TACKLING CORRUPTION IN SPORT IN THE 21ST CENTURY:
HOW BETFAIR CAN HELP

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Corruption in sport: who can corrupt?

Only people participating in sport can corrupt sport:

• The only people who can corrupt the outcome of a match are the participants in it – you have to be either playing or officiating

• Education is key: prevention is better than cure

• Upholding integrity is sport’s responsibility, because the issue is inherent in sport
Corruption in sport: who, where and how?

Corruption in sports originates in illegal betting markets:

- Hansie Cronje, floodlights going out, Chinese students murdered...

- If all betting were trackable, would there be a problem?

- If the legal betting market ceased to exist, the situation regarding sporting corruption would inevitably get worse, not better.
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Transparency is the key:

• Would you prefer a Hoover or a carpet?
• Transparency has not caused new problems for sport: it has brought problems to light
• In exchange, it provides sports with an increasingly useful tool with which to tackle corruption

• British horseracing is leading the field in understanding the role of transparency in tackling corruption:

"The real watershed for racing was the betting exchanges because they didn’t cause the corruption, they brought it out into the open and exposed what was already there"

Paul Scotney, Director of Integrity Services & Licensing, British Horseracing Authority
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Who should pay?

• Do calls for the betting industry to pay for integrity teams make sense? If so, on what grounds?

• Do we ask Boots to fight cocaine smuggling?

• The only effective way to tackle corruption is for sports and the gambling industry to work together: but that means that people need to stop pointing fingers.
How Betfair can help?

• Technology
• Expertise
• Philosophy
How Betfair can help: technology

Betfair’s audit trail and technological capability are the major tools in tackling corruption, but its business model helps, too:

• The technology ensures every telephone call and every click of the mouse can be traced, and Betfair has no vested interest in the outcome of the event

• Betfair is a no-risk betting operator. The exchange allows it to manage its risk perfectly as it will only accept a bet if it can immediately off-set that bet elsewhere

• The exchange is the most efficient in the world with over £100 million invested and a 1000+ person years to build

• Betfair is the most transparent wagering system in the world, and set out its stall early as regards wanting to help in this area
How Betfair can help: expertise

Betfair’s people are the best at what they do:

• Betfair has over 70 people working in its integrity services and invests over £3.5 million annually in these teams and the work they do

• Betfair has experts on the ground in every jurisdiction in which it is licensed

• These people are some of the most knowledgeable and experienced in their field – for example Betfair’s Head of Anti Money Laundering is an ex-Detective Chief Inspector with 30 years policing experience including 30 years with Scotland Yards ‘Economic and Specialist Crime Directorate’

• The teams works closely with sports bodies, national legislators, government regulators and law enforcement agencies wherever it is licensed
How Betfair can help: philosophy

Betfair’s Memorandum of Understanding broke the mould in the relationship between betting and sport

- Betfair currently has 42 MoUs with sports worldwide:
How Betfair can help: a case study

Nikolay Davydenko

Martin Vassallo Arguello
Conclusion

- Betfair wants to see clean, fair sport, as much as punters, sports regulators and governments do.
- Betfair wants to work with every relevant party to ensure this can be achieved.
- Betfair, or at least a model based on Betfair’s approach, is the answer to tackling corruption in sport in the 21st Century.
BETTING AS IT SHOULD BE.