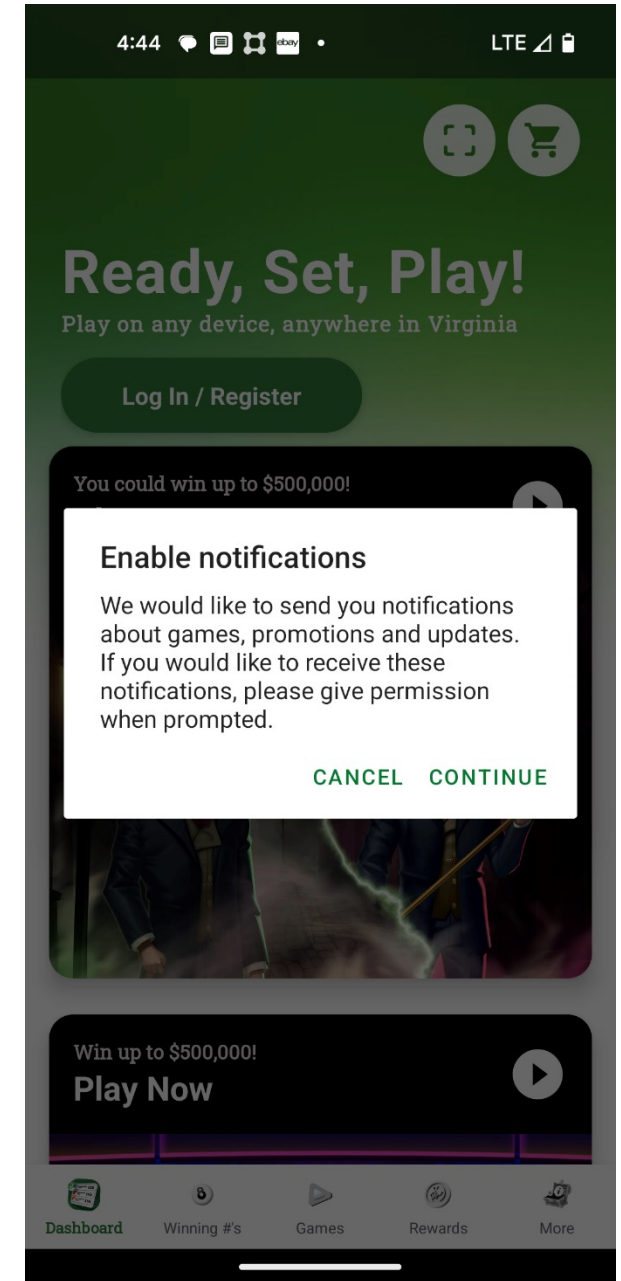


Virginia Lottery's iLottery Instant Games

Noah Goodall, Ph.D., P.E.

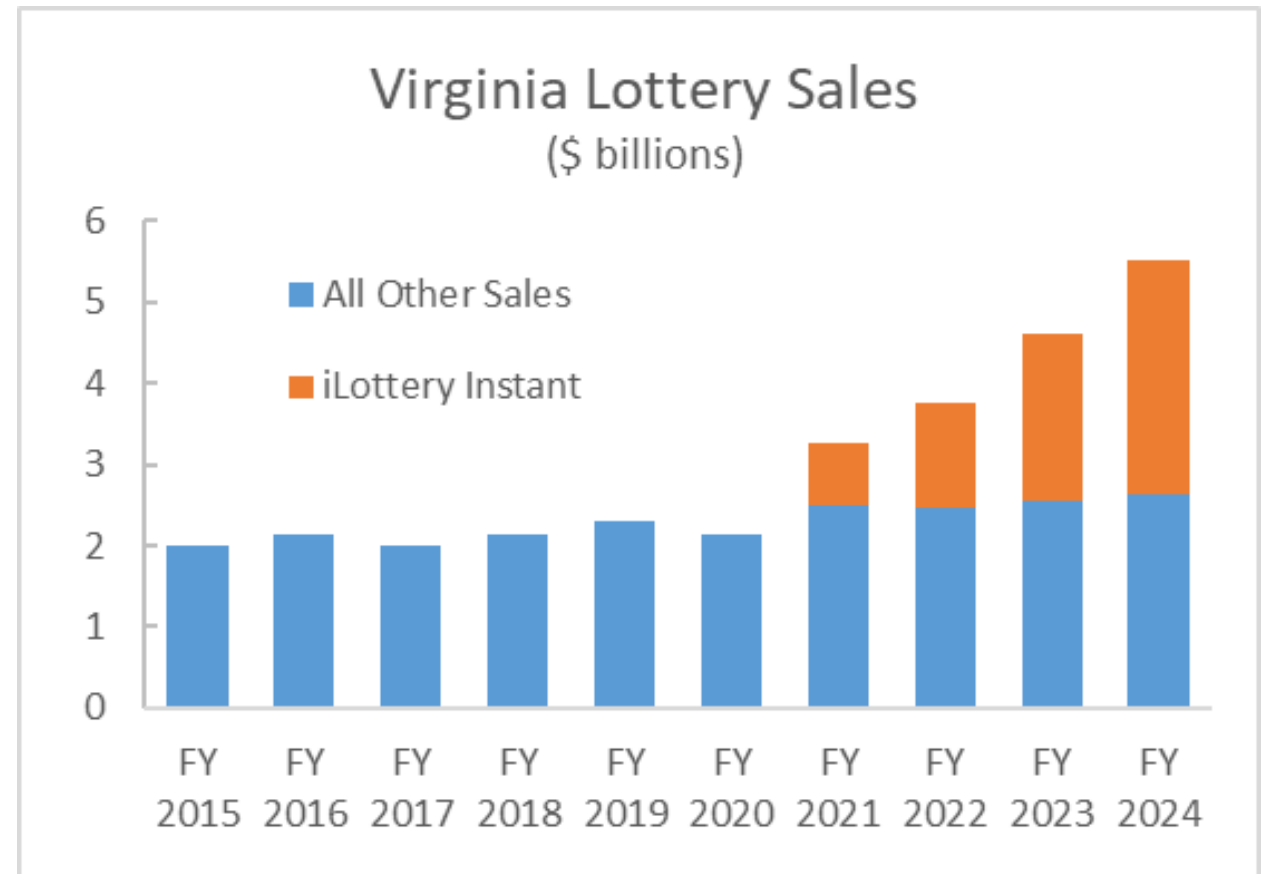
Open Book Research

October 22, 2024



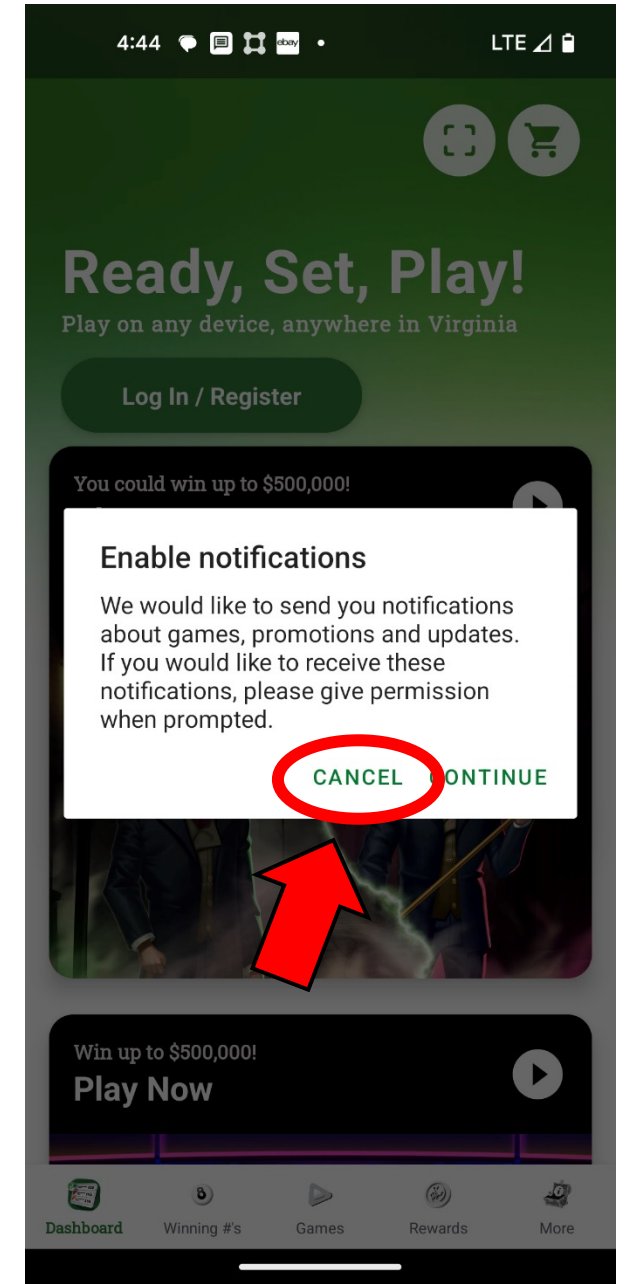
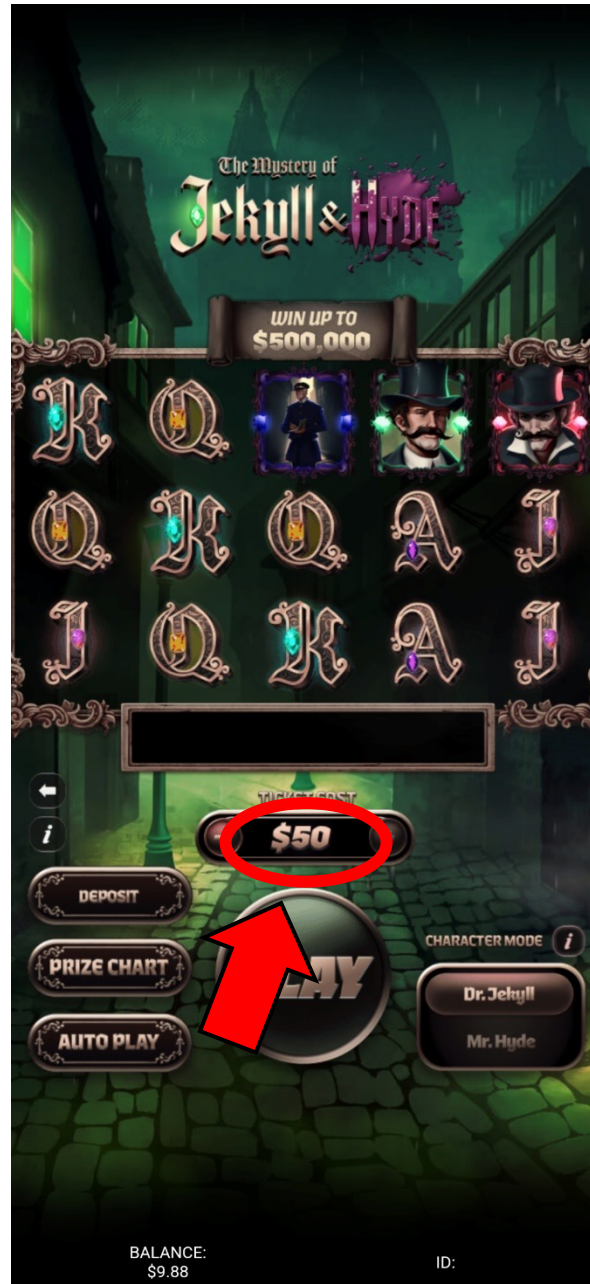
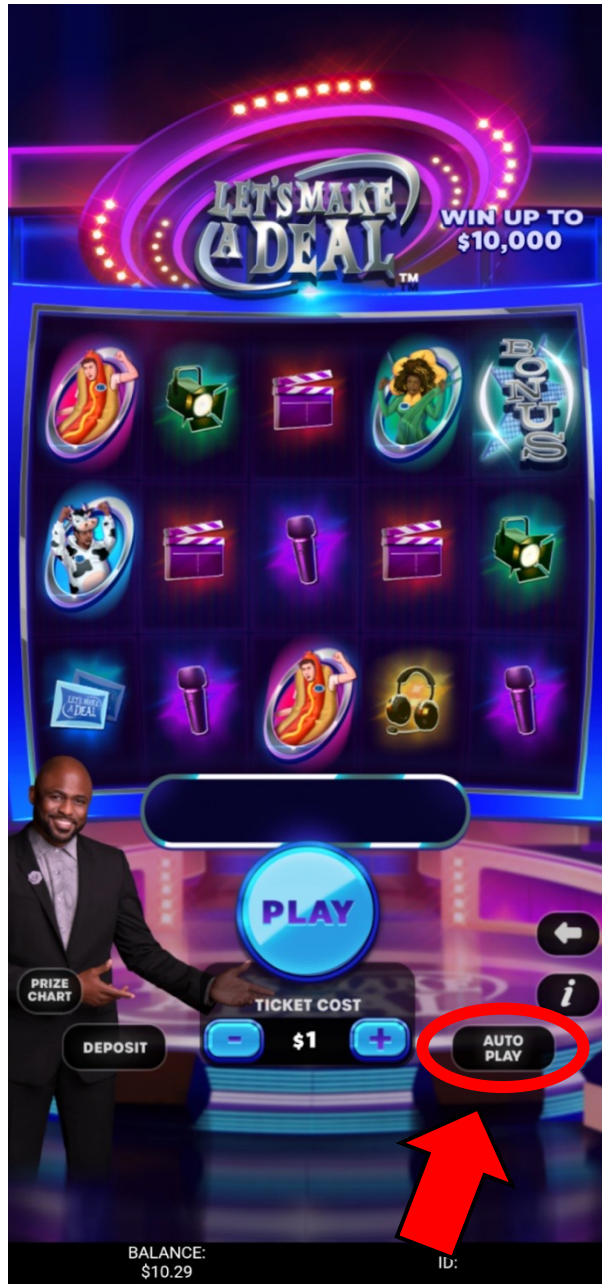
iLottery Instant

- Launched in July 2020
- \$2.9B annual sales
- Outsell all other lottery products combined
- Hosted on the official Virginia Lottery app
- Operator is NeoPollard Interactive, similar products in other states



VIRGINIA LOTTERY





Risks

- Obvious
 - Extremely high speed of play
 - 24/7 availability
 - Discrete
- Notifications/Free Bets
 - Continually asks to turn on notifications
 - Constant notifications of free plays, rewards
- High betting limits
 - \$60 per play (local casinos = \$10)
 - \$5000 per month deposits
- Second thoughts prohibited
 - Deposited funds MUST be gambled before they can be withdrawn. Even sportsbooks let you withdraw!
- Losses disguised as wins
 - Stated odds include plays that win less than original bet

Example

- *Let's Make a Deal* stated “odds of winning” of 1 in 3.75
- Odds of winning more than initial bet, i.e., *actually winning*, is 1 in 7.86, **less than half the stated odds.**



Total Winning Tickets

The prize table below provides the prizes that are available

	\$0.10	\$0.20	\$0.50	\$1.00	\$2.00
\$0.02	\$0.04	\$0.10	\$0.20	\$0.40	
\$0.04	\$0.08	\$0.20	\$0.40	\$0.80	
\$0.05	\$0.10	\$0.25	\$0.50	\$1.00	
\$0.06	\$0.12	\$0.30	\$0.60	\$1.20	
\$0.10	\$0.20	\$0.50	\$1.00	\$2.00	
\$0.12	\$0.24	\$0.60	\$1.20	\$2.40	
\$0.15	\$0.30	\$0.75	\$1.50	\$3.00	
\$0.20	\$0.40	\$1.00	\$2.00	\$4.00	
\$0.25	\$0.50	\$1.25	\$2.50	\$5.00	
\$0.30	\$0.60	\$1.50	\$3.00	\$6.00	
\$0.35	\$0.70	\$1.75	\$3.50	\$7.00	
\$0.39	\$0.78	\$1.95	\$3.90	\$7.80	
\$0.40	\$0.80	\$2.00	\$4.00	\$8.00	
\$0.42	\$0.84	\$2.10	\$4.20	\$8.40	
\$0.45	\$0.90	\$2.25	\$4.50	\$9.00	
\$0.50	\$1.00	\$2.50	\$5.00	\$10.00	
\$0.52	\$1.04	\$2.60	\$5.20	\$10.40	
\$0.55	\$1.10	\$2.75	\$5.50	\$11.00	
\$0.57	\$1.14	\$2.85	\$5.70	\$11.40	
\$0.60	\$1.20	\$3.00	\$6.00	\$12.00	
\$0.65	\$1.30	\$3.25	\$6.50	\$13.00	
\$0.67	\$1.34	\$3.35	\$6.70	\$13.40	
\$0.70	\$1.40	\$3.50	\$7.00	\$14.00	
\$0.72	\$1.44	\$3.60	\$7.20	\$14.40	
\$0.75	\$1.50	\$3.75	\$7.50	\$15.00	
\$0.78	\$1.56	\$3.90	\$7.80	\$15.60	
\$0.80	\$1.60	\$4.00	\$8.00	\$16.00	
\$0.82	\$1.64	\$4.10	\$8.20	\$16.40	
\$0.85	\$1.70	\$4.25	\$8.50	\$17.00	
\$0.90	\$1.80	\$4.50	\$9.00	\$18.00	
\$0.95	\$1.90	\$4.75	\$9.50	\$19.00	
\$1.00	\$2.00	\$5.00	\$10.00	\$20.00	
\$1.02	\$2.04	\$5.10	\$10.20	\$20.40	

Current Activity

- Requesting data on user-level betting activity
 - All users have unique accounts upon sign up for age verification
 - Virginia agencies are subject to open records requests
- Looking for state lawmakers to partner with
- Letters to the editor (published Richmond Times Dispatch, October 5)
- Developing media packet
- Attending next Virginia Lottery Board Meeting for public comments (October 30)

Recommendations

Lower betting limits

Slower speed of play

Easy opt out of notifications

Eliminate deposit incentives

Unlimited, frictionless withdrawals

Transparency in odds (no losses disguised as wins)

Independent audits for predatory tactics, e.g. near misses

App operator (NeoPollard) no longer paid percentage of revenue, but flat fee with incentives for customer service, site uptime, etc. like any other software developer.

Identify and restrict problem gamblers?

Thank you

Noah Goodall, Ph.D., P.E.

noah@openbookresearch.org

