded on Spelpaus.se and better bonus offers.

1 Background

An important aim of the re-regulation of the gambling market was to grant the State control over gambling that previously took place at gambling companies without a licence in Sweden.

One way of measuring public control of the gambling market is to investigate the proportion of gambling by Swedes that takes place with gambling companies with a Swedish gambling licence, known as the channelling level. Prior to the re-regulation of the gambling market in 2019, the channelling level for the competitive portion of the gambling market was estimated to be significantly lower than 50 per cent.[1]

In its appropriation directions leading up to 2024, the Swedish Gambling Authority was commissioned to develop the method for calculating the channelling level on the Swedish gambling market. The Swedish Gambling Authority was also directed to increase public awareness about channelling, e.g., how it applies to different forms of gambling. Furthermore, the Swedish Gambling Authority was directed propose an indicator for reporting the channelling level in the Budget Bill. In the assignment that was presented on 1 October 2024, the Authority estimated the channelling level for 2023 at 86 per cent.

This report presents updated measurements for the channelling level in 2024.

[1] Agency for Public Management, *Utvärdering av omregleringen av spelmarknaden.* (2022).

2 Definitions and methods

2.1 What is channelling level?

Prior to the re-regulation of the Swedish gambling market, the Government at that time defined the channelling level as the proportion of total turnover on the competitive market that is generated by gambling companies with a Swedish licence[2]. No distinction is made in this definition between online gambling and land-based gambling, such as retail gambling. In terms of turnover, the majority of turnover on the competitive gambling market in Sweden consists of betting and commercial online gambling.[3]

In order to achieve an improved and nuanced understanding of the channelling level, the Swedish Gambling Authority has produced measurements of the channelling level for the entire gambling market and, where possible, other sub-markets.

Various sub-markets of the gambling market, as well as licences and forms of gambling, are shown in Figure 1. The gambling market can also be divided into online gambling and land-based gambling.

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[2] Govt. bill 2017/18:220 *En omreglerad spelmarknad.*
[3] In 2024, about 99 per cent of turnover in the competitive gambling market was generated by betting and commercial online gambling. The competitive gambling market includes betting, commercial online gambling, land-based commercial gambling and gambling on international shipping.

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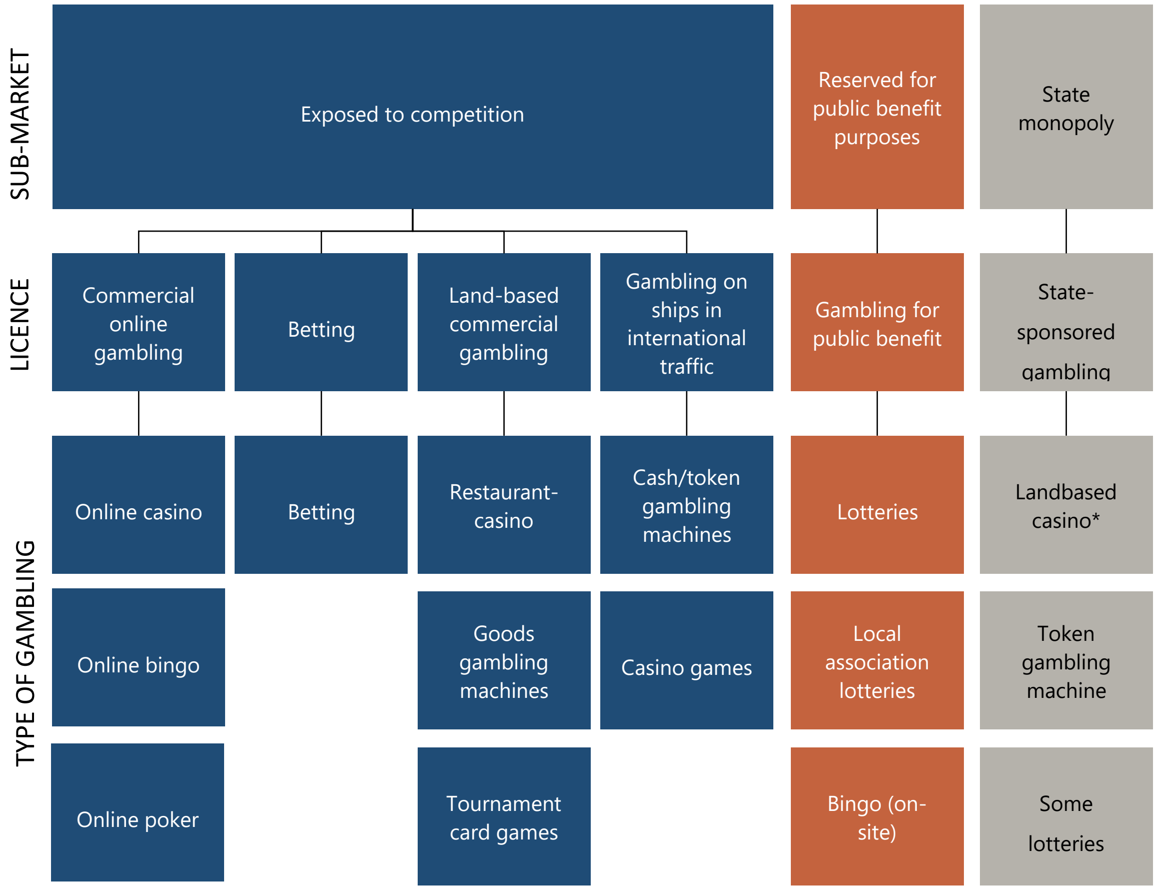

Source: Swedish Gambling Authority

Note: *According to a decision by the Riksdag, land-based casinos must be closed by 31 December 2025. Svenska Spel closed Casino Cosmopol in Stockholm on 24 April 2025, and since then has no land-based casino operations.

Figure 1 Gambling market broken down by sub-market, licence and gambling type

In 2024, the total net turnover (gamblers' stakes less disbursed winnings) for licence holders with a Swedish gambling licence amounted to SEK 27.8 billion. The competitive portion of the gambling market had a turnover of SEK 18.1 billion[4]. Throughout this report, the term turnover refers to net turnover.

[4] Based on gambling tax data from the Swedish Tax Agency.

The Swedish Gambling Authority furthermore makes the overall assessment that online casino and betting, particularly online, are the forms of gambling where gambling outside the licence system is particularly widespread.

In addition to the channelling level in money, a measurement of the number of gamblers within the licence system is also relevant, to better understand gambling outside the licence system.[5]

It is important to note that all measurements of levels of channelling are estimates, as there is no comprehensive data regarding the extent of gambling by Swedes outside of the licence system.

2.2 Methods for measuring channelling level

Through contacts with gambling authorities in other countries, industry organisations and gambling companies, the Swedish Gambling Authority has identified various indicators for the channelling level. One method for developing these indicators is gambler surveys. Another method used is the measurement of internet traffic.

One possible method highlighted is to analyse payment transactions to gambling companies. Non-use of this method is explained, inter alia, by the lack of classification of payment transactions, the use of payment intermediaries in transactions and the absence of a global register of transactions.

2.2.1 Gambling authorities abroad

Few gambling authorities regularly publish data on levels of channelling. The measurements that have been published consist mostly of gambler surveys.[6] Some gambling authorities use estimates of internet traffic to measure the

[5] SOU 2020:77, *Ökat skydd och stärkt reglering på den omreglerade spelmarknaden*.
[6] Spillemyndigheden. *Danskerne spiller i høj grad på spilsider med dansk tilladelse.* (2024).

distribution of visits to websites without licences.[7] Several authorities have hired UK-based analyst firm H2 Gambling Capital[8] to estimate the extent of gambling outside the licence system.

The Dutch gambling authority, Kansspelautoriteit, uses two methods to estimate the channelling level. For channelling levels in terms of money, the calculation is based on a search volume method, combining data from Google Ads with data from licensed operators and known illegal operators. For the channelling level in terms of gamblers, panel data from the market research company Gesellschaft für Konsumforschung (GfK) are used.[9]

2.2.2 Other measurements of channelling level in Sweden

In Sweden, *Branschföreningen för onlinespel* (BOS)[10] and the betting company ATG[11] have carried out measurements of the channelling level for the Swedish market. The methods of these surveys are similar to those used by the Swedish Gambling Authority, but make varying interpretations based on assumptions that have a major impact on the results

In 2023, BOS conducted a survey together with opinion-research organisation SKOP. The survey asked respondents about the size of their last wager on online gambling, and whether it was on a website with a Swedish licence, providing response options of ‘yes’, ‘no’ and ‘I don't know’. The sum of responses from respondents who answered ‘yes’ was then compared to the sum of responses from respondents who responded ‘no’ and ‘I don't know’. As a result, those responding ‘I don't know’ were counted as responding ‘no’. If all ‘I don't know’ responses are excluded, the channelling level for many of the measures presented increases by around ten percentage points.

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[7] Kansspelautoriteit. *Monitoringsrapportage online kansspelen.* (2024).
[8] Spillemyndigheden. *Spilmarkedet i Tal 2023.* (2024).
[9] Kansspelautoriteit, *Effecten op de online gokmarkt - Nieuwe regels spelersbescherming 2024.* (2025).
[10] SKOP. *Report on channelling in the Swedish gambling market.* (2023).
[11] ATG. *Olicensierat spel – En analys av webbtrafik till olicensierade spelsajter.* (2024).

In the opinion of the Swedish Gambling Authority, categorisation of the response option ‘I don't know’ could be improved by asking what gambling venue or website the respondent has played on. In the Swedish Gambling Authority’s survey, the respondent’s answers are checked according to the specified gambling venue/website. Manifestly incorrect responses can then be adjusted, and ‘I don't know’ responses can be discarded.

By checking the respondent’s gambling venue or website, the Swedish Gambling Authority has noted that respondents who lack knowledge regarding licences have typically played under licence.

ATG publishes quarterly reports on channelling level with estimates of internet traffic. These reports compare the number of visits to unlicensed websites with visits to licensed websites. In ATG’s reports, the breadth of their sample of unlicensed operators is not specified.

ATG’s measurements are based on the assumption that an unlicensed visit has an average turnover per visit that is 10–20 times greater on an unlicensed website compared to a licensed one. This assumption is not explained. Based on the Swedish Gambling Authority’s overall experience, there is no support for this assumption.

3 Gambling outside the Swedish licence system

Given the Swedish Gambling Authority's knowledge of the gambling market and the availability of gambling on the Internet, it is reasonable to assume that most gambling involving companies without a Swedish licence takes place online. Therefore, the Swedish Gambling Authority has focused primarily on online gambling. A small proportion of gambling outside the Swedish licence system also takes place on, for example, non-digital gambling machines and poker clubs.

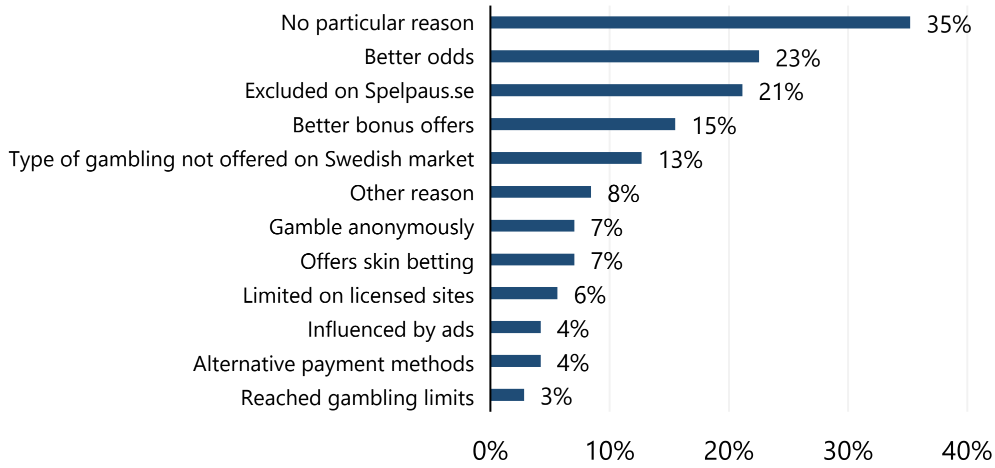
The unlicensed online gambling market consists of websites lacking the necessary licence (the company permits customers from Sweden and seeks customers in Sweden) as well as companies not focused on customers in Sweden. When the Swedish Gambling Authority measures the channelling level, it does not take into account whether or not a company without a Swedish gambling licence targets customers in Sweden and thus lacks the necessary licence.

In March of 2025, the Swedish Gambling Authority published a report on online gambling outside the licensed market. For more information on, among other things, the prevalence and availability, demand and marketing of unlicensed online gambling, please refer to that report.[12]

3.1 Reasons to gamble outside the licence system

There are numerous different reasons why gamblers have gambled on websites without a Swedish gambling licence. As shown in Figure 2 of the Swedish Gambling Authority's survey of gamblers, those who responded that they had made their most recent wager with an unlicensed alternative did so because they believed the odds were better on sites without a Swedish licence, they are/have been excluded on Spelpaus.se and because of better bonus offers.

[12] Swedish Gambling Authority, *Spelinspektionens lägesbild – onlinespel utanför den licensierade marknaden.* (2025).



Source: Lysio Research
Note: Multiple response options can be chosen. Total number of responses: 71.

Figure 2 Reasons for gambling at gambling venues or websites without a Swedish gambling licence

4 Methods for developing level-of-channelling indicators

Prior to receiving the assignment in its appropriation directions, the Swedish Gambling Authority developed several indicators to estimate the channelling level on the Swedish gambling market. These indicators were based on data collected through a gambler survey, internet traffic measurement, turnover data from licensed gambling software operators and data on gambling by unlicensed (in Sweden) companies from the research firm H2 Gambling Capital (H2GC). The Swedish Gambling Authority also provided information obtained from the licence holders.

The Authority has further developed the methodology for estimating the channelling level for this year's measurement. This means, among other things, that the Swedish Gambling Authority no longer uses data from the analysis company H2GC.

Nor does this year's measurement by the Swedish Gambling Authority include data from licence holders for gambling software. The Swedish Gambling Authority deems this method unsuccessful in capturing a sufficiently large proportion of turnover, and has determined that it should not be used in its current form.

Sections 4.1 and 4.2 describe the different methods, the advantages and disadvantages of each method and the indicators measured by each method.

4.1 Gambler survey

The Swedish Gambling Authority has engaged the Lysio Research (formerly Enkätfabriken) to conduct a survey of gamblers. The survey was conducted in May–June 2025 and included 5,767 respondents, all aged 18 or over and resident in Sweden. Of these, 4,261 had gambled in some form in the previous 12 months.

Survey participants indicated where/how they gambled and how much money they had bet on their most recent gambling occasion. Gamblers were also asked whether they had played at websites and/or gambling venues with or without a Swedish gambling licence.

It is important to note that the terminology of the questions is subject to varying interpretations. For example, “most recent gambling occasion” can be perceived either as a single wager or as a continuous gambling session. These various interpretations may impact the responses and should be taken into account when interpreting the results.

The survey was carried out via Norstat’s online panel, which consists largely of randomly recruited participants by telephone. This helps to ensure a representative sample.

A survey of gamblers is relatively easy to carry out and is well suited both for periodic measurements and for different forms of gambling. Nevertheless, there are limitations. Many gamblers do not know whether the website or gambling venue they play at has a Swedish licence, which is one weakness of the method. One way to deal with this is to ask the gambler to indicate which website or gambling venue they have played at. However, this assumes that the gambler remembers the website or venue.

In cases where it is clear that a respondent has responded incorrectly, e.g. where the respondent reports gambling at an unlicensed website but at the same time names a licensed website, the response has been corrected.

There are also challenges related to the ability of gamblers to estimate how much they have wagered. To improve accuracy, the survey has been limited to the most recent gambling occasion. This increases the precision of the respondent’s estimate, but on the other hand fails to capture how often gambling occurs.

In order to minimise the risk of incorrect answers, such as the accidental addition of an extra zero, so-called ‘soft validation’ has been applied. Respondents who indicated wagers in excess of SEK 10,000 were asked to confirm their response.

Another drawback concerns the small number of respondents who gambled at unlicensed websites and gambling venues. This makes it difficult to draw statistically reliable conclusions for that particular group. In small samples, a single response can have a major impact on the results. To obtain a more robust data set, a larger number of respondents is required, which in turn increases the cost of data collection.

4.2 Measurement of internet traffic

One method to estimate the channelling level is to measure internet traffic. One indicator is the proportion of visits from Sweden to websites providing gambling with a Swedish licence versus those without a Swedish licence. Another indicator that can provide similar information is measuring the proportion of time spent on websites with and without a Swedish licence. There are various companies that provide so-called Search Engine Optimisation (SEO) tools, which produce visit estimates[13].

In order to measure estimated visits to unlicensed websites, one must first identify the websites whose traffic it wishes to measure. Given the large number of websites that offer gambling without a Swedish licence, not all of them necessarily accept Swedish customers or have traffic from Sweden. However, it cannot be ruled out that a website with traffic from Sweden may be missed in such a survey.

One of the advantages of measuring internet traffic is the possibility to continuously follow up on measurements.

One limitation of using estimated traffic to websites is that such estimates are based on models that the Swedish Gambling Authority does not have full insight into. Furthermore, estimates for a website can vary significantly depending on the supplier.

[13] An estimate does not measure actually measured traffic to a website, but is rather an estimate based on a model.

An additional limitation of the estimates is that, as a rule, they do not measure traffic via apps[14]. However, the Swedish Gambling Authority considers that traffic to companies that do not have a Swedish licence is almost exclusively through visits to websites, since apps for websites that do not have a Swedish licence are not available in, e.g., the App Store or Google Play. Since part of the turnover of licensed companies is via apps, an indicator based solely on internet traffic necessarily underestimates the licensed share of gambling.[15]

There may be differences between websites in the proportion of traffic that leads to actual gambling For example, betting websites may have visitors who only stream footage of, e.g., a football match or a horse race.

In general, however, it is reasonable to assume that a longer visit to a website leads to a higher turnover than a shorter visit. Therefore, it is also of interest to show what the estimates look like for time spent on a website.

Furthermore, there may also be difference in the average turnover size per visit of gambling on an unlicensed website compared with a licensed website, which the estimate of traffic does not take into account. However, the Swedish Gambling Authority has found no evidence that the turnover per visit would differ.

There are also websites that have blocked some access from Sweden, partly to avoid targeting the Swedish market. In the context of the Swedish Gambling Authority's supervision, several companies stated that they have taken this measure. Visits to these websites are not included in the Swedish Gambling Authority's main measurements because they are generally not deemed to lead to any turnover.

The Swedish Gambling Authority has also estimated the channelling level for online casino and betting, based on internet traffic. As regards websites with a Swedish licence that offer both online casino and betting, the Swedish

[14] App refers to a downloadable app, e.g., via the App Store or Google Play.
[15] A survey by the Swedish Gambling Authority of companies with a licence for commercial online gambling and/or betting showed that 38 per cent of turnover comes from gambling on apps.

Gambling Authority has collected data on the licence holders' distribution of turnover between these forms of gambling. The Swedish Gambling Authority has then made the assumption that the distribution of visits to the websites reflects turnover per form of gambling for each company.

The Swedish Gambling Authority has made the assumption that a website lacking a Swedish gambling licence which offers both commercial online gambling and betting has the same distribution between the two forms of gambling as the median company on the Swedish market.

4.2.1 Validation of internet traffic as a method for measuring channelling level

The Swedish Gambling Authority has measured the correlation between the net turnover, based on the gambling tax reported by the licence holders for each month in 2024, and the estimated visits to the websites for which the companies have had a licence during the same period. The Swedish Gambling Authority has found a strong correlation between turnover and visits.

Overall, there is evidence to support the use of internet traffic as a method of measuring gambling turnover, but the indicators should be interpreted with caution.

4.2.2 Identification of websites providing gambling without a Swedish licence

In order to measure internet traffic from gamblers in Sweden to unlicensed websites that conduct gambling activities, these websites need to be identified.

Some of the websites that the Swedish Gambling Authority has included in its measurements come from injunctions issued by the Authority banning companies from offering gambling in Sweden. The injunctions include websites that, according to the information of the Swedish Gambling Authority, are used by the companies to run gambling businesses.

The Swedish Gambling Authority has also reviewed supervision cases involving illegal gambling that were dismissed or closed without further measures and has identified websites from these cases. From ongoing supervision cases against illegal gambling, additional websites have been added.

In the Swedish Gambling Authority's external monitoring to prevent illegal gambling (e.g., via monitoring of gambling forums), websites have been identified which, for various reasons, have not resulted in a case being opened

The Swedish Gambling Authority also receives tips from the public. The Swedish Gambling Authority has included the websites received through tips since June 2020.

Prior to last year’s measurement, the industry organisations BOS and Sper (the Swedish gambling trade association) were asked whether they had information about websites they thought were relevant to include in the survey.

In total, 2,032 websites without a Swedish licence were identified through 15 April 2025.

4.2.3 Distribution of websites without a Swedish licence

Of the 2,032 websites identified by the Swedish Gambling Authority as being without a Swedish licence, 340 were owned by companies banned from offering gambling in Sweden.[16] Table 1 shows unlicensed websites broken down by type of gambling.

[16] Injunctions through 15 April 2025.

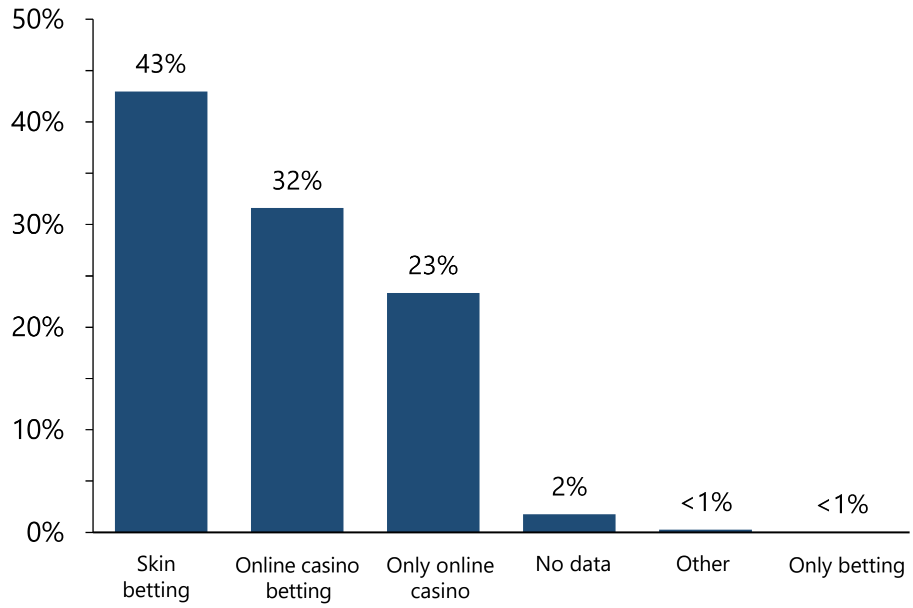
Table 1 Number of websites identified without Swedish licence, broken down by type of gambling

Type of gambling	Number of unlicensed websites
Online casino	904
Online casino and betting	731
Missing data[17]	283
Skin betting	106
Betting	4
Other	4
Total	2,032

Source: Swedish Gambling Authority

Table 1 shows that the most common forms of unlicensed gambling are online casino and online casino with betting. Betting is rarely offered without online casino. Figure 3 shows the breakdown of visits for each type of gambling.

[17] 98 per cent of the traffic measured comes from categorised websites. A website may not have been categorised because, for example, the website was unavailable or non-operational at the time of the review.



Source: SEO tools

Figure 3 Breakdown of visits to websites without a Swedish licence in 2024, by type of gambling.

Figure 3 shows that the majority of unlicensed visits in 2024 were to websites offering skin betting.

4.2.3.1 Websites offering skin betting

Skin betting is a phenomenon whereby a website uses fungible assets, i.e. exchangeable assets, from video games as currency for gambling in online casinos, lotteries or betting. The term ‘skins’ refers to cosmetic items in video games, which are the most common type of fungible assets in this context. However, skin betting does not exclude other types of assets. Skins acquire their value due to artificial scarcity from loot boxes. As these items can be exchanged, sold and bought on digital marketplaces, an exchange rate against traditional currencies arises.

The Swedish Gambling Authority does not normally include websites offering skin betting in its indicators of channelling levels. Furthermore, websites offering skin betting generally offer other services that are not classified as gambling. This includes, for example, barter, current prices of the items, news and trading of other items such as cryptocurrencies and non-fungible tokens (NFTs). The proportion of visits attributable to skin betting on these websites is therefore difficult to estimate.

4.2.4 Estimate of turnover from internet traffic as an indicator

The Swedish Gambling Authority has collected data from licence holders on the proportion of turnover that comes from visits to their websites, which are used to estimate the turnover per visit.

Using this quota, the Swedish Gambling Authority has estimated the turnover of the unlicensed market. The Swedish Gambling Authority thus assumes that the turnover per visit is the same for a licensed website compared to a website without a Swedish licence.

4.3 Indicators based on the methods

Using the various methods, the Swedish Gambling Authority has produced a number of indicators describing the gambling that takes place within the Swedish licence system and the relative size of the different parts of the market.

4.3.1 Main channelling level indicators

The Swedish Gambling Authority's overall assessment is that the indicators for the competitive market, developed by the Authority through a gambler survey and by estimating turnover through internet traffic, are the two most suitable indicators for measuring the channelling level. These two indicators are referred to as the main indicators.

For this year's survey, the Swedish Gambling Authority has, as previously mentioned, excluded data from H2GC. The Authority has also concluded that the indicator "Measurement of internet traffic - Proportion of visits to licensed websites" should not be included, since information from this indicator is fully captured by “Measurement of internet traffic - Estimation of turnover from internet traffic”.

However, there is no evidence that any of these indicators would better show the channelling level. In choosing a representative percentage, it is reasonable to choose the average of these measurements. The mean is a good measure of central tendency, as it takes into account all values and gives an average percentage. This value is close to both individual measurements, making it a reasonable choice to represent the channelling level.

A survey of gamblers captures differences in turnover at one gambling occasion, while the indicators we acquire from measuring internet traffic capture differences in frequency of gambling between licensed and unlicensed websites.

5 Results of the measurement of indicators

This section presents the indicators developed using the methods described in section 4.

5.1 Gambler survey

Table 2 summarises key data on respondents to the survey of gamblers.

Table 2. Key figures from the gambler survey

	Number	Percentage
Total respondents	5,767	-
Gambled for money	4,261	74%
Gambling online	2,746	48%
Gambled on the competitive market	1,375	24%
Gambled by betting	999	17%
Gambled at online casinos	585	10%

Source: Lysio Research

Indicators for the whole market, different sub-markets and types of gambling are presented in Table 3. The indicators are reported in terms of both money and gamblers.

Indicators for the number of gamblers are consistently significantly higher for the share of gamblers compared to the share of money.

To show uncertainty in the methods, interval estimates for the indicators are also shown. For the gambler survey, the intervals are estimated by bootstrap[18]. Turnover through internet traffic estimates intervals through the variation in the ratio estimate. The intervals describe the range within which the actual indicator is deemed with reasonable probability to lie.

[18] Bootstrap involves repeated random sampling to estimate an uncertainty.

Table 3. Share of turnover and share of gamblers on licensed websites or gambling sites for different markets

	Turnover	Interval	Gambler	Interval
Entire market	93%	87% - 97%	99%	98% - 99%
Competitive market	88%	79% - 95%	96%	95% - 97%
Online market	91%	84% - 97%	98%	98% - 99%
Betting	92%	82% - 98%	98%	97% - 99%
Online casino	82%	70% - 94%	94%	92% - 96%

Source: Lysio Research, Swedish Gambling Authority

5.2 Measurement of internet traffic

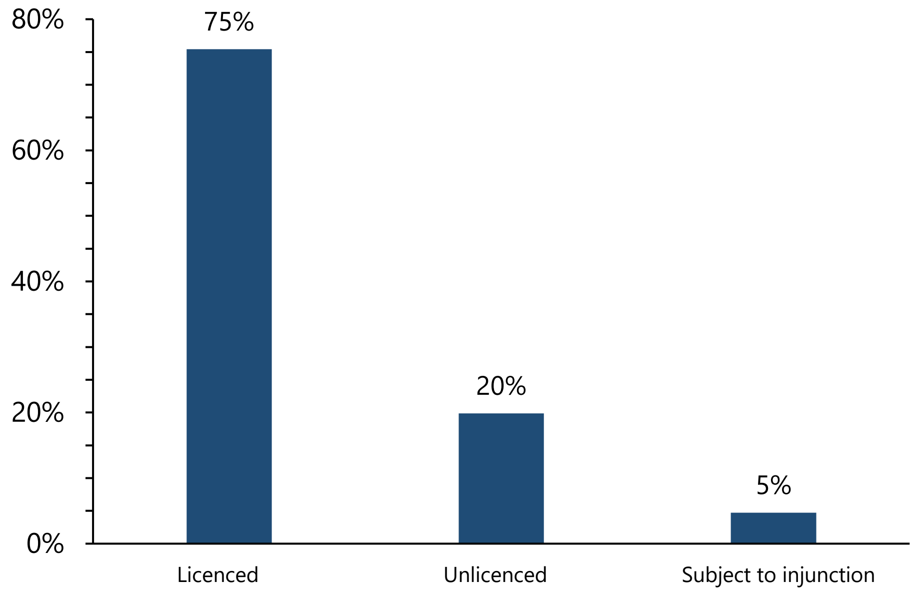
Table 4 shows that skin betting is a major part of visits to unlicensed websites. The 'time spent' indicator consistently shows a higher proportion of time spent on licensed websites compared to the proportion of visits.

Table 4 Percentage of visits and percentage of time spent on licensed websites, broken down for different website samples

	Percentage licensed visits	Percentage licensed time
All websites (with skin betting)	63%	71%
All websites (without skin betting)	75%	80%
All websites (with geo-blocked websites)	73%	78%
Online casino	63%	-
Betting	94%	-

Source: SEO tools, Swedish Gambling Authority

Figure 4 shows the distribution of the proportion of visits to all websites (without skin betting), broken down into licensed websites, websites of banned companies and visits to other unlicensed websites.



Source: SEO tools

Figure 4 Distribution of proportion of visits to all websites (without skin betting)

Table 5 shows that internet traffic adjusted by turnover generally indicates a higher degree of channelling compared to Table 4.

Table 5 Estimate of the proportion of turnover from internet traffic to licensed companies, broken down by market

	Turnover	**Interval**
Competitive market	82%	72% - 89%
Online casino	72%	64% - 82%
Betting	96%	95% - 98%
Entire market	88%	83% - 93%

Source: SEO tools, Swedish Gambling Authority

5.3 Summary of results for main indicators

A summary of the results of the main indicators from the different methods is presented in Table 6.

Table 6 shows that our estimate of the channelling rate at 85 per cent for 2024, and of the channelling level, is generally higher for betting than for online casino.

Table 6 Results of main indicators

	Competitive market	Betting	Online casino
Gambler survey	88%	92%	82%
Estimate of turnover from internet traffic	82%	96%	72%
Channelling level	**85%**		

Source: Lysio Research, SEO tools and the Swedish Gambling Authority

5.4 Historical development of main indicators

Figure 5 shows that the Swedish Gambling Authority's assessment is that the channelling level has fallen by one percentage point since the previous year's measurement.

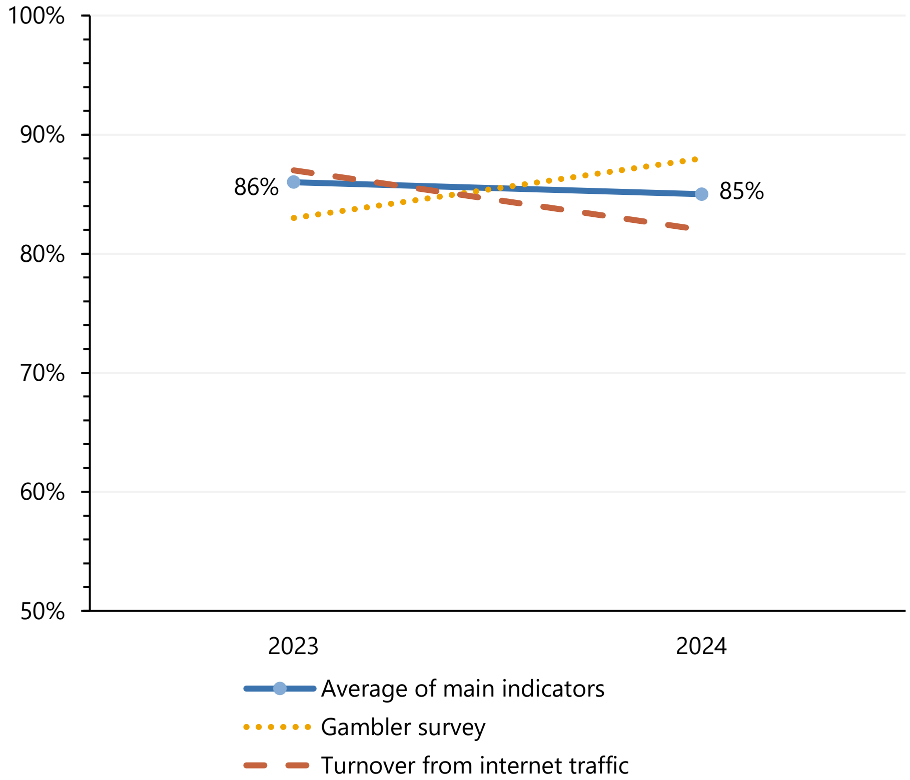


Figure 5 Historical development of main indicators

6 Conclusions

The Swedish Gambling Authority has developed several methods to produce indicators for the channelling level. The difference in results between the indicators can be explained by the fact that they are uncertain and based on assumptions and estimates. This uncertainty poses some difficulties in ranking the indicators according to reliability, as each of them has advantages and disadvantages.

The Swedish Gambling Authority notes that the channelling level differs between different forms of gambling. Betting generally has a higher channelling level than online casinos. In addition, the Swedish Gambling Authority observes that a small proportion of gamblers gamble on websites without a Swedish licence, but that they gamble for more money than those who gamble under licence. The Swedish Gambling Authority has also observed that a large proportion of visits to websites without a Swedish licence consist of visits to websites that offer skin betting.

The Swedish Gambling Authority can confirm a general lack of awareness regarding whether a website has a Swedish licence, since many respondents who answered "I don't know" to the question of whether they had gambled on a website with or without a Swedish licence had actually gambled on a website with a Swedish licence.

In conducting its survey of gamblers, the Swedish Gambling Authority found that gamblers who reported gambling on websites without a Swedish gambling licence indicated several different reasons why they believed they did so. The most common reasons are that it’s better if one has self-excluded with Spelpaus.se and that there are better odds on unlicensed websites.

The results of the Swedish Gambling Authority’s indicators suggest that the channelling level is between 82 and 88 percent.

It is proposed that the average value of the Swedish Gambling Authority’s two main indicators be used as an indicator for reporting the channelling level in the Budget Bill. The channelling level for 2024 is thus estimated at 85 per cent.

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