



IBIA and Speel Verantwoord sign cooperation agreement on betting and integrity

2 June 2020: The International Betting Integrity Association (IBIA) and the Netherlands online gambling trade body Stichting Speel Verantwoord (SSV) have signed a partnership agreement providing a framework for cooperation and coordination between the two bodies. The memorandum of understanding (MoU) will see the associations work on projects aimed at promoting and establishing viable regulated betting markets with high consumer channelling and related consumer, sports and operator integrity protection measures. Joint activity will be particularly focused on the Netherlands as it moves towards the opening of its online gambling market from mid-2021.

Peter-Paul de Goeij, Managing Director of the SSV, said “There are a significant number of companies that are members of both associations and there is clear benefit for our two bodies from working closely in the lead up to the introduction of the remote gambling law. Whilst both associations welcome the opening of the market, the law places a number of restrictions on certain betting products on integrity grounds, which both the SSV and IBIA have questioned; there is a general concern about the impact on consumer channelisation and market viability.”

Khalid Ali, CEO of IBIA, said: “The Netherlands law presents a number of opportunities and challenges for operators concerning the availability of betting and related integrity issues. We will be seeking to work closely with the SSV to establish a working relationship with policymakers and other stakeholders to discuss those issues in more detail and to ensure that the market opening is successful. This includes supporting the licensing requirement for all sports betting operators to be a member of an integrity monitoring body, and where the Dutch law specifically mentions IBIA as a best practice model.”

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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 Stichting Speel Verantwoord

Speel Verantwoord, whose member companies include bet365, Betsson, Dazzletag, Flutter, GVC and Kindred, is the Dutch trade body of the online gambling and betting industry, and represents leading companies, providing both B2C and B2B services. Speel Verantwoord works together with Dutch authorities (relevant ministries, regulator, parliament) and other stakeholders towards a well-regulated and attractive offer for Dutch consumers. A safe and reliable digital environment for online gambling players is the key for a successful regulation of the Dutch market. This requires the highest levels of consumer protection and takes into account the reality of the digital economy and existing consumer demand. It must also ensure that the regulated offer is attractive enough to appeal to the maximum number of players so as to channel them away from unregulated offers.