

GOOD GAME![®]
NEW DEAL FOR SPORT

SERVING SPORTS'
INTEGRITY



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BRAZILIAN FEDERAL SENATE SPORTS COMMITTEE

March 20th 2024

● REC 00.03.56

STRICTLY CONFIDENTIAL

ONE SINGLE FIGURE TO SIZE THE ISSUE WE ARE FACING

\$1.700Bn

=

Bets on the
Illegal
Betting
Market

Source: UNODC - 2021

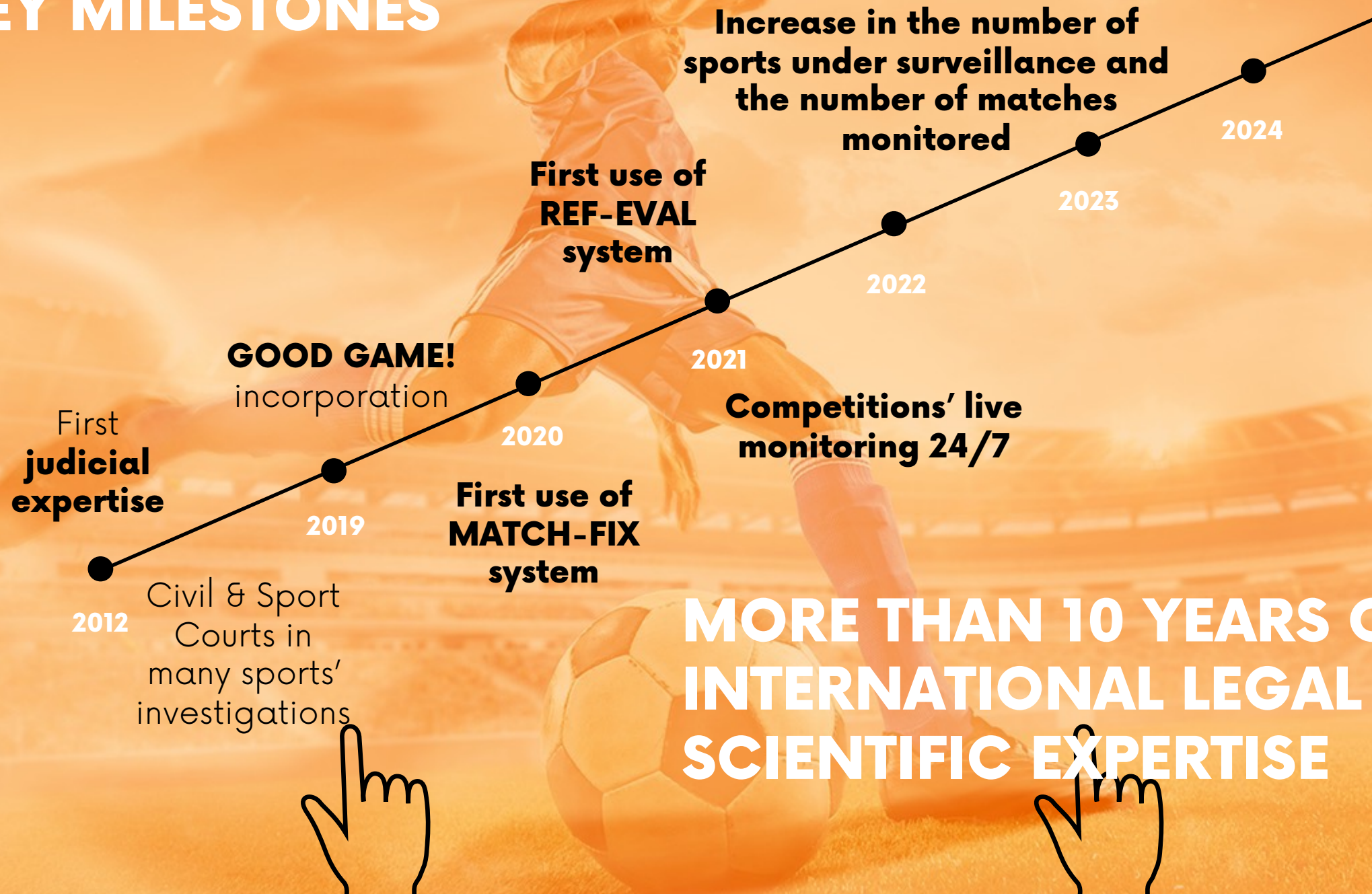


01. GOOD GAME!

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GOOD GAME![®]
NEW YEAR. NEW SPIRIT.

KEY MILESTONES



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THEY WORK WITH US

**Federations
&
Leagues**

**Police &
Justice**

**Integrity
Agencies**

Prof. clubs

**Betting
companies**

Media

WE STARTED AS LEGAL EXPERT AND STILL ARE



02. HOW IT WORKS

A WIDESPREAD IDEA

***"IT'S NOT POSSIBLE TO MAKE
A DIFFERENCE BETWEEN
AN ERROR OR A VOLUNTARY CHEATING"***



Does **match-fixing** exist?

✓
YES



Can I pay players to be sure of winning a match?

✓
NO



As a player, what can I do concretely **to lose**?

✓
UNDERPERFORM

**Can science identify
"DEFICIENCIES"
of players?**

➤ **YES**



WHY MANIPULATE A MATCH?

BETTING

 Crime head pays fixers



 Fixers use accomplices to place bets



 Fixers bribe corrupt players and/or referees

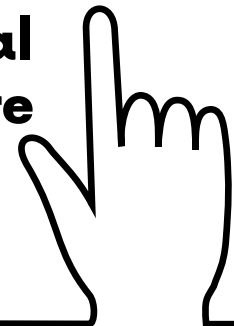
SPORT

 Both clubs agree on a result



 Players apply strategy

A match can't be manipulated without at least one abnormal action by one or more players or referees



MATCH-FIX

LET'S DIVE INTO THE ANALYSIS



THE **MATCH-FIX** SYSTEM
USES A **MULTIFACTORIAL ANALYSIS**
OF PLAYERS AND REFEREES' PERFORMANCES

THE ONLY **DIRECT** DETECTION METHOD FOR MATCH-FIXING



WHAT	Average	Betting patterns	Deficiencies
NEEDS	Database	Access to market (legal vs. illegal)	Video flow
TYPE OF DETECTION	Indirect	Indirect	Direct
TYPE OF ANALYSIS	Subjective	Subjective	Objective

WITH A UNIQUE
DETECTION RATE
>99%



Level of
Detection

STATS

ODDS

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< 1%

< 10% (1)

> 99% (2)

0%

10%

20%

30%

40%

50%

Police

Media

**Confession of
participant**

**Confession of
outsider**

**Betting
patterns**

Spectator

**FA
Administration**

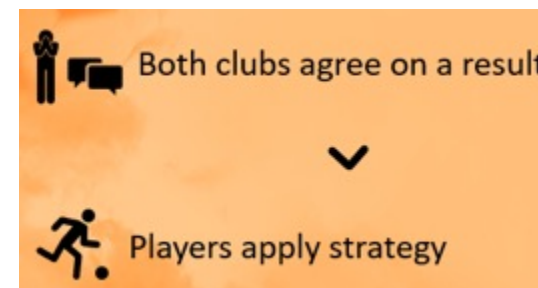
(1): 2010 HILL – International Journal of Sports Marketing and Sponsorship (137 matches)

(2): Based on unpublished internal results from a 2019-2020 study (212 matches)

WHY ODDS METHOD DETECTION IS SO LOW (<10%)



- 1 **No detection** (with no betting) for sport manipulation



- 2 A monitoring of **only 20%** of the market (legal betting)



- 3 High rate of **false positives** due to many other influencing factors on odds (participating players, big bet amounts in top competitions...)



03. MATCH-FIXING IN BRAZIL

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- 1 Live **monitoring 24/7** for **betting operators with official alerts from 2022**
- 2 We tried to contact the **CBF** and **Justice** because of **match fixing** on **May 16th 2023**. No answer.
- 3 Many matches analysed between **2022 and 2024** with issues related to **match-fixing** (players & referees)



04. HOW TO IMPROVE LEGAL AND CBF STANDARDS?

GOOD GAME ! IN BRAZIL



- 1 Set up a **live monitoring** for **all matches**:
From our MATCH-FIX & REF-EVAL systems
- 2 **Disclose** it before the start of the new season
- 3 Set up an **Integrity Department** with dedicated resources
- 4 Define **precise** and **specific procedures when a match is fixed**:
 - **Gambling Authorities**
 - **Investigation Services**



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● REC 00.03.56

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MATCH-FIX LET'S DIVE INTO THE ANALYSIS



THE **MATCH-FIX** SYSTEM
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OF PLAYERS AND REFEREES' PERFORMANCES



This match is part of the
"**Calcioscommesse**" **Affair**

>50 matches fixed
during 2010-2011 season
in Serie A (1st division) &
Serie B