

# Content Administration Tool

Manage your sports content from one place.

# Content Administration Tool

Manage your sports content from one place.

Betradar offers easy to use and flexible administration tools that deliver a range of content in various formats to the customer. With the launch of our reworked and greatly improved Content Administration Tool you can now rely on a large variety of configuration features. These relate to your hosted

solutions such as the Live Centres, the Live Scores or the Statistics Centre. You can also select, style, generate and integrate modular statistics snippets into your existing web offering. The tool provides numerous handling options of XML feeds as well as a pool of documentation and sample files.

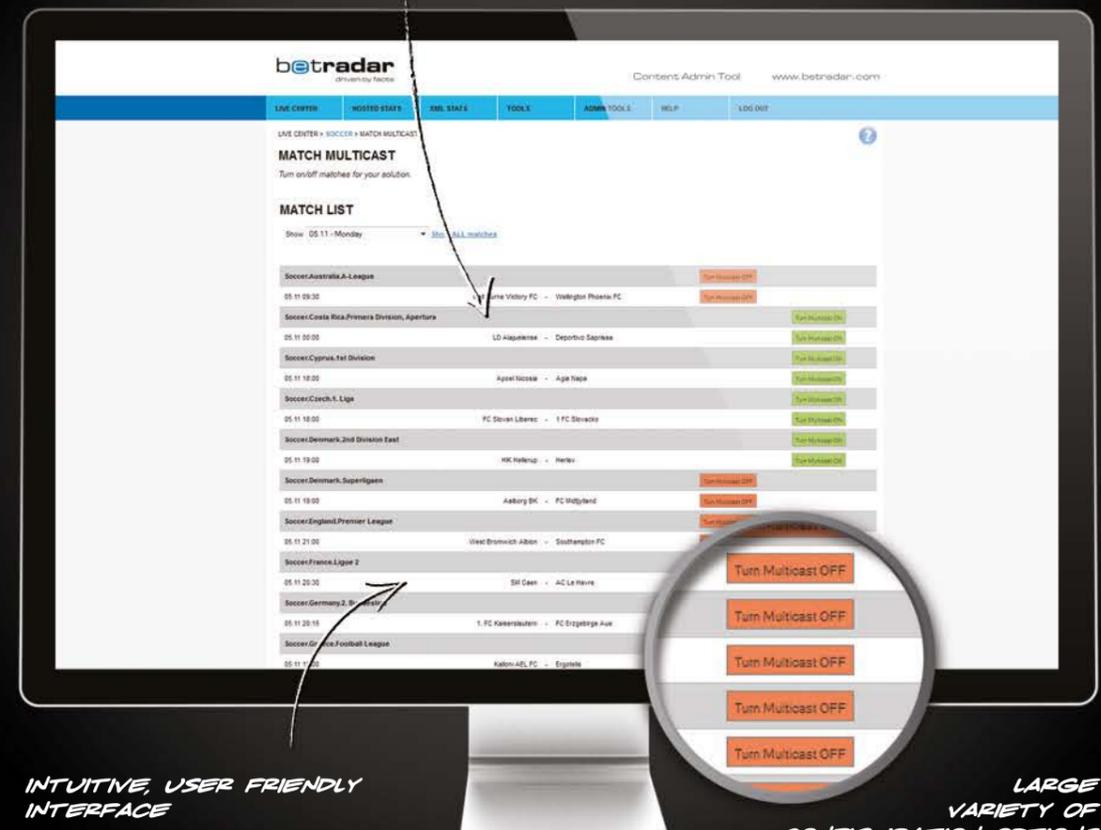


## + Benefits

- + Tailor your content to the needs and demand of your users
- + Create a unique offering by using a large pool of content and configuration options
- + Easy and fast handling of change requests and set-up
- + Add new features and content and therefore value to your existing offering
- + Next to no communication loops

Whether you would like to embed statistics snippets within your web offering, generate links for deep linking purposes, insert your own editorial commentary in your hosted live solution, enhance your navigation set-up within a few mouse clicks or simply push the latest feed update to your server – CAT gives you a wide range of options to handle the content and services you are receiving.

*TAILOR YOUR CONTENT TO THE NEEDS AND DEMAND OF YOUR USERS*



*INTUITIVE, USER FRIENDLY INTERFACE*

*LARGE VARIETY OF CONFIGURATION OPTIONS FOR BETRADAR'S HOSTED SOLUTIONS*

## + Product Highlights

- + Fast, flexible and reliable production and administration of your sports content from one central place
- + Large variety of configuration options for Betradar's hosted solutions
- + Intuitive, user-friendly interface
- + Plenty of XML feed options including feed trigger, documentation and coverage
- + Display your sports content in multiple languages



# Contacts

Do you require further information?  
Then please let us know. We will be more than pleased to personally deal with your enquiries.

Contact us at [sales@betradar.com](mailto:sales@betradar.com).

## Headquarters

Sportradar AG  
Feldlistrasse 2  
CH-9000 St. Gallen, Switzerland  
Office: +41 71 517 72 00  
Fax: +41 71 517 72 99

## Customer Support

[support@betradar.com](mailto:support@betradar.com)

# Our Clients

More than 350 bookmaker clients – including over 30 state lotteries – in over 70 countries across five continents rely on Betradar's unrivalled data depth and quality.



