



#### HEADQUARTERS

**World Lottery Association**  
Avenue de Provence 14  
Case postale 1013  
1001 Lausanne, Switzerland  
T: +41 21 518 96 00  
info@world-lotteries.org  
CHE-100.972.547 MWST

#### MONTRÉAL OFFICE

**World Lottery Association**  
WLA - Bureau R.205  
Loto-Québec  
325, rue Bridge  
Montréal (Québec), H3K 2C7  
Canada  
T: +1 514 282 02 73

February 19, 2026

## Position Paper

### Regulating online betting in Chile: ensuring a sustainable and responsible market

The World Lottery Association (WLA) is an international, member-based organization uniting state authorized lotteries, state licensed sports betting operators, and suppliers across six continents to advance the interests of the global regulated lottery and betting sector worldwide. Its mission is to support our global member organizations in providing socially responsible offerings to generate funds for positive societal impact.

In 2024, WLA member lotteries and sports-betting operators contributed USD 94.8 billion to public good causes. Among these contributions, our regular member Polla Chilena de Beneficencia (PCHB), redistributed USD 69 million in 2024 to the State and beneficiary institutions.<sup>1</sup>

WLA's core values -**responsibility, integrity, professionalism, and innovation** - align directly with Chile's efforts to establish a safe and accountable online betting framework.

Responsible gaming is a foundational pillar of ethical lottery and betting operations. It requires operators to **protect players, ensure games are offered safely and transparently**, and uphold the **highest standards of social responsibility**.

Holding a **WLA Responsible Gaming Certification**, in the same way as our member PCHB, demonstrates that an operator meets the highest international standards for protecting players and ensuring socially responsible gaming practices. The certification is based on the WLA Responsible Gaming Framework, which reflects the association and its members' commitment to responsibility as one of its core values, including adherence to rigorous corporate and social responsibility principles.

In that respect, PCHB plays an important role in supporting social initiatives in Chile, as all of its games include a statutory contribution to a range of beneficiary institutions, reflecting its longstanding mission as a state-owned lottery operator. As a member of the global community of state authorized lotteries, PCHB operates within a sector that places a strong emphasis on **integrity**, particularly in relation to the protection of sports from manipulation.

---

<sup>1</sup> [Aporte a Chile | Polla Chilena de Beneficencia](#)



#### HEADQUARTERS

**World Lottery Association**  
Avenue de Provence 14  
Case postale 1013  
1001 Lausanne, Switzerland  
T: +41 21 518 96 00  
info@world-lotteries.org  
CHE-100.972.547 MWST

#### MONTRÉAL OFFICE

**World Lottery Association**  
WLA - Bureau R.205  
Loto-Québec  
325, rue Bridge  
Montréal (Québec), H3K 2C7  
Canada  
T: +1 514 282 02 73

Through **ULIS (United Lotteries for Integrity in Sports)**, WLA members actively support sports integrity monitoring worldwide. Effective regulation should therefore:

- Channel demand toward regulated operators
- Prevent unfair competitive advantages for non-compliant actors
- Facilitate international cooperation in monitoring and enforcement

Since regulatory environments in which WLA members operate are determined by their respective governments, the WLA membership covers a broad spectrum of legal frameworks, from maintaining a monopoly to a partially open market to a fully open one.

This is why as a global association, the WLA cannot endorse one framework over another. However, it recognizes that while the solution retained may differ, the objectives sought should be the same, namely, to channelize gaming into well regulated market, minimizing potential harm with a strong regulatory framework ensuring operational integrity, and effective responsible measures.

The proposed regulation represents an important evolution of the Chilean online betting ecosystem. The WLA supports its core objectives:

- **Protecting players**, especially minors, through a national responsible betting policy and safer advertising standards.
- **Strengthening transparency** in ownership structures and fund flows, reducing risks of money laundering.
- **Combating illegal gambling** through payment blocking, ISP blocking, and clear criminal definitions.
- **Enhancing regulatory oversight** by empowering supervisory authorities and formalizing platform registration.

As the regulatory framework is refined, it may be useful to consider how certain measures, for instance taxation, could influence the broader gaming landscape, including the lottery and betting sector. WLA members hold a distinctive public role, as they provide substantial annual contributions to good-cause programs across areas such as education, sports, culture, and social support. Ensuring that the regulatory environment allows this model to continue delivering its societal benefits can help maintain the positive impact these operators generate year after year.

While fully respecting Chile's regulatory sovereignty, WLA would highlight several universal objectives observed in successful jurisdictions:

1. **Effective Channelization.**

Regulation should encourage consumers to use licensed platforms operating under strict responsible gaming and integrity standards, including a clear and reasonable cap on licenses, proportionate to the authorities' supervisory capacity to ensure orderly market oversight and effective channelization.

2. **Strong Consumer Protection Measures** Adopt a regime that actively and effectively supports consumer protection, reduces illegal gambling, sustains public revenues, and preserves the lottery's essential contributions to society. To protect players, the market and society, the **highest standards of responsible gaming** must be applied fairly and consistently to all market participants, with particular attention to safeguarding minors and young adults through firm restrictions on bonuses, "risk-free" promotions, and sports sponsorships that may disproportionately appeal to younger audiences.

A robust framework capable of addressing the main risks must derive explicitly from the implementing provisions of the draft law. These risks include:

- Inappropriate advertising practices targeting minors.
  - False and misleadingly deceptive advertising.
  - Advertising deemed to promote excessive play.
  - Players allowed to play excessively and without control.
  - Players unaware of risks of problem gambling and options to self-control.
3. Strict caution must be applied when considering **the admission of previously illegal operators** into the regulated market. Given history of noncompliance with responsible gaming practices, any licensing process should include rigorous evaluation to ensure these operators meet the standards required in a regulated environment, avoiding any perception that regulation operates as implicit amnesty.
4. **Protect the role of state authorized lotteries** by setting clear rules that ensure fair market conditions, including safeguards against disproportionate financial or administrative obligations, so that the lottery operator can carry out its public interest mission while competing on a level playing field. This protection is essential to preserve the structural beneficence of state-authorized lotteries, operators that are fully aligned with the worldwide recognized WLA Responsible Gaming standards.

5. **Fair and Balanced Taxation.**

Ensure taxation supports fair competition and fights illegal practices by setting rational, **proportionate tax rates** that both discourage illegal gambling offers and allow licensed operators to function under sustainable economic conditions. Taxation should also reflect the social cost of online gambling, while avoiding disproportionate incentives that encourage aggressive prize payouts or marketing. Such dynamics can ultimately be detrimental to players by increasing exposure to riskier gambling behaviors and creating pressure to engage more frequently or with higher stakes.

6. **Alignment with International Best Practices.**

Harmonization with recognized international standards in responsible gaming, AML compliance, and sports integrity, ensuring Chile's framework aligns with global best practices for safe, transparent, and socially protective gaming environments.

## Conclusion

Chile's initiative to regulate online betting represents an important opportunity to create a transparent, responsible, and sustainable framework that protects consumers while safeguarding public revenues and sports integrity.

WLA stands ready to share international experience and best practices in support of these objectives, always in full respect of Chilean authorities' decision-making prerogatives.