



# the campaign for *fairer gambling*

RELEASED JANUARY 2026

**GREAT BRITAIN**

**GB NATIONAL 2024 AND 2025 FIRST HALF**  
**Illegal Streaming of Sports Events and Illegal Gambling**

**Online Streaming and  
Online Gambling Marketplaces**

MONITORING, DATA & ANALYSIS BY

 **YIELD SEC™**

## About Yield Sec

**Yield Sec, short for *yield security*, is a technical intelligence platform monitoring all audience activity across gambling, streaming, crypto and consumer goods to see the total online marketplace - both legal and illegal.**

**Yield Sec delivers analysis, actions and recommendations to ensure online stakeholders make the money they should - and are not stolen from by unregulated gambling.**

**Yield Sec was acquired by Gaming Compliance International (GCI) in November 2025.**

**AS SEEN IN:**

**Bloomberg Forbes**

[www.bloomberg.com](http://www.bloomberg.com)

[www.forbes.com](http://www.forbes.com)

**FINANCIAL  
TIMES**

[www.ft.com](http://www.ft.com)

**The  
New York  
Times**

[www.nytimes.com](http://www.nytimes.com)

**FOLHA**

[www.folha.com](http://www.folha.com)

# The Campaign for Fairer Gambling: Introduction

## INTRODUCTION

There is only one reliable source of GB gambling black-market information: [a Yield Sec report](#) commissioned by the Campaign for Fairer Gambling (CFG).

The Betting and Gaming Council (BGC) commissioned Yield Sec to report on the British-facing black market in 2022. The BGC did not like the conclusions that Yield Sec drew: that at the time the black market was not significant, but was growing through targeting underage and self-excluded gamblers.

Instead of joining with Yield Sec to create awareness of the pending danger, the BGC gave a story to the Sun newspaper, with no reference to the illegal market targeting of underage and self-excluded gamblers.

The reason that the black market was not trying to compete conventionally was that the established British brands had been allowed to operate with similar minimum standards. The 2005 Gambling Act allowed operators to stay offshore with no application of gambling tax.

The British regulator, the Gambling Commission (GC), was presented with a similar report to the BGC one. But the GC is too aligned with the sector and did not want to acknowledge the truth about where the harm was growing.

With the trade body and the regulator having closed minds on the black market, nobody can rely on them to be better informed about the depth and breadth of harm related to gambling.

Now this UK Streaming report highlights a newer growing danger. Illegal sports streaming is accompanied by black market gambling advertising. [A US Streaming report](#) highlighted the same practice.

***Compiled by Derek Webb, founder and funder of the Campaign for Fairer Gambling.***

**Protecting Online Borders. Defending the Economy.  
Minimizing the Harm.**

## Yield Sec: Executive Summary – 1 of 2

# THE GREAT ILLEGAL STREAMING ROBBERY

Illegal streaming brands operating around the world have exerted powerful influence over global audiences for decades and particularly since the pandemic. Whilst many reasons can be suggested for interaction with illegal streaming, including costs of living crises and rising prices for the content that audiences demand and wish to watch, the victimization effect across the ecosystem has rarely been noted.

Yield Sec monitoring and surveillance of audience and their activity across online marketplaces, including streaming and gambling, demonstrates The Great Online Revenue Robbery taking place across online industries in all territories – and especially in Great Britain – today.

Illegal streaming is not about getting something for nothing – it's about the serious risks users unknowingly expose themselves to. Users believe that they get premium entertainment content for “free” but in fact settle their “bill” through the unknowing provision of their data, devices and device processing power to illegal streamers and the often-criminal groups that back them. It's common sense in the internet-era to assume that *anytime audiences get “something” for “nothing”, then they are the product.*

## What's Behind the Illegal Stream? The Dual Purpose of Illegal Streaming

Behind 89% of illegal streaming of sports events viewed in Great Britain during 2024 and the first half of 2025 were malware, spyware, keystroke loggers, and other ID and data theft mechanics aimed at producing content for crime from the audience.

The key question audiences need to start asking themselves when they become victims of online crime, be that romance scams, social media account takeovers, bank fraud and more, is this: “When did I last illegally stream?”. Because illegal streaming is clearly setting the audience up to become a victim of crime – that's the whole reason why premium sports and entertainment content is stolen and offered to the audience “for free”. If it seems too good to be true, that's because it is – in fact, its intention is not good at all. In fact, its intention is theft.

## Yield Sec: Executive Summary – 2 of 2

### HIDDEN COSTS OF ILLEGAL STREAMING

This and other hidden costs for consumers are severe, and the illegal activity of stolen streaming content also harms the athletes, sports teams and leagues, promoters, broadcasters, streaming platforms, influencers, and content creators who make their living from the planning, production and promotion of professional sports and entertainment content. The normalization of illegal streaming, especially during the pandemic, has exacerbated this issue, and affects the entire business model and content-monetization curve across sports and entertainment, leading to significant revenue losses for legitimate content owners, creators and distributors. All of that comes before the provision of the entertainment and events that audiences demand and wish to watch, the future sustainability for which is at risk if illegal streaming is allowed to survive and prosper without safeguards and enforcement against it.

This underscores a deep concern across the normalization of interaction with illegal streaming by the GB audience – potential customers simply do not understand the core factors that make illegal streaming “bad” for them to engage with.

### The Three Cs of Legal Online Streaming

Legal online streaming brands contribute to three essential factors across their activity.

- 1) Commerce:** They provide for local commerce through onshore jobs, marketing, sponsorship, services and supply chain activity and the payment of taxation
- 2) Content:** They innovate and produce the content which audiences demand and desire, with premium production values to deliver to a range of audience devices
- 3) Consumers:** They provide for consumer accessibility, protection and safety through compliance with local laws and regulation and do not illicitly data harvest and use this data to compromise and make their audience and customers victims of crime

Only legal streaming operators contribute to The Three Cs.

Illegal, and often criminal, streaming operators do not contribute at all, and actively abuse and harm their consumers.

As such, monitoring, policing and enforcing against the availability and presence of illegal streaming must become a leading strategy for all legal stakeholders, including streaming platforms, sports teams and leagues, athletes and sports management agents, sports sponsors, affiliates, payments providers, media platforms, ISPs, law enforcement and national treasury teams. Each stakeholder has their own part to play in the the battle for control over the global online streaming marketplace, and jurisdictional instances of the same on a geo-IP basis. This is not simply a problem for law enforcement. It is a problem for all legal marketplace participants, including streaming platforms, content creators, producers, distributors, and, fundamentally, for the audience and consumers. Only when everyone understands their online marketplace, and their status within it, clearly and effectively, and accepts the fact that the marketplace is being stolen from by crime, can the legal stakeholder community each act in their own best self-interest to do their part to move the needle against crime and towards satisfying The Three Cs across the online streaming ecosystem.

## What is Illegal Online Streaming?

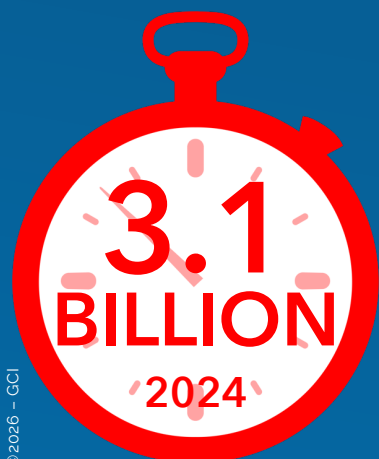
# THE ONLINE STREAMING MARKETPLACE IS AN ICEBERG

**Illegal online streaming refers to any streaming service that is not authorized, licensed, or otherwise permitted under the laws of a jurisdiction or by the relevant content rights holders, but which targets, is accessible to, and delivers content to consumers in that jurisdiction, whether provided “free of charge” or in exchange for payment, advertising, or other forms of commercial benefit.**

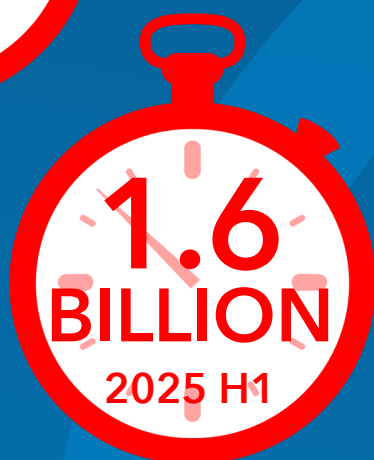
**If you don't understand illegal online streaming,  
you don't understand the total online streaming  
marketplace . . . and the online gambling  
marketplace.**



# The Great Illegal Streaming Robbery: Sports Events in GB – 2024 and 2025 First Half



Illegal stream views of 90+ seconds across the Top 10 sports in Great Britain during 2024.



Illegal stream views of 90+ seconds across the Top 10 sports in Great Britain during 2025 First Half.

**ILLEGALS OFFER UNRESTRICTED CONTENT AT REDUCED OR "FREE" PRICE POINTS. IT IS NOT JUST "COPYRIGHT THEFT" OR "PIRACY". IT IS THEFT, PERIOD. ILLEGAL STREAMING EXPLOITS THE AUDIENCE TO MAKE THEM VICTIMS OF CRIME - FOR ILLEGAL STREAMERS, THE AUDIENCE IS THE PRODUCT.**

## Illegal Streaming of Sports in GB: Top 10 – 2024 and 2025 First Half

1. FOOTBALL (SOCCER)

6. CRICKET

**LEGAL STREAMING OFFERS CONSUMERS CHOICE & CONVENIENCE WITHIN CONTENT & COMMERCIAL CONSTRAINTS.**

2. BOXING / COMBAT SPORTS

7. DARTS

**ILLEGAL STREAMING OFFERS CONSUMERS CHOICE & CONVENIENCE AT LOW TO NO "PRICE" BUT AT THE COST OF BECOMING A VICTIM OF CRIME.**

3. TENNIS

8. HORSE RACING

4. MOTORSPORT

9. SNOOKER

5. RUGBY

10. GOLF



SOURCE: Yield Sec - Proprietary data  
[www.YieldSec.com](http://www.YieldSec.com) [Info@YieldSec.com](mailto:Info@YieldSec.com) [www.GamingCompliance.com](http://www.GamingCompliance.com)  
 NOTE: Across the Top 10 GB Sports by Streaming in 2024 there were approximately 3,500 live sports events  
 NOTE: Ranked by popularity of illegal stream view volume per sport and per event.



# Advertising Upon Illegal Streaming of Sports Events in GB

## TOP 4 INDUSTRIES ADVERTISING ON ILLEGAL STREAMING

(GB ONLY, BY VOLUME OF ADVERTISING UPON ILLEGAL STREAMING OF SPORTS EVENTS)

1

**ILLEGAL GAMBLING**  
Present upon 89% of illegal streams

2

**ILLEGAL CRYPTO**  
Present upon 11% of illegal streams

3

**ADULT ENTERTAINMENT**  
Present upon 6% of illegal streams

4

**GAMES**  
Present upon 5% of illegal streams



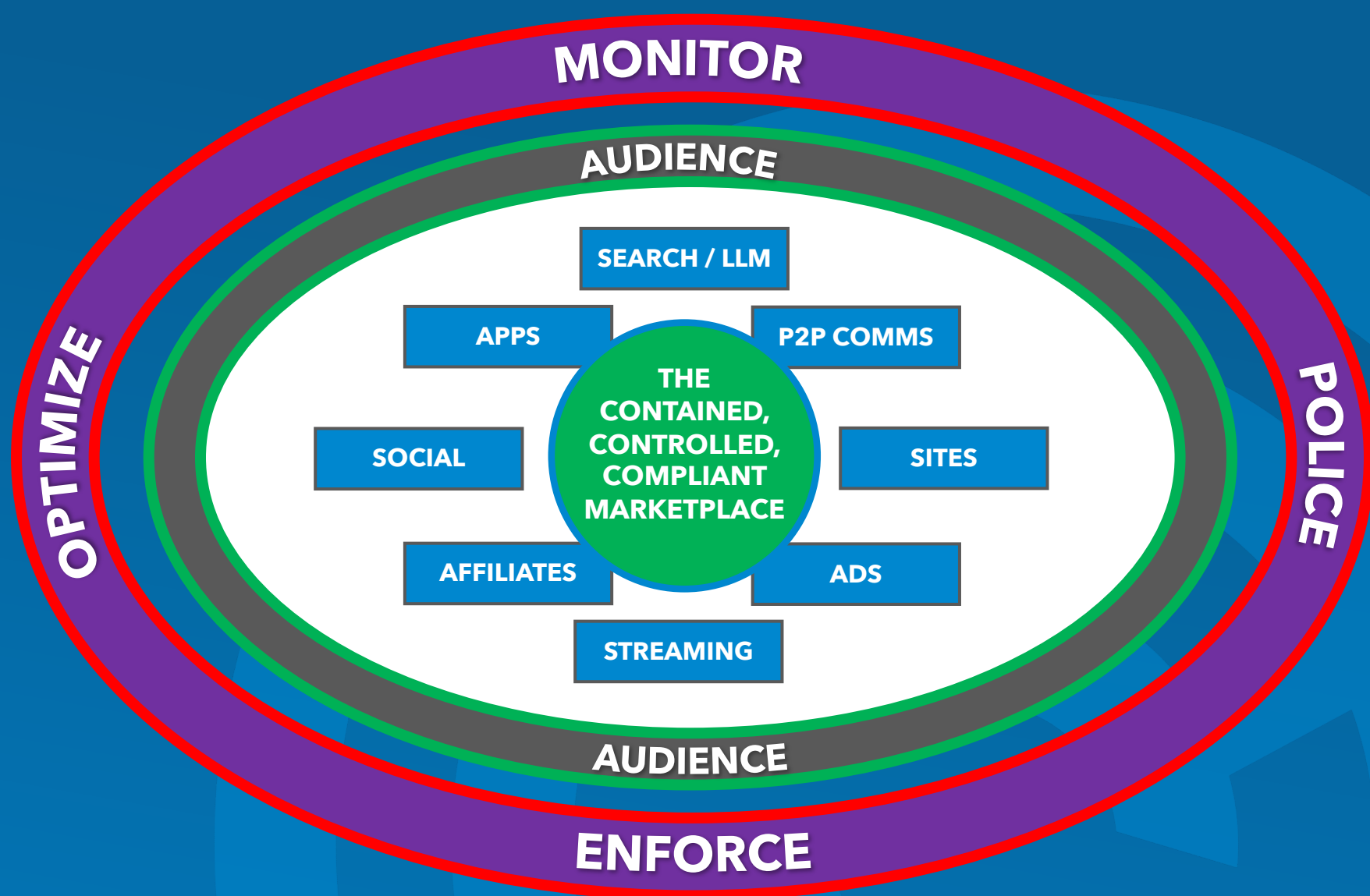
# What's Behind the Illegal Stream?

Behind 89% of illegal stream views on sports in GB during 2024 and the first half of 2025 were malware, spyware, keystroke loggers, and other ID and data theft mechanics aimed at producing content for crime from the audience.

For the criminals behind illegal streaming, media platforms are the prey . . . and the audience are the product.

# 89%

# MPEO: Policy, Process and Practice Across the Marketplace



## What Does This Mean for Great Britain's Post-Budget Position?

**MONITOR**



**POLICE**



**ENFORCE**



**OPTIMIZE**



Great Britain is moving to a higher tax environment for online gaming. Many say that this will - inevitably - create a larger audience for illegal gambling. It does not need to, so long as the focus is on marketplace control via MPEO - Monitor, Police, Enforce and Optimize. Illegal streaming is fast becoming a core recruitment ground for mainstream audiences and needs to be monitored and policed now . . .

# Illegal Streaming and Illegal Gambling: The “Conversion Factor”

**LEGAL  
STREAMING  
ISN'T  
MAKING THE  
MONEY IT  
SHOULD.**



**LEGAL  
STREAMING**



100 100  
**LEGAL \$**  
100 100

**THERE IS AN “ILLEGAL STREAMING AND ILLEGAL GAMBLING NEXUS”, TAKING AUDIENCES INTO ILLEGAL STREAMING AND FUNNELING THEM TOWARDS ILLEGAL GAMBLING.**



**ILLEGAL  
STREAMING**



**ILLEGAL  
GAMBLING**

**THE QUESTION: IF YOU COULD CONVERT ILLEGAL STREAM VIEWS INTO LEGAL ONES, HOW MUCH MORE MONEY WOULD GO TO LEGAL SPORTS STREAMING AND LEGAL GAMING?**

# Three Stages of Illegal Streaming of Sports Events

## THE THREE Ss OF ILLEGAL STREAMING OF SPORTS EVENTS: YIELD SEC DETECTS A CLEAR PATTERN FROM OUR MONITORING

### SEEDING:

Illegal streamers seed URLs, search and social with locations and links for the placement of the to-be-stolen content, building their relevance and authority next to obvious event and athlete identifiers

### SPAWNING:

A few raw locations become many in the hours leading up to the event start time and then massively multiply with many new locations, spread via social, messaging, user forums, video platforms, etc

### STREAMING:

During the live sports event, mirrors and redirects are added to balance and consolidate audience and prevent churn from broken feeds and buffering

WEEKS & DAYS  
BEFORE EVENT

HOURS BEFORE &  
DURING EVENT

DURING  
THE EVENT

## High Level Opportunities for Disruption

AUDIENCE IMPACT

STREAMING

SPAWNING

SEEDING

### ACTIONS AND OPPORTUNITIES

#### 1) SEEDING

-“Watch \_\_\_\_\_ Free” drives a dominant majority of Social & Search engagement leading to illegal streaming.

#### 2) SPAWNING

-Who hosts the content and enables the mirrors and redirects?

#### 3) STREAMING

-Enforcement Education: What’s behind the Stream? Malware, spyware, keystroke loggers. When content is “free” it’s because YOU are the product. When the audience become victims of crime they should ask themselves, “When did I last illegally stream?”

**YIELD SEC MONITORING, DATA AND ANALYSIS INFORMS HIGH  
LEVEL ACTIONS FOR ILLEGAL STREAMING DISRUPTION.**

# The Campaign for Fairer Gambling: Conclusion

## CONCLUSION

Great Britain projects a form of “soft power”, globally, through international admiration for GB sports. Protecting this soft power also serves the nation’s geopolitical interests. Illegal streaming of sports events, like illegal gambling, is a transnational cybercrime which harms all. It harms reputations, undermines law enforcement, erodes asset values, and weakens the global resonance of GB sports as a form of soft power.

The loss caused by illegal streaming ripples across the entire sports and media supply chain – affecting broadcasters, teams, leagues, athletes, agents, managers, media platforms, payment providers, and production companies – all causing harm to the wider economy. Society is then impacted by reduced tax receipts. Consumers of illegal streaming are at risk of being made victims of crime, without realizing it.

At the nexus of this ongoing criminality is illegal gambling, which has learned much from the illegal streaming sector and is now its primary source of income and monetization.

Our [US streaming report for 2024](#) identified an estimated 4.2 billion interactions, a ratio of 12 per head of population. This GB report shows 3.1 billion interactions in 2024, a ratio of 45 per head. Illegal sports streaming is therefore nearly four times more prevalent in GB than in the US.

The US illegal gambling market is far greater than the legal one, whereas in GB the reverse is true. However, the GB illegal market has been growing, targeting underage and self-excluded gamblers as detailed in our [GB National 2024 report](#). There is a danger that this growth will continue to expand, pushed through by illegal sports streaming.

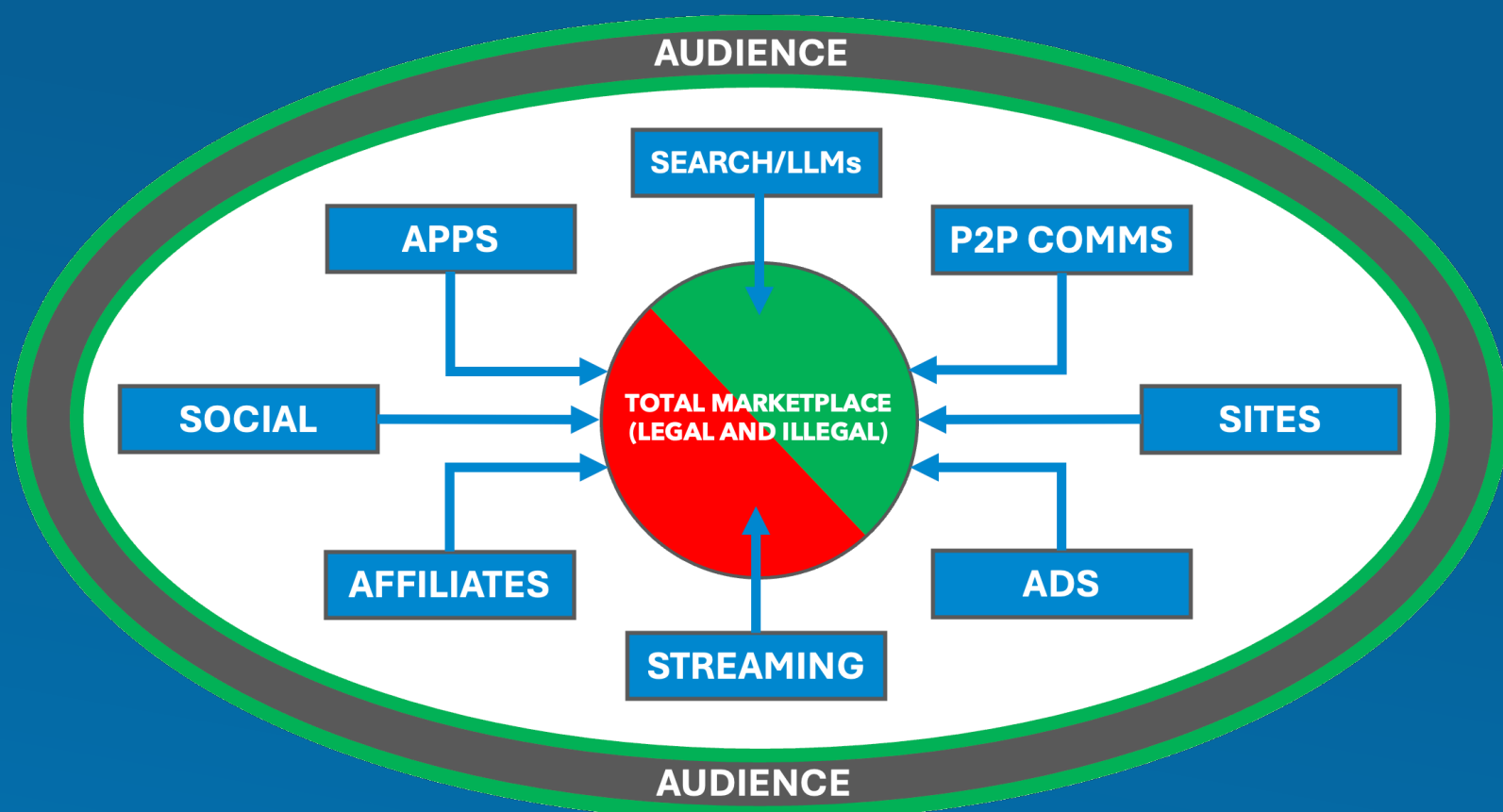
The GB Gambling Commission (GC) has abjectly failed to recognise the reality of the gambling black market and to adequately enforce against it. The GC performance has been severely criticised by [Howard Reed of Landman Economics](#).

*Compiled by Derek Webb, founder and funder of the Campaign for Fairer Gambling*

**Protecting Online Borders. Defending the Economy. Minimizing the Harm.**



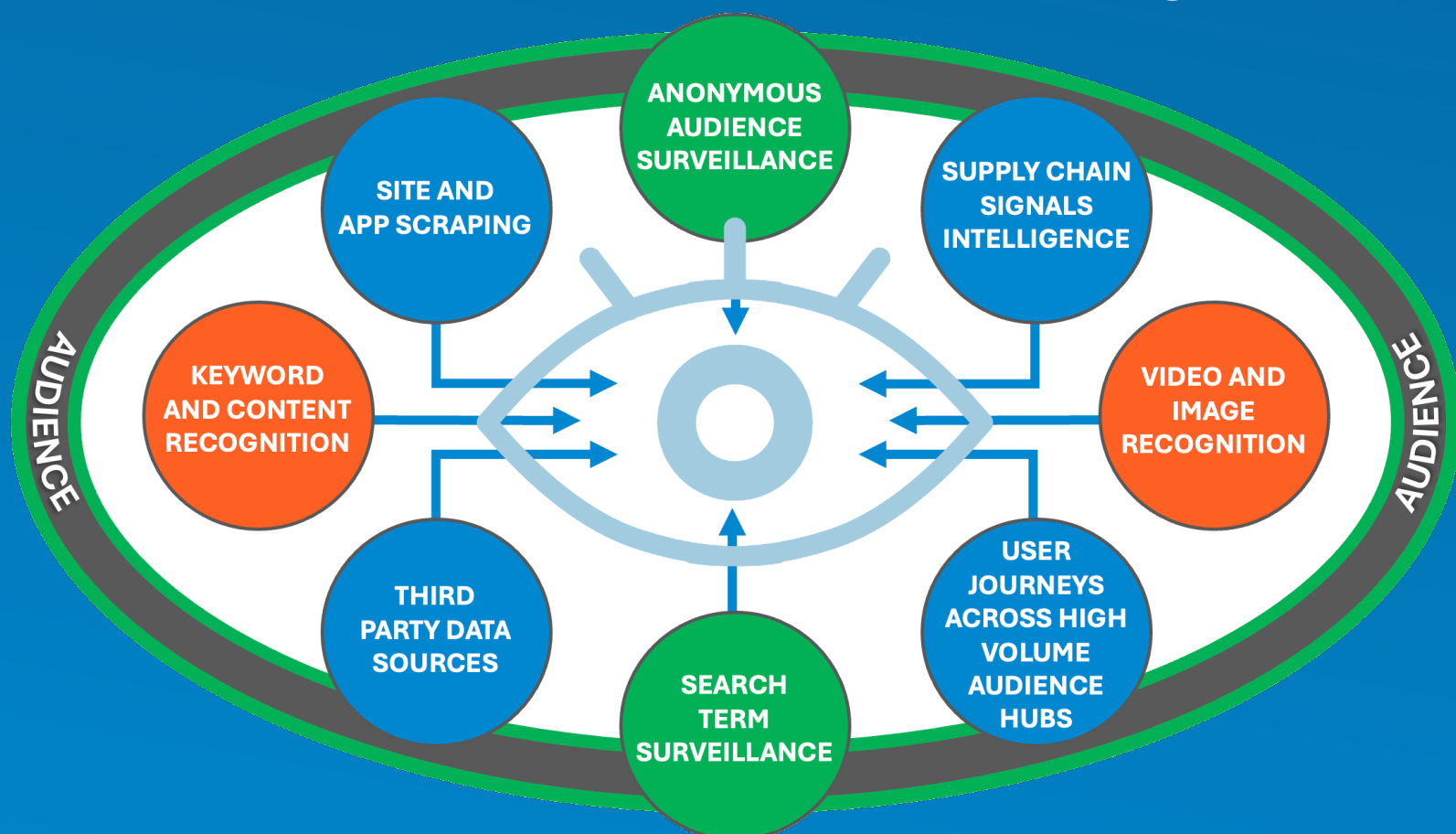
# We monitor the total marketplace



YIELD SEC<sup>TM</sup>  
ECOSYSTEM ESSENTIALS

To help you take back control

# We monitor audience anonymously



YIELD SEC<sup>TM</sup>  
SURVEILLANCE STANDARDS

For the total marketplace view



# Yield Sec Methodology: Core Processes

## ALL OF THE AUDIENCE:

Our platform scours the internet to find all instances of commercial and referral streaming content, traffic, audience, search, advertising popularity and more.



## ALL OF THEIR ACTIVITY:

Content is analysed, categorized and classified into legal and illegal groups, at the top level, and into splits by sports, movies, TV, events and more.



## ALL OF THE TIME:

The Yield Sec Matrix prioritizes threats to revenue, market share, audience protection, content monetization, and consumer lifecycle, based upon the event calendar and content cycle.



## STREAM LOCATIONS AND CONNECTED VIEWS

## STREAM VIEW DURATION AND DWELL TIME

## HUMAN USERS - NO CRAWLERS, SPIDERS, BOTS

**Illegal stream views do not equal "the number of viewers." This is because:**

**a)** Views will be duplicated: it is in the nature of illegal streaming to force viewers to refresh feeds to serve more advertising.

**b)** Illegal stream views can be watched by many people simultaneously in real-life contexts, i.e. in bars and restaurants.

**Why does Yield Sec present the 90 seconds+ measure? It denotes a "committed view" across content, and removes a large element of forced pop-ups, etc. triggering stream views.**



**YIELD SEC™**

**NOTES**

# Yield Sec: Notes on this Report

**The following key notes apply across Yield Sec data:**

## **SIMPLE FINANCIAL DEFINITIONS**

"Handle" – relates to the value of bets placed by consumers with online gambling operators. "Hold" – relates to the value left behind with online gambling operators, after customer winnings have been repaid. "GGR" – relates to Gross Gaming Revenue, or Customer Bets MINUS Customer Winnings EQUALS Gross Gaming Revenue.

## **PRODUCTS COVERED BY THE DATA IN THIS REPORT: ONLINE ONLY - SPORTS BETTING (INCLUDING PREDICTORS) AND CASINO (INCLUDING POKER)**

Throughout this report, online sports betting includes both traditional online sports betting and predictors. Within legal online sports betting, all legal predictors are included. Within illegal online sports betting, all illegal predictors are included. Crypto products are included within sports betting and casino, and their respective legal or illegal positions. Products not covered by the data in this report: daily fantasy sports, sweepstakes, social casinos, prize draw contests and lotteries.

## **ONLINE ONLY**

Yield Sec covers the total online marketplace, including both legal and illegal online gambling. No retail or land-based data is included in our reporting.

## **TARGETING AND TRANSACTING**

Only operators who actively target the jurisdictional marketplace through audience profiling, advertising, affiliate deals, audience accessibility (with and without a VPN) and featuring verified local resident payment abilities are classed and included as "illegal" or "unsanctioned" operators if they do not have local legal licensing for the jurisdiction they are taking revenue from.

## **AVAILABLE BUT NOT TRANSACTING**

Operators who have an accessible website/app but without any active commercial ability (to place bets, make transactions and affect revenue) are not classed or included as "illegal" or "regulated" operators.

## **ILLEGAL GAMBLING OPERATORS**

Each individual, active, transacting website or app that targets a specific marketplace but does not feature licensing for that jurisdiction, is counted as an "illegal gambling operator" for that jurisdiction.

## **MIRRORS AND REDIRECTS**

All active and transactable destinations for illegal gambling operators are included in the number of total destination domains – the count of illegal gambling operators. Each individual, active, transacting website or app that targets a specific marketplace with clear domain strategy redirects and mirrors – IllegalGambling.com, IllegalGambling123.com, IllegalGamblingABC.com, etc. – is included as a separate illegal gambling operator result for that jurisdiction.

## **ACCURACY**

Our analysis derives from data obtained from our online surveillance as well as from third party licensors. Our assessment of large complex online marketplaces is limited by the availability and completeness of data. We are confident, however, that our platform provides by far the best analysis of online marketplaces possible.

## Yield Sec: Glossary, 1 of 2

**What is Illegal Online Streaming?** Illegal online streaming refers to any streaming service that is not authorized, licensed, or otherwise permitted under the laws of a jurisdiction or by the relevant content rights holders, but which targets, is accessible to, and delivers content to consumers in that jurisdiction, whether provided “free of charge” or in exchange for payment, advertising, or other forms of commercial benefit.

**What is Illegal Online Gambling?** Illegal online gambling refers to any gambling service that is not authorized, licensed, or regulated under the laws of a jurisdiction, but which targets, is accessible to, and conducts transactions with consumers in that jurisdiction.

**Audience:** All potential, unique human beings in a specific jurisdiction using online services (including children).

**Activity:** All states of online behavior, everything from browsing (looking) through to buying (transacting).

**Total Online Gambling Marketplace:** There is only one marketplace in a jurisdiction. Unfortunately, it features two industries: one legal, one illegal. To get to total, you must consider and add legal plus illegal.

**Black Market:** The common name for illegal operators. Why don't we use it? It's misleading – there is no separate marketplace – and “black market” is the name unregulated gambling gave itself to make it appear somehow distinct. It is not distinct: it is simply stealing money.

**Illegal:** Meaning you are not licensed in the jurisdiction you are targeting, accessible in, and transacting with.

**Interaction/Interacting:** Consumer engagement with an operator. The consumer is doing more than simply “seeing” content: a consumer has *engaged* with it by clicking on ads, registering with websites, liking social posts, etcetera, anything that has amended their current and future experience online – due to the algorithms and cookies – in favor of greater future exposure with operators.

## Yield Sec: Glossary, 2 of 2

**Affiliates:** For-profit groups across websites, apps and social media which engage audiences with content including reviews, comparisons, special offers, promotions, discounts, and news, to move that audience on to commercial opportunities with online gambling operators in return for a fee or a share of customer revenue, and often both.

**Audience Exposure:** The impact of gambling and related content upon the audience across a blended view of the Eight Ecosystem Essentials (search/LLMs, P2P comms, sites, ads, streaming, affiliates, social, apps). The audience exposure measure is a useful “early warning indicator” of where GGR market share split could flow in the future.

**Traffic Channelization:** All visits across the entire marketplace broken out by share of operator and legal or illegal.

**Unique Audience Share:** Unique audience member visits on an operator-specific basis, broken out by share.

**Traffic Volume:** The volume of visits made by the online audience to online opportunities.

**Uniques Volume:** The volume of unique human beings using specific online services.

**Visitors:** Unique human beings visiting pages across a site – no matter the pages they visit, they are still one unique user over the time period.

**Visits:** The pages unique human beings visit across a site, and the traffic created from this. One unique human will visit many pages on a site for different products, processes, bets, games, etc.

**Mirrors and Redirects:** Websites and apps used for audience accessibility and to avoid jurisdiction blacklists and blocklists. Mirrors and redirects are effectively “back doors” into online gambling operator destinations that the audience will have no knowledge concerning.

# Contacts & Questions



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## FOR MORE INFORMATION:

[CFG GB National 2024 / First Half 2025: Report](#)

[CFG USA National 2024: Press Page](#)

[CFG USA National 2024: Report](#)

[USA National 2024: Illegal Streaming](#)

[USA State Supplement #1](#)

[USA State Supplement #2](#)

Fairer Gambling is funded by Derek Webb LLC (CA 202356017711)

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