

ESSA relaunched as the International Betting Integrity Association

Brussels, 4 June 2019: Betting integrity body ESSA has relaunched as the [International Betting Integrity Association](#) with immediate effect. The move highlights the association's desire to better reflect the global debate around betting and integrity issues and their leading role in that discussion. The association will continue to represent many of the largest regulated sports betting operators in the world with almost 50 brands feeding into its monitoring and alert platform.

Khalid Ali, Secretary General of the International Betting Integrity Association, said: "The new name communicates who we are, what we do and where we want to be. The association has been active across six continents in recent years, with almost half of our alerts coming from outside of Europe in 2018. This activity will only increase as gambling markets around the world continue to open up to regulation." He added: "The debate is global and our strategic focus must evolve in line with that."

Jon Russell, non-executive Chair of the association's Board and Head of Global Trading at Betway, explained: "Our members represent a sizeable part of the worldwide regulated betting market and their business strategies reflect global ambitions. Integrity has become a key regulatory issue in that market debate, with membership of a monitoring body a licensing requirement in some cases." Russell added: "Betting and integrity are now inseparable and I encourage all responsible operators to join us and take advantage of the multifaceted business benefits membership brings."

The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. It is run by operators for operators, protecting its members from corruption through collective action. Its Monitoring & Alert Platform is a highly effective anti-corruption tool that detects and reports suspicious activity on its members' betting markets. The association has longstanding information sharing partnerships with leading sports and gambling regulators to utilise its data and prosecute corruption. It represents the sector at high-level policy discussion forums.

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About the International Betting Integrity Association

The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. Our members share a common goal of combating betting corruption to protect the integrity of sport and their businesses. Established in 2005 and formerly known as ESSA, we are a not for profit association whose members include many of the world's largest regulated betting operators, active across six continents. Members undergo a rigorous due diligence process and must adhere to our code of conduct committing them to responsible betting practices.

The International Betting Integrity Association's Monitoring & Alert Platform is a highly effective anti-corruption tool that detects and reports suspicious activity on its members' betting markets. The bespoke system tracks transactional activity linked to individual consumer accounts, clearly distinguishing it from commercial monitoring systems focused on simple odds movements. The association has longstanding information sharing partnerships with leading sports bodies including FIFA, UEFA, the TIU and the IOC and many gambling regulators to utilise this data and prosecute corruption. The association maintains a policy of transparency and publishes quarterly integrity reports analysing activity reported on the Platform.

