

ESSA & THE IOC STRENGTHEN INTEGRITY PROTOCOLS AHEAD OF RIO

Brussels, 26 July 2016: The regulated betting industry's integrity body ESSA and its members will be employing a heightened level of security during the Rio 2016 Olympic Games to protect the event from betting-related corruption. It will see a strengthening of the association's cooperation with the International Olympic Committee's (IOC) Integrity Betting Intelligence System (IBIS) covering all 306 events during the upcoming Games.

ESSA and its members have experience of working with the Olympic authorities following a successful integrity collaboration during the London 2012 Olympic Games. The cooperation policy employed for that event has become a blueprint for all future Olympic events and underpins the Rio approach. The IOC has also introduced a number of additional integrity measures (see [here](#)) since the London Games, including the establishment of the IOC IBIS and a cooperation agreement with Interpol.

For its part, ESSA has continued to expand its membership base and information sharing agreements with regulatory authorities, most recently seeing deals concluded with the French and Lithuanian regulators to add to existing partnerships with the UK, Gibraltar, Alderney and Malta. The association now includes 21 of the world's largest regulated betting operators feeding into its alert and reporting system which will be employed to identify suspicious betting during the Games, running 5-21 August.

"Sport isn't sport unless it is fair and its outcome not predetermined, and whilst we haven't seen any unusual betting activity in previous Games, we are not complacent about the dangers that corrupters continue to present to the sporting and betting sectors. ESSA and its responsible regulated members are intent on doing all we can to help the IOC to protect the world's pinnacle multi-sport event from betting related corruption," said Khalid Ali, Secretary General of ESSA.

"The information sharing relationship with betting companies is a key pillar of the IOC's integrity strategy and is a crucial part of the IBIS system. It is an approach that is based on partnership and cooperation between parties with a mutual goal to prevent corruption from destroying the ethics and values of sport. The IOC welcomes the continuing commitment of ESSA and its members in this fight," said Pâquerette Girard Zappelli, the IOC's Ethics & Compliance Chief Officer.

ESSA holds positions on match-fixing policy forums at the European Commission, Council of Europe and the IOC. It is also driving a number of activities aimed at addressing match-fixing, including a player education programme with EU Athletes (see [here](#)) and an international project, entitled "Keep Crime out of Sport", led by the Council of Europe and funded by the European Commission (see [here](#)). ESSA recently released its Q2 2016 integrity report, which can be accessed [here](#).

END

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Notes to the Editor

To learn about the IOC integrity initiative, please see here

[https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Protecting-Clean-Athletes/Betting/Education-Awareness-raising/factsheet-
ioc_clean_athletes_integrity_initiatives-EN.pdf#_ga=1.29290683.687441211.1467122251](https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Protecting-Clean-Athletes/Betting/Education-Awareness-raising/factsheet-
ioc_clean_athletes_integrity_initiatives-EN.pdf#_ga=1.29290683.687441211.1467122251)

About ESSA:

ESSA represents many of the world's biggest regulated sports betting operators, serving over 40 million consumers in the EU alone. Concerned regulated bookmakers created ESSA in 2005 to monitor betting markets and alert sporting bodies and national regulators to suspicious betting patterns. The goal was and is to protect consumers from potential fraud caused by manipulating sporting events. ESSA helps to combat this with evidence-based intelligence it provides to sporting bodies and regulators.

Every year, our members invest over €50m in compliance and internal security systems in order to help combat fraud. They also give back to sport and society by spending €400m on sponsorship around the world - €250m of that in Europe alone. This increases substantially when advertising and photo and video-streaming rights are taken into consideration. ESSA and its members also co-fund an education programme on gambling with EU Athletes that reaches out to 15,000 athletes/players across at least ten different sports in 13 EU countries.

ESSA continues to play a key role as the regulated betting sector's representative body at national and international match-fixing policy forums and holds positions on working groups at the European Commission, Council of Europe and the International Olympic Committee (IOC). The organisation is continually reassessing and improving its alert and reporting systems and has established information sharing arrangements with a range of sports bodies and regulatory authorities.

ESSA members include: the ABB, Betcllc, Bet-at-Home, Betsson, Bet365, BetVictor, Betway, bwinparty, Digibet, Expekt, Fonbet, the Hong Kong Jockey Club, Interwetten, Ladbrokes, Paddy Power, Sky Bet, Sporting Index, Stanleybet, Stoiximan, Unibet and William Hill.

For more information see ESSA's website at <http://www.eu-ssa.org/> or visit us on twitter: [@ESSA Betting](https://twitter.com/ESSA_Betting)

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