



SPORT INTEGRITY  
AUSTRALIA

# LIVESTREAMING SPORTING EVENTS

Livestreaming sporting competitions can be a valuable way for sporting organisations to maintain supporters' interest, expose competitions to new audiences and generate commercial opportunities, particularly for those competitions that do not have a free-to-air or pay TV presence. Increased engagement may translate into more revenue generated from broadcasting, advertising, merchandising and events.

However, livestreaming sporting competitions has also become an important tool for Wagering Service Providers (WSP) to generate gambling revenue (particularly in offshore jurisdictions). It is increasingly common for WSPs to livestream less popular, lower tier, or even junior sports competitions to provide more wagering content.



## ! What are the risks?

- An increase in gambling interest will likely result in larger amounts bet on that competition. The more money in a market, the more attractive it may become for criminal syndicates to exploit through match-fixing.
- Athletes and others associated with the event may become vulnerable to exploitation for the purposes of match-fixing. This is particularly relevant for those athletes on low income.
- If the livestream is produced primarily for WSPs by a sports data company it may also be used for online in-play (OIP) gambling, meaning that the target audience is probably in an offshore jurisdiction, making it very difficult to monitor and regulate.
- A by-product of increased gambling on a sporting competition is the online abuse that competitors receive from disgruntled gamblers, which can have serious adverse effects on participants. Participants may also be targeted via social media to provide inside information.



## How sports can lower their risk

- Implement a competition manipulation and sports wagering policy binding participants at appropriate levels of the sport.
- Implement education and awareness programs to all participants, focusing on rules, identification and reporting issues of concern, and managing online abuse.
- Where possible, restrict livestream viewing to low-risk jurisdictions.
- Enter into information sharing and integrity agreements with WSPs and data providers.
- Regular monitoring of betting markets, potentially using a market monitoring service, to assess volume, location and bet types, and any actual or potential risks they may present.
- Ensure all affiliate member bodies are aware of the risks livestreaming presents.
- Advise the national sporting organisation, or the body responsible for the integrity of the sport or competition, of any intention to livestream an event.
- Ensure strict adherence to Member Protection Policies when filming and disturbing images of participants, particularly minors.

For additional information or assistance in developing or implementing these strategies contact Sport Integrity Australia.

[EMAIL US](#)

13 000 27232  
[sportintegrity.gov.au](https://sportintegrity.gov.au)

