



Genius Sports and IBIA establish global sports integrity partnership

The agreement includes Genius Sports becoming an Associate member of IBIA

12 June 2024: Genius Sports and the International Betting Integrity Association (IBIA) have agreed a global sports betting integrity information sharing and wider anti-match-fixing partnership. The agreement establishes a powerful alliance that brings together one of the world's largest sports technology companies in Genius Sports and IBIA which is the largest customer account sports betting integrity monitoring body in the world.

Under the deal, Genius Sports and IBIA will share information relating to suspicious betting activity from their respective monitoring and intelligence platforms within agreed parameters. Access to certain technological resources and integrity reports will be also included in the arrangement, with the potential for collaboration on wider anti-match-fixing activities globally. Genius Sports will also become an Associate member of IBIA.

Simon Martyn, Director of Integrity and Rights Enforcement at Genius Sports, said: *“Cooperation and the sharing of information are vital pillars to safeguarding the global sports industry from the threats of match-fixing and betting-related corruption. Our partnership with IBIA will provide us and our partners with greater transparency over global betting patterns, helping to identify, manage and prevent any integrity threats.”*

Khalid Ali, CEO of IBIA, said: *“I am delighted that we have reached this important agreement with Genius Sports. It brings together two leading global players in the sports technology and betting integrity environments with a clear focus on protecting sporting events from betting-related corruption. The addition of Genius Sports as an Associate member of IBIA is particularly welcome given the breadth of its sporting and integrity relationships across North and South America, which will assist IBIA’s operational expansion across those regions.”*

Genius Sports is the trusted integrity partner to over 150 sports leagues and federations worldwide, including the NFL, Premier League, PGA TOUR and DFB. It provides sports with comprehensive integrity services including 24/7 bet monitoring and reporting, bespoke education tools and robust intelligence solutions.

IBIA is a not-for-profit body that is run by operators for operators to protect regulated sports betting markets from match-fixing. It represents over 50 of the world's leading betting companies which operate over 125 sports betting brands. IBIA members generate more than \$300bn in annual betting turnover (handle), accounting for approximately 50% of the global commercial regulated land-based and online sports betting sector, and in excess of 50% for online alone.

IBIA's global monitoring network is a highly effective anti-corruption tool, detecting and reporting suspicious activity in regulated betting markets. Through the IBIA monitoring network it is possible to track transactional activities linked to individual customer accounts. IBIA's [Q1 2024 report](#) detailed 56 alerts during the quarter. IBIA alerts contributed to the investigations and subsequent successful sanctioning of 21 clubs, players and officials in 2023, an increase on the 15 sanctioned in 2022.

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About IBIA

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, 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 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 [X](#) (formerly known as Twitter). IBIA can be contacted via info@ibia.bet.

About Genius Sports

Genius Sports is the official data, technology and broadcast partner that powers the global ecosystem connecting sports, betting and media. Our technology is used in over 150 countries worldwide, creating highly immersive products that enrich fan experiences for the entire sports industry.

We are the trusted partner to over 400 sports organizations, including many of the world's largest leagues and federations such as the NFL, EPL, FIBA, NCAA, NASCAR, AFA and Liga MX.

Genius Sports is uniquely positioned through cutting-edge technology, scale and global reach to support our partners. Our innovative use of big data, computer vision, machine learning, and augmented reality, connects the entire sports ecosystem from the rights holder all the way through to the fan.

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