
STATE OF NEW JERSEY, DEPARTMENT
OF LAW AND PUBLIC SAFETY,
DIVISION OF GAMING ENFORCEMENT,

Petitioner,

ORDER

v.

PLAYUP INTERACTIVE NJ INC.
d/b/a PLAYUP, AMELCO UK
LIMITED d/b/a AMELCO, and
SPORTRADAR SOLUTIONS, LLC

Respondent.

The Division of Gaming Enforcement (“Division”) filed a complaint on or about February 23, 2024, under Docket Number 24-0130-VC that sought sanctions against Amelco UK Limited d/b/a Amelco (“Amelco”), Sportradar Solutions, LLC (“Sportradar”), and PlayUp Interactive NJ Inc. d/b/a PlayUp (“PlayUp”), for reasons set forth therein and more specifically regarding conduct from March 2022 until January 2023 in which Amelco and PlayUp had permitted wagering on unapproved and statutorily prohibited events. Sportradar acknowledged that it, through its global data feed to all customers, including Amelco and PlayUp, provided data for those events. PlayUp failed to respond to the Division’s complaint; and

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1, et seq.*, *N.J.S.A. 19:34-24*, the Sports Wagering Act, *N.J.S.A. 5:12A-1, et seq.*, the regulations, specifically *N.J.A.C. 13:69N-1.1*, *N.J.A.C. 13:69N-1.11(a)*, and *N.J.A.C. 13:69N-1.9*, as well as constitutional provisions, specifically *N.J. Const. art. IV §7, ¶2*; and

Having considered the remedial action taken by Amelco and Sportradar in response to these violations; and

Having considered the Stipulation of Settlement which the parties executed and finding sufficient legal and factual support for the recommended penalty therein.

I hereby **ORDER** that the settlement be adopted and that a civil penalty in the amount of \$10,000.00 be imposed upon Amelco, as agreed to by the responding parties, payable upon receipt of an invoice from the Division's Revenue Unit.

Dated: November 21, 2024

Mary Jo Flaherty

MARY JO FLAHERTY
INTERIM DIRECTOR

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D-04-23-010, D-04-23-046

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