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GLMS initiates an era of positive change and sustainable growth for the benefit of its members

PGRI Introduction:

The Global Lottery Monitoring System (GLMS) is the state lotteries' mutualized monitoring system on sports betting. Its purpose is to detect and analyse suspicious betting activities that could threaten the integrity of a sport competition. Established in 2009 of ELMS with European Lotteries, GLMS clarified its mission, built its infrastructure, and went global in January 2015, extending its network to other continents. GLMS now facilitates the sharing of sports betting information as part of the collective efforts of its members in ensuring sports integrity globally. It is dedicated to effective cooperation with all key stakeholders, namely regulators, law enforcement authorities and sports organizations.

Paul Jason:

Ludovico, you are about to complete your first year as the GLMS President. What are the most significant achievements that you can look back on?

Ludovico Calvi: Indeed, at the GLMS General Meeting I was re-elected as GLMS ExCo Member and was nominated

President of the association. This nomination came with the honour and the responsibility to move the association forward from GLMS to GLMS 2.0, to make our association a credible, transparent and authentic organisation. Having completed one year as President, I can certainly look back to a very eventful year. We reviewed the organisation and its structure with the acquisition of resources with qualified skills and professional competencies, launched the new monitoring system, which is powered by TXODDS, which enables real time odds movement detection and a unique messaging platform. We organised a training session in Paris last December with the objective of introducing all GLMS Members to the new monitoring platform. The participation in this workshop exceeded all expectations.

At the same time, as promised to our Executive Committee when elected, we executed on our globalisation strategy and I am proud to declare that we fully accomplished our goal of launching a new Operational hub in Hong Kong on January 1. This new hub makes GLMS a real "glocal" organisation, combining local presence and knowledge with a global reach. Another key strategic action was the consolidation of our internal governance, assigning each ExCo Member a specific task and role based on individual competencies, and introducing administrative policies aimed at ensuring effective financial and human resource manage-

ment. We concluded agreements with key stakeholders, including FIFA and the IOC (for the monitoring of the 2018 Winter Olympics). At the same time, we are a key partner of the Council of Europe in terms of the implementation of the KCOOS+ project (Keep Crime out of Sport), while more partnerships are now being negotiated and will be announced soon.

Moreover, we have started executing on our communication strategy. Our website is regularly updated, and we are being particularly active on social media (Twitter and LinkedIn).

The recruitment of the Lausanne-based resources was another key stepping-stone for our association: a General Secretary, Mr. Giancarlo Sergi, with a long practice in the world of sport, including professional experience with UEFA and the IOC, joined our team. With the strategic support of the Deputy General Secretary, Vagelis Alexandrakis, Giancarlo will be running the association and ensuring the implementation of our mission and vision and execution of GLMS strategic priorities.

I am now looking forward to seeing more accomplishments for the association, including the acquisition of new Members, which is one of our strategic priorities, as well as the enhancement of the GLMS' services to its Members.

What are some of the new services you are planning to offer to your GLMS membership base?

L. Calvi: GLMS is dedicated to the protection of integrity in sports and to delivering the highest level of service and support to our Members. GLMS technology, communication, and information services enable our Members to achieve the security and integrity which is so vital to the sustainable growth of the sports betting industry. That is our mission. More specifically, monitoring of betting patterns is of course the DNA of our services. With a long experience in monitoring and detecting suspicious betting patterns and with a new monitoring platform, powered by TXODDS in place, GLMS offers quality and reliable information to its Members and alerts them each time an irregularity is detected. It is worth noting that the new GLMS platform provides a unique messaging platform, which ensures an effective interaction among the users. This key feature values individual member interaction and key local experience/intelligence, making the overall integrity service more efficient. Currently, the platform covers the three most important sports competitions: football, tennis and basketball. We are looking to further enhance the coverage of the platform, with the potential addition of new betting markets and sports. As for the alert service, additional customized services could be created, based on GLMS individual Members' requirements.

As for the reporting, GLMS has been designing an ad hoc report format with the objective of sharing with its partners key local intelligence and global evidence. Among other things, the criteria are based on Market Overview, Betting Event Analysis, number of Lotteries which had their odds removed on an event, fixtures and markets covered by Lotteries, average over-round of each Lottery, odds life cycle analysis, disparity between each Lottery's odds, and evidence supporting suspicious betting patterns. Our reports have been appreciated by public and private stakeholders and we will be looking to enhance their quality in the short term.

As already mentioned, the messaging service is a unique feature which differentiates GLMS from other platforms. The messaging service can be enhanced with additional services, provided that compliance with GDPR is ensured. For instance, crucial team-news/info sharing by global network of companies, data on illegal

operators, and data on match fixing cases could be added.

GLMS will be more active than ever in the areas of education and prevention. Our Association will be offering its Members a set of education and prevention tools that could be customized, translated and used at a national level. A pool of GLMS experts will be available to attend national seminars to support our Members and their local public and private stakeholders. Through GLMS participation in important international Sports Integrity projects (i.e. KCOOS+), its Members will be also involved. In addition to that, recognizing the importance of the Macolin Convention (Council of Europe Convention on the Manipulation of Sport Competitions), we will also be providing technical and regulatory support to GLMS Members, when it comes to the implementation of its provisions and notably a guide of how a Member can play an active role in the creation of a national platform (as per article 13 of the Convention). Finally, we will also be developing knowledge-libraries for our Members, with a list of relevant studies, policy documents, best legislative practices, etc, so that our Members can have easy access to a very comprehensive and specific Sports Integrity knowledge base.

We will also be looking at developing a sports betting integrity certification framework. The first step is the creation of a GLMS Code of Conduct on Sports Betting and a set of indicators that will qualify GLMS Members for acquiring a certification.

Finally, one of GLMS objective is also to establish itself as a hub of expertise and information for its Members in the fields of sports betting and sports betting integrity and will be promoting its Members' interests towards sport organizations, but also relevant intergovernmental organizations (e.g. Council of Europe, INTERPOL, EUROPOL, UNODC, etc.)

So, why would you recommend to a Lottery to join GLMS?

L. Calvi: First of all, Lotteries should join in order to safeguard their customers and the public as a whole while protecting their financial sustainability. The brand value of Lottery is based on trust. The most essential mission of GLMS is to protect that multi-billion euro brand value. Through an active interaction with the GLMS, a Lottery can save money, which can be invested in sports and good causes, as it

can timely withdraw/suspend betting on matches that present irregularities. Our monitoring will be further enhanced, bringing even more value to GLMS Members.

At the same time, education and prevention is key and developing programmes of capacity building and prevention will be of significance for Members in order to enhance their relation with sport and public stakeholders in their countries but also to materialise their mission as Lotteries to sustainably support sport and society.

In addition, each new Member can feel assured that it will be receiving all up to date information regarding sports betting and sports integrity and will belong to the family of a credible, transparent and authentic organization that will be a leader in safeguarding Sports Values.

In the mid-term, with the GLMS certification programme, GLMS Members will be able to acquire their sports betting integrity certification.

In short, as a GLMS Member, a Lottery can showcase its commitment to integrity with credibility and authenticity, can save money and be part of a large and strong integrity network.

Another important stepping stone for our Association will be the opening of its membership to associated Members as well – this means any organisations (sport organisations/law enforcement authorities/suppliers) with an interest in safeguarding the integrity of sports. This will further reinforce the credibility and strength of GLMS. Additional services will be added for this new membership category.

And what should we expect in the next months?

L. Calvi: New upgraded services and features on one side and the acquisition of new members on the other are key priorities for us in the coming months. Interested parties and potential Members should feel free to contact our General Secretariat at info@glms-sport.org, to receive further information about our services and application and admission process.

GLMS will be improving its website, communications and overall visual identity and at the same time will start working on its Code of Conduct and on the development of the certification service. Further cooperation with key private and public stakeholders will of course be on our agenda as well. ■