

Leading Swedish operator ATG joins the International Betting Integrity Association

Brussels, 11 June 2019: Leading Swedish betting operator AB Trav och Galopp (ATG) has joined the International Betting Integrity Association. ATG added sports betting to its horserace betting product range when the Swedish gambling market opened at the start of the year. ATG is the first operator to join the integrity association since it rebranded on 4 June and expands its global monitoring and alert platform to almost 50 international online and retail betting brands.

Khalid Ali, Secretary General of the International Betting Integrity Association, said: “I am delighted to welcome one of the leading brands from the newly opened Swedish market to the association. ATG joins other responsible and committed sports betting operators intent on working collectively to protect their businesses from corruption.”

Magnus Lunner, ATG Chief Security & Quality Officer, said: “Protecting our product, consumers and sporting events from betting-related corruption is a foremost business consideration for ATG. Joining the International Betting Integrity Association, a globally recognised body and leader in its field, is a natural extension of that core aim. ATG is committed to upholding the highest values of integrity and to working with our partners in the association to ensure the safest possible betting environment.”

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.

The association publishes quarterly reports covering the integrity alerts reported through its Monitoring & Alert Platform which can be viewed [here](#).

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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.

Members



Affiliates

