



DENMARK GAMING LICENCE



**Legislation, Licence Types &
Administrative Licence Fees**

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LEGISLATION

Key legal framework

DENMARK'S REGULATORY LANDSCAPE IS WELL-ESTABLISHED, BEING ONE OF THE FIRST COUNTRIES TO LIBERALISE ONLINE GAMBLING, ALLOWING PRIVATE OPERATORS INTO THE MARKET IN 2012 THROUGH THE DANISH GAMBLING ACT.

Denmark is a Scandinavian country located in Northern Europe and is part of the European Union. Its regulatory framework for gambling is considered one of the most advanced in Europe, particularly for online gambling, offering clear guidelines for operators, which ensures a transparent and well-regulated market.

Before 2012, Denmark had a state-controlled monopoly over gambling, primarily through the Danske Spil entity, which held exclusive rights to offer various forms of gambling, including lotteries and sports betting. The growing online gambling market and pressure from the European Union led Denmark to revise its gambling laws to open the market to private operators.

The Danish Gambling Act of 2012 represents a significant reform, marking the liberalisation of Denmark's gambling market. The Act introduced a licensing regime for online casino games and sports betting, enabling private operators to apply for licences and compete with the state monopoly. However, Danske Spil still retains exclusive rights over lotteries, bingo and horse race betting.

In 2018, further amendments were made to strengthen player protection, particularly in responsible gaming and advertising.



DENMARK SCANDINAVIAN GAMING AT ITS FINEST

The Danish Gambling Authority (Spillemyndigheden) is the primary regulatory body responsible for issuing licences and ensuring compliance with regulations.

Spillemyndigheden has a strong focus on responsible gaming, fair competition, and crime prevention, which aligns Denmark's gaming market with EU standards.

LICENCE TYPES

Single licence covers the whole spectrum of activities

Denmark

TOTAL AREA **43,094km²** CAPITAL CITY **Copenhagen** OFFICIAL LANGUAGES **Danish** CURRENCY **kr (DKK)**

REGULATOR Spillemyndigheden

IDEAL FOR: Operators seeking a well-regulated, transparent market in Northern Europe.

LICENCE TYPE

Single licence covering the entire spectrum of gaming activities

**B2B
B2C**

SPORTS
CASINO
POKER
LOTTERIES
BINGO
CRYPTO

BENEFITS

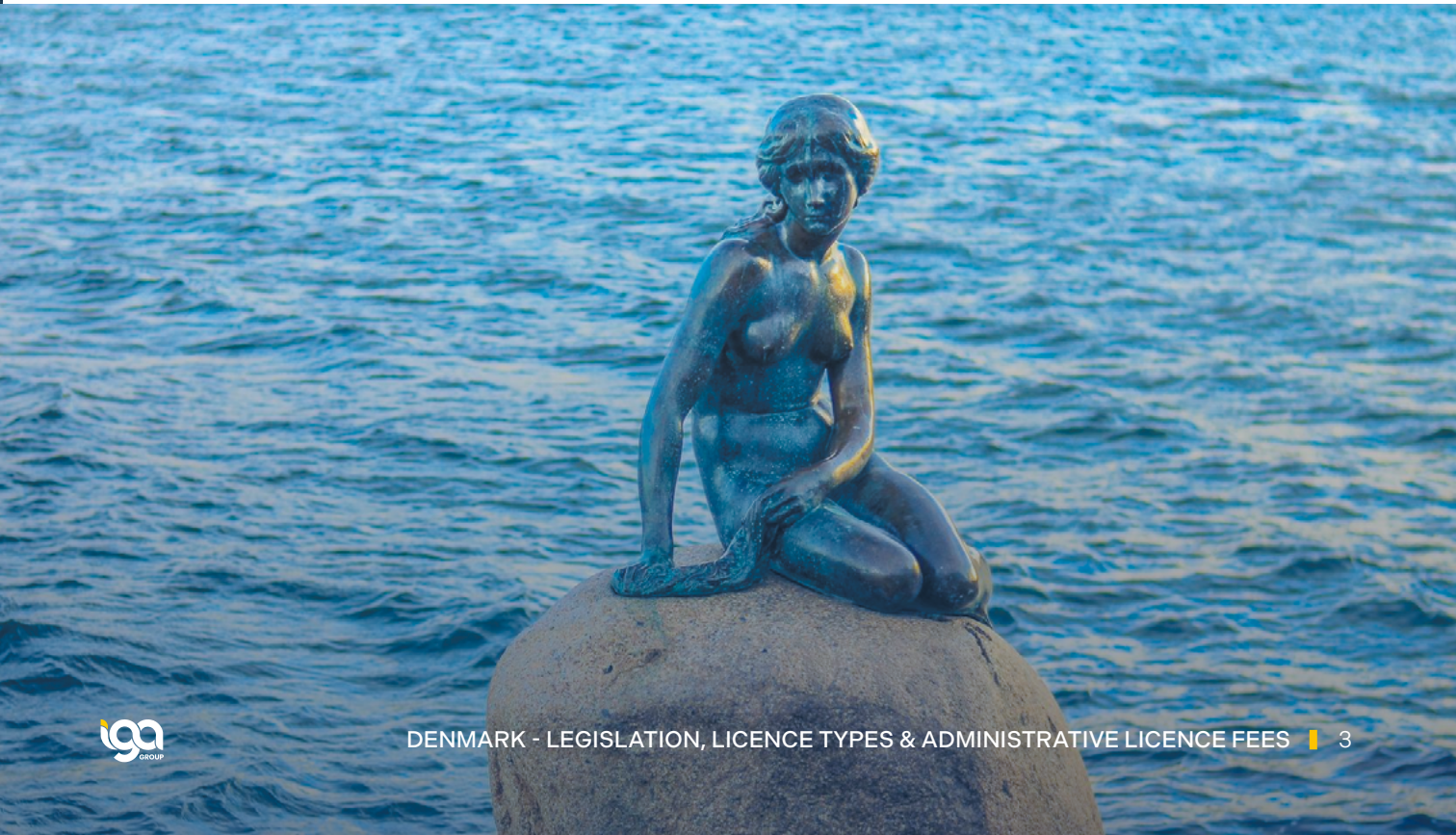
- Trusted Regulatory Framework
- Tax Benefits
- Strong Economy & Market Access
- Advertising Regulations
- SHARE CAPITAL REQUIREMENTS
- REQUIRED LOCAL HIRES
- PHYSICAL OFFICE NOT REQUIRED

APPLICATION COST
B2C **DKK 300K**
B2B **DKK 150K**

PROCESSING TIME
3-6 mos.

22%
CORPORATE TAX

20%
GAMING TAX
On GGR



DENMARK OFFERS A STREAMLINED LICENSING FRAMEWORK FOR ONLINE GAMBLING, INCLUDING ONLINE CASINO AND SPORTS BETTING LICENCES. LOTTERIES REMAIN A STATE MONOPOLY UNDER DANSKE SPIL.

Denmark offers the following main types of gambling licences under the Danish Gambling Act:

Online Casino Licence

This licence allows operators to offer various casino games, including online poker, blackjack, roulette, slots and other games of chance. The operator must comply with strict responsible gambling measures, AML regulations and advertising restrictions.

Online Sports Betting Licence

Operators offering sports betting to Danish residents must obtain this licence. The licence allows both fixed-odds and pool betting. In-play betting is permitted, but operators must adhere to strict controls, including player verification and responsible gambling tools.

Land-Based Casino Licence

While online gaming is liberalised, land-based casinos still require a separate licence, which is limited and granted by the Ministry of Justice on a competitive basis.

Revenue-Sharing Licence (White Label)

This licence allows one entity to operate under the licence of another, effectively creating a white-label structure. The licensed operator remains responsible for compliance with Danish law.

Lottery Licence

Lottery operations remain under the monopoly of Danske Spil, which has exclusive rights to operate lotteries and bingo games.

Licences are typically issued for five years, with the option for renewal. Operators must maintain ongoing compliance with Danish regulations to keep their licence active.

ADMINISTRATIVE & LICENCE FEES

Breakdown of administrative & licence costs

Administrative & licence fees

The Danish Gambling Authority sets both application fees and annual fees based on the operator's gross gaming revenue (GGR). Below are the typical fees for each type of licence:

LICENCE TYPE	APPLICATION FEE	ANNUAL FEE
Online Casino Licence	DKK 290,600	DKK 56,500 + GGR
Online Sports Betting Licence	DKK 290,600	DKK 56,500 + GGR
Land-Based Casino Licence	DKK 290,600	DKK 500,000+
White Label/Revenue Sharing	DKK 145,300	Varies
Lottery Licence (Danske Spil)	N/A	N/A

GGR-based annual fees

In addition to the base annual fees, online casino and sports betting operators must pay an additional fee based on their annual GGR:

ANNUAL GGR	ADDITIONAL FEE
DKK 5 million - 10 million	DKK 100,000
DKK 10 million - 50 million	DKK 250,000
Over DKK 50 million	DKK 750,000

Gaming taxes

28%

The tax system in Denmark is relatively straightforward. Operators are subject to a 28% tax on GGR for both online casino games and sports betting. The tax must be calculated on the operator's revenue generated from Danish players, regardless of where the operator is based.

COMPLIANCE REQUIREMENTS

Compliance with global standards

Denmark has rigorous compliance standards for licensed entities, particularly in the iGaming sector. Below are the key licensing compliance requirements for companies operating in Denmark:

01 Annual licence renewal

Licensed operators must renew their licences annually through the Danish Gambling Authority (Spillemyndigheden). This process involves submitting updated documents and renewal fees to maintain compliance.

02 AML & KYC compliance

Denmark enforces strict Anti-Money Laundering (AML) and Know Your Customer (KYC) regulations. Licence holders must conduct due diligence, monitor transactions for suspicious activity and report to Spillemyndigheden where necessary.

03 Quarterly and annual reporting

Licensed entities are required to file regular financial and operational reports, detailing revenue, player activity and compliance with Denmark's regulatory standards.

04 Technical standards compliance

iGaming operators must adhere to Spillemyndigheden's technical standards, which include data security, fair play, game integrity and regular technical audits.

05 GDPR compliance

Licensed entities must ensure compliance with the General Data Protection Regulation (GDPR), guaranteeing data privacy, security and conducting periodic data assessments.

06 Responsible gambling tools

Denmark mandates that iGaming operators provide responsible gambling measures, including self-exclusion options, spending limits and access to responsible gambling resources.

ADVERTISING RESTRICTIONS

Guidelines & limitations on advertising practices

Denmark has some restrictions on advertising for gambling operators. All advertisements must include responsible gambling messaging and cannot target vulnerable populations, such as minors. Violations of advertising rules can result in heavy fines or licence suspension.

OUR SERVICES

All-encompassing services for iGaming licensing



Company formation

Establishing and structuring your legal entity in multiple jurisdictions.



Licence application

Comprehensive support for the licensing process.



Compliance & regulatory support

Ensuring your operation meets local AML/CFT, KYC and responsible gaming requirements.



Ongoing management

Handling post-licensing requirements such as renewals, reporting and compliance.

CONTACT US FOR PRICING

Get in touch for a custom quote

With extensive experience across the gaming sector—covering roles in gaming companies, technical solution providers and strategic consultancy at both operational and regulatory levels—we are uniquely positioned to guide you through the industry’s challenges. Operating from Malta, Curaçao and Cyprus, we are fully prepared to meet your needs and help you navigate this exciting, dynamic landscape.



KEITH SEISUN
HEAD OF LICENSING

“My priority is to simplify the licensing process for our clients, ensuring they meet regulatory requirements while focusing on growing their business.”

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*Focus on growth,
leave the red tape to us.*

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