

International Betting Integrity Association and H2 Gambling Capital sign partnership agreement

Brussels, 18 June 2019: The International Betting Integrity Association and H2 Gambling Capital, the leading bodies in betting integrity and gambling market data, have signed a partnership agreement that makes H2 the official market data partner of the integrity association. The association has been active across six continents in recent years, promoting effective integrity arrangements and practical betting market frameworks with policymakers. The tie-up with H2, which includes access to its extensive market database of over 2 million data points across 150 jurisdictions, will significantly strengthen that global policy outreach.

Khalid Ali, Secretary General of the International Betting Integrity Association, said: “We worked with H2 when delivering our position and proposals to the independent review of tennis integrity last year. H2’s data and economic analysis was crucial and underpinned our key arguments during those discussions. Both parties are keen to continue working together and to utilise H2’s best in class global gambling data to foster informed regulatory policies.”

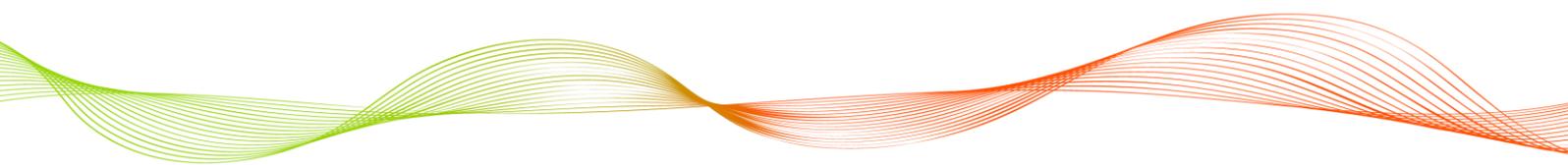
David Henwood, Director at H2 Gambling Capital, said: “H2 is dedicated to providing the best independent data and market intelligence in the sector. We increasingly want to help our clients and partners take advantage of new opportunities, safeguard their interests and meet their commercial objectives. Ensuring a safe betting environment is central to the current regulatory debate and the International Betting Integrity Association is at the forefront of that global discussion. We aim to support the association’s objectives in this area with our unrivalled intelligence, analysis and market data.”

The integrity association has now released the previously unpublished economic data produced by H2 ([available here](#)) which underpinned the association’s wider response to the Independent Review Panel’s (IRP) interim report on tennis integrity. In that, it opposed the IRP’s proposed prohibition on ITF in-play data being sold to betting operators and which saw the IRP subsequently amend the scope of this provision in its final report.

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 its responses to gambling consultations and its 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.

About H2

[H2 Gambling Capital](#) is the leading supplier of data and intelligence regarding the global gambling industry. H2 collects and analyses information from thousands of sources to track both the online and land-based gambling markets and deliver accurate, detailed and independent intelligence through the company's off-the-shelf subscription service and on a bespoke basis for its consulting clients. H2's global industry model is a living databank updated in real time to provide the most up-to-date reflection of the market available and generates weekly aggregated summary data for subscribers. Its historical time series goes back 19 years, with 5-yr forecasts currently out to 2024e for 150 jurisdictions - 97% of the world's regulated gambling market. H2's data is trusted and utilised by over 1,000 organisations operating in, supplying and analysing the gambling industry and has been quoted in much of the leading media including the BBC, Bloomberg, the Economist, The New York Times, The Financial Times, The New Yorker, CNBC and Time Magazine.

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