

## China Lottery Industry Update - Instant payout through mobile e-wallets such as Alipay now available for Sports Lottery instant scratch tickets nationwide

On 21 March 2018, the China National Sports Lottery Center announced that the winners of its instant scratch game “Ding-Gua-Gua” (体彩顶呱刮) can now collect their lottery winnings instantly via Taobao, Alipay and Wechat payment account on their mobile phones, after running a successful pilot program in Shangdong Province for the previous month. This is a significant industry breakthrough and important development for the industry, significantly enhancing buyers’ lottery experience, and potentially paving the way for the resumption of online lottery in the future.



*Instant payout via Alipay*

“Ding-Gua-Gua” is a brand for instant scratch sports lottery offering more than 300 products. Launched in March 2008, it generated an accumulated sales of RMB124 billion as of October 2015. However, sales have been falling consistently since 2011. On the other hand, more than 70% of buyers of China Sports Lottery are low-income people at

present. Therefore, the new instant payout feature, enabling winners to collect their lottery winnings instantly through popular e-wallets on their smartphones should contribute positively to the growth of the product as well as the industry as a whole as it helps attract a wider array of customers, particularly those who are white-collars and Internet Savvy, to participate and experience lottery.

The China National Sports Lottery Center has launched different marketing campaigns targeting white-collars. For instance, it launched a joint marketing campaign with Alipay and Taobao as organized by AGTech Holdings Limited for “Ding-Gua-Gua” from 9 March to 5 April, during which Alipay users will receive an instant “Ding-Gua-Gua” winning ticket whenever they pay via Alipay app. A total of RMB19million will be given out during the campaign.



*Joint marketing campaign with Alipay and Taobao for “Ding-Gua-Gua” to attract white-collars*

The new instant payout feature also helps signal the direction of the development of online lottery in the future. It is anticipated that the Sports and Welfare Lottery will own and run a national platform for online lottery, which is similar to the National Railway 12306 model. Popular e-commerce channels with good credibility such as Alipay, Taobao and Wechat should serve as ideal partners to help generate traffic to the platform.

Please refer to related [news coverage](#) for more information.