Summary
MECN's partner company Divine Works Ltd, the Latin American gambling consultancy, released a highly successful report in 2007 titled "Latin American Gaming and Gambling report 2007". Due to the continuing demand for accurate and reliable information in this ever changing market, Divine Works now published the 3rd edition of the report.

This report covers detailed information relevant to the gaming and gambling opportunities offered by the largest or most important gaming and gambling countries found in Latin America which include Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico, Panama, Peru and Venezuela. It also covers highlights of smaller gaming and gambling markets found in Nicaragua, Paraguay, and Uruguay.

This report was published in Q1 2011 and offers a comprehensive country-by-country account, including:
- **Country Overview** - With information on location, population, the economy, and the political environment.
- **The Gambling Market** - With an overview of each country's gambling market, size, and specific gambling activities as well as opportunities broken down into casinos, lotteries, bingo, betting, and online gaming.
- **Gambling Legal Framework** - With a detailed explanation of the current legislations in the industry, its key regulating bodies and associations as well as the gaming taxes imposed.
- **Gambling Advertising** - With a comprehensive study of all advertising regulations affecting the gaming and gambling industry in each country.
- **Supporting Infrastructure** - With information on relevant infrastructures for the gaming and gambling industry such as tourism, communications, foreign investments, and payments.

In total, the report has more than 218 pages.

Why Latin America?
With all the changes around the world restricting gambling, Latin America presents growing opportunities for investors, operators, equipment, and technology suppliers and many more within the gambling industry:
- The Latin American region has 33 countries with a total population of circa 570 million which dedicates a large proportion of their income to gambling.
- Land-based gaming and gambling activities have traditionally been closely linked to the tourism industry and Latin America is a region which continues to successfully attract tourists every year.
- The existing telecoms infrastructure and Internet and mobile penetration levels in Latin America, provide interesting opportunities for mobile, Internet and Interactive TV gambling applications.
- Internet penetration in Latin America by 2009 was over 30%, reaching over 180 million people with a growth rate increase of 30% from the previous year. Mobile phone penetration in Latin America by 2009 was at 80% reaching over 469 million people.
- Despite the recent global crisis, Latin American countries are on a fast track to full economic recovery with the region benefiting from a 4% growth in 2010.

The gambling market
It is believed that if both the legal and illegal gambling activities were combined in Latin America it is likely that the region would generate over USD 150 billion a year. The nine main countries included in the report generate combined revenues of over USD 33 billion.
Costa Rica, Brazil, Mexico, Argentina, Chile, Colombia, Peru, and Venezuela are considered to be the most prolific gambling countries in the region where slot machines, casinos, horse-racing, lotteries, bingo, Internet gambling entertain millions of people each day.

Table of contents

EXECUTIVE SUMMARY
- WHY LATIN AMERICA? 11
- THE GAMING AND GAMBLING MARKET 11
- WHAT THIS REPORT COVERS 11

EXTENDED EXECUTIVE SUMMARY 13

LATIN AMERICAN REGION OVERVIEW
- LOCATION 13
- POPULATION 13
- ECONOMY & POLITICS 14
COUNTRY INFRASTRUCTURE 15
- TOURISM 15
- FOREIGN INVESTMENT 15
- PAYMENTS 16
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAMBLING LEGAL FRAMEWORK</td>
<td>17</td>
</tr>
<tr>
<td>- LEGISLATION</td>
<td>17</td>
</tr>
<tr>
<td>- LEGAL FRAMEWORK</td>
<td>18</td>
</tr>
<tr>
<td>- GAMING TAXES</td>
<td>19</td>
</tr>
<tr>
<td>THE GAMBLING MARKET</td>
<td>21</td>
</tr>
<tr>
<td>- OVERVIEW</td>
<td>21</td>
</tr>
<tr>
<td>- LOTTERIES</td>
<td>23</td>
</tr>
<tr>
<td>- CASINOS</td>
<td>24</td>
</tr>
<tr>
<td>- BETTING</td>
<td>26</td>
</tr>
<tr>
<td>- BINGO</td>
<td>28</td>
</tr>
<tr>
<td>- ONLINE GAMING</td>
<td>28</td>
</tr>
<tr>
<td>GAMBLING &amp; ADVERTISING</td>
<td>30</td>
</tr>
<tr>
<td>- GAMBLING ADVERTISING REGULATIONS</td>
<td>30</td>
</tr>
<tr>
<td>- GENERAL ADVERTISING REGULATIONS</td>
<td>31</td>
</tr>
<tr>
<td>KEY BODIES &amp; ASSOCIATIONS</td>
<td>32</td>
</tr>
<tr>
<td>ARGENTINA</td>
<td>33</td>
</tr>
<tr>
<td>COUNTRY OVERVIEW</td>
<td>33</td>
</tr>
<tr>
<td>- LOCATION</td>
<td>33</td>
</tr>
<tr>
<td>- POPULATION</td>
<td>34</td>
</tr>
<tr>
<td>- THE ECONOMY</td>
<td>34</td>
</tr>
<tr>
<td>- THE POLITICAL ENVIRONMENT</td>
<td>35</td>
</tr>
<tr>
<td>SUPPORTING INFRASTRUCTURE</td>
<td>35</td>
</tr>
<tr>
<td>- TOURISM</td>
<td>35</td>
</tr>
<tr>
<td>- FOREIGN INVESTMENT POLICIES</td>
<td>35</td>
</tr>
<tr>
<td>- PAYMENTS</td>
<td>36</td>
</tr>
<tr>
<td>GAMBLING LEGAL FRAMEWORK</td>
<td>37</td>
</tr>
<tr>
<td>- LEGISLATION</td>
<td>37</td>
</tr>
<tr>
<td>- REGULATIONS IN THE CITY OF BUENOS AIRES</td>
<td>38</td>
</tr>
<tr>
<td>- REGULATIONS IN THE PROVINCE OF BUENOS AIRES</td>
<td>39</td>
</tr>
<tr>
<td>- SPORTS BETTING REGULATIONS</td>
<td>40</td>
</tr>
<tr>
<td>- ONLINE GAMBLING REGULATIONS</td>
<td>40</td>
</tr>
<tr>
<td>- GAMING TAXES</td>
<td>41</td>
</tr>
<tr>
<td>THE GAMBLING MARKET</td>
<td>42</td>
</tr>
<tr>
<td>- OVERVIEW</td>
<td>42</td>
</tr>
<tr>
<td>- CASINOS</td>
<td>43</td>
</tr>
<tr>
<td>- LOTTERIES</td>
<td>47</td>
</tr>
<tr>
<td>- BETTING</td>
<td>49</td>
</tr>
<tr>
<td>- BINGO</td>
<td>51</td>
</tr>
<tr>
<td>- ONLINE GAMING</td>
<td>52</td>
</tr>
<tr>
<td>GAMBLING ADVERTISING REGULATIONS</td>
<td>54</td>
</tr>
<tr>
<td>- GENERAL ADVERTISING REGULATIONS</td>
<td>55</td>
</tr>
<tr>
<td>- INTERNET ADVERTISING</td>
<td>55</td>
</tr>
<tr>
<td>- GOVERNING BODIES &amp; ASSOCIATIONS</td>
<td>56</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>57</td>
</tr>
<tr>
<td>COUNTRY OVERVIEW</td>
<td>57</td>
</tr>
<tr>
<td>- LOCATION</td>
<td>57</td>
</tr>
<tr>
<td>- POPULATION</td>
<td>58</td>
</tr>
<tr>
<td>- THE ECONOMY</td>
<td>58</td>
</tr>
<tr>
<td>- THE POLITICAL ENVIRONMENT</td>
<td>58</td>
</tr>
<tr>
<td>SUPPORTING INFRASTRUCTURE</td>
<td>59</td>
</tr>
<tr>
<td>- TOURISM</td>
<td>59</td>
</tr>
<tr>
<td>- FOREIGN INVESTMENT POLICIES</td>
<td>59</td>
</tr>
<tr>
<td>- PAYMENTS</td>
<td>60</td>
</tr>
</tbody>
</table>
## Gambling Legal Framework
- Legislation
- Criminal Contravention Act
- Bingo and Slot Machines Regulations
- Casino Regulations
- Lottery Regulations
- Horse Racing Regulations
- Online Gaming Regulations
- Gaming Taxes
- Key Bodies & Associations

## The Gambling Market
- Overview
- Casinos
- Lotteries
- Betting
- Bingo and Slot Machines
- Online Gambling

## Gambling & Advertising
- Gambling Advertising Regulations
- General Advertising Regulations
- Important Announcement
- Internet Advertising
- Governing Bodies & Associations
COLOMBIA 93

COUNTRY OVERVIEW 93
- LOCATION 92
- POPULATION 94
- THE ECONOMY 94
- THE POLITICAL ENVIRONMENT 95

SUPPORTING INFRASTRUCTURE 95
- TOURISM 95
- FOREIGN INVESTMENT 95
- PAYMENTS 96

GAMBLING LEGAL FRAMEWORK 97
- LEGISLATION 98
- LAW 643 98
- LOTTERY REGULATIONS 98
- LOCALIZED GAMES (CASINOS, SLOTS AND BINGO) REGULATIONS 98
- INNOVATIVE GAMES (HORSE/SPORTS BETTING AND OTHERS) REGULATIONS 99
- CHANCE AND PERMANENT BETTING GAMES REGULATIONS 99
- PROMOTIONAL GAMES AND RAFFLES REGULATIONS 100
- DECREE 1905 OF 2008 100
- BILL 027 OF 2009 101
- DECREE 175 OF 2010 102
- BILL 138 OF 2009 (ONLINE GAMBLING) 102
- GAMING TAXES 102
- KEY BODIES & ASSOCIATIONS 103

THE GAMBLING MARKET 103
- OVERVIEW 103
- CASINOS 105
- LOTTERIES 107
- BETTING 110
- BINGO 111
- ONLINE GAMBLING 111

GAMBLING & ADVERTISING 112
- GAMBLING ADVERTISING REGULATIONS 111
- GENERAL ADVERTISING REGULATIONS 112
- INTERNET ADVERTISING 113
- GOVERNING BODIES & ASSOCIATIONS 114

COSTA RICA 115

COUNTRY OVERVIEW 115
- LOCATION 116
- POPULATION 117
- THE ECONOMY 117
- THE POLITICAL ENVIRONMENT 118

SUPPORTING INFRASTRUCTURE 118
- TOURISM 118
- FOREIGN INVESTMENT 118
- PAYMENTS 120

GAMBLING LEGAL FRAMEWORK 122
- LEGISLATION 122
- CASINO REGULATIONS 122
- BETTING REGULATIONS 124
- VIRTUAL CASINOS REGULATIONS 124
- LOTTERY REGULATIONS 124
- ONLINE GAMBLING REGULATIONS 126
- COMPLEMENTARY ACTIVITIES REGULATIONS 126
LATIN AMERICAN GAMING AND GAMBLING 2011 – 3rd edition

- GAMING TAXES 126
- KEY BODIES & ASSOCIATIONS 127

THE GAMBLING MARKET 127
- OVERVIEW 127
- CASINOS 128
- LOTTERIES 130
- BETTING 131
- ONLINE GAMBLING 131

GAMBLING & ADVERTISING 132
- GAMBLING ADVERTISING REGULATIONS 132
- GENERAL ADVERTISING REGULATIONS 132
- INTERNET ADVERTISING 133
- GOVERNING BODIES & ASSOCIATIONS 133

MEXICO 135
COUNTRY OVERVIEW 135
- LOCATION 135
- POPULATION 135
- THE ECONOMY 136
- THE POLITICAL ENVIRONMENT 137

SUPPORTING INFRASTRUCTURE 137
- TOURISM 137
- FOREIGN INVESTMENT 137
- PAYMENTS 138

GAMBLING LEGAL FRAMEWORK 138
- LEGISLATION 139
- FEDERAL GAMING AND RAFFLES LAW 139
- GAMING DECREES IN 2004 140
- NEW GAMING LAW PROPOSED IN DECEMBER 2008 140
- GAMING TAXES 141
- KEY BODIES & ASSOCIATIONS 141

THE GAMBLING MARKET 140
- OVERVIEW 140
- CASINOS 141
- LOTTERIES 141
- BETTING AND BINGO 142
- ONLINE GAMBLING 143

NICARAGUA 151
COUNTRY OVERVIEW 151
- LOCATION & POPULATION 151
- ECONOMY & POLITICS 151
- TOURISM 152

GAMBLING LEGAL FRAMEWORK 152
- LEGISLATION 152
- PROPOSED CASINO AND GAMING LAW OF 2001 153
- PROPOSED CASINO AND SLOTS LAW OF 2010 153
- GAMING TAXES 153
VENEZUELA

COUNTRY OVERVIEW 201
- LOCATION 201
- POPULATION 202
- THE ECONOMY 202
- THE POLITICAL ENVIRONMENT 203

SUPPORTING INFRASTRUCTURE 203
- TOURISM 203
- FOREIGN INVESTMENT 204
- PAYMENTS 204

GAMBLING LEGAL FRAMEWORK 205
- LEGISLATION 205
- CASINO, BINGO AND SLOT MACHINES LAW OF 1997 205
- HORSE RACING REGULATIONS 207
- LOTTERY REGULATIONS 207
- GAMING TAXES 208
- KEY BODIES & ASSOCIATIONS 209

THE GAMING MARKET 209
- OVERVIEW 209
- CASINOS AND SLOT MACHINES 210
- LOTTERIES 210
- BETTING 211
- BINGO 211
- ONLINE GAMBLING 212

GAMBLING & ADVERTISING 214
- GAMBLING ADVERTISING REGULATIONS 214
- GENERAL ADVERTISING REGULATIONS 215
- INTERNET ADVERTISING 218
- GOVERNING BODIES & ASSOCIATIONS 218

About the authors Divine Works Ltd

Divine Works has created a network of professionals located across South and Latin America, who are able to provide information and insight invaluable in today’s leading gambling and gaming industries.

Set up in 2003, Divine Works is an experienced consultancy with numerous clients including market leaders Sportingbet, ATE Online, or Merrill Lynch.
Fax order form for the report:

**LATIN AMERICAN GAMING AND GAMBLING REPORT 2011 - 3rd edition**
(published by Divine Works Ltd)
Fax to +49 (0) 89 3835 6786 or +44 (0) 207 692 4089

Please send me an electronic version (pdf) of the report (24-hour delivery):


**GBP 850.00** GBP 807.00 (exc. VAT/MwSt)

---

**Personal Information**

Mr/Mrs/Dr: _______ First Name: _______________ Last Name: _________________________

Company Name: ____________________________ City: ____________________________

Address: ____________________________ Country: ____________________________

Post Code: ____________________________ Telephone: ____________________________

Email: ____________________________ Company VAT/TVA/MOMS/IVA number: ____________________________

Signature: ____________________________

Date: _____ / _____ / _____

---

**Payment Details**

☐ Please invoice my company

☐ Please debit my ☐ Visa ☐ Mastercard ☐ Amex

Card No.: ____________________________

Expiration Date: _____ / _____

Card Holder Name: ____________________________

Signature: ____________________________

---

**Contact us:**

For questions, please contact reports@mecn.net

London / UK
MECN GmbH
Office 404, 4th Floor - Albany House
324/326 Regent Street
London W1B 3HH - UK
Tel.: +44 (0) 207 692 4088
Fax: +44 (0) 207 692 4089
info-uk@mecn.net

Munich / Germany
MECN Germany
Fürstenrieder Str. 279a
81377 Munich
Germany
Tel.: +49 (0) 89 7412 0235
Fax.: +49 (0) 89 7412 0102
info-germany@mecn.net

London / UK
MECN GmbH
Office 404, 4th Floor - Albany House
324/326 Regent Street
London W1B 3HH - UK
Tel.: +44 (0) 207 692 4088
Fax: +44 (0) 207 692 4089
info-uk@mecn.net

Munich / Germany
MECN Germany
Fürstenrieder Str. 279a
81377 Munich
Germany
Tel.: +49 (0) 89 7412 0235
Fax.: +49 (0) 89 7412 0102
info-germany@mecn.net