Sports betting operators contribution to integrity in sports

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Sport and gambling: a double act
How ESSA Works

- Regulated bookmakers lose out financially in the short term from being defrauded and again in the long term as fans become disillusioned.

- ESSA pools intelligence from members to establish whether any fraud has occurred.
  - All transactions online are traceable.

- Share incoming suspicious bet alerts with all our members within one hour.

- In 2010, of the 58 alerts that were raised by ESSA’s members, only 4 were eventually found to be suspicious.

- Pass on information to sport federations.
  - Signed MoU’s with 21 federationss, incl. UEFA, FIFA, IOC, ATP.
Education

- Only 13 of the 105 members of Sport Accord currently have rules in place to fight corruption

- In 2010 ESSA teamed up with industry partners to roll out an education campaign with the players federations

- Last year we reached out 2,500 athletes and this year we expect to reach 3,000
Challenges

- The black market is not transparent!

- Regulation is required to ensure that operators adhere to standards of compliance when they are granted a license

- Need to create a level, fair and regulated online gaming market in Europe
  - Otherwise there is a risk to integrity through a drift towards unregulated markets, and the loss of vital funding to sport.
Thank you