

La Liga Cracks On "Vicious" Betting Behaviour With U.S. Integrity Link

With the deal, La Liga will be servicing Prohivet, a banned betting solution launched in February 2023. Prohivet is a joint venture between US Integrity and Odds On Compliance.

US Integrity provides betting monitoring services to sports stakeholders by analyzing datasets to identify dubious betting behaviors. Odds On Compliance, meanwhile, is a compliance technology and consulting firm in sports betting and gaming.

La Liga will benefit from analytical insights to ensure Spain's top two football leagues play fairly. Suspicious betting activity will be perceived as "malicious" behaviour, thanks to surveillance warnings.

"This partnership with US Integrity is an important milestone in our efforts to preserve the integrity and transparency of professional football," La Liga President Javier Tebas said

Matthew Holt, US Integrity CEO and Co-Founder, added: "We are thrilled to expand our international efforts and work with La Liga to better align our warning process for future games on a global scale." [슬롯사이트](#)