



b@tradar

**MARKET-
LEADING
SPORTS
BETTING
SERVICES
PRODUCT
BROCHURE
2022**



If it's betting, it's here

The leading provider with everything you need to run a world-beating sportsbook

Sports betting never sits still. So we don't either. We've always led the way in delivering fast data. Always been first with new technology. And always brought fresh innovations to the market.

Data & technology you won't find anywhere else

We collect, process and distribute so much data that we're always improving the technology that handles it. So no matter what you need, we'll get it to you with utmost accuracy and extremely low, or zero, latency. It's why we're the official data partner of some

of the world's most renowned sporting bodies. And it's why we're the only provider capable of giving you data this reliable, accurate, and comprehensive.

We're also the frontrunner in using the latest technology, like artificial intelligence or machine-learning models, to help your business thrive.

One provider. Many solutions.

Why deal with different suppliers when you'll find everything you need right here?

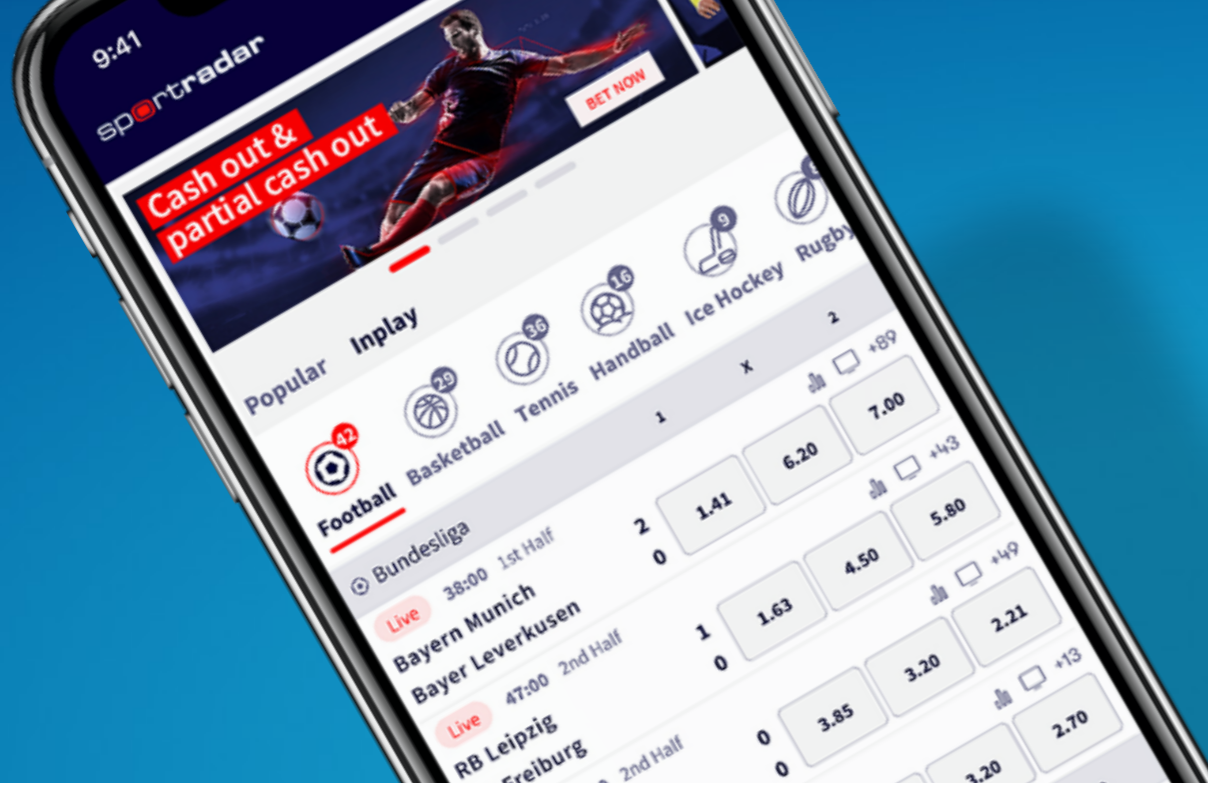
Get your own sportsbook, built on our state-of-the-art platform. Use our trading and marketing services to run your sportsbook more efficiently, and acquire new players. Or pick and choose from our range of products to make your offering even more attractive and satisfying for customers. Whatever you need, we'll make it happen.

A multi-award-winning company



Content

Introduction	5	Products – Gaming	25
		Virtual Sports	25
		Simulated Reality	26
		Numbers Betting	27
Sportsbook Platform	6	Products – Streaming	28
Sportsbook platform	6	Audiovisual	28
Sportsbook solution	7		
Player Account Management	8	Services – MTS	30
Business Intelligence	9	Managed Trading Services	30
		Integrated Trading Solution	32
		Full Trading Solution	33
Products – Sports Betting	10	Services – ad:s	34
Live Data Service	10	ad:s	34
Live Odds Service	11	Programmatic Display	35
Pre-Match Odds Service	12	Programmatic Video	36
Player Markets	14	Paid Social	37
Premium Cricket Service	15	Publisher Products	38
Rapid Markets	16	Paid Search	38
Custom Bet	17	Sponsorship	39
Live Match Tracker	18	ad:s for MTS	40
LMT Compact	19		
Bet Assist	20		
Match Preview	21		
Tournament Preview	21		
H2H	22		
Statistics Centre	22		
Betting Widgets	23		
Live Score	23		
Electronic Leagues	24		
		Offices and Sales representations	43



PLATFORM

Sportsbook Platform

Powerful technology that drives success

[Find out more](#)

Betradar's sportsbook platform gives you both our proven platform services and our industry-leading betting product portfolio in one. It's all the tech, services and betting products you need to be competitive in the market.

Take your performance to the next level
 With our solution you get powerful tech that offers real-time data delivery, real-time scalability and support for massive data loads. All with a 99.99% average up-time.

What you'll get:

- A complete platform that natively merges our betting products and platform services.
- Simplicity and efficiency, from day-to-day operations to machine learning to automation.
- Heavy duty capacity, no matter how intensive the data load.

- An omnichannel platform, to manage all distribution channels efficiently and effectively.
- Real-time Business Intelligence to help you make the right decisions.

Pick and choose the modules that matter most

We're here to give your business goals the edge – so you can choose the modules that work best for you. Set up the whole suite, or use Sportsbook with your existing Player Account Management module.

- Sportsbook
- Player Account Management
- Business Intelligence

Let us take the heat so you can take care of business

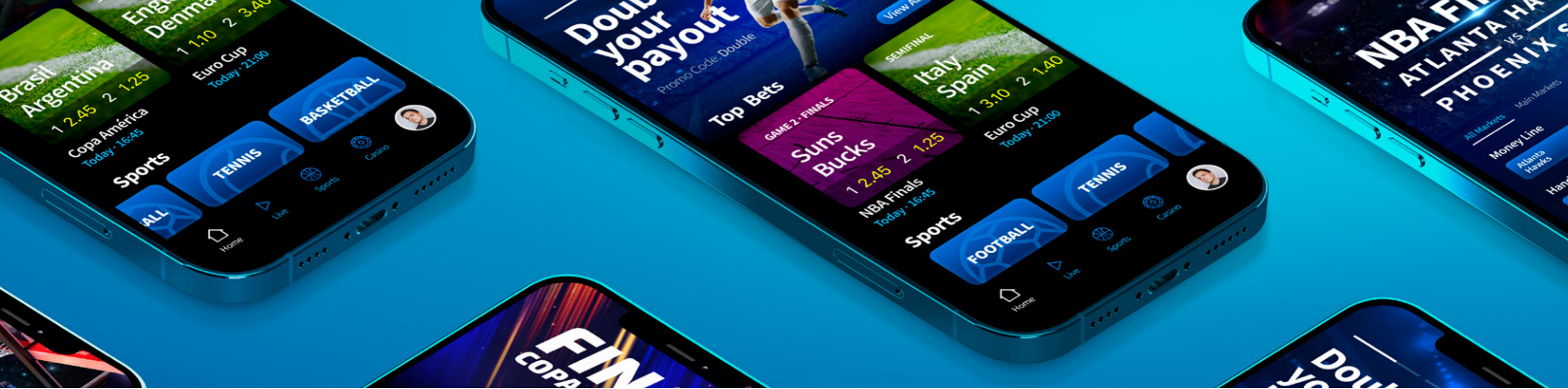
Some clients just keep us on call for essential IT support. For others, we manage full day-to-day operations like trading or marketing.

We're on hand to help whenever you need us – however you need us.

Stay compliant and confident in the markets

Our platform is good to go in all major jurisdictions. And we're adding new markets all the time.

We also follow ISO 27001, ISO 20000 and ISO 9001 standards, auditing and re-certifying yearly.



SPORTSBOOK PLATFORM

Sportsbook solution

Run a world-beating sportsbook with everything built in






Get our leading sportsbook technology along with our entire portfolio of betting products and services – every one of them the best on the market.

It covers everything from sports data collection to our omnichannel front-end solutions. That's everything it needs to drive your success. No matter where you are in the world.

Built to suit your business

Plug directly into your website. Or go for the turnkey option, alongside our third party Player Account Management partners.






What you'll get

-  Market-leading betting portfolio that covers the whole sports betting spectrum.
-  Powerful sportsbook engine created with tech trusted by some of the world's biggest companies.
-  The world's leading trading and risk management.
-  Unrivalled sportsbook promotion engine to help you attract and keep players.
-  Fully configurable cash out and partial cash out.

Make the best portfolio on the market your own

No-one else covers the whole sports betting spectrum with the same depth and detail.






Get our sportsbook and you get all our market-leading products and services too, as well as access to third-party providers:

-  The world's largest and most competitive live odds and pre-match service.
-  The best sports data services out there, including Live Score, Live Match Trackers, H2H and Bet Assist. So your customers get the entertainment they crave.
-  Our very own marketing services to help you attract and keep players.
-  Streaming built in, with more content than anyone else.
-  24/7 realistic virtual sports betting to unlock incremental revenue.¹

¹ Launching soon

Perfect on every device

How your front-end looks is up to you. We'll make sure it's easy to configure and navigate, response times are fast, security is robust and no matter where your customers find you, they get a consistent experience.

-  Your own next gen site across all devices.
-  Eye-catching data and visualisations that pull in customers.
-  Comprehensive land-based catalogue.
-  Content Management System you can configure down to the smallest detail.
-  A consistent experience for your players, with unified UX.



SPORTSBOOK PLATFORM

Player Account Management

An experience like no other

Give customers a reason to keep coming back with our player management tools. Having the right tools in place is crucial for a truly unrivalled betting experience. It's one of the most effective ways to create a loyal and satisfied customer base.







Manage all your player accounts across all channels, product verticals and jurisdictions from one place. And tailor your promotions on the fly, based on insights from real-time data.

Hit the jackpot with our suite of games

Boost your revenue with our massive gaming portfolio, which processes tens of thousands of transactions a second, with a response time you hardly find anywhere else.

You get a catalogue with something for everyone, including Casino, Live Casino, Poker, Bingo and much more, built by the biggest names in gaming.

What you'll get

-  A huge variety of ready-to-launch, real-time promotions to make the most of an event.
-  Thousands of casino games to keep players coming back.
-  Financial control through solid, ledger-based transaction tracking.
-  Superior customer service management with CRM system and integrated KYC components.
-  One omnichannel wallet to simplify your players' experience.
-  Automated processes to help you focus on what really matters.

SPORTSBOOK PLATFORM

Business Intelligence

Make faster, more informed decisions

Meet the most powerful tool to help you take control of your business. It gives you real-time 360° insights, and alerts you to any changes in trends. All your data is there when you need it – just choose whether you want to see it in tables, graphs, gauges, maps or tree-maps. And create KPIs to segment clients automatically.






See your data in all its glory

You get a collection of interactive dashboards and reports, with a variety of visualisations.

Explore and filter your data. Right click for a host of more niche options. And set email or phone alerts to stay on top of any changes.

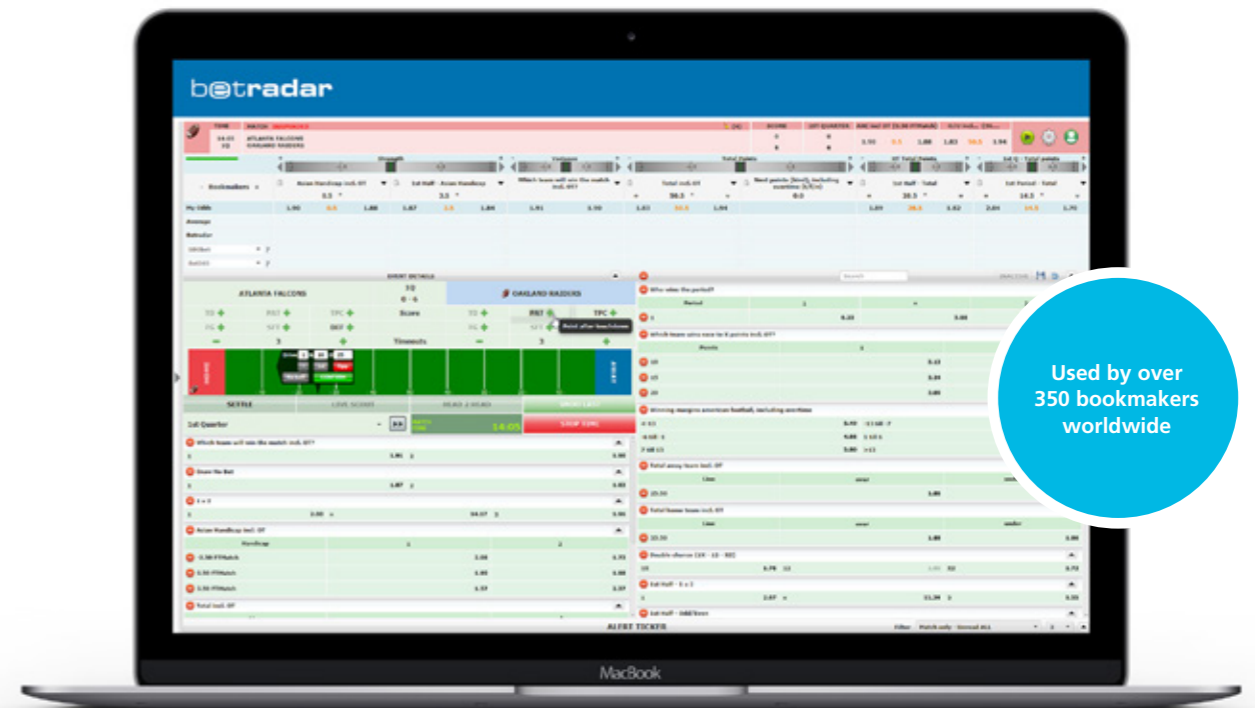
Plus your team can filter based on their identity, function, or role. And you can set security rules to give different employees different levels of access.

What you'll get

-  Real-time business data analysis.
-  High performance, ready-to-use reports, with no impact on the transactional database.
-  Stunning data displays that help you focus on the points that matter.
-  Meaningful alerts based in business events.
-  An app so you can check your data on the move.



Betradar's Distributed Live Data setup is designed to revolutionise your data resiliency; we have incorporated the latest global cloud technology, so you have access to even faster data, with reduced disruptions and latency. The data that we collect on the ground is instantly shared globally via three independent compute clusters. This network allows customers to continuously receive our feeds, even if one or more regions are down.



Used by over 350 bookmakers worldwide

PRODUCTS – SPORTS BETTING

Live Data Service

[Find out more](#)

All the data you need for your sportsbook – from the world's most comprehensive sports betting live service

Reliable. Comprehensive. Real-time. That's our data in a nutshell. Get it for your in-house trading with both our Live Data Service and our sister brand, Real Time Sportscast (RTS).

Our Live Data Service isn't just one of the most accurate out there: it's also the fastest, with data taking less than a second to go from the venue to you. Our 8,300 data journalists around the world guarantee you get quality, security and integrity no other provider can match.

Plus you get a customisable widget-based trading interface, with all the features you need to boost your in-play trading.

What you'll get

- 33 sports and 790,000+ events.
- Data collected by the largest network of data journalists in the world.
- Lightning-fast data with the lowest error tolerance.
- Unrivalled data depth to support more betting markets than any competitor.
- Most sophisticated security for betting live data production.
- Setting industry standards for data journalist recruitment, training and integrity systems.
- RTS: 18 sports and 50,000+ events a year, including the world's fastest-growing sports like water polo, sepak takraw and kabaddi.

PRODUCTS – SPORTS BETTING

Live Odds Service

[Find out more](#)

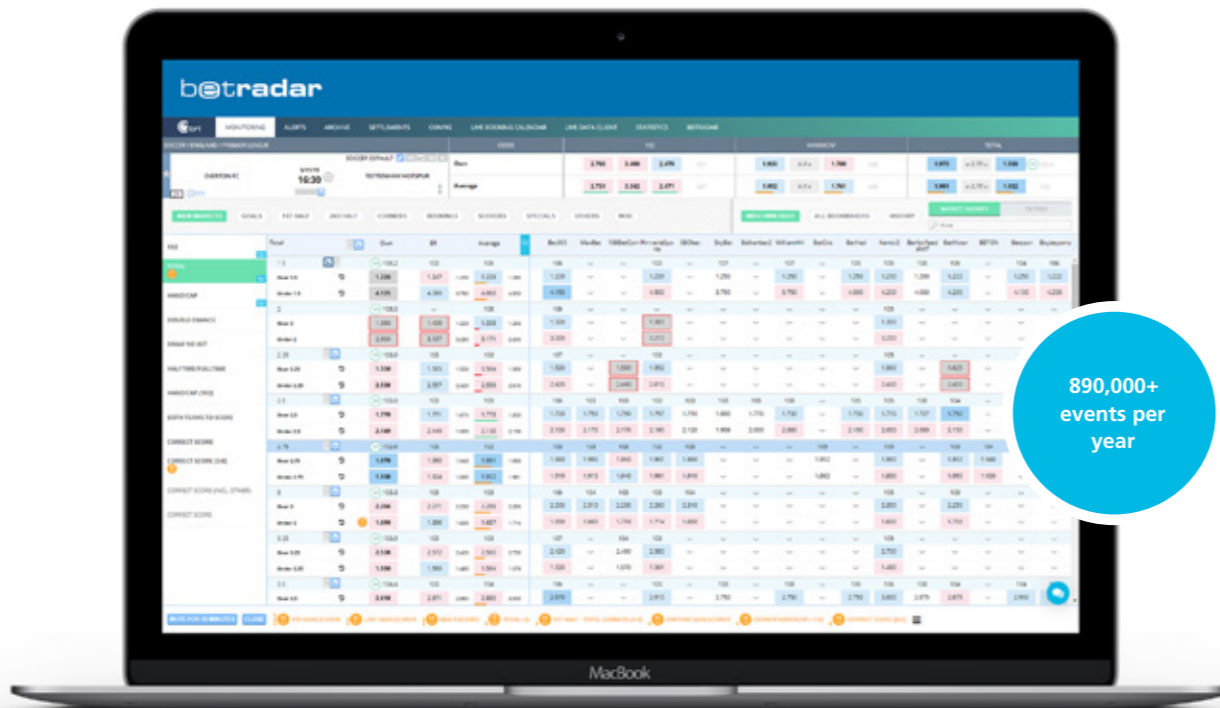
A service that helps boosting your profits

Get the most popular in-play trading service on the market, used by over 350 bookmakers worldwide. Our Live Odds Service is fully automated and integrated, so it's ready for your customers from the get-go. You'll offer them a broad range of live betting sports and markets, with hardly any effort to get started. We administer the complete match in real time, using our mathematical live odds models to maximise your profits.

And our Live Trading Tool (pictured) lets your traders manage multiple matches with dozens of bet types, simultaneously. Use the tool alongside our Live Odds Service to control your odds depending on liability, and to get the flexibility you need to stake your position in the market.

What you'll get

- 620,000+ sports events covered every year.
- Boost profits with the sharpest Live Odds Service in the industry.
- Live odds developed with leading-edge mathematical models traded by our experts.
- Top quality, fast data you won't find anywhere else, thanks to our official partnerships with the NBA, MLB, NHL, UEFA, ICC, ITF, World Snooker, and the Professional Darts Corporation.



Pre-Match Odds Service provides everything you need



Event creation

- No need to manually set up fixtures and markets.
- All data created, verified and supervised in real-time.
- Valuable information on worldwide player transfers, match-related news, injuries and suspensions.
- Quality guaranteed, thanks to the highest security standards.



Odds suggestions

- Get odds early to put them in front of customers.
- Odds compiled and monitored 24/7 in-house to avoid arbitrage between different odds providers.
- Odds calculation web service to take advantage of our mathematical odds models and create your own pre-match odds.
- Plenty of configuration options, including margin setting.



Trading tools

- Odds and closing times compared to the entire betting market to minimise errors.
- Fully customisable interface for alerts, markets, sports and more.
- Alert system to detect wrong results, open bets on matches already started, differences in odds and fixtures, sure bets, removed offers from other bookmakers, and more.
- Add-on: American Monitoring Service checks odds from Las Vegas casinos for all American football, basketball, baseball, and ice hockey competitions played in the US.



Resulting

- Accurate and rapid final results for over 90 sports.
- Automated and immediate pay-outs possible.
- Stats like period results, line-ups, substitutions, detailed goal information, goals and cards.
- Results comparison against our database.

PRODUCTS – SPORTS BETTING

Pre-Match Odds Service

[Find out more](#)

The industry-leading pre-match odds service

Get everything you need to create and manage your sportsbook – from event and odds creation to market monitoring and result confirmation.

We'll populate your betting offer with accurate and constantly verified fixtures for over 890,000 events a year, across more than 90 sports.

We also compile and trade all markets in-house, constantly monitoring price changes from almost all bookmakers around the globe.

We then deliver verified results fast, so you can directly settle your bets. It's how we guarantee one of the most accurate pre-match odds services on the market.

What you'll get

- Fixtures, odds suggestions, trading tools and results.
- 90+ sports covered, including niche ones.
- 890,000+ sports events supplied every year.
- Odds compiled and traded in-house, and monitored for integrity by our Universal Fraud Detection System.
- Visibility of your prices and your competitors' prices too, thanks to world-leading market monitoring.
- ISO 9001 certified, matching the highest quality standards.

TOTAL SHOTS ON GOAL	
FORWARD #7	
At least 2	1.20
At least 3	1.40
At least 4	2.25
At least 5	4.00

7



PRODUCTS – SPORTS BETTING

Custom Bet

Combine your selections across markets

Let your customers combine up to ten bet selections like 'Match Odds', 'First Goalscorer' or 'Both Teams to Score' into a single ticket.

With both pre-match and live options, Custom Bet covers all soccer and basketball tournaments and gives your customers the opportunity to choose their accumulators from 90 different markets.

What you'll get

- Available for soccer (pre-match and live) and basketball (pre-match).
- 80+ markets to choose from.
- 10 selections maximum per Custom Bet.
- Mobile-responsive customisable front-end interface.
- Engaging betting statistics to aid decision-making.
- Smart filtering to remove conflicting outcomes.
- Available on the Unified Odds Feed and to MTS customers.

[Find out more](#)

PRODUCTS – SPORTS BETTING

Rapid Markets

Offer more betting opportunities with faster bet cycles

Welcome to the next generation of live betting. Rapid Markets offers bets that settle in under 5 minutes. That means more betting opportunities for your customers, and higher turnover for you.

For soccer, customers bet on what's going to happen in the next 60 seconds (i.e., goals, corners, bookings and penalties). For US sports, customers have 10 different types of market to choose from, including 'scoring type', 'total yards gained' and 'result of next pitch'.

What you'll get

- Considerably more live betting opportunities for top-tier soccer matches.
- Casino-style betting for faster settlement, which means more bets and turnover potential.
- Keep players engaged for the entire match with new bet cycles every minute.
- Perfect for betting on any device, especially mobile.

[Find out more](#)



PRODUCTS – SPORTS BETTING

Player Markets

[Find out more](#)

Betting on individual players' performance

Bets on player performance are surging, so give your customers the chance to get in on the action. With Player Markets they can bet on stats like goals, touchdowns and strikeouts, based on the formats 'over / under' and 'at least'.

And we've got the world's biggest leagues and sports too, including elite soccer competitions like La Liga, Serie A and the Champions League, alongside MLB and the NBA.

What you'll get

- Up to 600+ bets a game – covering the NBA, MLB, elite European soccer, Euroleague basketball and US College sports.
- All the key player stats for each sport.
- No workload for you, as we create, manage and settle markets in-house.
- Sharpest prices thanks to leading-edge mathematical odds models.

American Football Player Markets In-Play

Push your sportsbook over the goal line with our all-new American Football Player Markets In-Play. With multiple 'over/under' markets on the performance of key offensive players, your customers get to predict a player's touchdowns, carries, receiving yards, pass completions and more.

What you'll get:

- Customers bet live on player performance.
- Player positions include six high profile offensive players a team: 1 quarterback; 2 running backs; 3 wide receivers / tight ends.
- A bundle of 10 new markets with 5 game props and 5 first-half props.



PRODUCTS – SPORTS BETTING

Premium Cricket Service

[Find out more](#)

Unlocking the potential of cricket betting

More than 2 billion fans make cricket the world's second-favourite sport, after soccer. But if you look at the betting statistics, the roles are flipped: more than twice as much money is placed on cricket than soccer.

So growth for your cricket income is odds-on. And with the rise of T20, there's a new crop of betting fans flooding to the game.

What you'll get

- Exceptional pricing quality.
- Real-time betting for all games.
- Help managing your liabilities.
- Event creation.
- 150+ live and pre-match markets.
- Official partnership with cricketing boards.
- Permissioned ground entry for scouts.

What is Premium Cricket?

Premium Cricket is the first reliable service that opens up the full betting future of cricket.

It offers you cricket's highest gross gaming revenue on the industry, and that's down to two things: our people, made up of cricket odds modellers, statisticians, developers and traders. And our technology, with real-time scoring feeds and continuous innovation.

Industry figures

	UK average	Premium Cricket
Live Matches	450	2400
Markets	20	150+
Suspension Rates*	15%	5%
Return Times**	120 seconds	15 seconds
Persistence Rates***	70%	92%
Bet Settlement Delay	Varied (up to 8 hrs)	~2 minutes
Hold	2.0%	5.4%

* The amount of each match where any of the main markets are temporarily suspended due to on-field action
 ** The length of time taken for all main markets to return after a wicket
 *** The amount of a match where all main markets are available (data collected from companies listed on Oddschecker over the last 2 years)

PRODUCTS – SPORTS BETTING




Electronic Leagues

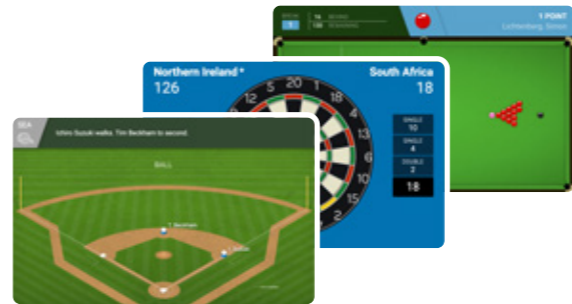
Add video games to your sportsbook

Sports video games like FIFA, NBA2K and NHL are huge business. So give your customers the chance to bet on them, and many more games, with our Electronic Leagues series.

You'll diversify your portfolio with 24/7, crisis-proof content. And we'll handle the live odds, live data and live streaming on a range of different tournaments.

What you'll get

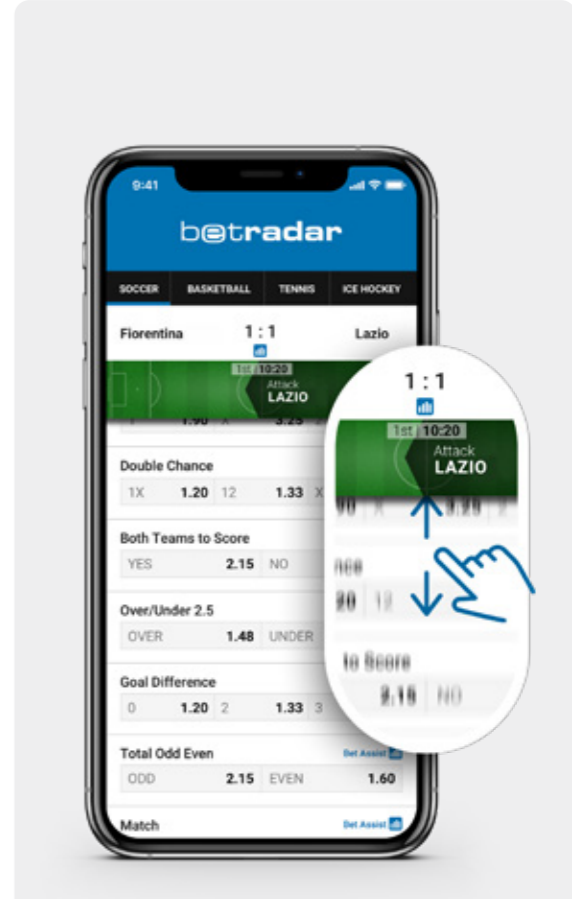
-  24/7 fast-paced action with quick pay-out cycles.
-  Competitions using titles such as FIFA, NBA2K, and NHL.
-  Live Odds, Live Data and Live Streaming available.



Available sports

	Live Match Tracker	LMT Compact
Soccer	✓	✓
Basketball *	✓	✓
Tennis	✓	✓
American football	✓	✓
Ice hockey *	✓	✓
Baseball *	✓	✓
Rugby **	✓	—
Volleyball	✓	—
Beach volleyball	✓	—
Badminton	✓	—
Handball	✓	—
Darts	✓	—
Table tennis	✓	✓
Cricket	✓	—
Futsal	✓	✓
Snooker	✓	—
Formula 1	✓	✓
eLeagues	✓	✓

* Also the Major Leagues NBA, MLB, and NHL
 ** Rugby Union and Rugby League



PRODUCTS – SPORTS BETTING
Live Match Tracker

[Try our demo](#)

Bring customers closer to the action

Bring the action to life on your sportsbook to boost clicks and keep customers where you want them. Our Live Match Tracker visualises the game in real time across more than 20 sports, including soccer, cricket and tennis.

Features like graphically enhanced ball spotting and on-pitch animations bring the action to life. And live and pre-match stats give your clients all the info they need to bet with confidence.

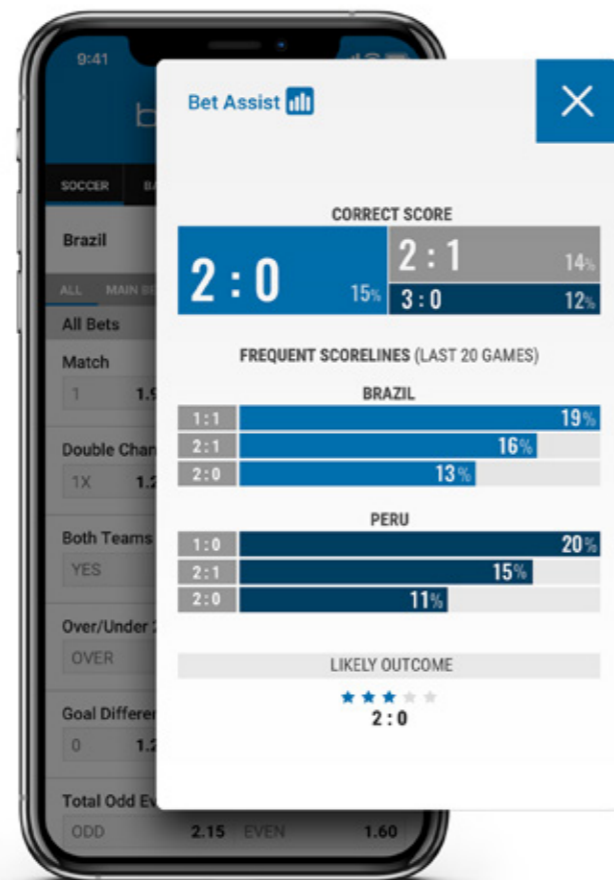
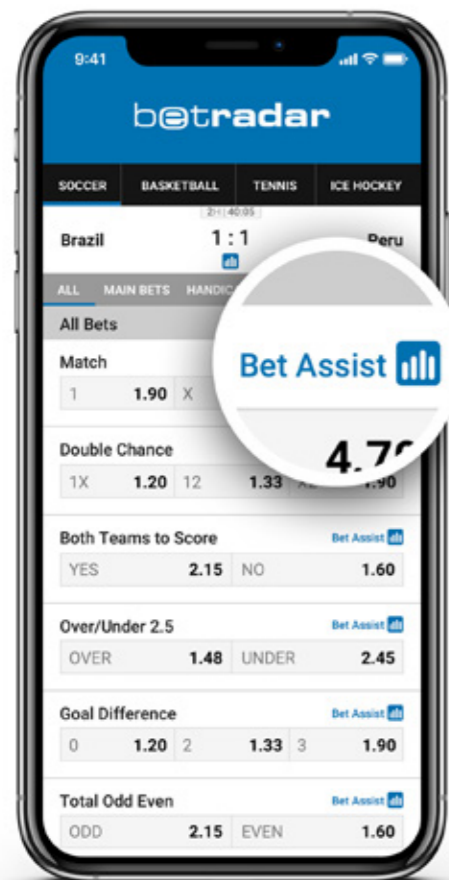
- One of the fastest score trackers on the market.
- On-event triggered statistics.
- Extended match statistics through tabs next to the pitch.
- Bird's-eye view for more visible action on the pitch.
- Unique visualisation and modern design.

PRODUCTS – SPORTS BETTING
LMT Compact

Let customers take your sportsbook wherever they go

Live Match Tracker Compact packs in all the same powerful info but for mobile. While customers scroll through betting markets, the live visualisation shrinks and sticks to the top of the page to guarantee nobody misses any of the action. And where the widget sits on your website is up to you.

[Try our demo](#)






PRODUCTS – SPORTS BETTING

Match Preview

Offer essential match stats before the game begins

Give your customers targeted, relevant pre-match and team stats for upcoming matches. Match Preview sits wherever you like on the match page, and once the game begins you can swap it for our market-leading Live Match Tracker.

What you'll get

-  A fully responsive widget, with a mobile-friendly version that leaves more space for odds.
-  Plug & play integration.
-  A range of customisation options both for style and markets.

[Try our demo](#)




PRODUCTS – SPORTS BETTING

Tournament Preview

Get a compact sports centre for every tournament page

Tournament Preview puts the latest stats, tables, top players and recent results from all the major leagues and tournaments on your sportsbook. So your fans can compare stats between their favourite leagues and tournaments, encouraging them to bet on games they might never have come across otherwise.

What you'll get

-  Built-in live ticker tracking big events in live games to attract fans.
-  Compact design that fits into every page.
-  A dedicated mobile version.

[Try our demo](#)

PRODUCTS – SPORTS BETTING

Bet Assist

Add seasonal data to your odds

Bet Assist puts only relevant seasonal data right next to the odds, so your customers can place a bet without leaving your page. It covers pre-match and in-play betting, and there are built-in tools to encourage bets in less popular markets.

What you'll get

- Fully responsive design.
- Fast load speed.
- Support for 40+ languages.
- Plug & play integration.
- A range of customisation options both for style and markets.

[Try our demo](#)



Fully responsive design

Wide customisation options

Fast load speed

1X2 Odds integration

Direct linking to a bet slip

Supporting 40+ languages

PRODUCTS – SPORTS BETTING

H2H

Give customers truly betting-related head-to-head stats

Put head-to-head stats directly on your match page, giving customers the information they need without having to go elsewhere. The widget sits right next to the match in question, with plenty of flexibility around layout. And it covers different markets in one view.

What you'll get

- Suitable for pre-match and in-play, with updated and additional stats during live matches.
- A fully responsive widget, with a mobile-friendly version that leaves more space for odds.
- Plug & play integration.
- A range of customisation options both for style and markets.

[Try our demo](#)

PRODUCTS – SPORTS BETTING

Statistics Centre

The most comprehensive statistical service the market has to offer

Betradar's Statistics Centre provides market-leading statistical information, built to support skilled decision making in sports betting. Our latest product extensions, Match Preview and H2H are complementary add-ons to our Statistics Centre and offer great flexibility for website placement. The extensions provide targeted and the most relevant pre-match statistics adjacent to a bookmaker's odds and the possibility of linking to Statistics Centre for in-depth sports analysis.

What you'll get

- Historical data from more than 20 years.
- Covering 1,900+ events across 110 countries.
- Built to work perfectly with Live Score.

[Try our demo](#)

PRODUCTS – SPORTS BETTING

Betting Widgets

Keep customers where you want them

Add our widgets to your sportsbook to give customers content that's both entertaining and informative.

What you'll get

- Ready-made content with pre-match and live data.
- Pick and choose based on what your customers need.
- Available for soccer and basketball, with more coming soon.
- Plug & play integration.

[Try our demo](#)

PRODUCTS – SPORTS BETTING

Live Score

The broadest, fastest, most comprehensive live score service

Put data on 200,000 live events a year on your sportsbook. Our team of 8,300 data journalists give you truly accurate live sports information, fast.

What you'll get

- More than 750 leagues and tournaments across 100+ countries.
- Works perfectly with Statistics Centre.
- Add more tournaments with Live Score Unlimited.

[Try our demo](#)



[Football](#)
[Basketball](#)
[Dogs](#)
[Horses](#)
[Tennis In-Play](#)
[Cricket In-Play](#)
[Baseball In-Play*](#)



PRODUCTS – GAMING

Virtual Sports

[Find out more](#)

Always-on Virtual Sports built for betting

Add incremental revenue by letting your customers place bets anywhere, any time. Our Virtual Sports bring the excitement of live sports into the digital age, with constant events and tournaments combined with super-realistic gameplay. As well as popular sports and racing products, we're the only

ones offering in-play for customers who like to bet on form and momentum.

Virtual Sports Bundesliga is the only virtual sport product that uses footage from the Bundesliga archive. Built with actual match data, it lets your customers place bets like they do on the real thing.

* In collaboration with MLB

Get ready for **Virtual Cricket In-Play**. It includes India's top 8 teams playing full matches in a T20 league that never stops. And there's nothing else like it on the market.

And if you choose our Remote Game Server, you'll be able to access all our services in the most convenient way possible. That means seamless action for any sport you want, no matter where or how your customers tune in.

All come with just about every betting option there is. And all have a fully responsive UI, and come with simple e-wallet integration.

What you'll get

- Realistic action, developed with our unrivalled real sport data.
- Multiple competitions with only one integration.
- Market-exclusive In-Play action via true live betting on Virtual Tennis, Baseball and Cricket.
- Optimised for multiple channels (online, mobile, retail screens and terminals).
- Our Remote Game Server means there's zero development effort when you integrate new games and updates.



PRODUCTS – GAMING





Simulated Reality

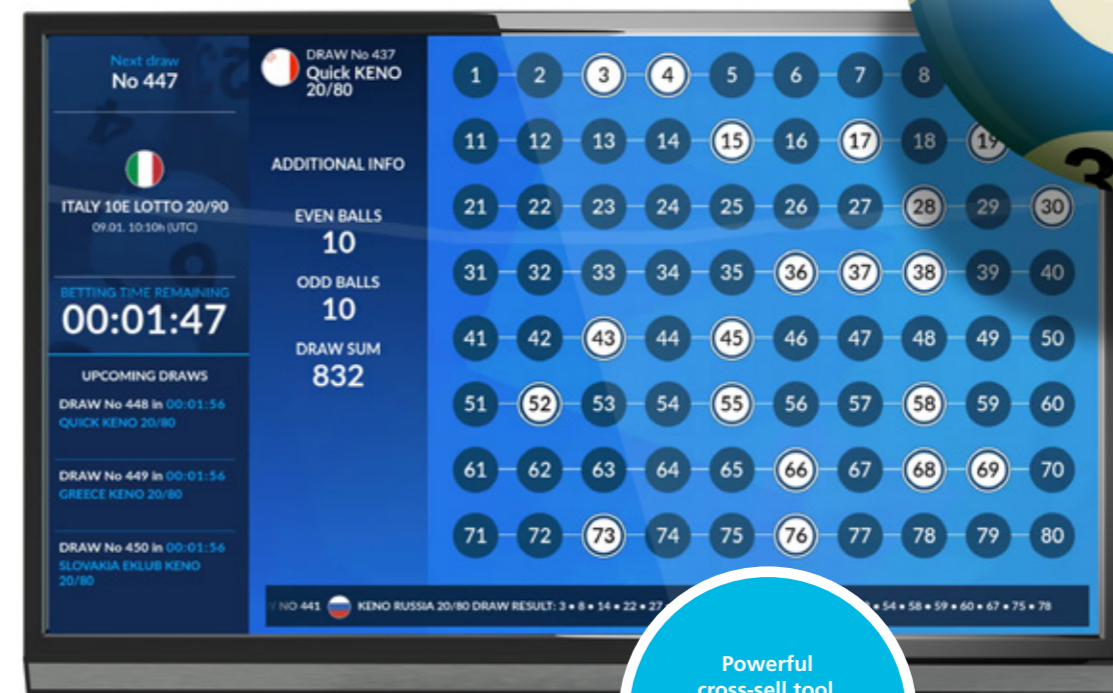
[Find out more](#)

Live sports that never sleep

Simulated Reality uses AI, machine learning and stats from over 50,000 games to create hyper-real sports simulations. Offer your customers all the excitement of real-life sports, including soccer, tennis and cricket, with games that play out in real time. Plus live stats, analysis and full league tables. This is as close as it gets to the real thing.

What you'll get

-  Cricket, soccer and tennis versions.
-  Drive bet engagement through game visualisation and statistics, including Live Match Trackers for all three sports and video clips for soccer.
-  Cricket is delivered through the current Premium Cricket integration.
- 1X2** Comprehensive list of pre-match and live betting markets for each match.
-  All sports offer a combination of replica and fictional leagues / tournaments.



PRODUCTS – GAMING

Numbers Betting

[Find out more](#)

Pre-match betting on the largest selection of real state lotteries

24/7 fixed odds betting. 44,700+ real-state lottery draws. 165 worldwide lotteries streamed. With Numbers Betting, your customers bet on a massive selection of lotteries each month – backed by the highest quality data, security and integrity standards.

Numbers Betting Online is an easy-to-customise interface. It works across different currencies and languages, and responds to different device formats. And with wallet-to-wallet integration, just plug it into any betting or gaming platform and go.

Numbers Betting Retail includes draw countdowns, statistics and betting stimulation. Everything you need to entice customers.

What you'll get

-  165+ lotteries, 110+ real drum-based and 50+ RNG-based.
- 1X2** Engaging sports-like betting experience with plenty of main and side markets.
-  Easy and quick to integrate with our Unified Odds Feed or Unified Odds SDK.
-  Retail visualisation stream to meet any bandwidth.
-  In-house data production with emphasis on the highest data quality.



Live Channel Online (LCO)



Live Channel Retail (LCR)



Live Channel Trading (LCT)



Live Channel Promotion (LCP)



emBET

PRODUCTS – STREAMING

Audiovisual

Get more from streaming

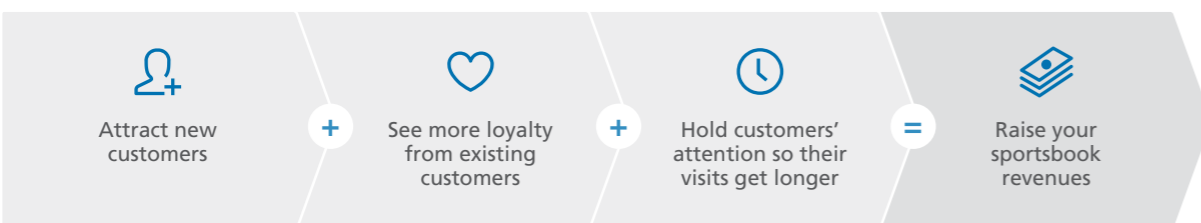
Our award-winning Live Channel product family gives you the largest, most diverse live video streaming portfolio in betting. As well as accurate information, betting engagement and match visualisation.

We provide video streams for over 280,000 live sporting events a year, including all Bundesliga matches, ATP and ITF Tennis tournaments, NBA, MLB, NHL and many of the top events and leagues from 17 different sports.

What you'll get

- Live Channel Online and Live Channel Retail put streams directly into your sportsbook or shops. So your customers get an immediate incentive to bet more, stay longer and come back again and again. And you get to make the most of the number one revenue generator in the industry: in-play betting.
- Go for Live Channel Trading to give your traders an additional fast and accurate source of information during live events.
- Choose Live Channel Promotion to use near-live highlight clips from your video streams as a promotional tool to ultimately increase mobile betting revenues.
- And use our latest product, emBET, to connect your live betting offer with video streams outside of your sportsbook.

Video content keeps sports fans coming back for more



Download our AV brochure for more information about each product

Download

Our content portfolio includes leagues, tournaments, and federations such as:

Territorial restrictions apply



Content across 17 different sports + Indian Horse Racing available separately



The one and only platform-agnostic service

SERVICES – MTS

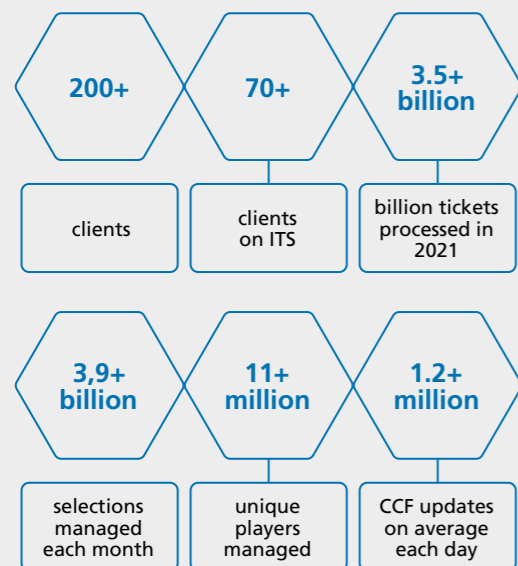
Managed Trading Services

[Find out more](#)

Redefining the future of your sportsbook operation

Meet Managed Trading Services (MTS): the world's leading sportsbook management solution. It's packed with everything you'd expect and flexible enough to make your own. Plus it suits organisations of all shapes, sizes and levels of trading experience.

MTS in numbers



With MTS on your side, you'll join more than 200 operators using it to:

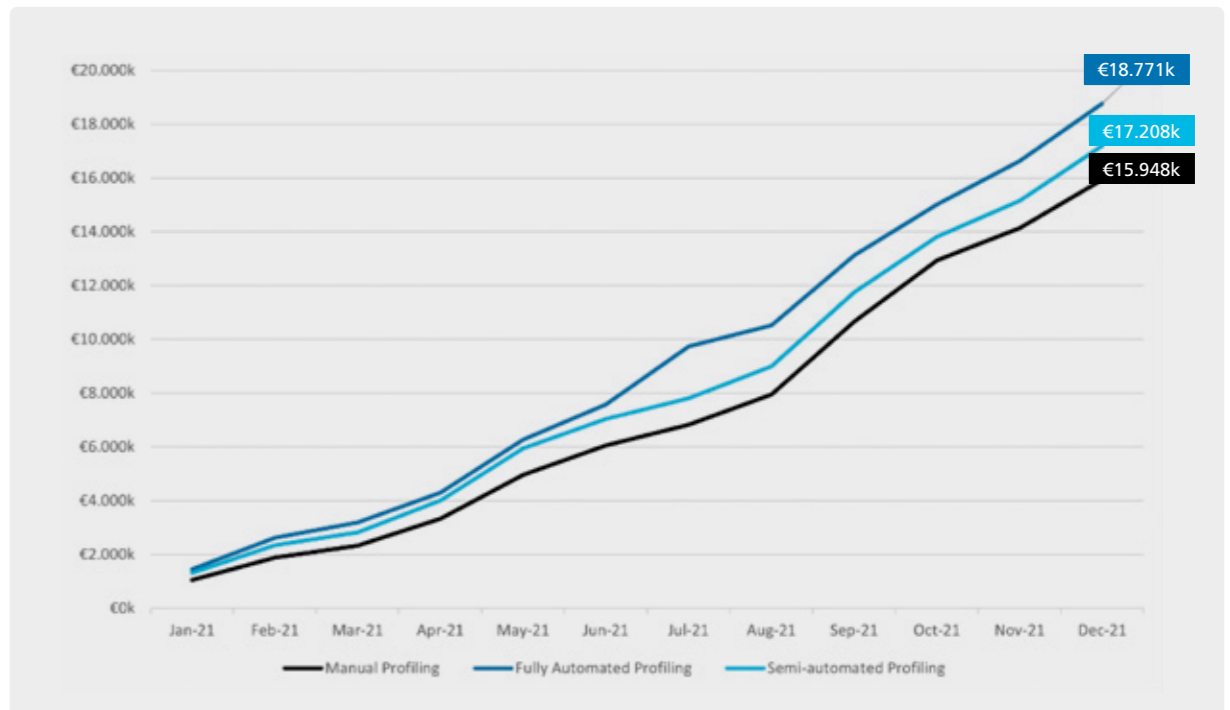
- Sustainably boost margins and profits.
- 📁 Significantly cut operational costs and investments.
- 🔗 Steadily make trading more flexible and efficient.
- 💎 Stand out from the competition.
- 👍 Improve the experience for betting customers.
- 🛡️ Keep operational and business risks at bay. Constantly.

Numbers as of January 2022

The most flexible and technology advanced service in the industry

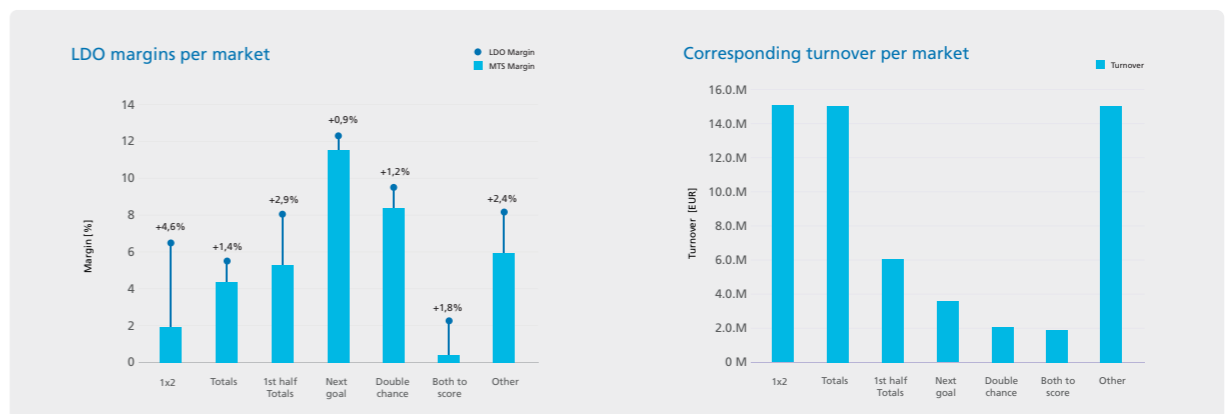
Sharpen your odds. Manage risk more effectively. Boost your turnover. Think of MTS as a way to get the most from your sportsbook. It's backed by sports trading 2021 experts and up-to-the-minute technology, and its pricing algorithms are generated by always-learning AI mathematical models. Plus you can shape the service however you like.

Player Profiling – how our AI technology brings sustained rewards



This shows a simulation of customer profiling against no profiling. With our MTS fully-automated profiling, operators could have potentially seen the highest performance with potential additional profit of over EUR 18 million. Applied to turnover, that could mean a cumulative YOY increase of about EUR 141 million.

Liability Driven Odds (LDO) – Boost profits. Minimise exposures.



These graphs show an impact analysis of LDO that MTS has run over the course of one month. It's based on soccer for three bookmakers. There were 2,740,367 single bets across 10,020 events. The analysis shows that LDO would have had a positive impact on the margins across all markets.



Zero platform constraints as MTS is the only platform-agnostic service in the market

Integrated Trading Solution

[Find out more](#)

A smarter way to manage your sportsbook

Integrated Trading Solution (ITS) is the perfect choice for bookmakers who are looking for best-of-breed technology and external expertise to enhance their in-house trading operations. ITS will help streamline your business, gaining greater operational flexibility and significantly improving cost structures. You keep full control of your trading, whilst benefiting from MTS' expertise, trading tools, advanced trading algorithms, and machine-learning processes.

ITS enables you to react faster to ever-changing circumstances in the market, without restricting your offer so you can continue to generate new and ongoing revenue streams.

Benefit from



Improved margins and revenues – thanks to a bespoke combination of cutting-edge trading innovations and sports trading experts.



Complete flexibility in resources – manage your sportsbook as granular and to the level you need or outsource it whenever necessary.



Minimised ongoing fixed costs – through elimination of investment costs, leverage of performance-dependent business models, and significantly reduced business risks.

Full Trading Solution

[Find out more](#)

Trading that focuses on your objectives

With our Full Trading Solution, you receive first-class sportsbook administration from our academically-backed sports trading experts. This saves you from having to invest heavily in highly qualified in-house trading teams and technology.

On behalf of your business, our trading experts use proprietary, leading-edge trading tools in combination with advanced liquidity trading algorithms and machine-learning processes to maximise trading performance. This unique combination of market expertise and cutting-edge technology means you have a complete, best-breed sportsbook trading operation in place that can cope with any leading bookmaker.

Benefit from



True competitiveness at all times – having the best trading service in combination with the best sportsbook coverage in place.



Minimised investment costs – for in-house trading teams and technology.



Utmost business protection – being guarded against operational and betting fraud risks.



Get future-proofed – being able to adapt your trading model whenever needed.

SERVICES – AD:S

ad:s

Unrivalled marketing success for ambitious sportsbooks

In today's world, for gaming operators to acquire and keep customers, they need focused and efficient marketing. That's whether they're in an established market or an emerging one.

The answer? An industry specific, multi-channel marketing platform, enabling more

effective engagement, acquisition and retention of customers, which is exactly what you get with ad:s Marketing Services.

We have everything you need to help you achieve marketing success, from programmatic advertising to paid social, sponsorship and more.

Five ways we achieve unrivalled success

-  Deepest fan understanding
-  Bespoke iGaming DSP
-  Multi-touch attribution
-  Hyper personalised content
-  Expert multi-channel team

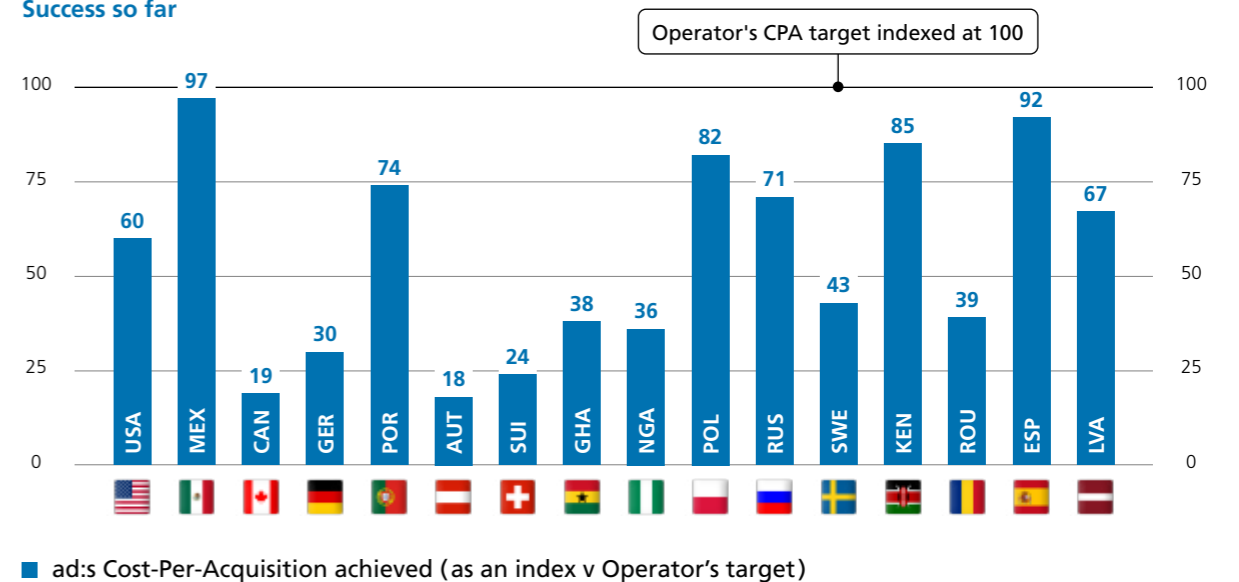
Programmatic Display

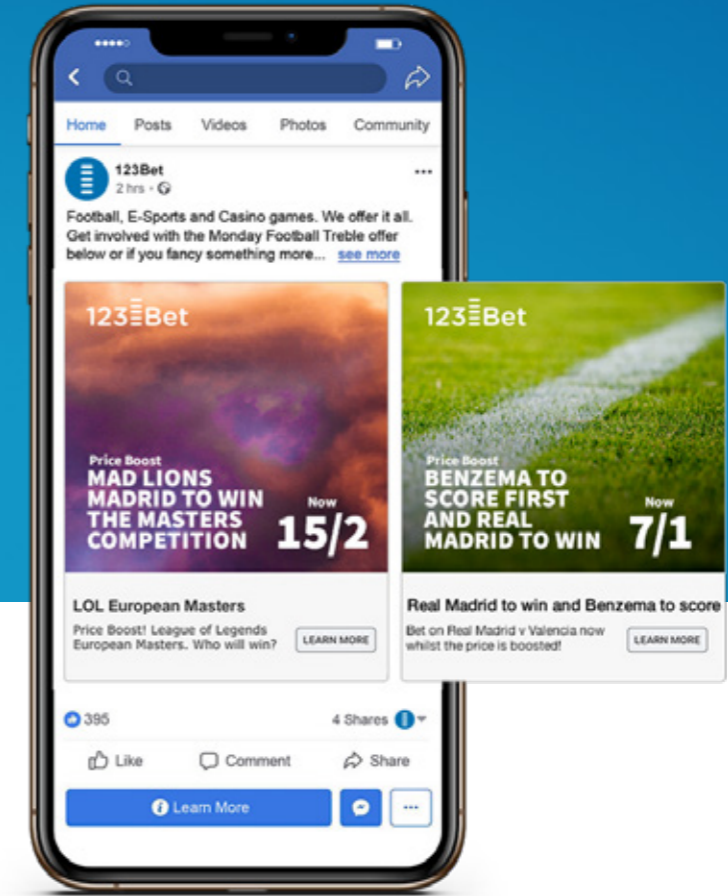
Right Message. Right Audience. Right Time.

Achieve up to 40% cheaper CPAs with our programmatic advertising platform, built specifically for the betting industry - and now used by over 100 sportsbook operators globally to optimise their media investments.

With more precise targeting and retargeting, you'll deliver the right message to the right audience at the right time, boosting the efficiency of your marketing and acquiring customers at scale.

Success so far





Programmatic Video




Boost your brand awareness with targeted video campaigns

Get more from your investment in digital media with our bespoke ad:s programmatic video offering.

You'll engage your chosen audience as they enjoy their second screen experience, with targeted video messages, delivered across multiple channels, including other video content, media and mobile games.

The offering is built on unique tech and gives you unrivalled data-driven targeting and execution for all your video advertising assets.

What you'll get:

-  Greater transparency with clear results at every stage of the funnel.
-  Unique iGaming supply and algorithms.
-  Unique sports calendar targeting.

Paid Social

Hard working social advertising, without the hard work

Achieve improved paid social ROI thanks to our unique technology and execution know-how.

Our best-in-class Sports Wagering Dynamic Product Ads (DPAs), automatically integrate up-to-date odds into your creatives. It then updates your highest performing bet types for each product set on the fly, saving time and hassle with instant

Facebook ad approval.

We also serve online casinos with an industry first DPA product for iLottery, that automates the creation and updates of draw dates and jackpot totals in real time. Meaning you'll never have to manually update a creative again.



Publisher Products

Achieve improved conversion on publisher sites

Access our premium publisher network and connect with sports fans across the globe with relevant ads.

- A publisher toolkit that intelligently powers the integration of wagering content into your editorial workflows.
- Matching editorial and user data with contextually relevant betting opportunities.
- Just one line of code integrates everything, whether you're using mobile, web or your own apps.
- Support for 23 different sports, 100s of markets and in-play.
- Multiple ad size options that allow you to place the units where you want.
- Deliver engaging brand marketing messages alongside odds in real-time.

Sponsorship

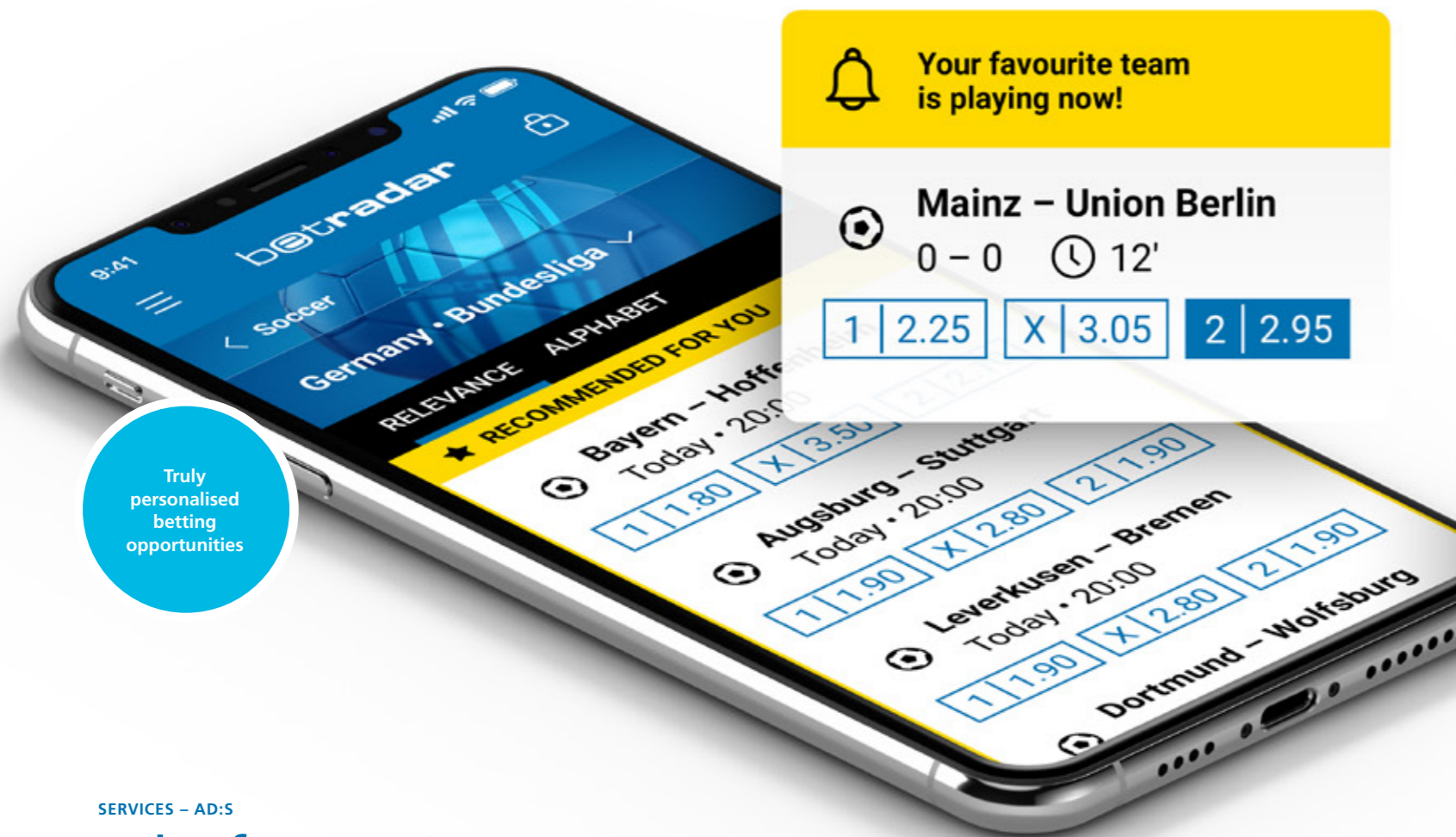
Maximising the value of your partnerships

Through unique data, insight and technology, we bring efficiency to sponsorship investment and activation strategies.

As part of our ad:s marketing services, we use local market insights and global data analysis to help identify, develop and activate mutually beneficial partnerships with rightsholders.

To help activate a partnership, our conversion tools help sponsors acquire customers efficiently, while also giving the rightsholder relevant and engaging content for their digital channels.

We work directly with some of the leading leagues and teams in the world of sport - from the NHL and ITF to Paris Saint-Germain.



Truly personalised betting opportunities

SERVICES – AD:S

ad:s for MTS

The future of AI-driven marketing management

Betradar's new marketing service 'ad:s for MTS'¹ is a unique solution that relies on the use of Artificial Intelligence (AI) with inherent machine-learning algorithms. Our Managed Trading Services' proven technology helps operators optimise their return of marketing investments (ROMI) by increasing their acquisition and retention efficiency.

Using the MTS ticket data feed, our new AI marketing engine gives you greater insight into player behaviour, so you'll target your customers on a personal level. The result? A truly loyal customer base - and boosted turnover.

And it's quick and easy to integrate by a small team too – a service you'll be able to outsource to MTS before long².

Real-time bet personalisation

Our new AI marketing engine uses information from the MTS ticket data feed to create personal betting recommendations across all matches, leagues, and sports. In real time.

The same information can go into personalised CRM communications like newsletters too. The AI engine automatically reflects what's happening in the world by referencing currently running sports, leagues and events. And with each new betting activity, the system learns and improves – guaranteeing the kind of betting experience that keeps customers coming back.

Proven benefits of AI-powered bet personalisation

- A higher increased number of placed bets through enhanced personalised user experience.
- Improved click-through behaviour and consumability, mirroring higher user interest.
- Higher turnover thanks to higher stakes placed on AI-recommended bets.
- Higher profits thanks to adapted betting behaviour, especially in long-tail sports.
- Lower sportsbook exposure through higher degrees of coverage with a wider range of events being wagered on.

AI player insights

Improve your marketing measures from day one with our best-in-class CRM solution.

You'll get deep player insights and accurate predictions about how your customers will bet in the future. And our marketing engine helps you attract and keep customers by making tailored bonus recommendations.

All the AI-engine needs is a couple of days of new customer activity. Armed with that input, it'll precisely predict the player's lifetime value (PLTV), potential future wager amount and whether they could become a VIP. Based on these insights, our marketing engine classifies each player, and recommends next steps for building the best relationship with them.

You'll be able to see all the data on a dashboard too, so you're always on top of your current and future business metrics.

Proven benefits of AI Player Insights

- High accuracy and early insights of PLTV predictions using deep learning processes.
- Better customer relationship management through AI-driven communication campaigns.
- Increased ROMI, with unprofitable marketing measures quickly identified.
- 360° customer view to help you make decisions.

¹ To get ad:s for MTS you'll need to be an MTS customer

² MTS is currently working on a solution to offer a fully managed marketing service

Offices and Sales representations



Anacortes	Bristol	Hong Kong	Luxembourg	Menlo Park	Oslo	Sao Paulo	Sydney	Warsaw
Athens	Cadiz	Istanbul	London	Minneapolis	Palmones	Seville	Tallinn	Zlin
Belgrade	Durban	Las Vegas	Louvain-la-Neuve	Montevideo	Panama City	Singapore	Trondheim	
Beijing	Gera	Linz	Manila	Munich	Rome	St. Gallen <small>HQ</small>	Usk	
Bremen	Gibraltar	Ljubljana	Melbourne	New York	San Francisco	Stockholm	Vienna	

betradar

22

© 2022 Sportradar AG
Betradar is a brand of Sportradar.
www.betradar.com

Follow Sportradar on social media

