



**СПОРТ ТОТО**

**ДЪРЖАВНО ПРЕДПРИЯТИЕ**  
**„БЪЛГАРСКИ СПОРТЕН ТОТАЛИЗАТОР“**

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**REPORT**

**on the Activities and Actions Carried Out by the Responsible Gaming Working Group  
at the Bulgarian Sports Totalizator (BST)  
for the period September – December 2025,  
pursuant to Order No. ZAP-327 / 17.09.2025**

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Pursuant to Art. 21, para. 1, items 2 and 3 of the Rules of Procedure of the Bulgarian Sports Totalizator (BST), and in implementation of the strategic objective **“Provision of socially responsible gaming through compliance with the principles of responsibility, fairness, sustainability, integrity and protection”**, as set out in the **Business Programme of BST for 2024–2028**, approved by Order No. RD-09-791 / 11.10.2024 of the Minister of Youth and Sports, we hereby present the following:

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**REPORT**

of the permanently established **Responsible Gaming Working Group** at the Bulgarian Sports Totalizator (BST), composed as follows:

**Chairperson:**

Ekaterina Tonova – Head of Training and Development Department

**Members:**

Veselin Kyurkchiev – Director, Information Technologies and Numerical Lottery Games Directorate

Krasimira Peycheva – Director, Marketing Directorate

Palmira Bencheva – Director, Legal Affairs and Public Procurement Directorate

Ivan Tsanev – Head of Marketing Department

Desislava Tsvetanova – Senior Legal Counsel, Legal and Administrative Control

Valeri Tsvetkov – Chief Expert, Instant Lottery Games and Sports Betting Directorate

Nikolina Kancheva – Candidate Relations Specialist, Retail Network Directorate

**Advisor:**

Rada Gyonova – Member of the Management Board of BST

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**Activities and Actions Implemented during the Period September – December 2025**

**1. Working Group Meetings**

Four Working Group meetings were held in a virtual environment on the following dates:

- **21 August 2025** – pre-organisational and introductory meeting aimed at establishing baseline understanding and objectives;
  - **08 October 2025;**
  - **18 November 2025;**
  - **09 December 2025.**
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**2. Activities Implemented Based on Responsible Gaming Criteria**

In line with the understanding that priority should be given to Responsible Gaming criteria not fully covered during the 2022 pre-certification process, the following activities were planned and implemented:

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**Responsible Gaming**

- Update of the introductory section of BST’s Responsible Gaming presentation, reflecting progress achieved as of early 2026 – deadline: **30.01.2026**;
- Formal validation of Responsible Gaming KPIs currently in use – deadline: **30.01.2026**

Daily Active Users (DAU): Number of unique users who play the game daily: from 22% to 16%

Monthly Active Users (MAU): Unique users who engage with the game monthly: from 83% to 89%

Retention Rate: Percentage of players who return after their first day of playing: from 73% to 75%

Churn Rate: Percentage of players who stop playing within a given period: from 0% to 1.5%

Average Revenue per User (ARPU): Revenue generated from each active player: N/A

In-Game Purchase Conversion Rate: Percentage of players who make at least one purchase: 93%

User Engagement Rate: Level of player interaction with the game rules: from 51.4% to 88.6%

Customer Acquisition Cost (CAC): Costs associated with acquiring a new player: N/A

Session Duration: Average length of a single gaming session – website only: N/A

Average Sessions per User: Frequency of a player's gaming sessions – website only: N/A

- Analysis and statistical evaluation of survey results from **70 participants (representative national sample)**, comparing data from April and October 2025 to measure engagement with Responsible Gaming principles and gambling harm prevention – completed by **31.12.2025**.

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## Employee Training

- Nationwide training of **1,148 cashiers / ticket sales operators** on Responsible Gaming principles and gambling addiction prevention – completed on **18.11.2025**;
- **Two certified virtual training sessions** under the Training Programme “*Gambling Addiction: Principles, Prevention, Identification and Care*”, delivered by a psychologist and addiction therapist, with **76 participants** (managers and administrative staff nationwide) – conducted on **17.11.2025** and **21.11.2025**;
- **One certified face-to-face training**, part of the same programme, with **30 participants** from BST Headquarters – conducted on **02.12.2025**;
- Nationwide **self-assessment survey (Declaration)** measuring awareness and commitment to Responsible Gaming principles among **1,148 cashiers** – completed on **18.11.2025**.

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## Retailers

- Development and distribution of a Responsible Gaming video training via email to all external stakeholders:  
<https://youtu.be/qx-OTzkiJAQ> – completed on **15.09.2025**;
- Development, distribution and collection of **self-assessment Declarations** related to Responsible Gaming principles, commitment and accountability among external partners – **624 Declarations collected by 10.12.2025**.

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## Player Education

- Development of educational content for a Responsible Gaming information leaflet for BST players, covering Responsible Gaming principles, gambling addiction prevention and

referral to treatment, including a QR code linking to the BST Responsible Gaming webpage – completed on **30.09.2025**;

- Signing of a Memorandum of Cooperation with the “*ONLY TODAY*” *Association for Addiction Prevention and Therapy* and placement of their contact details on the BST website for referral purposes – implemented during **November–December 2025**;
- Placement of videos featuring psychologists and gambling addiction experts from the National Revenue Agency (NRA) website and podcast on the BST website, with proper source attribution, including:  
<https://www.youtube.com/watch?v=DnrO9g6k6pc>  
<https://www.youtube.com/watch?v=h3mVdhk69M8&t=8s>  
<https://www.youtube.com/watch?v=a35mJgYIG6A>  
 Uploaded to the BST website on **09.12.2025**;
- Distribution of an A5 Responsible Gaming leaflet across BST retail locations, print run of **200,000 copies** – deadline: **16.01.2026**.

### Stakeholder Engagement

- Presentation of the BST project “*Responsible Gaming and Gambling Addiction Prevention*” during the **European Responsible Gaming Week**, organised by the Responsible Gaming Foundation and EGBA; participation in a competition and **First Prize in the category “State Gambling Operator”** – conducted during **17–23.11.2025**;
- Organisation of **Responsible Gaming Week at BST**, promoting Responsible Gaming principles and gambling harm prevention across social media channels – **17–23.11.2025**;
- Implementation of the campaign “*Give Responsibly*”, promoting Responsible Gaming principles via social media – **08–12.12.2025**;
- Stakeholder mapping to identify needs and tailor communication approaches related to “*Gambling Addiction: Principles, Prevention, Identification and Care*” – deadline: **16.01.2026**;
- Participation in a campaign organised by the Ministry of Youth and Sports, in partnership with public institutions, NGOs and other organisations – deadline: **20.02.2026**.

### Research

- External studies conducted in **April 2024** and **January 2025** to assess the gambling environment in Bulgaria with regard to gambling addiction prevention;
- Preparation and implementation of surveys among **70 participants (representative national sample)**, comparing results from April and October 2025 to measure engagement with Responsible Gaming principles and gambling harm prevention; analysis and statistics completed by **31.12.2025**.

### Digital Channels

- Review and update of online limits implemented on the BST website to identify potential gambling-related harm and support prevention (e.g. deposit, stake, time and loss limits), including alignment with data from the previous certification process – deadline: **20.02.2026**.  
**Note:** Implementation may commence no earlier than January 2026 due to the introduction of the Euro.

All processes were accompanied by **risk assessment**, including the development of new services and products, as well as **ongoing monitoring**.

### 3. Accountability

Each activity was assigned to a designated member of the Working Group, responsible for timely and effective implementation.

### 4. Planned Steps for 2026

- Consultation with an external expert to verify achieved results – **30.01.2026**;
- Acquisition of a **full European Lotteries membership certificate** by BST;
- Development of **digital self-exclusion tools** on the BST website;
- Market research of the gambling sector in Bulgaria to identify high-risk games and strengthen prevention measures;
- Review of 2025 processes and update of policies, procedures and related documents concerning Responsible Gaming and gambling addiction prevention, as a formal commitment of BST;
- Analysis of KPIs and revision of metrics that are not applicable to SE BST, aimed at more effective monitoring of operations in active lottery outlets and across specific games on our website.

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**Prepared by:**

Ekaterina Tordova

Head of Training and Development Department

Chairperson of the Responsible Gaming Working Group at BST