



SPORTS

- Professional sporting bodies and licensed gambling operators have long enjoyed a mutually beneficial and symbiotic commercial relationship.
- This manifests itself through various commercial arrangements between the two industries, such as sponsorship and the sale of picture rights..
- For example, seven of the twenty English Premiership clubs are being sponsored by gambling companies during the 2009/10 season, contributing nearly €20m.
- A recent report by Europe Economics (2009) found that the licensed gambling industry contributes €3.4bn per year in direct revenues to EU sports alone.
- Although this income plays a significant role in the funding of professional sport, in general, broadcasting revenues are sports' primary income stream, with sports expected to receive €20bn globally in 2010.²
- There are also many secondary fiscal benefits for sport from licensed betting operators' promotion of sporting events and betting on those events.
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- Unfortunately, some sportspeople and other parties occasionally seek to corrupt sporting events with a view to defrauding licensed betting operators.
- The level of this activity is considerably lower than other forms of corruption in sport e.g. doping, nevertheless betting operators remain vigilant and have established security mechanisms to protect both sport and betting customers.
- It is in licensed betting operators' financial interests to do all they reasonably can to detect and deter such corruption; operators are encouraging sporting

² sportbusiness.com 'The business of TV sport' (August 2009)

bodies to do likewise and to impose appropriate sanctions against anyone breaching their rules.