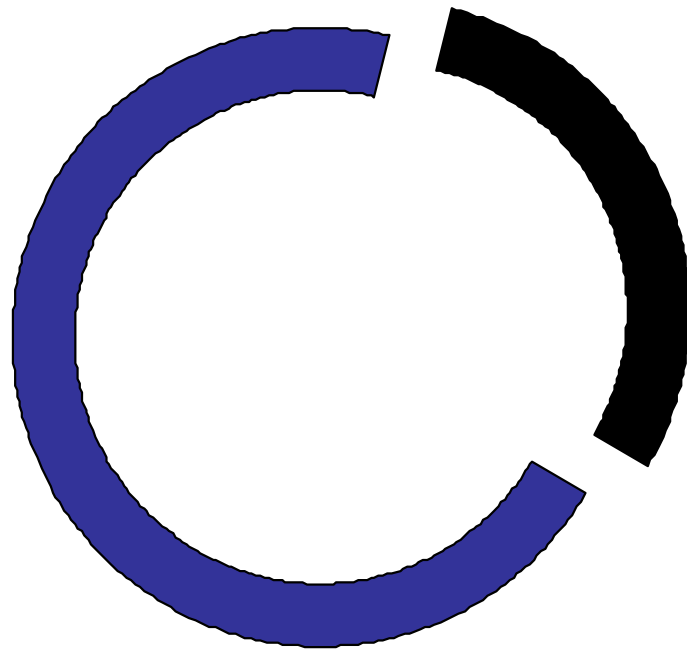


The Prevalence of Corruption in International Sport

A Statistical Analysis



REPORT PREPARED FOR THE REMOTE GAMBLING ASSOCIATION
AND THEIR PARTNERS, THE EUROPEAN GAMING AND BETTING ASSOCIATION
AND THE EUROPEAN SPORTS SECURITY ASSOCIATION BY

SAMANTHA GORSE & PROFESSOR SIMON CHADWICK
CENTRE FOR THE INTERNATIONAL BUSINESS OF SPORT
COVENTRY UNIVERSITY BUSINESS SCHOOL



Executive Summary

This project, commissioned by the Remote Gambling Association (RGA) and its partners (European Gaming and Betting Association (EGBA) and European Sports Security Association (ESSA)), evaluates the prevalence of corruption in international sport. By analysing a database of 2,089 cases of corruption – match-fixing (betting related), match-fixing (non-betting related), the misuse of ‘inside information’ for betting purposes, and doping – from between 2000 and 2010, this research identifies key trends in the data collated regarding the frequency of such cases on an annual basis and by geographical location, with a primary focus on Europe.

The data analysis shows the following key points:

- Of the 2,089 cases collated, 95.64% were doping cases, with 76.58% of those cases occurring in Europe and North America
- Of the 1,998 doping cases analysed, more than 80% of these cases occurred in athletics, cycling and American sports
- 2.73% of cases collated were examples of match-fixing (betting and non-betting related) with 1.63% of the cases being examples of the misuse of inside information for betting purposes
- Of the 57 match-fixing cases analysed (betting and non-betting related), 85.96% took place in Europe (52.63%) and Asia (33.33%)
- Majority of cases (70%) that occurred in Europe over the given time period (2000-2010) were in football
- 57.89% of match-fixing cases in sport are examples of matches fixed to defraud betting operators (this includes both licensed and unlicensed operators); non-betting related match-fixing occurred in 42.11% of cases
- The ratio of doping to match-fixing cases equates to 35:1
- The ratio of doping to betting related match-fixing cases equates to 60:1

The evidence shows that, globally, the number of cases of proven match-fixing (57) is far outweighed by the number of proven doping cases (1998 cases). Statistically, and on all known evidence, during the period 2000-2010, a proven case of doping was sixty times more likely than betting related match-fixing. Proven cases of betting related match-fixing are approximately one and a half times more prevalent than non-betting related match-fixing. Doping was far more prevalent in category A (elite level) sports than betting related match-fixing, with the latter predominantly confined to lower leagues and sporting events (category B).



Globally, whilst athletics followed by American sports (baseball, American football, basketball) and cycling had the highest incidents of doping, football represented the principal sporting medium for incidents of betting related match-fixing. From a continental perspective, Europe has the highest level of doping (922 cases) and match-fixing (30); this may not be surprising given the size and scope of the European sport market. In Europe, football accounted for 70% of match-fixing cases and 72.2% of betting related match-fixing.



Contents

Executive Summary	2
Introduction	5
Defining Corruption in Sport	7
Methodology	8
Corruption in International Sport – Results	10
Doping in International Sport	11
Match Fixing in International Sport	15
Inside Information	21
References	25
Appendix A – Breakdown of doping statistics	26
Appendix B – Cases of betting and non-betting related match-fixing in sport	29
Appendix C – Cases of misuse of ‘inside information’	35
Appendix D – Profile of the author	39
Appendix E – Centre for the International Business of Sport	41



Introduction

Corruption in sport is not a new phenomenon. The earliest recorded case, at the Olympic Games in 388BC, details how Eupolos of Thessalia bribed three of his competitors in a fighting tournament allowing him to win a gold medal (Maennig, 2005). Over time, cases of corrupt behaviour in sport have become more widespread, reaching every part of the world and across every sport. Notable cases, which will be highlighted later in this report, include the 1919 Chicago White Sox who took bribes from gamblers in the World Series that year, the East German doping scandal in the 1970s, where hundreds of athletes and swimmers were given performance enhancing substances without their knowledge, and the spot fixing scandal that hit cricket for six in 2010, involving three Pakistan players.

As sport has become more popular with a truly global audience in recent years, it appears to have become much more of a target for individuals and groups of people wanting to take advantage of the lucrative nature of the industry. Betting on sporting events has grown in popularity as sports broadcasting and new interactive technologies have become more readily available. Some illegal gambling syndicates, notably in Asia, have sought to unfairly influence the result of sporting events (in collusion with unscrupulous sportspeople) and to defraud betting operators as a result. The fixing of results of sporting contests, or indeed elements within a game, match or race (for example, what has been termed 'spot fixing' in cricket), has led to licensed betting operators, gambling regulatory bodies and governing bodies of sports focussing efforts on identifying any irregular betting patterns and punishing those who are caught trying to disrupt fair play. The growth in popularity of sport, however, exacerbates the problem of corruption in sport and the fixing of sporting contests. The media has on occasion appeared to revel in reporting corrupt activity in sport. Stories like the 'Skategate' scandal in 2002 (when Canadian skaters Jamie Sale and David Pelletier were awarded a gold medal at the Winter Olympics after it was discovered that the French judge had been pressured to vote for a Russian victory), 'Bloodgate' in rugby union (involving fake blood capsules and substitutions) and the 'Crashgate' scandal that rocked Formula One in 2009 have kept sport on the front pages of the newspapers as well as the back.

This report investigates the extent of corruption, defined as "any illegal, immoral or unethical activity that attempts to deliberately distort the result of a sporting contest (or any element of it) for the personal material gain of one or more parties involved in that activity" (Gorse & Chadwick, 2010), in international sport. A detailed database of 2,089 cases of proven corruption from across the sport industry, detailing year of offence, country of origin (home country of the



athlete, team or official involved in the corrupt behaviour), type of sport, name of the athlete, team or official involved, type of corruption and outcome of the activity (punishment or details of outside influences), from the year 2000 to 2010 has been collected and analysed, allowing the authors to determine the prevalence of proven corruption in different sports and different countries, and to identify key trends.

Table 1 – Sample of Cases of Corruption in Sport (by Year of Conviction)

YEAR	COUNTRY	ATHLETE(S) INVOLVED	SPORT	TYPE	IMPACT
2000	South Africa	Hansie Cronje	Cricket	Match fixing	Sacked as South African captain when allegations were made about Cronje accepting money from an Indian bookmaker (Ajay Gupta). Gupta admitted paying Cronje £28,000 on the third day of a Test to ensure a South African loss, and for future information. Allegations that Cronje had accepted more than £82,000 to supply information about matches Cronje died in an aeroplane accident in 2002
2003	United Kingdom	Dwain Chambers	Athletics	Doping	Worked with Victor Conte and became embroiled in the BALCO scandal. Tested positive for THG, testosterone, EPO, HGH, insulin, modafinil and liothyronine. Banned for two years Banned from competing in the Olympics for life by BOA
2006	United States of America	Floyd Landis	Cycling	Doping	Failed drugs test after providing 'A' and 'B' samples with elevated levels of testosterone Victory in Tour de France in 2006 not recognised by organisers Phonak (the Swiss-based team) fired Landis as captain/rider Provided samples during 17th Stage of race with an 11:1 ratio (far in excess of 4:1 limit)
2007	Ireland	Kafuu	Horse Racing	Doping	Newmarket 19th October 2007 Tests on urine from Kafuu, trained by Jeremy Nosedo, positive for dexamethasone (banned substance)
2008	Poland	Widzew Lodz	Football	Match fixing	Relegated to third division in Polish football, a six point deduction at the start of 2008-09 season and fined 10,000 euros for their part in biggest match fixing scandal in Polish football Seventh club to be punished in Poland after two year investigation
2008	Denmark	Peter Riis Andersen	Mountain Biking	Doping	Barred from Beijing Olympics for blood doping (EPO) and subsequently dropped from Danish team and banned for two years A medical student Retired from the sport after his ban was announced
2008	Italy	Andrea Baldini	Fencing	Doping	Won silver medals at the 2006 and 2007 World Fencing Championships Failed a drugs test and lost his place at the Beijing Olympics

This report will focus primarily on four types of corruption in sport:

- Match-fixing (betting related) – results are manipulated to secure financial reward through betting operators for those involved
- Match-fixing (non-betting related) – those cases where results are fixed to ensure a match or league victory over a rival or influencing the actions of officials to ensure victory for one party
- 'Inside information' – misuse of information for betting purposes
- Doping – the use of performance-enhancing substances



Following initial analysis, this report will focus on match fixing, with a comparison made between category A and category B sports – for the purposes of this research, this differentiation is based on global revenue and attendances. For example, football leagues including the English Premier League, La Liga in Spain, Major League Baseball and the National Football League as well as events including the Olympic Games and the World Athletics Championships represent category A sports whilst category B sports include all other professional sports such as the Polish Football League and J-League Baseball in Japan.

Defining Corruption in Sport

In order to fully understand corruption as a phenomenon and to be aware of the potential implications of the activity, it is vital that a relevant and useful definition is found. In its simplest form, corruption has been defined as “dishonest or illegal behaviour” (Collins English Dictionary). Treisman (2000:399) defines it as “*the misuse of public office for private gain*”, and Ashforth & Anand (2003, in den Nieuwenboer & Kaptein, 2008:134) suggest that corruption is “*the misuse of authority for personal, subunit and/or organisational gain*”.

These definitions of corruption are obviously valid when investigating behaviour of sports officials and corruption in the governance of sport – FIFA and the International Olympic Committee (IOC) have been the subject of scathing reviews in recent years from journalists. Investigations into the awarding of Olympic hosting rights (in particular, Salt Lake City) provide an example of a ‘misuse of authority’ (of a bidding committee) for ‘organisational gain’ (the decision to choose that city as host of the Winter Olympics and the associated rewards that accompany such a choice). British journalist, Andrew Jennings, has written extensively about how those in power of FIFA and the IOC have used ‘public office for private gain’. It can be argued, however, that these definitions are not relevant when discussing corruption committed by athletes.

Maennig (2005) offers a more relevant definition which can be applied to match fixing, suggesting that “*in sport, corruption may take the form of behaviour by athletes who refrain from achieving the level of performance normally required in the sport in question to win the competition and instead intentionally permit others to win, or behaviour by sporting officials who consciously perform their allocated tasks in a manner at variance with the objectives and moral values of the relevant club, association, competitive sports in general and/or society at large*” (189) (however, Maennig (2005) fails to recognise or acknowledge doping as a form of



corruption in sport). In the context of this and other research conducted by the authors, the following definition is proposed:

“Corruption in sport involves any illegal, immoral or unethical activity that attempts to deliberately distort the result of a sporting contest for the personal material gain of one or more parties involved in that activity”

(Gorse & Chadwick, 2010)

Methodology

Designed to examine the extent of corruption in international sport, this research analysed a database of cases of four types of corruption – match fixing (betting related), match fixing (non-betting related), the misuse of ‘inside information’, and doping. A database of 2,089 proven cases of corruption were collated and coded into category-sets (Guetzkow, 1950) to identify key themes and patterns of corruption in sport. This coding enabled the researcher to record the year in which the incident occurred (where the incident spanned for more than one year, the earliest date from which the corrupt activity began was recorded), country of origin (home country of the athlete, team or official involved in the corrupt behaviour), type of sport, name of the athlete, team or official involved, type of corruption and outcome of the activity (punishment or details of outside influences) of each case from the year 2000 up to and including 2010. Statistical analysis was then carried out to determine prevalence of each type of corruption and to identify any themes or trends in the data.

Cases were also analysed according to geographical location, and grouped into North America, Europe, South America, Asia (including the Middle East, Far East and Australia) and Africa – and by the type of sport that was affected by the corrupt behaviour – category A and category B sports. This differentiation between category A and category B sports was conducted using revenue generation and attendance figures from across the sport industry, ranking these figures in order (highest value given a rank of 1, etc) in each of these two criteria. Ranking numbers for each sport were then added together and then re-ranked based on this total number.

Category A sports/events were:

- Five major football leagues in Europe
 - Premier League in England
 - La Liga in Spain
 - Ligue 1 in France



- Serie A in Italy
- Bundesliga in Germany
- Major League Baseball (USA)
- National Football League (USA)
- National Hockey League (USA)
- National Basketball Association (USA)
- IPL (India)
- Olympic Games
- World Athletics Championships
- Tour de France in cycling

All other professional sport events relate to category B. There are a number of sporting events, including the Grand National and the Wimbledon tennis championships, that might be considered category A sports based on attendance and television coverage respectively, however, they did not qualify as category A sports for the purpose of this research.

This study has not sought to consider the number of individual sporting events (or games) affected within each of the cases that have been identified and assessed or the number of people involved in each instance of proven corruption, due to the difficulty in obtaining sufficiently robust information. However, it is noted that for all of the issues assessed in this report, each case can relate to an adverse impact on more than one sporting event or contest before the issue is identified and addressed. Detailed information is not however readily available in many cases and this report has therefore been confined to a statistical analysis of the number of known and proven cases¹ rather than individual sporting events or contests corrupted. It should also be noted that these statistics are correct as of 31 August 2011 and as such they are subject to amendment if, as in doping, further investigations identify as yet unknown illegal substances, or the on-going match-fixing investigations in to cases from 2000 to 2010 reach a conclusion. Evidence is taken from a variety of sources and all reasonable efforts have been made to establish whether a case is betting or non-betting related. All match-fixing cases have been presumed to be non-betting related unless reliable evidence shows otherwise. Any instances of corruption occurring during 2011 have not been included in this report as sufficient evidence may not yet be available to properly verify these cases and because the scope of the brief called for completed calendar years to allow a consistent and complete analysis of the available data.

¹ This includes known and proven conspiracy to corrupt.

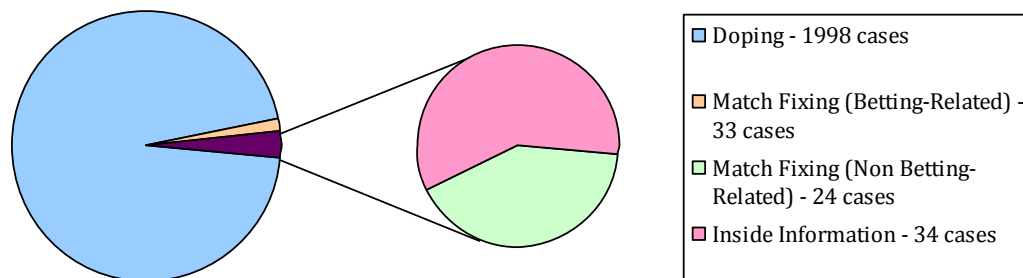


Corruption in International Sport – Results

Corruption in sport takes a number of forms, including bribery, doping, match-fixing and the misuse of inside information for betting purposes. This research has analysed the following types of corruption: match-fixing (betting related), match-fixing (non-betting related), misuse of inside information (for betting purposes), and doping. Detailed statistics regarding the prevalence of these corrupt activities in sport, with a particular focus on match-fixing, based on this research and data collected, are presented below.

Of the 2,089 cases of corruption in sport recorded on the database, 95.64% are doping cases, where athletes have used substances banned by the World Anti-Doping Agency (WADA). The remaining 4.36% is split: betting related match-fixing (1.58%), non-betting related match-fixing (1.15%) and the misuse of inside information (1.63%). Match fixing, betting and non-betting related, therefore accounts for 2.73% of cases; betting related match-fixing and the misuse of inside information accounts for 3.21% of cases.

Figure 1 - Corruption in International Sport (2000-2010)



It is important to note that there are other the types of corruption that affect the sport industry, from bribery to vote rigging and financial management. All of these can undermine the integrity of sport, just as match fixing and doping can. However, many of these cases can be hard to substantiate. Many sports keep investigations, or indeed the lack of investigations, within the sport or governing body – much of what is reported in the media is conjecture and allegation, making inclusion in this type of research project very difficult to justify. All cases analysed in this project are proven cases: in doping, athletes have failed a drugs test and have been given a ban or public warning from their governing body; in



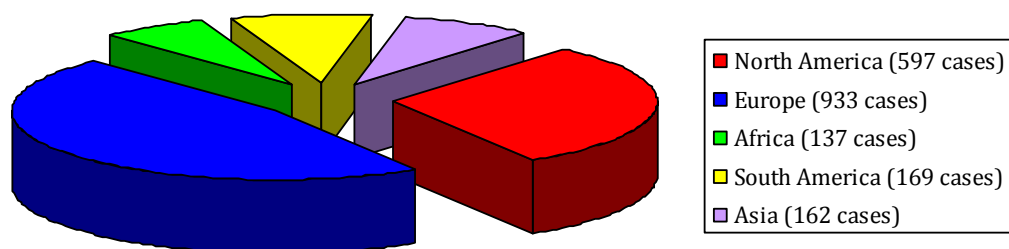
match fixing cases, a judicial judgement and/or a judgement by the sport's governing body has determined that corruption has taken place.

Doping in International Sport²

The use of performance-enhancing substances and other banned drugs has long been an issue in sport. Cases dating back to the early 1900s exist, with athletes and coaches trying to gain the smallest (or, in some cases, the largest) advantage over their rivals. In the 1900s, doping was usually confined to sports involving animals, particularly horse racing, although there are recorded instances of the use of performance-enhancing substances by athletes at the 1904 Olympics. Indeed, there are reports of special diets and herbal 'concoctions' used by sportspeople when Eupolos of Thessalia was bribing opponents in Ancient Greece.

Instances of doping have been collected from across sports and from across the world. As previously discussed, cases have been recorded from five geographic locations – North America, South America, Europe, Africa and Asia (including the Middle East, Far East and Australia).

Figure 2 - Doping Cases in International Sport



It is clear from this figure (Figure 2) that the majority of doping cases analysed have occurred in Europe and North America, representing 76.57% (1530 cases) of the total number of cases (1998 cases) between them. This may be because testing for performance-enhancing drugs (PEDs) is more rigorous, and therefore

² This report contains 1,998 cases of doping compiled from a range of reliable data sources. Any variations with other data sources are likely to be due to: a) a stricter definition of sport used in this report, which does not include dance or orienteering, for example; and b) there remain instances where information is not released by certain sports governing bodies, meaning that there is insufficient information for such cases to be safely recorded.



more effective, in these parts of the world or it may be because the financial rewards for winning are far greater in these nations, meaning that there is more pressure on athletes to perform at the highest possible level.

There is also evidence to support the opinion that there is great disparity between different sports and the prevalence of doping. Table 2 provides an annual breakdown of doping cases by sport between 2000 and 2010. The sports of cycling, American sports and athletics contribute more than 80% (1698 cases) of the total number of cases recorded and there are clear trends in this data.

Table 2 – Doping Cases by Sport (2000-2010)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	TOTAL
American Sports	5	5	9	6	8	108	45	52	83	89	90	500
Animal Sports	-	-	-	-	1	-	-	5	1	1	1	9
Athletics	17	30	10	109	98	274*	86	88	96	95	68	971
Combat Sports	6	-	5	2	8	3	7	16	8	5	7	67
Cricket	-	1	-	1	-	2	2	-	-	-	-	6
Cycling	6	9	14	7	28	20	44	32	28	15	24	227
Football	-	3	2	6	4	5	3	4	-	1	-	28
Motor Sports	1	-	1	-	-	-	3	-	-	-	1	6
Other	1	2	1	-	1	1	3	-	6	1	-	16
Power Sports	11	2	-	-	7	-	3	1	17	1	-	42
Racquet Sports	-	2	1	-	1	6	3	3	-	3	3	22
Rugby	-	-	3	2	-	2	5	4	-	2	3	21
Water Sports	6	2	1	5	2	7	3	3	3	3	2	37
Winter Sports	-	9	6	1	-	2	7	9	2	7	3	46
TOTAL	53	65	53	139	158	430*	214	217	244	223	202	1998

* Includes 167 cases of doping in East Germany that were confirmed through German courts in 2005

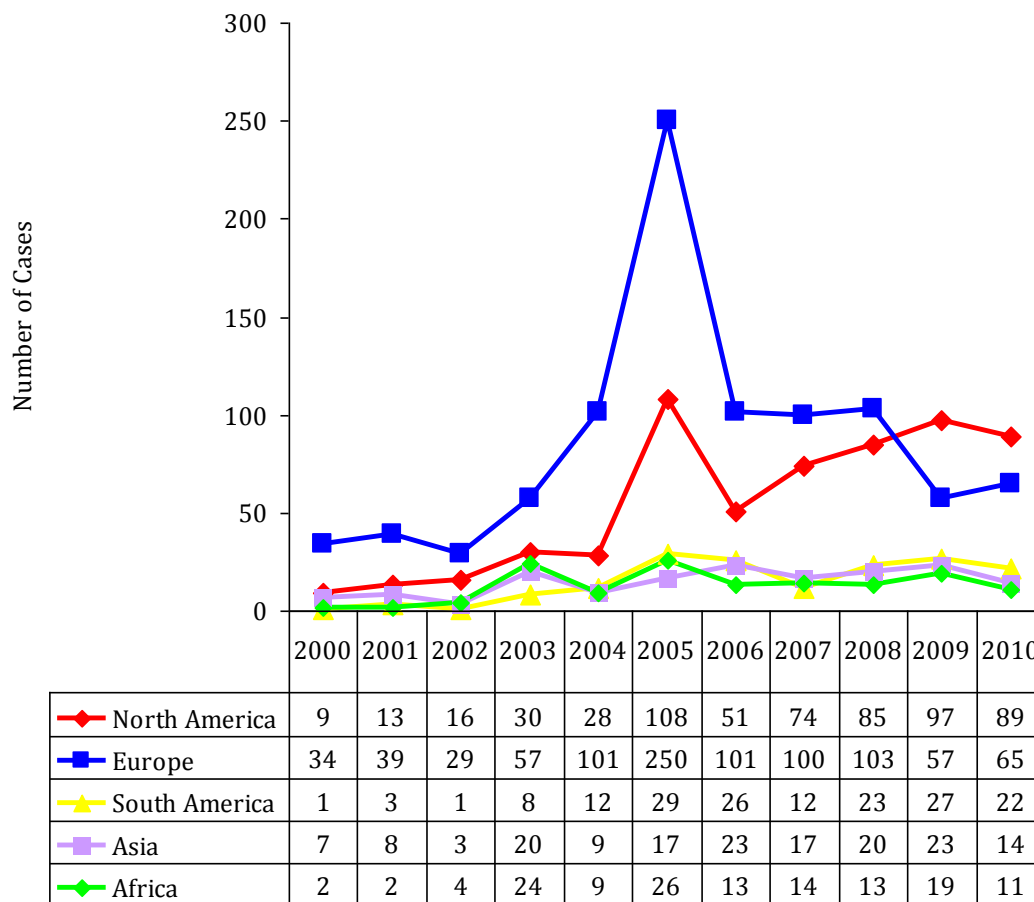
The adoption of a more rigorous drug testing policy in baseball in North America in 2005 and 2006, and then the release of the Mitchell Report in 2007, has led to a marked increase in frequency of failed drugs tests in the American sports category, reaching an apparent peak in 2005 as testing procedures were developed across the sport. Positive tests in power sports (e.g. weightlifting)



seem to coincide with Olympic Games competitions, where the pressure to succeed is greater.

The BALCO Scandal in 2003 impacted on the number of failed drugs tests in sport in its aftermath, as tests were developed to screen for new and improved substances that had previously gone undetected, including tetrahydrogestrinone (THG), also known as ‘The Clear’.

Figure 3 - Doping Cases by Geographic Area (2000-2010)



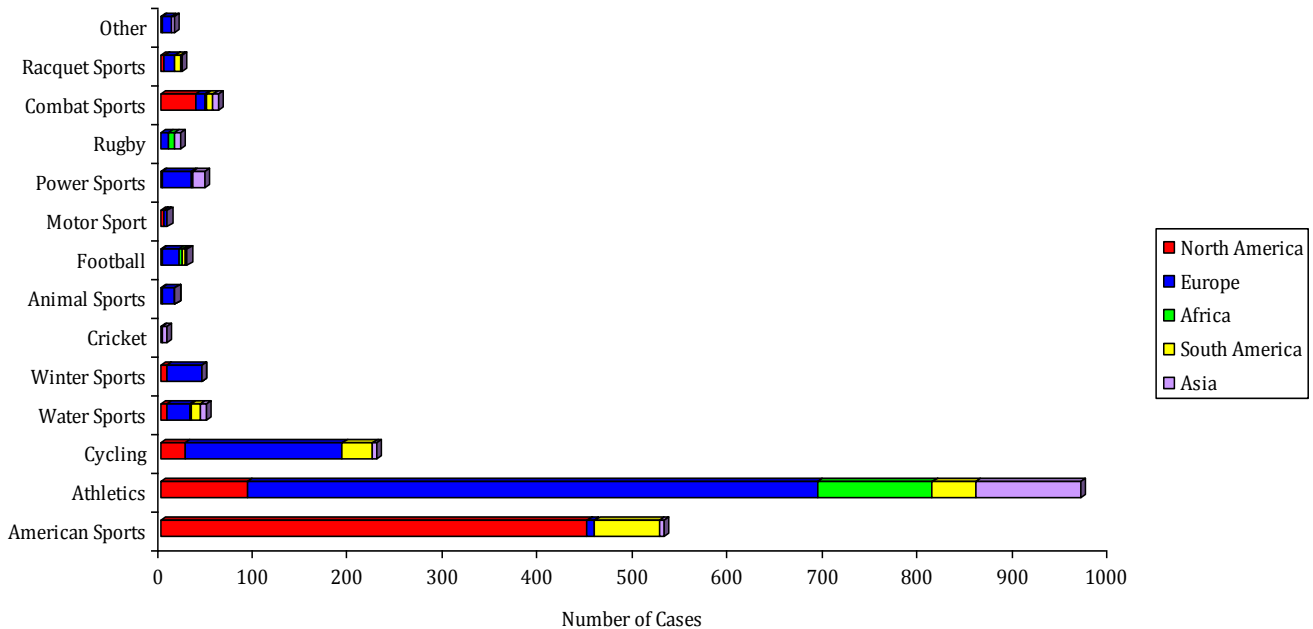
There is also a vast difference between the occurrences of these cases in different locations. Figure 3 demonstrates the number of doping cases by location between 2000 and 2010. From this, it is further evident that 2005 represents a peak in failed drugs tests (based on the cases recorded and analysed as part of this research), with only the Asian nations recording a slight drop in positive results.

Figure 4 further highlights these geographic differences in positive drugs test by sport, thus providing a different perspective to the issue of doping in sport than Table 2 and Figure 3. It is obvious to state that North America is most affected by



doping in American sports (i.e. baseball, American football, basketball and ice hockey) and that cycling cases would be more prevalent in Europe.

Figure 4 - Doping Cases by Sport: A Comparison



(For breakdown of this figure, please see Appendix A)

The extent of disparity between this data across locations is the astounding factor here, particularly in the sport of athletics. The vast majority of American sport cases in North America are from baseball, not surprising given the rather lenient attitude Major League Baseball has taken to the use of PEDs in the sport in recent years.

What is surprising, however, is the high prevalence of doping cases in minor league baseball, particularly those competing in the Dominican and Venezuelan Summer Leagues, compared to Major League players. The media has reported the fall of the big names in Major League Baseball – Alex Rodriguez, Roger Clemens, Mark McGwire to name a few – however, the majority of failed drugs tests come from the ‘farm’ system of the sport (teams that serve as training centres for many of the sport’s next stars or rehabilitation teams for injured players). There are a number of explanations as to why this might be the case including the fact that testing is more stringent in the Major Leagues so players may choose not to use banned substances or perhaps the education of players as to the dangers of using PEDs does not occur until they move up through the system and end up on the bench at a Major League game.



Match Fixing in International Sport

Worth an estimated \$141,000,000,000, according to PriceWaterhouseCoopers (2009), the sport industry offers massive potential for revenue generation on a global scale for all parties involved. There has been much debate in sport management literature as to why sport has become such a lucrative global industry in sport management literature. Whannel (1992; in Mason, 1999:405) suggests that *“like other forms of entertainment, sport offers a utopia, a world where everything is simple, dramatic and exciting, and euphoria is always a possibility. Sport entertains, but can also frustrate, annoy and depress. But it is this very uncertainty that gives its unpredictable joys their characteristic intensity”*. But what happens if this uncertainty and unpredictability has been taken away?

Without this uncertainty and unpredictability, spectators will eventually, and inevitably, stop watching sport – if they know who is going to win before the match, game or race even starts, why bother watching it? Outcome uncertainty is a fundamental part of the sporting experience.

Without an audience, media organisations will reduce spending on sports coverage, meaning that sponsors will not have an audience, either in the stadium or at home, to sell their products and services to. Moreover, by influencing the result of a sporting contest, or, at the very least, an element within the match, game or race, individuals can exploit the betting market, defrauding betting operators and their consumers and enjoy great financial reward by doing so.

Proven cases of match-fixing in international sport, i.e. where a judicial judgement and/or a judgement by the sport’s governing body has determined that corruption has taken place, or where the match-fixing has been admitted by a participating party and there is sufficiently robust evidence to support that claim, have been collated and analysed.

Cases have been recorded by the date (or earliest date in cases involving multiple years) when the proven instance of match-fixing occurred rather than by the date of any judgment (which can be some years later) as a more accurate reflection of the prevalence of this activity in any given year during 2000-2010. As a result, some cases, such as Cronje’s lifetime match-fixing ban imposed in 2000, are not included in the list as the activity was deemed to have begun pre-2000 (1996 in this case). This has led to the exclusion of high-profile international cricket cases which predominantly took place in the 1990s, although the judgments and bans imposed may have taken place after 2000.



As with the analysis of doping in sport, data has been recorded by case (e.g. Calciopoli or the UEFA investigations into match fixing in football that have occurred in the last two or three years), from five general geographic locations – North America, South America, Europe, Africa and Asia – and then have been sub-divided by the type of match-fixing involved (betting-related and non-betting related).

Figure 5 - Match Fixing Cases in International Sport

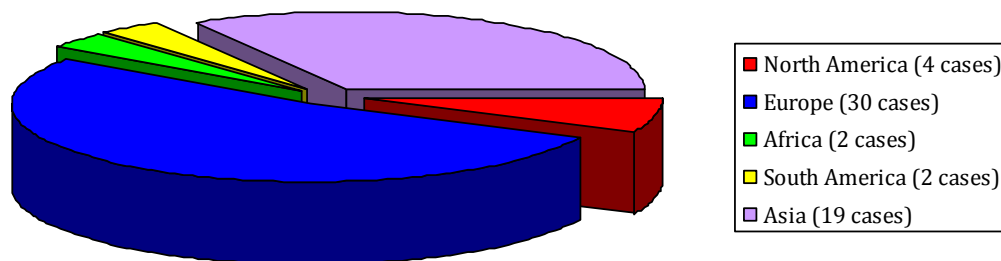
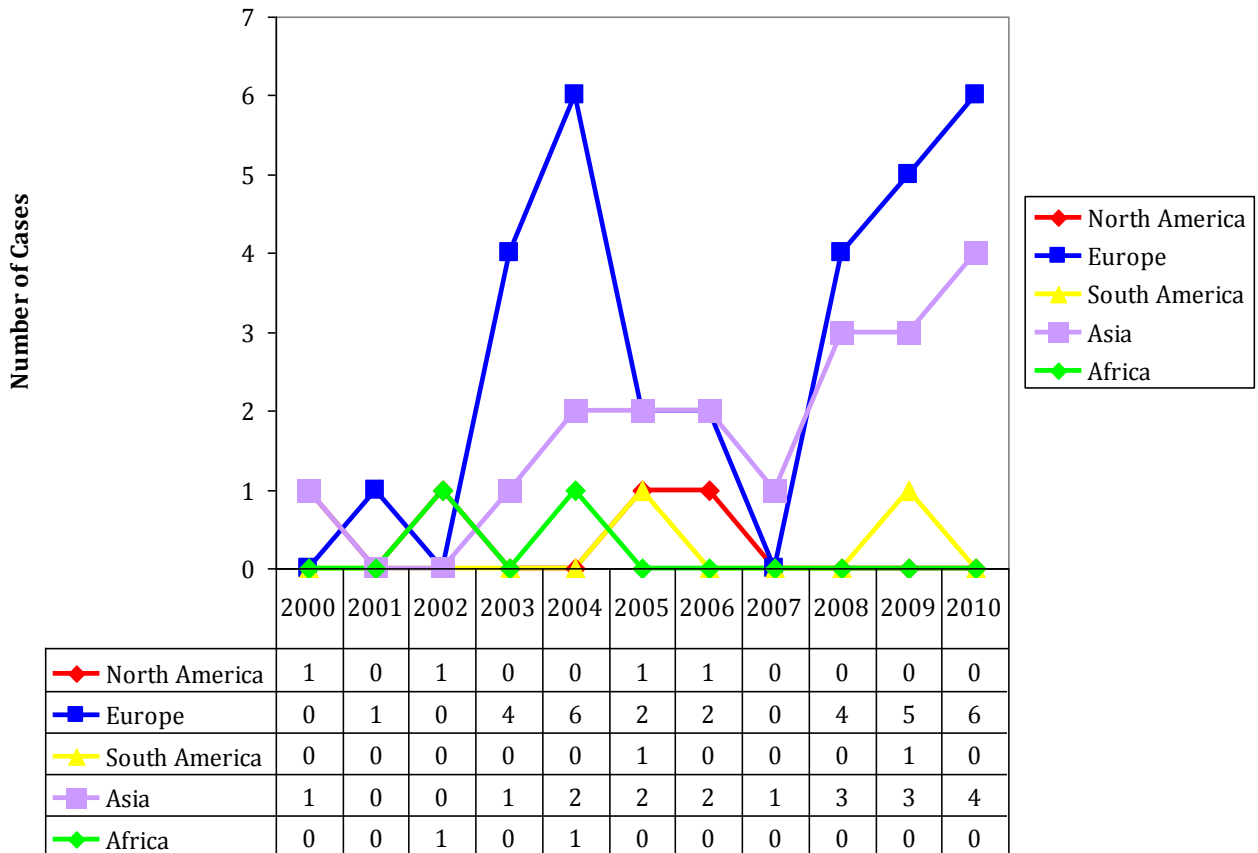


Figure 5 displays match-fixing cases in international sport by geographical area, with Europe, again, demonstrating the greatest number of incidences. Despite some of the most infamous cases occurring in North America, like the 1919 Chicago White Sox Scandal in baseball, only 7.02% of cases over the last eleven years have happened there. Asia has been affected significantly over the same time period, with major scandals affecting the sports of football and sumo wrestling.

Figure 6, which displays match-fixing cases in international sport by geographical area, identifies obvious issues in match-fixing in international sport. Europe (52.63%) and Asia (33.33%) account for 85.96% of match-fixing cases recorded in this research. This highlights some key concerns for not only the betting industry but also for the governing bodies of international sport. It is widely reported by some in the media that a substantial number of cases of match-fixing in Europe are being instigated by betting syndicates based in Asia



Figure 6 - Match Fixing Cases by Geographical Area (2000-2010)

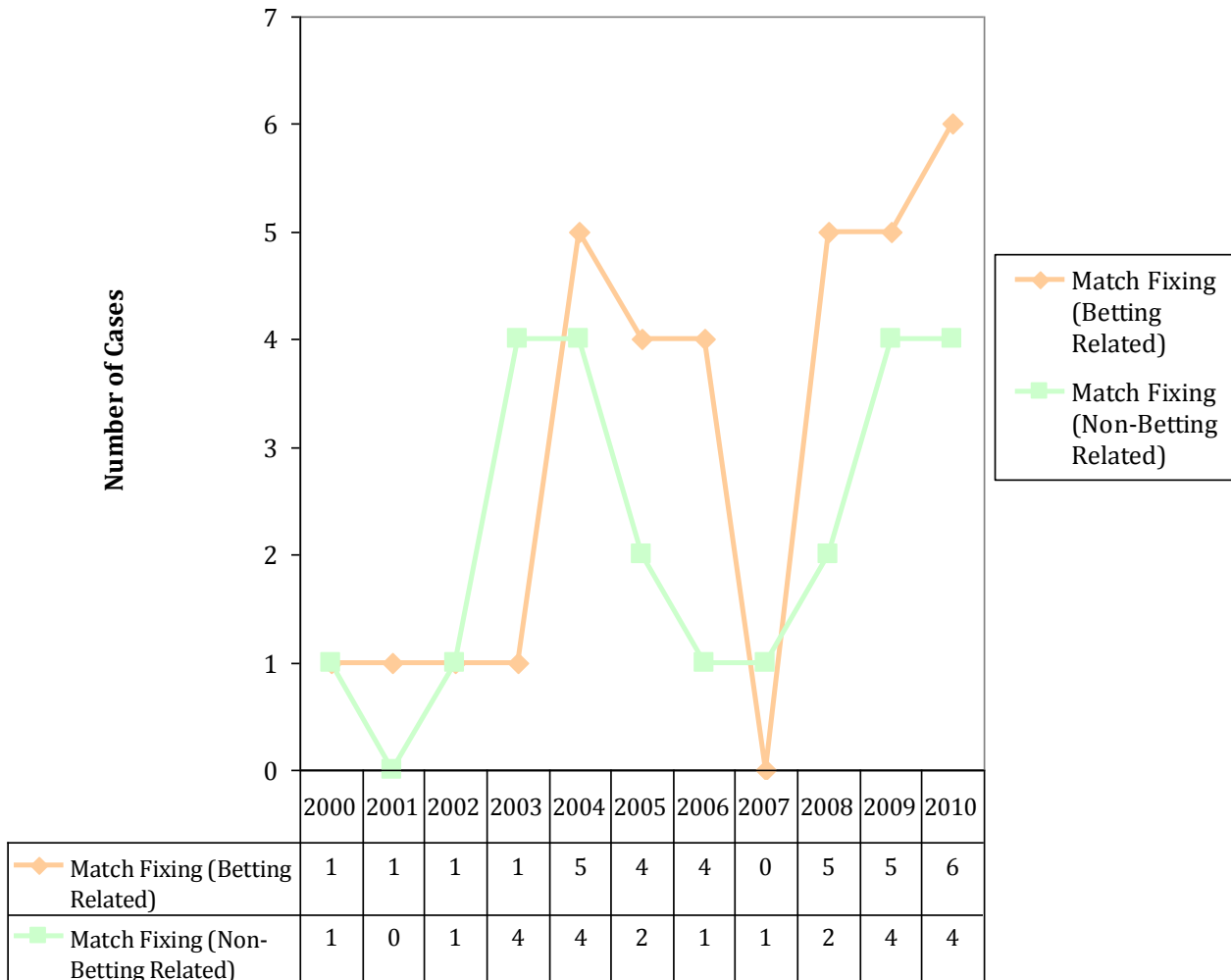


There is much debate about match-fixing in international sport and the potential impact of each case, with many contributors to the debate failing to recognise the different types of match-fixing that may occur. As previously discussed, two main types (betting and non-betting related) have been analysed. Whilst recognising the importance of betting-related and non-betting related match fixing, the authors felt it was important to also include cases of betting based on the misuse of inside information in this report as, ultimately, the betting industry loses money from this activity, just as in cases of match fixing. Betting related match-fixing and the misuse of inside information for betting purposes have also, therefore, been separately assessed.



Figure 7 demonstrates the prevalence of these types of known match-fixing.

Figure 7 - Match Fixing by Type (2000-2010)



This data has implications for the licensed betting industry in that groups of individuals are actively trying to influence the results of sporting contests for material gain (i.e. to defraud licensed betting operators). The statistics show that 57.89% of known proven match-fixing cases in sport analysed for this research are betting-related cases, whilst 42.11% of cases analysed are non-betting related match-fixing.

It should, however, be noted that that licensed betting operators have sophisticated integrity mechanisms designed to detect irregular betting patterns linked to betting related match-fixing and to advise sports and regulatory bodies accordingly so that suitable action can be taken. No such mechanism exists to identify non-betting related match-fixing and so the figures in that area may be less accurate. In addition, whilst a smaller number of known non-betting related match-fixing is apparent, there are some particularly high level instances

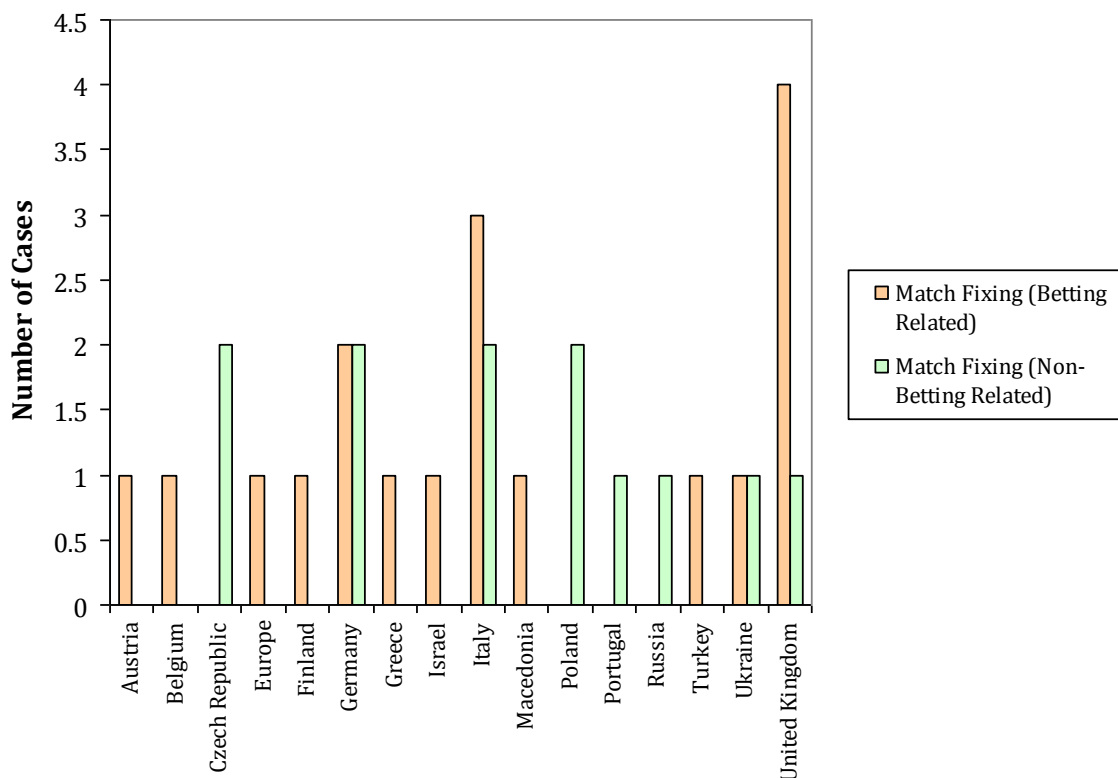


recorded from what have been deemed category A sports (e.g. Formula One Crashgate and Calciopoli in Italian football). The reason behind such activity is again most likely financial in that the rewards for a particular result are considerable. For example, ensuring promotion or qualification for major sporting competitions is reportedly worth tens of millions of Euros (UEFA distributed some €950m to teams participating in the 2009/2010 Champions League and Europa League competitions), and equally, significant losses ensue from relegation.

Based on the number of occurrences in international sport, there is clearly a need for the licensed betting industry, gambling regulators and law enforcement agencies to work alongside sporting bodies to punish those who try to unfairly influence the outcome of sporting contests across the sport industry as a whole, whilst limiting the amount of access illegal betting syndicates have to athletes, officials and teams. However, it is also apparent that European-based sport needs to be particularly vigilant given the global success, coverage and focus on sporting events organised in that geographical area.

Building on the previous figure, Figure 8 provides a breakdown of European countries that have been affected by match-fixing between 2000 and 2010, whilst highlighting the type of match fixing involved.

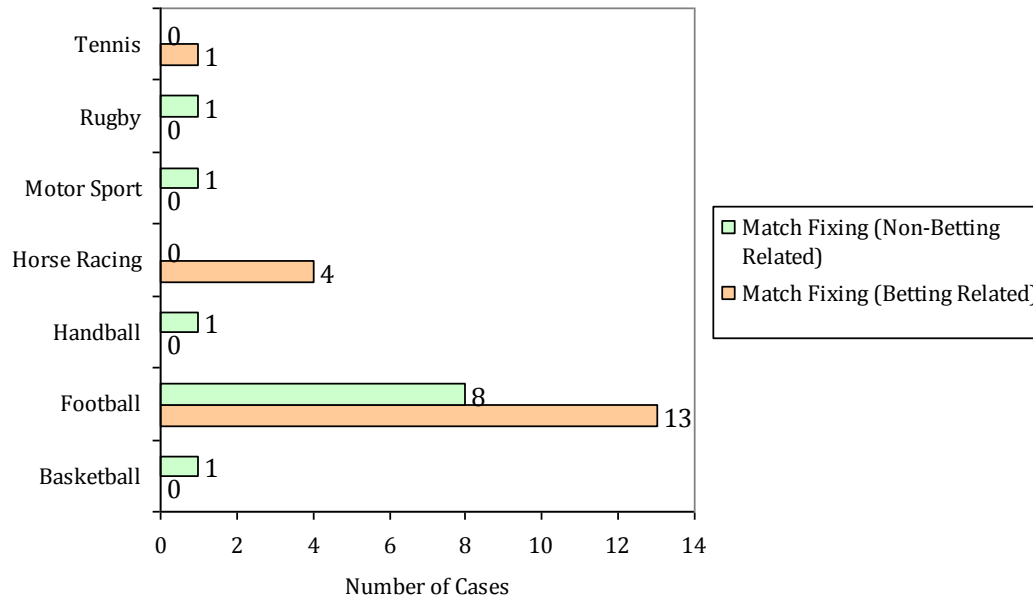
Figure 8 - Match Fixing by Country in Europe (2000-2010)





The majority of cases (70%) that occurred in Europe over the given time period were in football (see figure 9).

Figure 9 - Match Fixing in Europe By Sport



Whilst it is of obvious importance to identify the types of sports being affected by match-fixing, it is also key to note at which level of sport these cases are affecting.

It should be noted that instances of betting related match-fixing have been recorded in category A sports in the past (for example, the Totonero affair in Italy in 1980, that involved Serie A and B clubs). Indeed, Serie A was the focus of betting related match-fixing in 2000 (at the time of writing, the 2010 incident relates to a Serie B team) and non-betting in 2005/06 (Calciopoli). However, the majority of the betting related cases of match-fixing that have occurred in Europe during 2000-2010 have primarily affected category B sports and leagues. It may be that the material rewards involved, increasing media attention and security around Premiership footballers, for example, make it extremely difficult to influence Premiership players and officials. However, from the evidence, it appears that lower level leagues may be easier to access. Indeed, lower divisions in Germany (and thus a category B league) have been influenced by gamblers; the case of referee Robert Hoyzer and the Croatian betting syndicate he worked for being one of the most known and recent examples. Most of the matches being investigated by UEFA in recent years, although many occurring in the Champions League competition, involved teams playing in category B leagues.



Interestingly, the recent case of betting related match-fixing in Korean football, where the state-run gambling agency was targeted by corrupters, appears to be a prime example of the impact of material rewards on players' actions in category B events. In this example, K-league players were in some cases reportedly earning less than half of the national average income.

Although the Calciopoli scandal in Italian football (Serie A – category A sport) in 2006 involved some of the biggest names in the sport (Juventus, AC Milan, Lazio, Fiorentina and Reggiana), matches were not fixed for betting purposes, and are thus a case of non-betting related match-fixing. Indeed, whilst it may be statistically more prevalent during 2000-2010, it should not be assumed that all match-fixing is betting related, nor that non-betting related match-fixing is, like other forms of corruption, a new phenomenon (for example Bernard Tapie and the Marseille match-fixing affair in 1993). As stated earlier, there is no clear form of detection system akin to WADA or the sophisticated technological integrity systems employed by European licensed betting operators to identify non-betting related match-fixing.

Inside Information

In addition to betting related match-fixing, there have been cases of betting by athletes or officials misusing 'inside information' to make substantial profits from betting operators and their consumers. As such, the authors felt that it was important to provide a short analysis of all betting related cases in sport that affect the integrity of the events and the products offered by betting operators. Given the context of this research, cases of betting based on the misuse of 'inside information' have also therefore been collected.

An example of a betting case based on the misuse of 'inside information' would be the case in rugby league in 2004 when St Helens players Sean Long and Martin Gleeson placed bets on their opponents to win an upcoming contest between the two teams, knowing that a weakened St Helens team would be competing in the match. In Europe, there have been two cases (both in the United Kingdom) where players, who were not playing in a particular match for their teams, knew team information (e.g. injuries and team sheets) to bet on their teams to lose – this would not be classed as match-fixing as there is no evidence that they unfairly influenced the outcome of the sporting contest, however, they were able to undermine the integrity of the betting product by using their inside knowledge.



Figure 10 - Betting Related Cases in Sport (2000-2010)

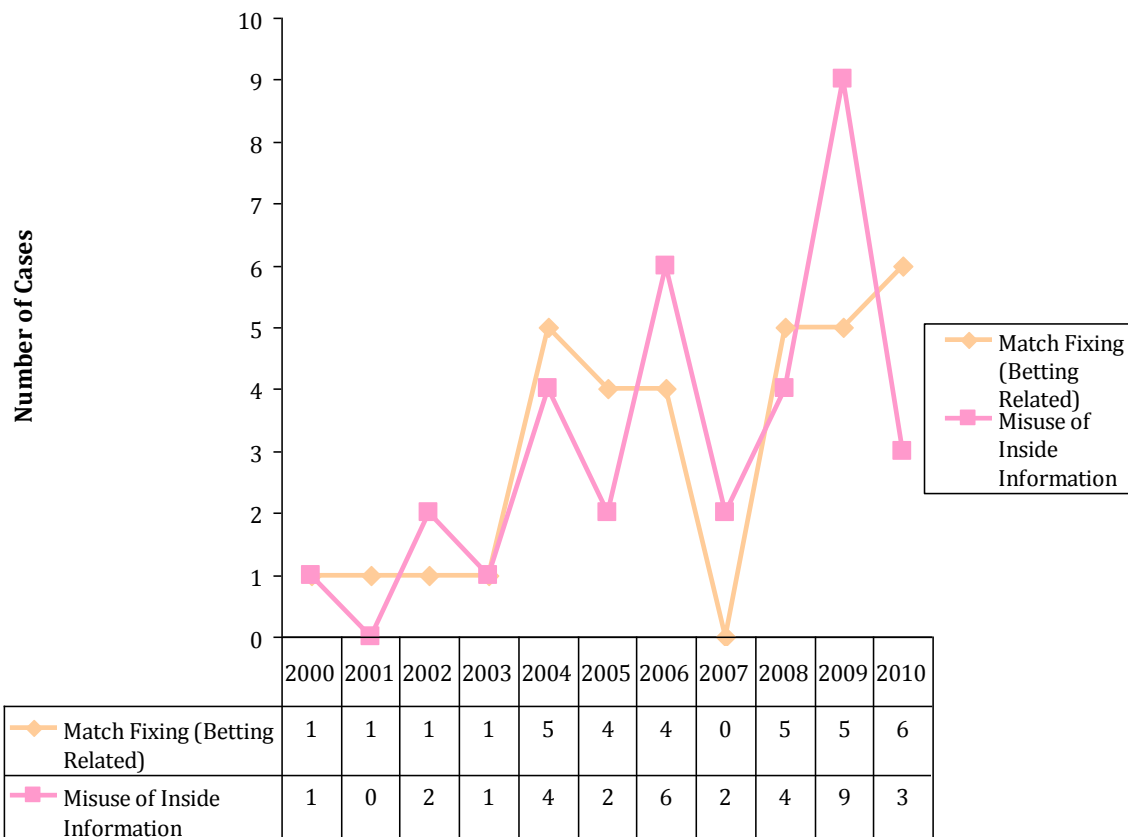
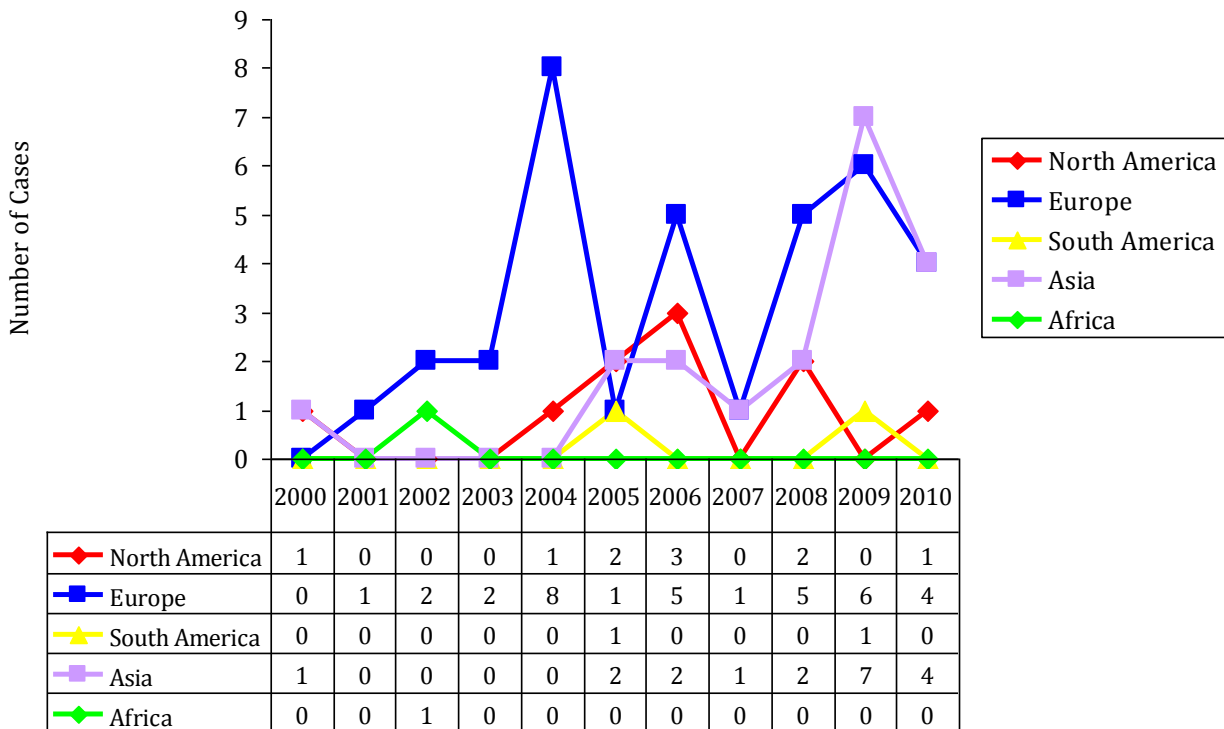


Figure 10 demonstrates the prevalence of cases of betting related match-fixing and the misuse of ‘inside information’, both of which undermine the integrity of the sport and betting industries.

Betting related incidents (match-fixing and the misuse of inside information) account for 67 cases in the analysed time period (2000-2010) with 50.75% of these cases involving the misuse of inside information, whilst match-fixing for betting purposes accounted for 49.25% of this total. These cases involved players, owners, coaches and officials from across a range of sports and geographical locations. Figure 11 displays betting related incidents by geographical area.



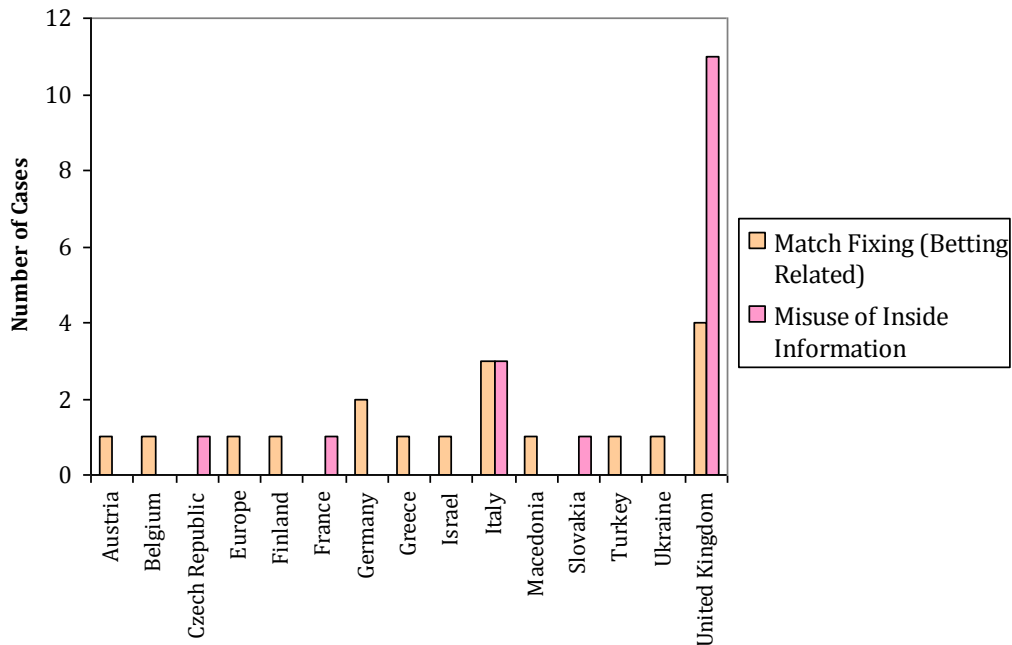
Figure 11 - Attempts to Defraud Betting Operators by Geographical Area (2000-2010)



Europe (52.24%) and Asia (28.36%) account for 80.6% of betting related (match-fixing and the misuse of inside information) cases recorded in this research. It is also clear from the data collected that this type of activity is more prevalent in some sports more than others. Football and horse racing account for the majority of betting cases, with other sports such as tennis and rugby league (in the UK and Australia) also prominent. Figure 12 provides a breakdown of European countries that have been affected by attempts to defraud betting operators between 2000 and 2010, whilst highlighting the type of activity involved.

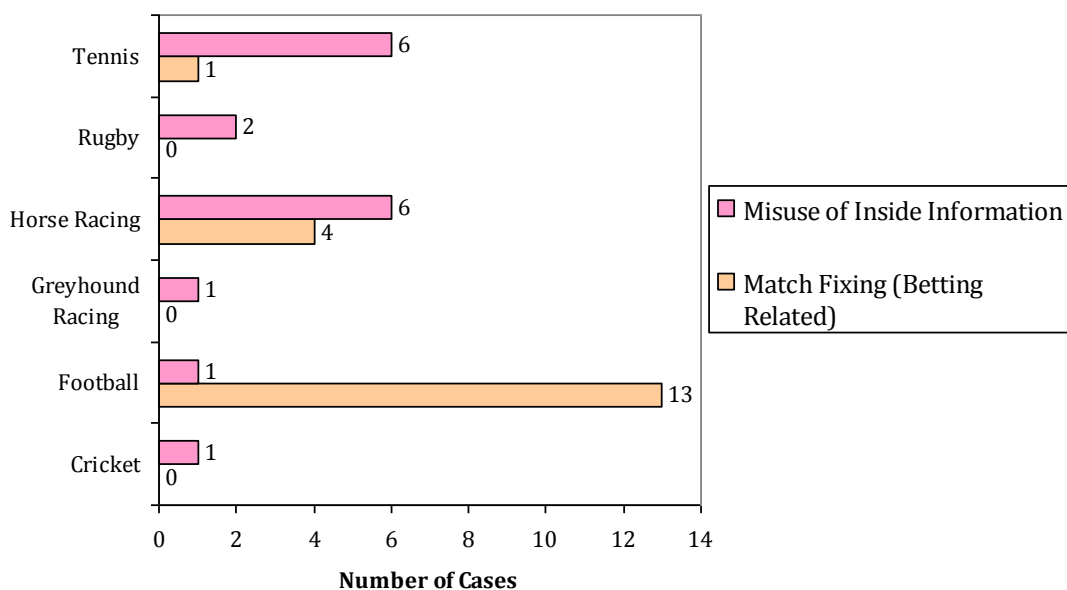


Figure 12 - European Cases of Attempts to Defraud Betting Operators by Country (2000-2010)



Of these European cases (35), 68.57% of cases occurred in football (40%) and horse racing (28.57%). Within these figures, 17 cases were recorded in Europe, where inside information is misused to attempt to defraud betting operators. Horse racing (6) and tennis (6) account for 70.58% of these examples (see figure 13).

Figure 13 - European Cases of Attempts to Defraud Betting Operators by Sport (2000-2010)





References

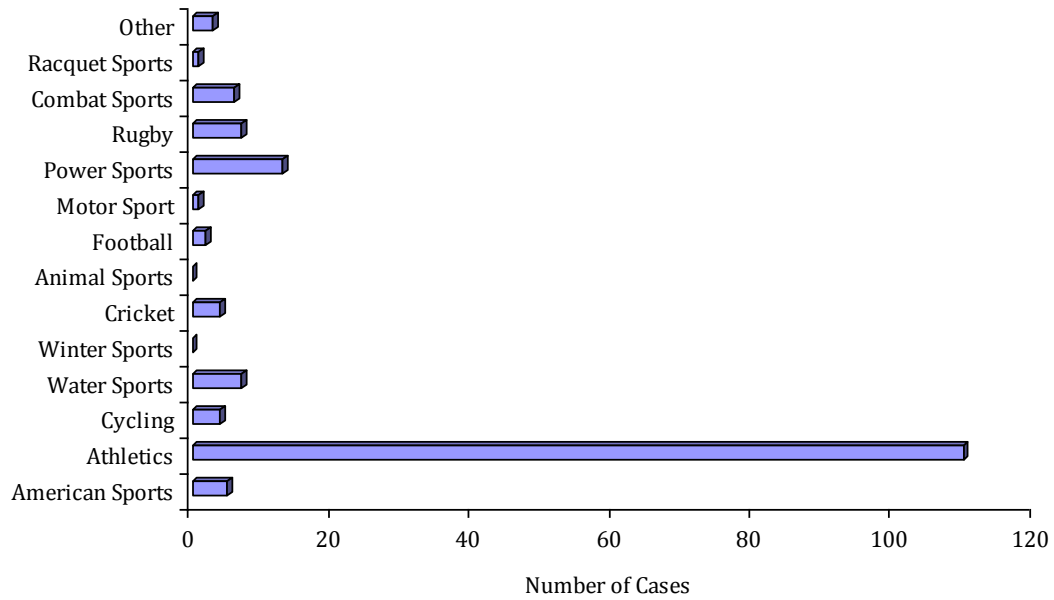
- Den Nieuwenboer, N.A. & Kaptein, M. (2008) Spiralling Down into Corruption: A Dynamic Analysis of the Social Identity Processes that Cause Corruption in Organisations to Grow, *Journal of Business Ethics*, 83(2):133-146
- Gorse, S. & Chadwick, S. (2010) Conceptualising Corruption in Sport: Implications for Sponsorship Programmes, *The European Business Review*, July/August 2010: 40-45
- Guetzkow, H. (1950) Unitising and Categorizing Problems in Coding Qualitative Data, *Journal of Clinical Psychology*, 6(1), pp.47-58
- Maennig, W. (2005) Corruption in International Sports and Sport Management: Forms, Tendencies, Extent and Countermeasures, *European Sport Management Quarterly*, 5(2), pp.187-225
- Mason, D.S. (1999) 'What is the sports product and who buys it? The marketing of professional sports leagues', *European Journal of Marketing*, 33(3/4):402-418
- Treisman, D. (2000) The causes of corruption: a cross-national study, *Journal of Public Economics*, 76(2000):399-457



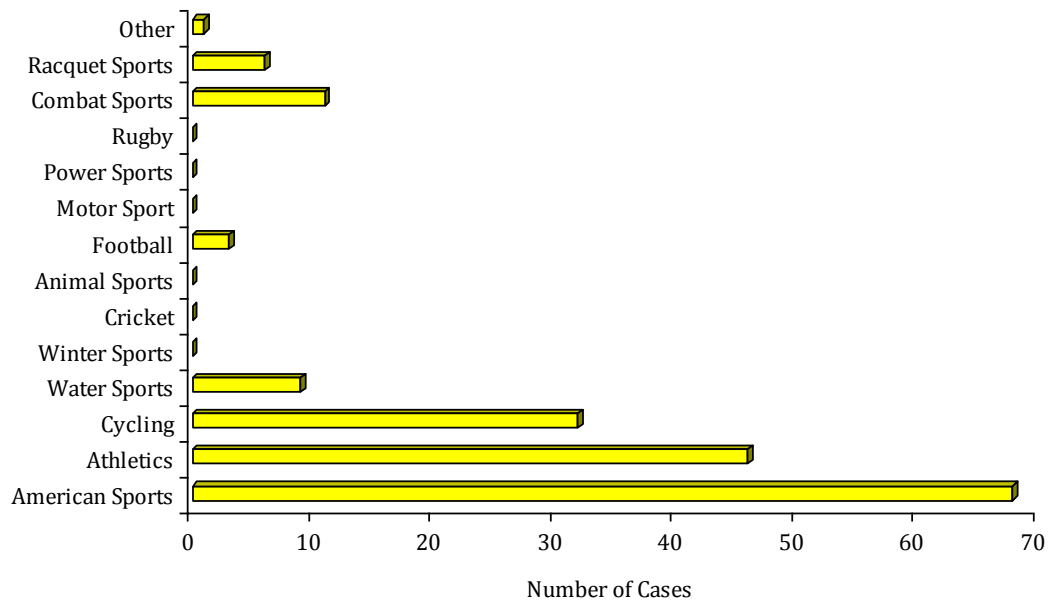
APPENDIX A

A breakdown of Figure 3 is presented below

Appendix A.1 - Doping Cases by Sport in Asia

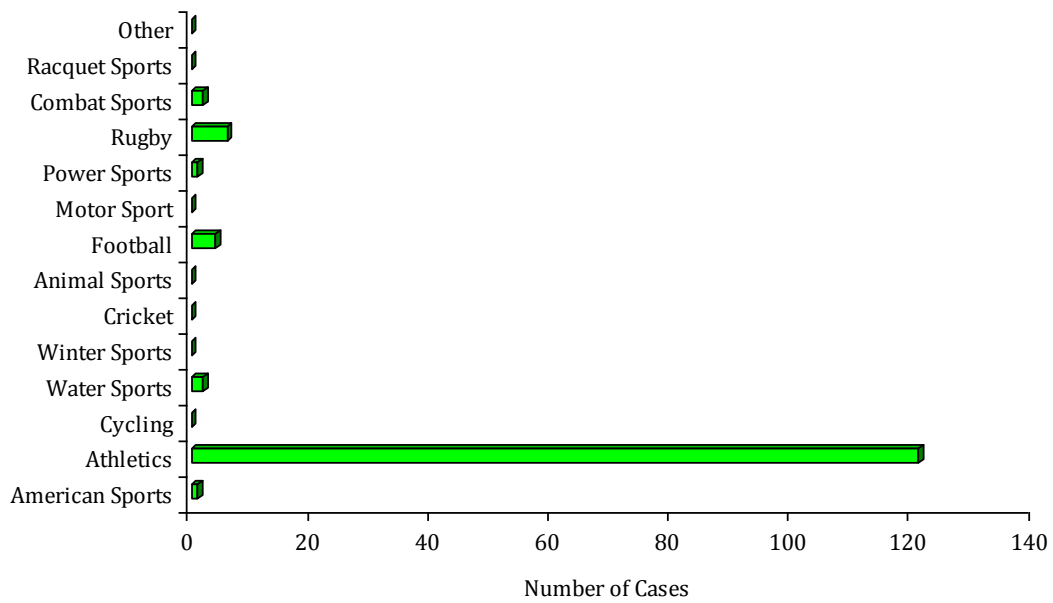


Appendix A.2 - Doping Cases by Sport in South America

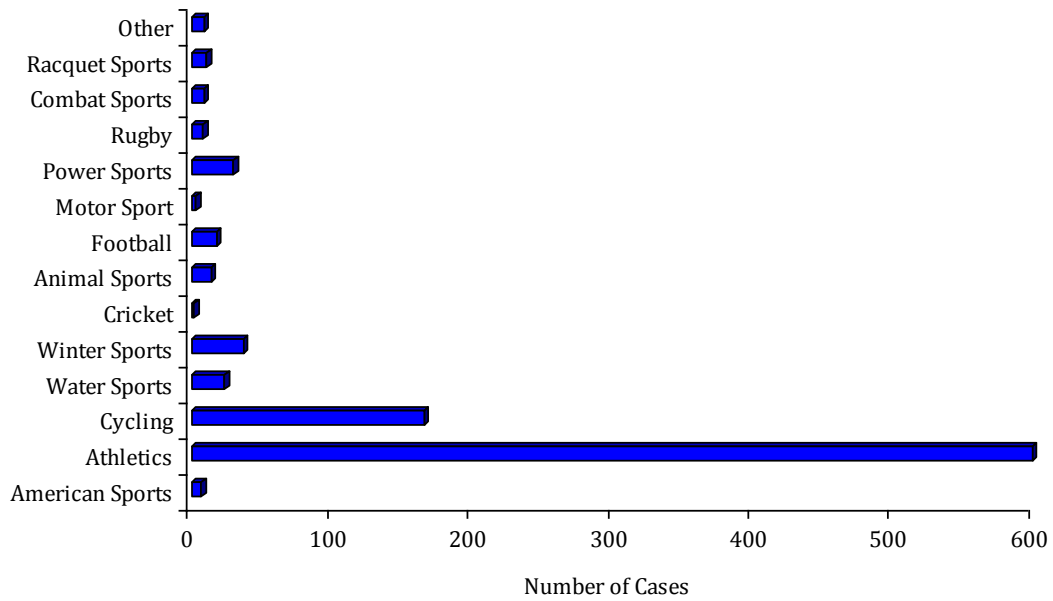




Appendix A.3 - Doping Cases by Sport in Africa

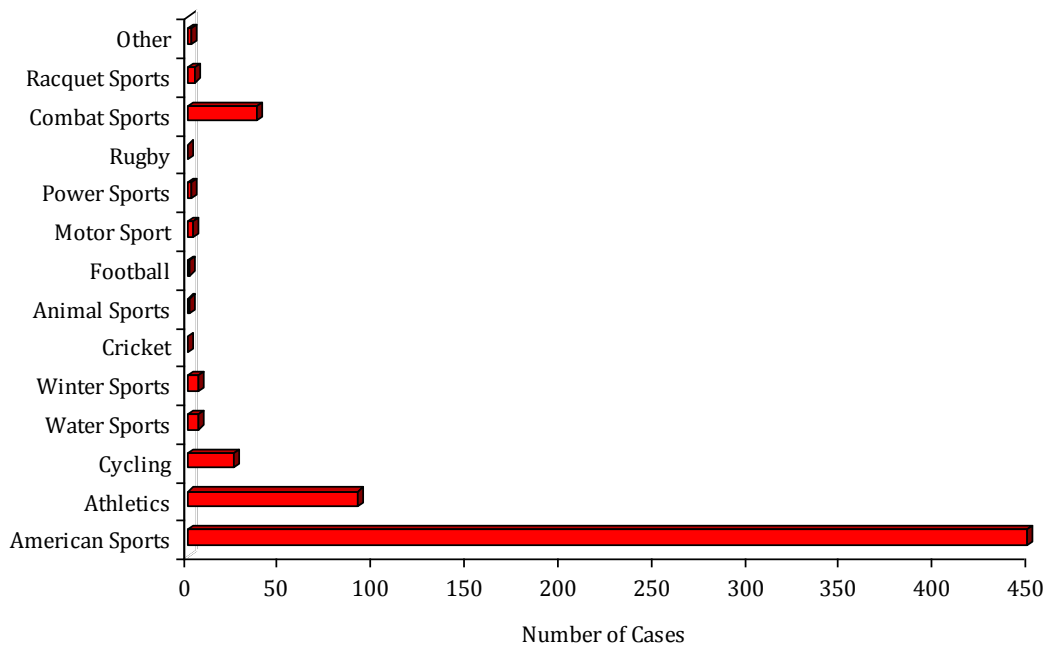


Appendix A.4 - Doping Cases by Sport in Europe





Appendix A.5 - Doping Cases by Sport in North America



Sports included in each of these categories:

- American Sports – baseball, basketball, ice hockey, American football
- Athletics
- Cycling – road, track, BMX, etc
- Water Sports – swimming, canoeing, rowing, etc
- Winter Sports – skiing, bobsleigh, ice skating, etc
- Cricket
- Animal Sports – horse racing, greyhound racing
- Football
- Motor Sports – any car and motorcycle racing events
- Power Sports – weightlifting, etc
- Rugby
- Combat Sports – judo, karate, mixed martial arts
- Racquet Sports – tennis, squash, badminton
- Other – gymnastics, triathlon, shooting, ten pin bowling



APPENDIX B

Cases of betting and non-betting related match-fixing in sport

YEAR OCCURRED	COUNTRY	SPORT	TYPE OF MATCH-FIXING	COMMENT(S)
2010	Italy	Football	Betting	'Calcioscommesse' - newly promoted Atalanta docked 6 points with various other teams and players impacted
2010	Greece	Football	Betting	Two topflight clubs relegated with charges against Super League club presidents, club owners, players, referees and a chief of police
2010	Pakistan	Cricket	Betting	Three players banned by the ICC (bowling no-balls at specific parts of the game) with criminal action being taken in UK courts
2010	South Korea	Football	Betting	Players and officials fined and banned (and could face prison) for betting-related match-fixing
2010	Germany	Motor Racing	Non-Betting	Team orders affected result of German Grand Prix (F1)
2010	South Korea	Speed Skating	Non-Betting	Two Olympic medallists banned for three years (reduced to one year) each for their alleged involvement in race-fixing
2010	Russia	Basketball	Non-Betting	President of Superleague sacked and referees suspended after recording became



				public discussing how referees were to 'help' a team win
2010	Turkey	Football	Betting	Six referees banned for life
2010	United Kingdom	Horse Racing	Betting	Jockey and trainer banned for three years for failing to run a horse 'to its merits'
2010	Japan	Sumo Wrestling	Non-Betting	Wrestlers admitted to fixing fights
2009	Nicaragua	Football	Betting	Player banned and others under suspicion
2009	Hong Kong	Football	Non-Betting	Player banned for attempted match-fixing
2009	Austria	Tennis	Betting	Player banned for life after breaking anti-corruption code on three occasions
2009	<i>Europe</i>	Football	Betting	Bochum judgement sentences match fixers with jail terms of five and a half years four fixing games in a range of competitions including matches in Austria, Bosnia, Croatia, Hungary, Slovenia, Turkey, Belgium (2 nd div), Germany (2 nd div) and Switzerland (2 nd div)
2009	Ukraine	Football	Betting	Referee banned for life for match-fixing
2009	United Kingdom	Rugby Union	Non-Betting	Fake blood capsule used to allow for tactical substitution to try and influence result of match
2009	Czech Republic	Football	Non-Betting	Team attempts to fix match to obtain UEFA Europa League place –



				received a fine and deducted nine points
2009	New Zealand	Bowls	Non-Betting	Player found guilty of deliberately losing an end to Thailand
2009	Australia	Horse Racing	Betting	Trainer banned for one year for race fixing
2008	China	Baseball	Betting	Five players found guilty of match-fixing – three received jail sentences
2008	Germany	Football	Betting	St Pauli player banned for two and a half years for accepting bribes to fix matches
2008	Taiwan	Baseball	Betting	Six players and a politician each given jail sentences of up to seven years for match-fixing
2008	Singapore	Motor Racing	Non-Betting	'Crashgate'
2008	Ukraine	Football	Non-Betting	Premier League executive suspended for six months and players punished after a match involving Metalist Kharkiv and Karpaty Lviv was fixed
2008	Finland	Football	Betting	Players fined and banned for match-fixing
2008	United Kingdom	Horse Racing	Betting	Ten individuals banned for involvement in Sabre Light fraud
2007	Kuwait	Handball	Non-Betting	Manipulation of referees in qualifying match for Beijing Olympics
2006	China	Football	Betting	Two teams relegated and another



				disqualified
2006	Israel	Football	Betting	Players convicted of taking bribes to fix a match
2006	United States of America	Horse Racing	Betting	Harness drivers convicted of race fixing at Cal Expo
2006	Germany	Handball	Non-Betting	Referees banned after being found guilty of accepting bribes
2006	Taiwan	Baseball	Betting	24 people sentenced for match-fixing
2005	Vietnam	Football	Betting	Players banned for fixing matches
2005	Australia	Snooker	Betting	Player banned for eight years
2005	Poland	Football	Non-Betting	Eleven players fined and given suspended prison sentences for fixing matches to ensure Zagłębie Lubin qualified for UEFA Cup
2005	United States of America	Horse Racing	Betting	Jockey found guilty of fixing races (2010)
2005	Italy	Football	Non-Betting	Genoa players and club officials banned and fined after match-fixing which secures promotion
2005	Brazil	Football	Betting	'Mafia do Apito' – 11 matches replayed after a referee confessed to accepting bribes from gamblers to ensure outcome of games
2004	Italy	Football	Non-Betting	'Calciopoli' – teams relegated and docked points for influencing referee appointments
2004	Vietnam	Football	Non-Betting	Referees convicted for



				taking bribes to be less tough on some clubs
2004	Germany	Football	Betting	Referee influenced by gamblers to fix results
2004	Belgium	Football	Betting	Coach banned for life for match-fixing
2004	United Kingdom	Horse Racing	Betting	Nine found guilty of race fixing, including jockey banned for four years
2004	South Africa	Football	Non-Betting	Player fined and given a suspended sentence for match-fixing activities
2004	Macedonia	Football	Betting	Club banned for eight years by UEFA - found guilty of match fixing
2004	China	Badminton	Non-Betting	Coach admitted fixing one of the women's singles semi-finals at 2004 Olympic Games
2004	United Kingdom	Horse Racing	Betting	Jockey admitted to stopping a horse on instruction from gambler
2003	Czech Republic	Football	Non-Betting	Players and club officials after investigation revealed they had fixed second division matches
2003	China	Badminton	Non-Betting	Chinese pair found guilty of match-fixing
2003	Portugal	Football	Non-Betting	Clubs found guilty of match fixing during earlier season after allegedly bribing referees
2003	Poland	Football	Non-Betting	Clubs relegated and docked points for bribing referees
2003	Italy	Football	Betting	Six players banned by Italian FA after



				investigation into match-fixing
2002	United States of America	Ice Skating	Non-Betting	Judge influenced to score competition in a certain way
2002	Kenya	Cricket	Betting	Player banned for five years for accepting bribes to fix match against Zimbabwe
2001	Italy	Football	Betting	Eight players found guilty of match fixing
2000	China	Football	Non-Betting	Referee sentenced to ten years for accepting bribes to fix games for clubs
2000	United States of America	Horse Racing	Betting	Four jockeys sentenced (one to six months in prison and three to a year's probation) for fixing and attempting to fix races



APPENDIX C

Cases of misuse of 'inside information' in sport

YEAR OCCURRED	COUNTRY	SPORT	COMMENT (S)
2010	United States of America	Harness Racing	Three riders fined and suspended for misusing inside information
2010	Australia	Horse Racing	Jockey banned for three months and fined AUS\$1,000 for betting on races
2010	Australia	Horse Racing	Jockeys banned for 12 and 15 months respectively for betting on races
2009	Australia	Australian Football	Player fined AUS\$5,000 for placing bet on AFL game
2009	Australia	Australian Football	Two interchange stewards and a timekeeper 'stood down' due to placing bets on games
2009	United Kingdom	Rugby League	Player banned for eighteen months for misusing inside information to bet on games
2009	United Kingdom	Greyhound Racing	Bookmaker cautioned and track official fined for unfairly exploiting knowledge of results
2009	Australia	Australian Football	Assistance coach banned for two weeks
2009	Australia	Horse Racing	Jockey banned for three months and fined AUS\$500 for betting on his own mounts
2009	Australia	Australian Football	Goal umpire banned for the rest of 2010 season for placing illegal bets
2009	United Kingdom	Horse Racing	Owner banned for 18



			months after laying five horses to lose
2009	Australia	Australian Football	One player given a two-match ban and a runner banned for six weeks for placing bets on AFL matches
2008	United States of America	Baseball	Scout fired for gambling
2008	United Kingdom	Football	Four players banned for between five months and a year for betting on outcome of matches
2008	Jamaica	Cricket	Player banned for two years for passing on information
2008	United Kingdom	Horse Racing	Owner banned for six months after admitting to betting on one of his horses to lose in two races
2007	United Kingdom	Horse Racing	Racecourse bookmaker banned from racing for 18 months after betting on horses from stables where he worked
2007	Australia	Australian Football	Three players fined for betting offences; one further player reprimanded
2006	United States of America	Baseball	Scout arrested and charged in 2006 with two felonies as part of a gambling investigation
2006	United States of America	Ice Hockey	'Operation Slapshot'
2006	Slovakia	Tennis	Player banned for two weeks and fined £1,500 for betting on matches
2006	Italy	Tennis	Player banned for nine months and fined \$60,000 for betting on



			tennis matches
2006	United Kingdom	Horse Racing	Two jockeys suspended for 18 months and an owner banned for eight years for providing inside information
2006	Czech Republic	Tennis	Player banned for ten weeks and fined £7,500 for betting on matches
2005	United States of America	Basketball	Referee pled guilty to 13 felony charges relating to transmitting wagering tips and wire fraud
2005	France	Tennis	Player banned for eight weeks and fined \$12,000 for betting on matches
2004	United States of America	Ice Hockey	Official found guilty of misusing inside information
2004	Italy	Tennis	Players banned for between six weeks and three months and fined \$20,000-30,000 for betting on matches
2004	Italy	Tennis	Player banned for 200 days and fined \$50,000 for betting on matches
2004	United Kingdom	Rugby League	Players suspended for three and four months respectively, fined and ordered to pay costs for betting on matches
2003	United Kingdom	Horse Racing	Four jockeys banned for between one and three years for passing inside information
2002	United Kingdom	Horse Racing	Owner banned from ownership for two years for betting against his own horses



2002	United Kingdom	Cricket	Player fined and banned for gambling using inside information
2000	New Zealand	Horse Racing	Jockey fined £25,000 for discussing race tactics with fellow jockey



APPENDIX D

Profile of the Report Authors

Samantha Gorse is a researcher and doctoral candidate at the Centre for the International Business of Sport, Coventry University. She has a Masters degree in International Business and a BA(Hons) degree in Marketing and Sport Studies, both from the University of Wolverhampton. Her PhD research, investigating the impact of corruption in sport on sport sponsorship agreements, has been published in a number of journals including the European Business Review and presented at international conferences including the Academy of Marketing and the European Association of Sport Management. Her other research interests include sport entrepreneurship, sport law and governance.

Contact email – samantha.gorse@coventry.ac.uk

Professor Simon Chadwick holds the position of Chair in Sport Business Strategy and Marketing at Coventry University Business School, where he is also the founder and Director of CIBS (Centre for the International Business of Sport). Chadwick's research and teaching interests lie in the areas of sponsorship, sport marketing and commercial strategy in sport, which means that his work covers a diverse range of subjects including football, motor racing, rugby, athlete endorsements, sports branding, fan behaviour the Olympic Games, the Indian Premier League and Grand Slam tennis tournaments. Previously having worked at the Universities of London and Leeds respectively, Simon is Editor of 'Sport, Business and Management: An International Journal', is a former Editor of the 'International Journal of Sports Marketing and Sponsorship' (he continues to serve as an editorial board member for several other sport journals), and has authored and published more than 500 articles, conference papers and books on sport. His academic research has appeared in journals including Sloan Management Review, the Journal of Advertising Research, Thunderbird International Business Review, Management Decision, Marketing Review and Sport Marketing Quarterly. Simon has recently co-edited the books 'Managing Football: An International Perspective' (Elsevier) and 'Sport Entrepreneurship: Theory and Practice' (F.I.T.), and has also been co-editor of the following books: 'The Business of Sport Management' and 'The Marketing of Sport' (Financial Times Prentice Hall), and 'International Cases in the Business of Sport' (Elsevier). Alongside his books, Chadwick has created a Sport Marketing talk series for Henry Stewart Publishing, is Editor of a Sport Marketing book series for Butterworth-Heinemann, and is a visiting academic at IESE and Instituto de Empresa in Spain; the University of Paris, France; and the University of Pretoria in South Africa. Amongst his other research and consultancy activities, Simon has



worked with numerous organisations involved in sport including Mastercard, Atletico Madrid, the International Tennis Federation, FC Barcelona, UEFA, Tottenham Hotspur, Sport Business Group, The Economist and the British Council. In addition, Chadwick's views on sport are regularly covered by the media; he has been quoted more than 4,000 times in publications across the world including in the Wall Street Journal, the New York Times, Forbes, Time, the Financial Times, the Economist, Der Spiegel, El Pais, Le Monde and China Daily. He also regularly appears on television, where he has commented on sport for broadcasters such as CNN, Bloomberg, Al Jazeera, the BBC, CNBC, Sky and CCTV. Simon sits on the Advisory Board of StreetGames (an organisation which takes sport to disadvantaged communities), and is a close collaborator with or advisor for various organisations in sport, ranging from teams, clubs and governing bodies through to commercial partners, broadcasters and government ministries.

Contact email – simon.chadwick@coventry.ac.uk



APPENDIX E

Centre for the International Business of Sport Coventry University

CIBS produces high quality, creative outputs in the area of sport management, specifically:

- Undertaking applied research in the area of sport business management;
- Undertaking a range of consultancy activities
- Providing the services of retained academics
- Delivering generic and bespoke training programmes
- Creating opportunities for networking and collaborative exchange
- Working with prospective, actual and previous clients to identify ways in which CIBS can assist them with specific projects

CIBS operates at local, national and international level across the following areas:

- Professional sport and sport businesses
- Governing bodies
- Amateur sport
- Not-for-profit sector

As such the range of organisations with which CIBS works includes:

- Fans and customers
- Individual players and athletes
- Teams and clubs
- Leagues
- Competitions and tournaments
- Events and venues
- Commercial partners
- Media corporations
- Governing bodies and representative associations
- Places and spaces
- Local economic and social development agencies
- Magazines and newspapers
- Sports-wear manufacturers, merchandisers and retailers
- Grassroots, government and voluntary organisations