

Early Warning System GmbH





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Early Warning System – monitoring sports betting on behalf of FIFA

The game of football is expanding in all its aspects. Technological advances, changing circumstances and above all the wide range of sports bets available on the internet pose new risks to our sport, and increasingly sophisticated forms of match-fixing are an acute threat to its integrity.

FIFA has not hesitated to take action in the face of these latest challenges. In accordance with the Objectives article 2 (e) of our Statutes, we aim to safeguard the integrity of the game through prevention and early warning. This aim was formalised in 2005 with the launch of Early Warning System GmbH, which commenced its operations at the 2006 FIFA World Cup™.

FIFA cannot completely prevent the dishonest practices connected with sports betting. However, through Early Warning System GmbH, we can focus above all on ensuring that football does not lose any of its appeal and its integrity, in keeping with our slogan “For the Game. For the World.”.

Joseph S. Blatter

A handwritten signature in black ink, which reads "Joseph S. Blatter". The signature is written in a cursive, flowing style.

FIFA President

Early Warning System –
protecting the integrity of sport



A major challenge

Sport is often said to be the most beautiful pastime in the world, and betting on events adds an even greater thrill to the “sporting” experience. The majority of those who place bets do so out of enjoyment of sport and simply wish to chance their luck. Here too, however, there is a minority who misappropriate sport, and this has hugely damaging consequences.

It is impossible to completely eradicate criminal activities in the sports betting industry. Sport is a business and, as such, a target for exploitation. The challenge facing Early Warning System GmbH (EWS) is to identify and expose manipulation and attempted manipulation in sport and make the problem known. EWS’s declared objective is to safeguard the integrity of sport.

EWS – independent and professional

EWS was founded by FIFA in 2005 as a legally independent and autonomous company. It does not pursue any commercial interests on the international betting market.

EWS has been or will be active at the following competitions:

- 2006 FIFA World Cup Germany™
- preliminary competition and final competition matches of the 2010 FIFA World Cup South Africa™
- other FIFA competitions such as the FIFA Confederations Cup South Africa 2009 and the FIFA U-20 World Cup Egypt 2009
- AFC Champions League 2009

The unquestionable need to protect the game against the negative impact of sports betting is not only limited to football. EWS monitored the competitions of the XXIX Olympic Games in Beijing in 2008 on behalf of the International Olympic Committee (IOC), for example, and will also continue to monitor Olympic competitions in the future.

The integrity of sport
is vital to its appeal



Contractual partners worldwide

A cornerstone of EWS's early warning system is its trusted and intensive partnerships with national and international bookmakers and betting providers, who have contractually agreed to report any irregular betting activities in sports betting. As the efficiency of the early warning system is largely dependent on the number of bookmakers cooperating, the cooperation agreements EWS has in place with more than 400 sports betting providers around the world are a key element of the company's strategy.

Discretion is the key

Any communication between EWS and the individual bookmakers and betting providers is strictly confidential. Discretion is the key at EWS. Betting providers submit information on irregular betting activities via personalised access to the secure area of www.fifa-ews.com.

Special know-how

In addition to its network of contractual partners, EWS monitors and analyses the sports betting market using a complex technical system. The company works with a range of service providers to compile a wealth of betting industry information from different sources. All incoming data is collected and analysed by EWS specialists. The know-how of the EWS specialists is based on established technical expertise and many years' experience in the sports betting industry.

Boosting vigilance
through networking
and cutting-edge
technology



Prevention and punishment

The aim of EWS's early warning system is to quickly identify irregular activity on the betting markets and expose potential manipulation attempts in sport. The system is fundamentally geared towards prevention and, ideally, it allows time for suitable measures to be taken before a match kicks off, for example. However, EWS also offers sports associations and organisers support if they wish to take punitive measures, and lends its assistance to national sanctioning authorities.

Sanctions as a last resort

In some cases, despite all of the means and measures taken, it might not be possible to prevent manipulation in advance, but only to pursue it after the event. The sports associations and organisers then have the option of sanctioning those involved in line with their regulations. Irrespective of whether they do or not, any incidents uncovered by EWS are reported to national prosecution and sanctioning authorities.

FIFA attained a milestone in association sanction law in 2006, when it approved a modification to its Code of Ethics forbidding officials and players from taking part in betting, gambling, lotteries and similar events or transactions connected with football matches. Any violation of this code may be sanctioned.

Manipulation
will have consequences



Creating awareness of the problem

Sport can only win the battle to protect its integrity if it has the support of responsible sports betting providers. EWS not only carries out monitoring activities, but also aims to increase awareness of the problem of manipulation. Its goal is therefore to provide specialist information and raise public awareness of this highly sensitive topic.

Success through cooperation

The more efficient the EWS early warning system, the better it protects the integrity of sport. EWS can only avert the risks betting poses to sport through cooperation with those involved in sport.

EWS is devoted to upholding the integrity of sport.



Overcoming major challenges
requires teamwork



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