



BETCITY.NL

BetCity.nl joins leading betting integrity monitor IBIA

22 February 2022: BetEnt B.V.'s Dutch licensed sports betting brand BetCity.nl has become a member of the International Betting Integrity Association (IBIA). The operator joins many of the leading regulated sports betting operators in the world in becoming part of IBIA, with the association's members accounting for over \$137bn (€115bn) of global betting turnover per annum and nearly 50% of all regulated commercial operator online betting activity.

All online betting operators licensed in the Netherlands are required to be part of an international integrity monitoring body. The majority of those issued with a licence to date are members of IBIA. The association, which has recently [launched](#) in the North American market, expects to make further member announcements over the coming months as more licences are issued in Holland and as a similar integrity monitoring requirement is enforced in Ontario and various US states.

Kylian Olierook, Head of Operations at BetCity.nl said: "At Betcity.nl we are proud to become a member of the IBIA and combat corruption to protect the integrity of sports, together with our sportsbook partner Kambi. We are committed to protect sports and the consumers and are excited to join forces with the leading voice in this area."

Online sports betting in the Netherlands is expected to hit around €2bn in turnover in 2022 (from €230m in 2021) and is expected to double to €4bn by 2025, according to H2 Gambling Capital.

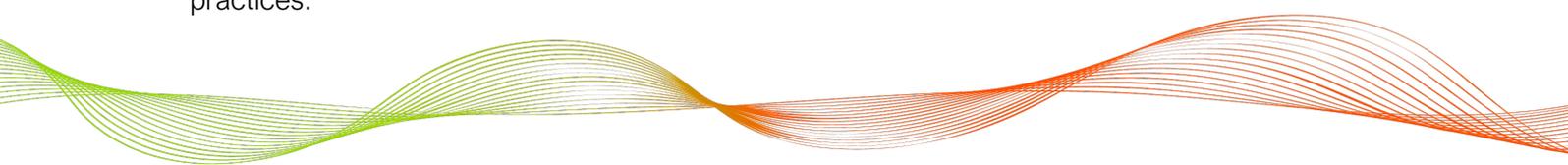
The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. It is run by operators for operators, protecting its members from corruption through collective action. Its monitoring and alert platform is a highly effective anti-corruption tool 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 such as the IOC, UN, Council of Europe and European Commission.

The association publishes quarterly reports covering the integrity alerts reported through its monitoring and alert platform which can be viewed [here](#). IBIA can be contacted at info@ibia.bet.

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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 ITIA 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 BetCity.nl

BetCity.nl is the online betting platform for smart players! BetCity.nl is fast, challenging and full of fun entertainment, but above all: for and by players. At BetCity.nl we know what's going on and are determined to entertain our players, our way. BetCity.nl offers sports betting as well as online and live casino. With its promotions, extra provided game information and elaborate statistics or simply a vast range of online betting products, Betcity.nl is always putting its players ahead of the game!

At BetCity.nl players play smarter: we seek to provide the latest information about interesting match statistics, so that players can make well informed decisions and base their bets on this information. Moreover, the endorsement of safe and responsible play is of paramount importance to BetCity.nl. whilst playing smarter also means knowing when to stop.

BetCity.nl founders have been active on the land based Dutch gaming market for over 40 years and have been anticipating venturing out towards online opportunities since 2000. As an established and experienced Dutch supplier, BetCity.nl has a great deal of affinity with its products and it's market. This is in tune with the confidence that its players who, in addition to their passion for the casino games, also share the love for football and the sentiment of sportsmanship in general.

