

# Fact Sheet

July 2017

## PlayNow.com in B.C.

PlayNow.com offers a safe and secure online gambling experience on a state of the art gaming platform. From exclusive slot games only found in your favourite BC Casinos to a full suite of sports betting, lottery and casino products available on mobile; PlayNow.com delivers players the very best in gambling entertainment while helping communities across B.C. grow.

### Big Wins on PlayNow.com

- In fiscal 2016/17, \$52 million was awarded to PlayNow.com winners in B.C.
- On August 13, 2016, a Nanaimo resident won Canada's largest-ever lottery prize online, worth \$21 million on Lotto 6/49. Previously, the record was \$7.6 million and was also won by a Nanaimo resident on Lotto 6/49 in 2010.
- The largest online casino slot prize ever won was \$866,882.77 by a Surrey resident on July 17, 2017.

### Most Popular on PlayNow.com

- The most popular casino games on PlayNow.com are: Cleopatra, Rich Girl and Blackjack.
- The top three lottery games on PlayNow.com are: LOTTO MAX, Lotto 6/49 and Keno.
- The Super Bowl is the single biggest sports betting event in both BC and Canada. In 2017, a record \$389,000 was wagered in B.C. on PlayNow.com on Super Bowl 51.
- The most popular sport on PlayNow.com in terms of money wagered are: basketball, baseball, football, hockey and soccer.
- The 2016 US Presidential Election is the most popular betting event of any kind over the last three years in terms of the amount of money wagered.

### Quick Facts

- In fiscal 2016/17, PlayNow.com generated \$157.6 million in revenue for BCLC. Overall, revenues rose \$22.1 million over 2015/16.
- About 370,000 people are currently registered on PlayNow.com
- Thousands of people access PlayNow.com or bclc.com via mobile to play, check lottery numbers, buy tickets, bet on sports events and access GameSense resources.
- There are approximately 24,000 eLottery subscriptions in B.C.
- Over 300 games are available on either desktop or mobile including:
  - Lottery: Lotto 6/49, LOTTO MAX, BC/49, Extra, Keno, Pacific Hold'em Poker
  - Casino: Roulette, Baccarat, Blackjack, Slots
  - Sports: Money Line, Totals, Handicap, Novelty Betting, Pools, Live Betting
  - Bingo: single-player, multi-player
  - Poker: multi-player

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## Milestones

- 2004: BCLC launches regulated online lottery gambling on PlayNow.com.
- 2010: PlayNow.com is the first regulated online gambling website to offer online casino games, including Blackjack, Roulette and Slots.
- 2011: PlayNow.com adds online peer-to-peer poker in partnership with Loto-Québec so players in each jurisdiction can play against one another.
- 2012: BCLC announces a partnership with Manitoba Liquor & Lotteries to provide online gambling services to Manitobans. PlayNow.com Manitoba launches in 2013.
- 2012: PlayNow.com launches its new sportsbook, becoming the first regulated Canadian gaming jurisdiction to offer products such as futures and live betting.
- 2013: PlayNow.com partners with Loto-Québec to introduce interactive bingo games and a platform that pools jackpots for bigger payouts.
- 2014: PlayNow.com introduces novelty betting on sports and pop culture events like the Super Bowl and the Academy Awards.
- 2014+: PlayNow.com continues optimizing eCasino, Sports and Lottery games for smart phones and tablets.
- 2016: PlayNow.com launches Powerbucks, North America's first progressive prize pool jackpot linked through slot games on multiple channels such as B.C. casinos and PlayNow.com.
- 2016: BCLC partners with the Vancouver Canucks to launch Canucks for Kids Fund Online 50/50 on PlayNow.com to benefit the Canucks for Kids Fund.

## About PlayNow.com

- The only legal online or mobile gambling website in B.C.
- PlayNow.com operates under strict regulatory controls and employs the highest standards to provide British Columbians, who choose to gamble online, a website they can trust.
- The proceeds from gambling on PlayNow.com benefit all British Columbians through education, health care and community services.
- PlayNow.com includes a number of Responsible Gambling safeguards: weekly transfer-in limit, session log, purchase history, age control and voluntary short-term lockout.
- PlayNow.com incorporates security technology and safeguards similar to those used by financial institutions, and conducts regular system updates as technology changes.

## For more information contact:

BCLC Media Relations

604.225.6460

[mediarelations@bclc.com](mailto:mediarelations@bclc.com)