Sports Betting

Get to know the main developments of the regulation approved by the Federal Senate and the specialty services Veirano provides to the gaming and sports betting market.

After being approved by the Federal Senate, the updated wording of Bill No. 3626/2023 must now undergo a new analysis by the Chamber of Deputies. So far, the regulation has consolidated relevant aspects for the market:

- Lowered the tax rate on the Gross Gaming Revenue to 12%;
- Prohibited any participation in soccer corporations or professional sports associations by partners of sports betting operators;
- Enabled the contracting of advertising campaigns, sponsorships and partnerships with sports clubs, professional athletes, sports coaches and digital influencers;
- Called for the adoption of policies for Responsible Gaming, and of mechanisms for combating gambling addiction and competition manipulation;
- Required the implementation of Anti-Money Laundering controls and policies; and
- Demanded the provision of electronic and face-to-face customer service channels for bettors.

In parallel, the Ministry of Finance has upheld the validity of the Ordinance No. 1,330/2023, which regulates the concession process for the operation of sports betting. The Ministry now takes the first steps for granting the licenses to the companies which manifested their prior interest in entering the market.

Veirano Advogados closely monitors the developments of the draft regulation for the market, relying on a multidisciplinary team to provide complete legal advice to the gaming and sports betting industry on several practice areas - Intellectual Property, Tax, Regulatory, Corporate, Criminal and Anti-Money Laundering and Civil Litigation and Consumer Law.

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We are available to talk about this and other topics related to the Bill nº 3626/23.