PRESS RELEASE

Illegal Gambling Awareness Week: Regulators Encourage Consumers to “Check Before You Play”

The International Association of Gaming Regulators (IAGR) will launch its first Illegal Gambling Awareness Week, an international consumer protection campaign to educate gamblers about the dangers of doing business with illegal online gambling operators. Unlicensed gambling operators expose players to platforms operating outside consumer protection rules and deprive governments of substantial revenue. To support IAGR’s campaign, French RegTech company Sharp Vision will unveil a first-of-its-kind international initiative to help players more easily identify the platforms on which they can play with confidence.

Called *Check Before You Play*, this search engine is powered by regulatory intelligence technology developed by Sharp Vision. The portal covers IAGR member jurisdictions worldwide, making *Check Before You Play* one of the most ambitious regulatory information-sharing projects ever undertaken in the online gambling sector. Throughout the Week, the IAGR is also releasing awareness videos that use satire and humour to alert consumers of the dangers of dealing with illegal gambling operators.

Paris, 9 November 2026 — Illegal Gambling Awareness Week (IGAW) shines a light on a reality players rarely see on their screens. Within just a few clicks, they can access gambling platforms based anywhere in the world. Yet it is often difficult for them to determine whether a site is authorised in their country, under which licence it operates, or which authority to turn to in the event of a question or dispute. This confusion benefits unregulated offerings, which sidestep the player protection, oversight and tax obligations imposed on licensed operators.

According to Fincord Intelligence, the global illegal online gambling market reportedly generated nearly $50 billion in gross revenue in 2025. The study estimates that about 5,000 operators run more than 15,000 websites and apps that offer gambling outside national regulatory frameworks.

This is precisely what Illegal Gambling Awareness Week sets out to address. Giving players access to more reliable information is as much a consumer protection issue as a regulatory one. It is in this spirit that Sharp Vision and the IAGR have chosen IGAW to launch *Check Before You Play*, available free of charge at **checkbeforeyouplay.org**.

A portal designed to make regulatory information more accessible

Check Before You Play was designed as a single point of access to regulatory information on online gambling. The search engine enables users to look up the information available for a given country, identify licensed operators or those subject to blocking measures where they are listed, verify the

information associated with a gambling site, and identify the competent regulatory authority. Users can also flag information that needs correction or completion via a dedicated form.

The portal is strictly informational. It does not replace the competent authorities: before registering, depositing money or sharing personal data, users are still advised to confirm the information directly with the relevant regulator.

Beyond the service it provides to players, *Check Before You Play* also aims to facilitate information flow between authorities facing the same operators, the same illegal practices and the same risks, often well beyond their national borders: precisely the kind of cross-border cooperation that Illegal Gambling Awareness Week aims to foster.

“Before using an online gambling site, consumers should verify that it is licensed in their jurisdiction and identify the regulatory authority overseeing it,” said Brian Krolicki, IAGR President. “Illegal Gambling Awareness Week gives IAGR members an opportunity to demonstrate why regulation matters and make licensing information more accessible. Just as importantly, consumers can take steps to protect themselves from sharing personal and financial information with illegal operators. We appreciate Sharp Vision’s contribution in developing IAGR’s *Check Before You Play* initiative. By combining shared resources with local regulatory expertise, our members can help consumers make informed decisions and protect themselves before they play.”

An awareness video shared by regulators worldwide

IAGR will use IGAW to launch short awareness videos satirising illegal gambling operators and how they prey on consumers and greedily avoid paying lawful gaming taxes. The videos, developed by communications firm R&R Partners, are designed to help consumers recognise the warning signs of illegal gambling operators and to get into the habit of checking a platform before placing a bet. The IAGR-led campaign encourages adults who gamble online to check whether a site is licensed where they are playing before registering, depositing funds or sharing personal information. It highlights risks associated with illegal gambling, including unpaid winnings, misuse of personal information and difficulty resolving complaints. The campaign follows the IAGR’s annual conference, held in Lima, Peru, from 19 to 22 October 2026, where regulators focused on combating illegal gambling websites.

Sharp Vision: French technology at the heart of the search engine

At the heart of *Check Before You Play* is the regulatory intelligence technology developed by French RegTech company Sharp Vision to support public authorities in their supervisory missions and in the fight against unauthorised gambling offerings.

Deployed with several regulators worldwide, this technology makes it possible, in particular, to continuously identify gambling sites accessible without authorisation in a given jurisdiction, to assess and document potential offences, to compile the evidence required for the proceedings provided for under regulatory frameworks, and to improve market knowledge by tracking changes in the illegal offering. This expertise now powers *Check Before You Play*.

Designed as a collaborative initiative, *Check Before You Play* is intended to be continuously enriched, well beyond Illegal Gambling Awareness Week. Regulators are invited to verify information for their jurisdiction, flag corrections, and share regulatory developments. Through these contributions, the portal aims to become a leading international reference resource, built collectively for the benefit of players, regulators, and the wider ecosystem.

“Illegal Gambling Awareness Week is a reminder that illegal gambling operators work without borders, and that the tools available to regulators must now match that reality. With Check Before You Play, we are demonstrating that technology can strengthen cooperation between jurisdictions and contribute to

better player protection in increasingly international markets," said **Cyril Casanova**, CEO of Sharp Vision.

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About Sharp Vision

Founded in 2021, Sharp Vision designs and deploys technology solutions to support the authorities responsible for regulating online gambling. Its tools contribute to the supervision of licensed operators, the identification and handling of unauthorised offerings, and the strengthening of player protection, notably through the analysis of risk signals. Based in Paris, the company operates in several jurisdictions and relies on local teams to support public authorities in a variety of regulatory environments. Sharp Vision also offers skills-transfer and training programmes to help the teams concerned take operational ownership of its solutions.
Sharp Vision was notably awarded the 2025 Innovation Prize at the France Digitale Talent Awards.
To learn more: www.sharpvision.fr

About the IAGR

The International Association of Gaming Regulators is a regulator-led association dedicated to improving the effectiveness of gaming regulation worldwide. IAGR helps regulators exchange knowledge, build regulatory capability, and collaborate on shared challenges through education, information sharing, and international cooperation. More information: iagr.org.

Anna Martins
Director of Public Affairs and Communications
anna.martins@sharpvision.fr
+33 6 69 22 26 19

CLAI Agency
sharpvision@clai2.com