

Information Note for the market consultation Blocking Software

Date: 7th November 2025

Following our market consultation regarding gambling blocking software, we have received one clarifying question. Below you will find the question along with our response. We trust this provides you with sufficient information and we look forward to receiving your response by the 25th of November. If you have already submitted a response, you are welcome to provide additional information till the 25th of November 2025.

Question: What would success look like in year 1? (Please share with us your success definition – we’ll build our milestones around it.)

Answer: Success in the first year would mean, based on our current insights, that by the summer of 2026, we have successfully launched a blocking software service specifically designed for Dutch consumers. This service should be easy to install across various devices and seamlessly offered as a convenient “package deal” via the Gokstop website.

In the first year, we aim for at least 10% of all individuals who register for Gokstop to also sign up for the blocking software. This would demonstrate that the service is both accessible and appealing to the target audience and that they are aware of its existence. In order to further boost the awareness of the package deal among consumers, we are considering making the package deal the centerpiece of a targeted campaign.

In addition, success means establishing a strong and lasting collaboration with the blocking software provider in the fight against illegal gambling websites. In particular, we would welcome close cooperation on the sharing and maintenance of a blacklist of illegal sites, which would enhance both the effectiveness and credibility of the overall system.