

ROFUS Influencer Campaign: Ski Holiday Edition

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The Danish Gambling Authority

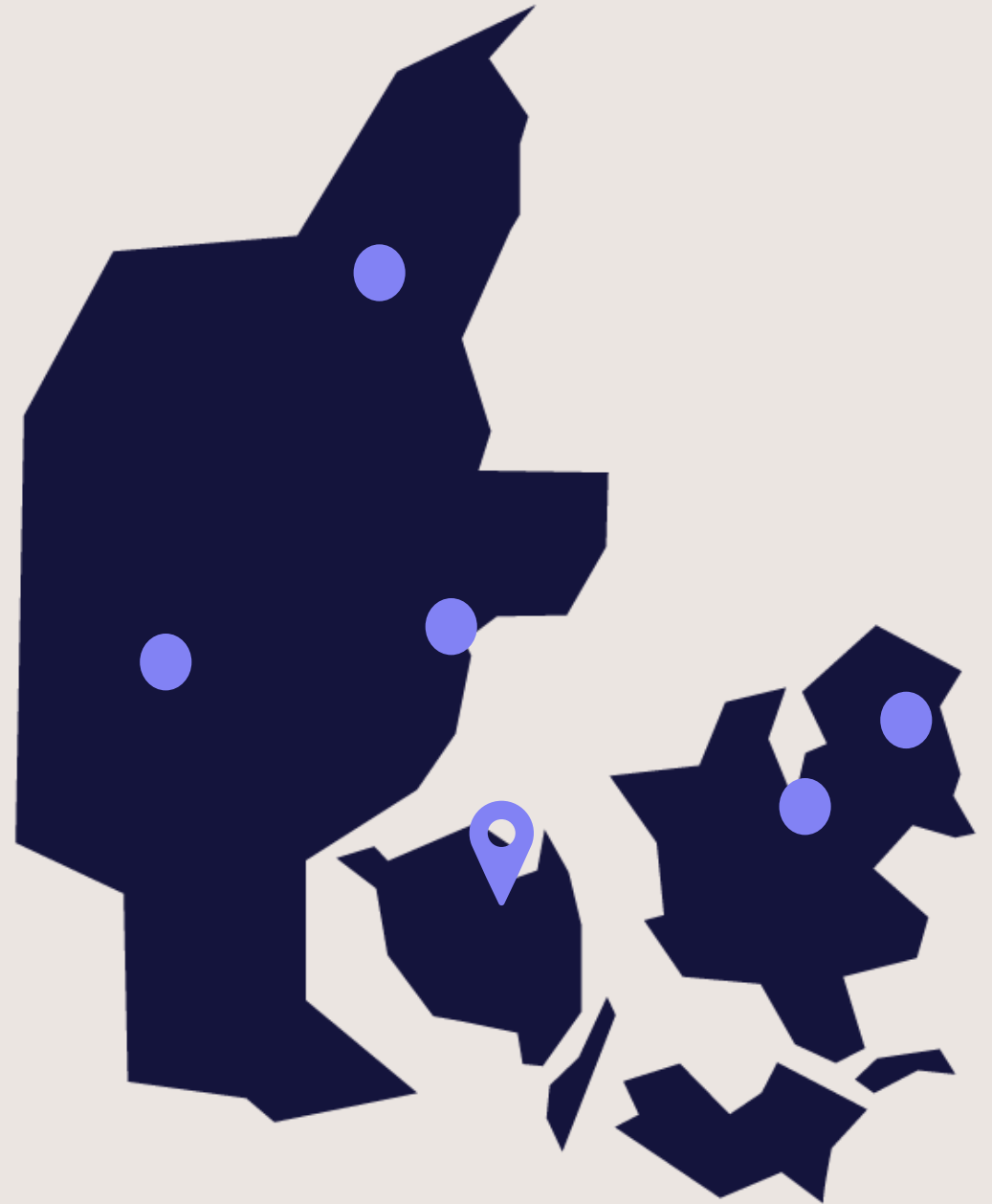
Agenda

1. Who is the DGA?
2. “Take it easy with ROFUS”
3. ROFUS – Ski Holiday Edition

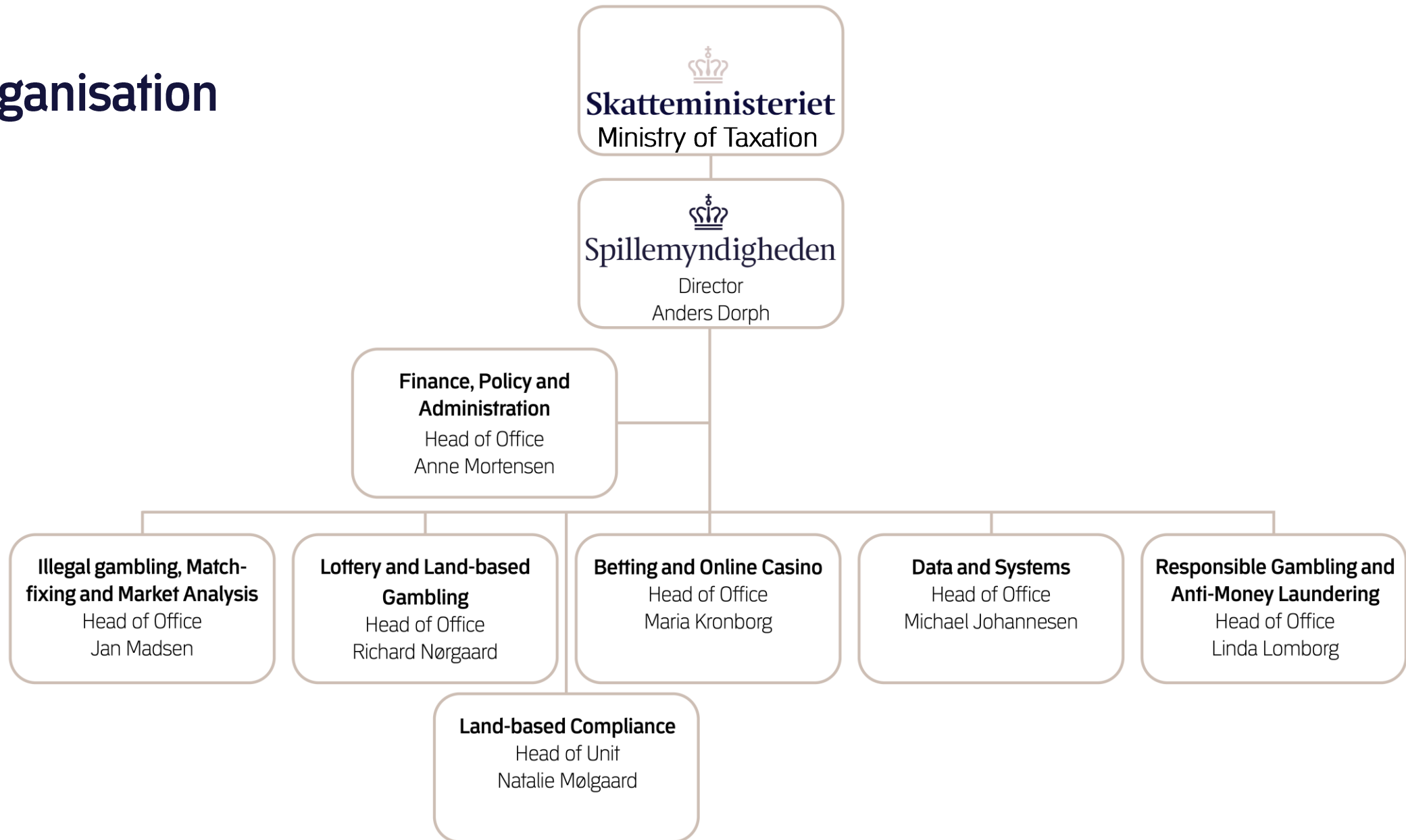
Who is the Danish Gambling Authority?

- Approx 150 employees
- Headquarters in Odense (since 2016)
- 7 offices
- 6 locations

The Danish Gambling Authority is **90% funded by fees** paid by gambling operators. The remaining **10% is allocated** through the national budget (the Finance Act).



Organisation



Introducing the Danish Gambling Authority



Who We Are

- Denmark's **independent regulatory body** for gambling.
- Founded in 2000 to **oversee compliance, promote fairness, and protect consumers.**



Our Mission

- To contribute to a fair gambling market in Denmark with informed citizens and responsible gambling operators



Our Scope

- Licensing and monitoring operators of online gambling, betting, casinos, lotteries, and slot machines.
- Developing tools for safer gambling and preventing illegal operations.

Gambling in Denmark

5.9 million

Population in 2025

£ 288

GGR per capita over 18 in 2024

£ 1.3 billion

GGR in 2024

Liberalised market

Only lotteries are subject to
monopoly

18+

Age limit on most gambling

ID verification

Personal and digital

ROFUS



Self-exclusion register

- Online gambling
- Land-based casinos
- Land-based betting

70,000 persons

have registered in ROFUS pr. March 2026

"StopGambling" helpline offers confidential counselling and guidance to players, relatives and professionals

4,173 persons

have contacted StopSpillet since January 2019

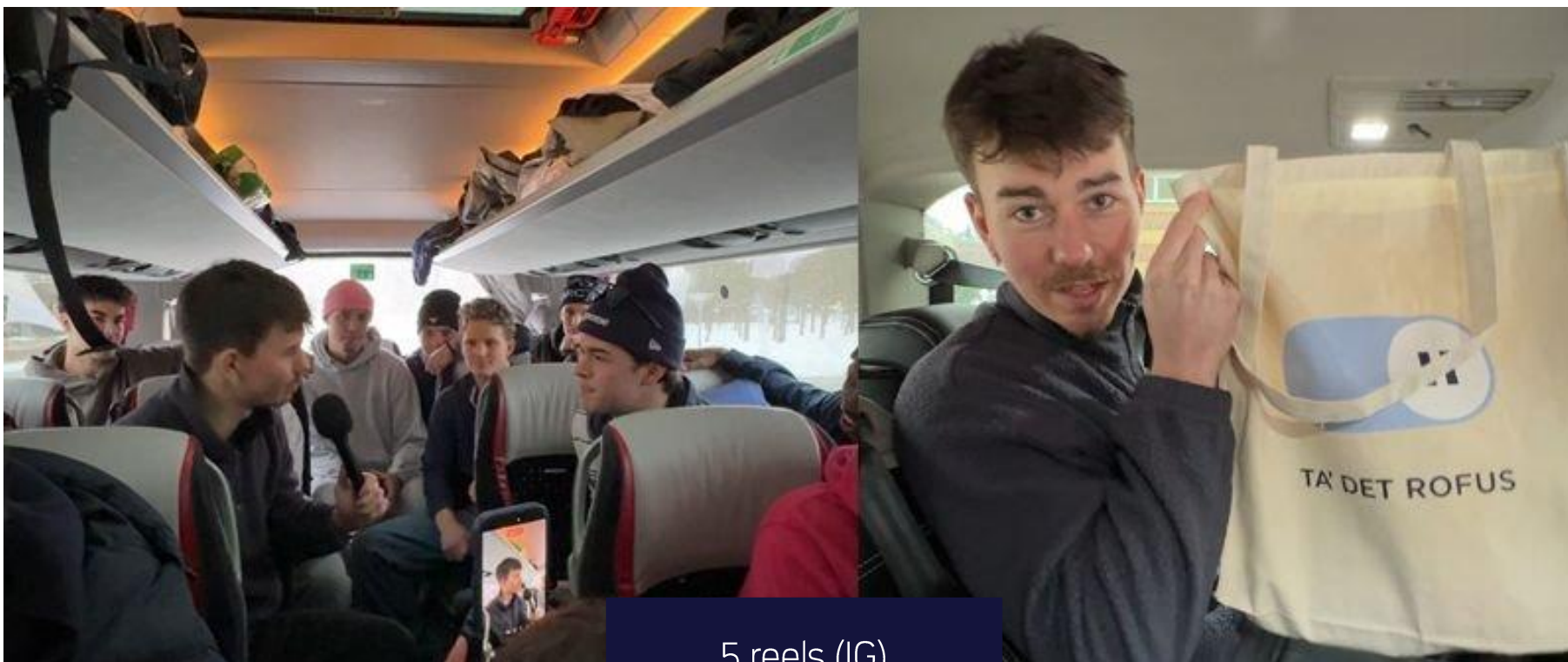
Stop. spillet

Our "Take it easy with ROFUS"-campaign



One year later...





5 reels (IG)
1 post (IG)
3 stories (IG)
1 podcast (45 min.)





Spillemyndigheden