

Brazil Welcomes Gambling Regulation

Brazil stepped into **2024** with **new** and **comprehensive regulation** on real-money games. Its goal is to provide **growth** for a **legitimate** market and ensure the **safety** of **players**.

ENV Media reveals how Brazilian gamblers **received** these updates, the public level of **awareness** and **opinions** about online gaming regulations.

Background and Context

Several years after initial legislation (2018), Brazil took concrete action, fully regulating gambling.



Key points of Law 14.790/23:

Online gaming (iGaming) receives particular attention

Taxation at the core (15% for player winnings and 12% on net profits of operators)

Domestic licensing becomes mandatory, focusing on player protection, technical standards and anti-fraud measures

Regulation Landmarks

2018

Sports Betting (fixed-odds) law

The path to regulated iGaming begins

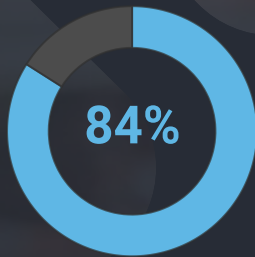
2023

Fixed-odds Betting law

Includes all online (virtual) real-money games, limits land-based gambling to sports and lotteries/bingo

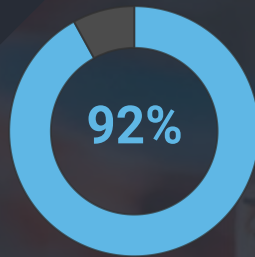
Support for Regulation

Widespread Approval



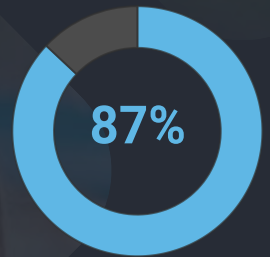
of players favor a licensing regime for online gambling

Demand for Transparency



advocate for clear laws on iGaming, emphasizing market safety

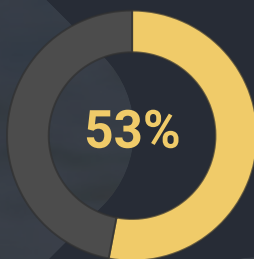
Key Economic Benefits



recognize the public gains from gaming companies being registered, licensed and taxed

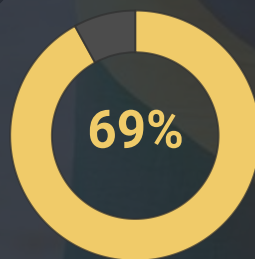
Public Awareness and Engagement

Knowledge Gaps



are (somewhat) familiar with gaming laws, despite strong support

High Engagement



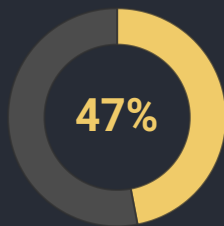
of players follow news or updates about online gaming regulations



Consumer Protection and Risk Management

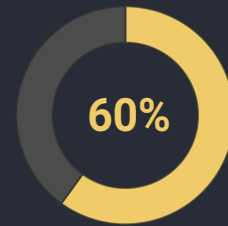
The study shows divided opinions on the impact of legalization on addiction risks but approval for regulation as means of fraud prevention.

Addiction Concerns



are concerned gambling risks might increase post-legalization, while a third see regulation impacts as neutral (26%) or risk-reducing (7%)

Fraud Prevention



consider regulation essential for preventing match fixing and money laundering.

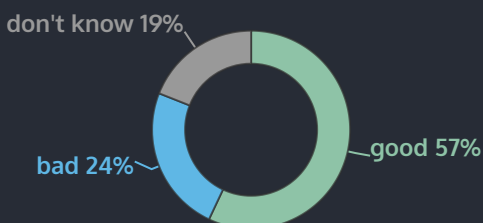
Economic Impact

Tax Revenue

Gaming tax proceeds estimated at around USD 4.5 billion annually

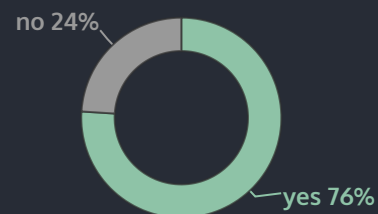
How High is Too High?

57% view higher gaming taxes favorably, but 24% warn against excessive taxation discouraging investors and boosting the black market.



Economic Spillovers

76% are sure regulated iGaming can help the economy through job creation



Core Insights



Regulation Endorsement

The Brazilian public shows strong support for clear iGaming laws



Economic Optimism

Widespread belief in the iGaming sector's potential for tax revenues and employment chances



Safety a Priority

Protection for minors and vulnerable players is everyone's priority. Consumer safety also means no fraud and game manipulation

The survey reveals nuanced perceptions of the regulation effectiveness. Results emphasize the need for informed policy-making that considers a broader societal impact.