



## Announcement

### IBIA, AIDP, Entain and Stats Perform launch landmark women's sports research project

19 July 2022- As women's football once again takes centre stage this month with the UEFA Women's EURO, key players in the betting industry have joined forces to conduct landmark long-term research exploring the phenomenal growth in women's sports.

Backed by the International Betting Integrity Association, All-In Diversity Project, Entain and Stats Perform, in collaboration with the German Sports University of Cologne, the research due to be published ahead of football's Women's World Cup in 2023, aims to also explore the links between the popularity of women's sports, betting on women's sports and rising numbers of female sports bettors.

**Ends**

#### **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, 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.

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#### **About All-In Diversity Project**

The All-in Diversity Project is the industry's global resource for data pertaining to diversity and inclusion. We collect data through employee surveys and the All-Index- a standard index which is set to be the definitive benchmarking tool for the gambling industry to measure progress towards inclusion in the workplace. Our vision is to shift the paradigm for inclusion through transparency, measurability and actionable tactics. More information can be found [at allindiversityproject.com](http://allindiversityproject.com) or by emailing [info@allindiversityproject.com](mailto:info@allindiversityproject.com).

All media inquiries to [info@allindiversityproject.com](mailto:info@allindiversityproject.com).

## **About Entain plc**

Entain plc (LSE: ENT) is a FTSE100 company and is one of the world's largest sports-betting and gaming groups, operating both online and in the retail sector. The Group owns a comprehensive portfolio of established brands; Sports Brands include bwin, Bet.pt, Coral, Crystalbet, Eurobet, Ladbrokes, Neds, Sportingbet and Sports Interaction; Gaming Brands include CasinoClub, Foxy Bingo, Gala, GiocoDigitale, Ninja Casino, Optibet, Partypoker and PartyCasino. The Group owns proprietary technology across all its core product verticals and in addition to its B2C operations provides services to a number of third-party customers on a B2B basis.

The Group has a 50/50 joint venture, BetMGM, a leader in sports betting and iGaming in the US. Entain provides the technology and capabilities which power BetMGM as well as exclusive games and products, specially developed at its in-house gaming studios. The Group is tax resident in the UK with operations in a total of 31 regulated or regulating territories. Entain is a leader in ESG, a member of FTSE4Good, the DJSI and is AA rated by MSCI. The Group has set a science-based target, committing to be carbon net zero by 2035 and through the Entain Foundation supports a variety of initiatives, focusing on safer gambling, grassroots sport, diversity in technology and community projects. For more information see the Group's website: [www.entaingroup.com](http://www.entaingroup.com)

## **About Stats Perform**

Stats Perform is the market leader in sports tech providing the most trusted sports data and the latest advancements in applying AI and machine learning to deliver better predictions for teams, sportsbooks and a more engaging broadcast, media and fan experience. The company collects the most detailed sports data to create new experiences across sports. Leveraging the richest sports database, Stats Perform enhances sports competition and entertainment through machine learning and computer vision to create advanced predictions and analysis – be that for digital and broadcast media with differentiated storytelling, tech companies with reliable and fast data to power their innovations, sportsbooks with in-play betting and integrity services, or teams with first-of-its-kind AI analysis software. For more information, visit [StatsPerform.com](http://StatsPerform.com)

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