

[REDACTED]

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**From:** [REDACTED]@acma.gov.au>  
**Sent:** Wednesday, 1 May 2019 4:57 PM  
**To:** [REDACTED]  
**Subject:** FW: Follow up about Tabcorp complaint under IGA regarding Lottoland [TAH-Production.FID72144] [SEC=UNCLASSIFIED]

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**From:** [REDACTED]@tabcorp.com.au>  
**Sent:** Wednesday, 1 May 2019 4:55 PM  
**To:** [REDACTED]@acma.gov.au>  
**Cc:** L\_ Lottoland E\_mails <{F72144}.Production@wcs.tabcorp.com.au>  
**Subject:** RE: Follow up about Tabcorp complaint under IGA regarding Lottoland [SEC=UNCLASSIFIED] [TAH-Production.FID72144]

Dear [REDACTED]

Thank you for the quick reply.

That's understood. We look forward to hearing from you in due course.

Kind regards

[REDACTED]  
[REDACTED]  
GENERAL COUNSEL – LOTTERIES & KENO

[REDACTED]  
[REDACTED]@tabcorp.com.au

**Tabcorp Holdings Ltd**  
Level 2, 87 Ipswich Road  
Woolloongabba QLD 4102



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**From:** [REDACTED]@acma.gov.au>  
**Sent:** Wednesday, 1 May 2019 12:55 PM  
**To:** [REDACTED]@tabcorp.com.au>  
**Cc:** IG Taskforce <IGTaskforce@acma.gov.au>; L\_ Lottoland E\_mails <{F72144}.Production@wcs.tabcorp.com.au>  
**Subject:** RE: Follow up about Tabcorp complaint under IGA regarding Lottoland [TAH-Production.FID72144] [SEC=UNCLASSIFIED]

Dear [REDACTED]

Thank you for your email below regarding the formal complaint submitted by Tabcorp Holdings Limited about the services provided by Lottoland Australia Pty Ltd, made under the *Interactive Gambling Act 2001*. As flagged in my last correspondence with you on 18 March 2019, we are currently progressing the matter and will inform you when it has been finalised.

We have noted the additional information you have provided regarding Lottoland's advertising activities.

Kind regards,

[REDACTED]  
[REDACTED]  
A/g Executive Manager  
Content Safeguards Branch



@acma.gov.au



communicating | facilitating | regulating

From: [Redacted] <[Redacted]@tabcorp.com.au>

Sent: Tuesday, 30 April 2019 2:38 PM

To: [Redacted] <[Redacted]@acma.gov.au>

Cc: IG Taskforce <IGTaskforce@acma.gov.au>; L\_ Lottoland E\_mails <[F72144].Production@wcs.tabcorp.com.au>

Subject: RE: Follow up about Tabcorp complaint under IGA regarding Lottoland [SEC=UNCLASSIFIED] [TAH-Production.FID72144]

Dear [Redacted]

Thank you for your update below.

We understand that gambling regulators may have been in contact with ACMA as it conducts its review of Lottoland’s revised product offer. If you believe it would assist, we can provide further background around our engagement with other regulators to date.

Further, it may be of interest to ACMA that Lottoland has invested considerably in media advertising over the last month (compared with the period around the commencement of the lottery betting ban from 9 January). For example, data sourced from the Nielsen ADEX 2019 (an advertising measurement service) estimates that Lottoland spent approximately \$611,000 across TV and radio in the week commencing 7 April.

I note that this weekly amount is an estimate only which has been provided by Nielsen whose service works by scanning free-to-air TV, print, online display, radio, out-of-home, direct mail and cinema advertising and estimating advertisers’ investment based on general market rates (as opposed to actual rates).

I have attached an example of one of Lottoland’s recent radio advertisements and samples of recent digital display advertisements are captured below.

We are concerned that Lottoland is now heavily promoting its product, which we consider to breach the Interactive Gambling Act, to a wide audience. We can provide further data regarding Lottoland’s recent media investment if that would assist ACMA.

If Tabcorp can be of any further assistance at this point please let me know. Otherwise, we look forward to hearing the outcome of ACMA’s review in due course.

Kind regards



██████████  
██████████@tabcorp.com.au

**Tabcorp Holdings Ltd**  
Level 2, 87 Ipswich Road  
Woolloongabba QLD 4102



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**From:** ██████████@acma.gov.au  
**Sent:** Monday, 18 March 2019 6:24 PM  
**To:** ██████████@tabcorp.com.au  
**Cc:** IG Taskforce <[IGTaskforce@acma.gov.au](mailto:IGTaskforce@acma.gov.au)>  
**Subject:** Follow up about Tabcorp complaint under IGA regarding Lottoland [SEC=UNCLASSIFIED]

Dear ██████████

I refer to your email to the Australian Communication and Media Authority (ACMA) today, following up on the progress of the formal complaint submitted by Tabcorp Holdings Limited regarding the services provided by Lottoland Australia Pty Ltd, made under the *Interactive Gambling Act 2001* (IGA).

I can advise that the ACMA's consideration of this matter is well progressed and we will inform you when it has been finalised.

Yours sincerely

██████████  
A/g Executive Manager  
Content Safeguards Branch

**Australian Communications and Media Authority**

██████████  
██████████@acma.gov.au



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**From:** ██████████@tabcorp.com.au  
**Sent:** Monday, 18 March 2019 11:47 AM  
**To:** ██████████@acma.gov.au  
**Cc:** IG Taskforce <[IGTaskforce@acma.gov.au](mailto:IGTaskforce@acma.gov.au)>; L\_ Lottoland E\_mails <[\[F72144\].Production@wcs.tabcorp.com.au](mailto:[F72144].Production@wcs.tabcorp.com.au)>  
**Subject:** RE: Tabcorp complaint under IGA regarding Lottoland [SEC=UNCLASSIFIED] [TAH-Production.FID72144]

Dear ██████████

I just wanted to follow up on the email below and see how ACMA's review was proceeding.

I appreciate that there are likely to be a few steps to work through on this. If we can be of any further assistance at this point please let me know.

Kind regards

██████████



I just received an email notification that [REDACTED] is currently on extended leave from ACMA and to direct queries to you.

Tabcorp had been communicating with [REDACTED] last year in relation to the services provided by Lottoland Pty Ltd.

We continue to hold concerns regarding Lottoland's product offer to consumers post the changes to the IGA which came into force on 9 January.

We would be grateful if ACMA would consider the attached letter which details the nature of our concerns.

Please do not hesitate to contact me if you require any further information regarding our complaint.

Kind regards

[REDACTED]

[REDACTED] GENERAL COUNSEL – LOTTERIES & KENO	
[REDACTED] [REDACTED]@tabcorp.com.au	<b>Tabcorp Holdings Ltd</b> Level 2, 87 Ipswich Road Woolloongabba QLD 4102



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**From:** [REDACTED]  
**Sent:** Tuesday, 22 January 2019 4:25 PM  
**To:** [REDACTED]@acma.gov.au  
**Cc:** [REDACTED]@tabcorp.com.au >  
**Subject:** Tabcorp complaint under IGA regarding Lottoland

Dear [REDACTED],

Please find attached correspondence from Tabcorp regarding the services provided by Lottoland Australia Pty Ltd post 9 January 2019.

I have also attached for your convenience a copy of your letter to Tabcorp from April last year.

Please do not hesitate to contact me if you require any further information regarding our complaint.

Kind regards

[REDACTED]

[REDACTED] GENERAL COUNSEL – LOTTERIES & KENO	
[REDACTED] [REDACTED]@tabcorp.com.au	<b>Tabcorp Holdings Ltd</b> Level 2, 87 Ipswich Road Woolloongabba QLD 4102



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