



## **IBIA Adds Fanatics Sportsbook to Its Roster**

**31 January 2023:** Fanatics Betting and Gaming, the online and retail sports betting division of the Fanatics digital sports platform, has joined the International Betting Integrity Association (IBIA). The Fanatics Sportsbook, in partnership with the Washington Commanders, recently became the first retail sportsbook to open inside an NFL Stadium, in Maryland. Fanatics is initially focusing on rolling out its sports betting platform via retail, with mobile to follow later in the year. It joins over 45 companies and 125 leading sports betting brands in IBIA, further strengthening IBIA's position in North America and globally as the world's leading integrity monitor.

"Partnering with the International Betting Integrity Association is an important step in providing our customers with a secure trading environment as we begin to roll out our sports betting platform in 2023," said Andrew Wright, SVP Trading at Fanatics Betting and Gaming, "IBIA is an important international institution that monitors the global betting markets of their regulated members providing much needed analysis and monitoring of potential betting irregularities."

Khalid Ali, CEO of IBIA, said: "IBIA is delighted to welcome a major globally recognised brand into our association. Fanatics Betting and Gaming's decision to join IBIA is a major boost for the association in North America and follows an increasing number of U.S. based businesses becoming members of IBIA. The company will be integrated into IBIA's global betting integrity network, which consists of many of the world's largest regulated sports betting operators. Fanatics Sportsbook's decision to join IBIA demonstrates its desire to utilise the best integrity protection available globally for its sports betting product."

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 network 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 betting integrity policy discussion forums managed by the IOC, United Nations, 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](mailto: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 Network 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 its network.

For more information please visit <https://ibia.bet/> and follow on [LinkedIn](#) and [Twitter](#).

### **About Fanatics**

Fanatics is the ultimate one-stop sports fan destination that ignites and harnesses the passion of fans and maximizes the presence and reach for preeminent sports partners globally. Leveraging long-standing, often exclusive relationships with more than 900 sports properties, a database of more than 90 million consumers worldwide and a trusted brand name, Fanatics is furthering its innovation across the sports landscape by building the leading global digital sports platform, complete with offerings including e-commerce and licensed merchandise, physical and digital trading cards and collectibles, and online sports betting and iGaming.