



IBIA doubles down on sports integrity with Athlete Education Ambassador role

6 April 2022: The International Betting Integrity Association (IBIA) today announced the appointment of Jean-François Reymond as their Education Ambassador for Athletes. The appointment highlights IBIA's continued commitment to raising the standard of betting education in all sports globally, and especially in the new dynamic and rapidly growing North and South America markets. Jean-François Reymond will work closely with key stakeholders, notably player associations and IBIA partners, in a range of jurisdictions to establish and support betting education campaigns.

Reymond brings a wealth of knowledge and experience of working with sportspeople and the regulated betting sector in this area. A professional basketball player for more than 12 years, Reymond became Secretary General of EU Athletes in 2012 where he led two major European sports betting education projects¹. He was a member of the French national platform against the manipulation of sports competitions from 2016-19 and until 2017 he was also vice-president of the World Player Association.

Khalid Ali, CEO of IBIA stated: "Jean-François has been at the forefront of betting integrity education in Europe since its inception. He led the development of the key principles on sports betting for athletes and, as a former professional his understanding of the importance of establishing trust with, and direct access to, players has been instrumental in shaping the way in which betting education is approached. I'm delighted that we can draw on Jean-François's unrivaled expertise, knowledge and connections to develop bespoke training programs for sports men and women to assist them in understanding the challenges and threats in this area."

Speaking following his appointment, Jean-François Reymond said: "Protecting the integrity of sport means protecting the integrity of athletes. A lack of awareness of a growing number of differing regulatory models and sporting rules is creating an increasingly challenging environment for sportspeople. The knock-on impact on their professional careers, reputations and livelihoods can be severe, as we have unfortunately recently witnessed in the NFL. That is what motivates me, as an ex-professional myself, to get this important message across to all athletes. I am delighted to be working with the IBIA to support them in their mission to help promote and raise the standard of education and understanding around sports betting."

IBIA is the leading global voice for the regulated betting industry on combating betting corruption to protect the integrity of sport. In February, as part of its international expansion, it announced the launch of its integrity monitoring service in the [US and Canada](#). The association has also recently signed partnership working agreements with the [Canadian Gaming Association \(CGA\)](#) and the Colombian equivalent, [the Federation of Entrepreneurs of Games of Luck and Chance \(FECOLJUEGOS\)](#), to work on projects to protect the integrity of sport and regulated betting from corrupt activities in those markets.

¹ "PROtect Integrity" and "PDM Project".

Notes to Editors

On the development of sports betting education in the European market:

Before 2010 player education was virtually non-existent in Europe. Driven by the regulated betting operators and IBIA – formerly known as ESSA – and in partnership with other organisations, such as the European Commission and The EU Athletes (European federation of players' associations) a series of initiatives were launched that have transformed the sports integrity education landscape in Europe. More than 36,300 athletes, in 13 countries across at least 10 different sports have now been educated.

The European model, which has evolved over time, is founded on a set of simple but effective guiding principles that cut across all sports, and are communicated through a range of communication materials, tools and activities that are tailored to the specific needs of athletes and the conditions within which they operate. Underpinning this approach is a recognition that face-to-face access and the ability to talk the language of the athletes are the most effective ways to educate them about match-fixing.

On the development of sports betting markets in North and South America

The betting markets in North and South America are dynamic and fast growing. The North American market is expected to reach \$96bn in handle in 2022, whilst the total betting gross win in 2021 in Latin America was worth US\$1.9bn in 2021 with projections showing a rise to US\$3.5bn in 2026, according to H2 Gambling Capital. Player education has a major part to play in minimizing the risks to the integrity of sporting events and supporting the continued growth of the industry in these markets.

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.

