



BETTING IN BADMINTON BEC EXPERIENCE

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THE ACTORS



TOURNAMENTS



- First contract with bwinparty was signed in 2007
- Badminton Europe signed contract with ESSA in 2010
- Contract with bwinparty re-newed in 2011
- Contract with bwinparty re-newed in 2015

- Streaming – be.tv, youtube, laola
- Live score
- Upgraded tournaments
- More attention around tournaments
- Financial gain for tournaments

- Potential risk of match fixing
- Players who has competed in 3 international badminton events
- BWF staff or Continental Confederation staff
- BWF Referees
- It is an offence (for anyone) not to report any betting, soliciting or behaviour that is an offence under the BWF Regulations.
- BWF whistle blower system

- Educate regarding match fixing – integrity campaign during European Championships in France later this month
- More tournaments to be covered – generate more revenue
- Utilize streaming productions to promote the tournaments – laola.tv

