



IBIA and Jdigital sign betting and integrity cooperation agreement

4 May 2021: The International Betting Integrity Association (IBIA) and the Spanish online gambling trade body Jdigital have signed a partnership agreement providing a framework for cooperation and coordination between the two bodies. The memorandum of understanding will see the associations work on projects aimed at promoting regulated betting markets with high consumer channelling and related consumer, sports and operator integrity protection measures. Joint activity will be particularly focused on the continuing evolution of the Spanish market.

Andrea Vota, Director General of Jdigital, highlighted that “This partnership is a clear sign of Jdigital’s commitment with safe and responsible gambling. Betting is the main activity of online gambling in Spain and it is the industry’s will to keep this segment a safe, trustworthy one.” And added, “We are excited to start collaborating with IBIA, who we consider the best partner in this crusade”.

Khalid Ali, CEO of IBIA, said: “Spain is an important market for IBIA members, many of which are also part of Jdigital. A closer alliance between our associations therefore makes perfect sense, especially with the expected offshore channelization challenges to the Spanish market from the recent advertising and sponsorship restrictions. IBIA will be working closely with our colleagues at Jdigital to utilise our unique international data to inform and enhance the integrity of that market and its sporting events.”

END

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 TIU 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 Jdigital

Jdigital is a non-profit association whose main objective is to promote safe and responsible environments and conditions for the online gambling activity, as a responsible form of entertainment.

Jdigital works to achieve a balanced and competitive regulation, which allows the development of an open, safe market, in accordance with the activity of the e-commerce and Internet industries. The association does so while protecting the interests of the agents involved in this sector, whether users or gaming operators, and ensures compliance with the obligations of operators.

Jdigital currently represents more than 80% of licenced online gambling operators in Spain, together with payment platforms and other related industries.