BETTING IN BADMINTON
BEC EXPERIENCE
THE ACTORS

TOURNAMENTS

ESSA
European Sports Security Association

bwin.party
digital entertainment

SBT
TIMELINE

• 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
POSITIVE SIDE EFFECTS

• Streaming – be.tv, youtube, laola

• Live score

• Upgraded tournaments

• More attention around tournaments

• Financial gain for tournaments
MATCH MANIPULATION

- 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
OPPORTUNITIES

• 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