



IBIA launches Mission 2030, a new global strategy to safeguard sports betting

New brand is key building block of that mission

8 October 2025: The International Betting Integrity Association (IBIA) has launched Mission 2030, a new five-year strategy to strengthen its role as the global standard for sports betting integrity. IBIA also unveiled a refreshed brand identity, reflecting its growing international reach and commitment to collaboration in an evolving regulatory and sporting landscape.

Khalid Ali, CEO of IBIA, commented: *"As IBIA marks its 20th anniversary, we are not only reflecting on the past, we are also looking ahead to the future. Our new strategic roadmap charts how we will continue to deliver best in class integrity services to our members, deepen collaboration with our partners, and successfully confront the challenges and opportunities reshaping our industry. IBIA is evolving to ensure that whatever new trends emerge, we remain ready to safeguard sports, consumers and regulated betting markets."*

Mission 2030 focuses on three core objectives:

1. Strengthening IBIA's Global Monitoring & Alert Platform (Global MAP) to detect suspicious betting and support investigations;
2. Expanding collaboration by deepening and broadening our partnerships across the global sports integrity ecosystem; and
3. Advancing prevention through better regulation, effective policy engagement and player education initiatives.

Mission 2030 serves as a strategic roadmap, setting direction and priorities while allowing flexibility to meet emerging trends, such as AI, crypto, esports and new market openings that are reshaping the betting and integrity landscape at an unprecedented pace. Detailed actions and tactical initiatives will be developed and delivered in partnership with IBIA's members, ensuring the association remains flexible, innovative and proactive.

To mark this next chapter, IBIA has also unveiled a new brand identity. The redesigned logo, with six interwoven segments, represents the stakeholders vital to protecting betting integrity: operators, sports, regulators, law enforcement, athletes and institutions. Together, they form the foundation of IBIA's work. The new strapline, "Safeguarding Sports Betting", captures the essence of IBIA's mission.

Khalid Ali added: *"To achieve our ambitions, we need to evolve and that starts with the way we present ourselves. More than just a visual update, our new brand is a key building block of Mission 2030. It reflects not just who we are today, but where we are heading tomorrow."*

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ABOUT IBIA

The International Betting Integrity Association (IBIA) is a not-for-profit association funded by operators committed to safeguarding betting integrity. Its Global Monitoring & Alert Platform (Global MAP) uses operator intelligence from 90+ members to identify and share alerts on suspicious betting across regulated markets worldwide. Its collaboration model enables intelligence sharing between operators, sports governing bodies, regulators and law enforcement. It helps prevent the manipulation of sports and betting markets through athlete education, policy guidance and by promoting integrity standards.

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