



## The IOC and sports betting operators strengthen integrity ties ahead of Winter Olympics

Brussels, 6th February 2014

The International Olympic Committee (IOC) and the regulated betting industry today announced a new information reporting arrangement surrounding any suspicious betting activity. The agreement signed by the European Gaming and Betting Association (EGBA) and the European Sports Security Association (ESSA) comes ahead of the highly anticipated 2014 Winter Olympic Games in Sochi (Russia) but will extend to include Rio 2016.

IOC Communications Director Mark Adams said that: *“The Memorandum of Understandings (MoUs) between the IOC and various betting operators and regulators, including the ESSA and the EGBA are part of our concerted strategy to support clean sport and protect major competitions from any form of manipulation, particularly those linked to betting. We are very pleased with these agreements, which build on our successful collaboration during London 2012.”*

In the event of any issue related to betting integrity at the Olympic Games or competitions organised by the International Federations (IFs), the MoU will allow ESSA and the EGBA members to share data with the IOC in their newly established “Integrity Betting Intelligence System” (IBIS). Making its first appearance at the Sochi games, the IBIS collates alerts and information on manipulation through betting on sport. It will also be placed at the disposal of International Federations during their major championships.

*“ESSA fully supports the establishment of the IBIS, and this new information reporting arrangement further cements our sectors’ joint resolve to detect, deter and report corrupt activity in sport,”* stated Khalid Ali, Secretary General of ESSA.

Maarten Haijer, Secretary General of EGBA, said that *“the MoUs signed between EGBA, ESSA and IOC send a clear message that the sports betting industry takes the issue of match-fixing very seriously and will face it head on. Sports, the public and betting operators all lose out from match fixing. The regulated betting operators work hard to promote a fair and untainted gaming experience for all.”*

The EGBA and ESSA have been active in the fight against match fixing for many years. As early as 2010 they pioneered with the EU Athletes an education campaign (now co-funded by the European Union – see [link](#)) to educate professional sports people about sports betting integrity.

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## **About the IOC**

The International Olympic Committee (IOC) is the leader of the Olympic Movement. It is committed, as part of the Fundamental Principles of the Olympic Movement, to encourage and support the promotion of ethics in sport as well as education of youth through sport and to dedicate its efforts to ensuring that, in sport, the spirit of fair play prevails.

<http://www.olympic.org/>

## **About ESSA**

The European Sports Security Association (ESSA) was established in 2005 by the leading online sports book operators in Europe to monitor any irregular betting patterns or possible insider betting from within each sport. To achieve this goal ESSA implemented an early warning system between its members that highlights any suspicious betting activity. The Early Warning System allows ESSA to work with the sports regulators and their disciplinary and legal department, ensuring that when an alert is given the regulator is informed immediately which may prevent the possibility of any game manipulation on a given event. ESSA has signed a Memorandum of Understanding with a number of sports federations including FIFA and the IOC, as well as regulatory bodies such as the UK Gambling Commission, the Gibraltar Gambling Commissioner and the Malta Lotteries and Gaming Authority.

ESSA's members include: The Association of British Bookmakers (ABB); Bet-at-home, Bet365, Betcltic, Betsson bwin.party, BetVictor, Digibet, Expekt, the Hong Kong Jockey Club, Goldbet, Interwetten, Ladbrokes, Paddy Power, Stanleybet, Unibet and William Hill.

For more information on ESSA, please visit ESSA's website at [www.eu-ssa.org](http://www.eu-ssa.org) or visit us on [Twitter](#).

## **About EGBA**

EGBA is an association of leading European gaming and betting operators, which [Bet-at-home.com](#), [Betcltic](#), [bwin.party](#), [Digibet](#), [Expekt](#) and [Unibet](#) founded in 2006 in Brussels as a non-profit organization. The Gibraltar Betting and Gaming Association ([GBGA](#)) is an affiliate member. EGBA promotes the creation of a safe and reliable European digital environment for online gambling players by advocating for a regulated market, which ensures a high level of consumer protection. All EGBA members are regularly audited on their compliance with the CEN '[Responsible remote gambling measures](#)'. For more information please visit [www.egba.eu](http://www.egba.eu) and follow us on [twitter](#) and [LinkedIn](#).