

## ESSA welcomes IOC betting integrity recommendations

**Brussels, 14 April 2015:** The International Olympic Committee (IOC) yesterday at the first International Forum for Sports Integrity (IFSI) in Lausanne adopted new proposals to boost sports betting integrity. As a key stakeholder, ESSA, the leading industry body on this issue, has been involved in this process and endorses the proposals in full.

The IOC has drawn up its latest series of wide-ranging recommendations in partnership with key stakeholders, including ESSA and the regulated betting sector. Adopted at IFSI, these proposals build on the success of previous measures combatting fraud agreed at preceding meetings such as the Founding Working Group on the Fight against Irregular and Illegal Betting in Sport (2011-2013).

“We are pleased we could be part of this initiative. These measures are an important milestone in the drive by sporting bodies and the regulated betting industry to keep sport clean and protect consumers, regulated betting operators and athletes from unscrupulous activities,” said Mike O’Kane, ESSA chairman.

He added: “They underline the breadth and depth of international support among stakeholders for the IOC’s initiatives in promoting sporting integrity and for joint action to combat match-fixing and other fraudulent activities. Cooperation between all interested parties is crucial.”

The IOC recommendations include:

- Extending the reach of athlete education;
- Creating national integrity platforms;
- Developing a coordinated approach on the exchange of information and intelligence;
- Consolidating the IOC’s Integrity Betting Intelligence System (IBIS);
- Getting all governments to sign the Council of Europe’s Convention on competition manipulation;
- Setting minimum criminal standards for match-fixing.

“Education, information exchange and partnership building have long been core components of ESSA’s strategy and it is important that these remain the focus. Credit should go to the IOC for continuing to include all responsible stakeholders in its integrity discussions as the best and only way to be effective in this area.” O’Kane said.

“It is vital that we continue to build on this initiative and retain an inclusive, open and transparent evidence-based discussion. As responsible, regulated betting operators we want to share data on match fixing and all countries should ratify the Council of Europe Convention, which will allow operators to share confidential data in a protected environment with established national platforms. It remains the

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case that ESSA operators do provide the industry integrity standard when it comes to protecting its customers from match fixing," he added.

The full list of betting integrity recommendations adopted today at the IOC's International Forum for Sports Integrity can be viewed [here](#).

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### Notes to Editors

ESSA is a key player in the fight against betting related match-fixing. It 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 member 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 members include the ABB, Betclac, Bet-at-Home, Betsson, Bet365, BetVictor, Betway, bwinparty, Digibet, Expekt, the Hong Kong Jockey Club, Interwetten, Ladbrokes, PaddyPower, PMU, Sky Bet, Stanleybet, Unibet and William Hill.

For more information see ESSA's website at [www.eu-ssa.org](http://www.eu-ssa.org) or visit us on twitter: @ESSA\_Betting

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