



LIVE STREAMING

Attract fans and grow betting revenue with live sports content

Live video streams are an integral part of any state-of-the-art sportsbook



Live Channels

Over 40,000 events – the largest portfolio in the industry

With Betradar's Live Product Family, you'll receive dedicated, award-winning* live streaming solutions that fulfil your customers' demands for accurate information, betting stimulation, and match visualisation – all through the most highly flexible and diverse media rights portfolio of sports events in the industry.

Our Live Channels open new turnover potential and offer your customers an immediate incentive, while driving your sportsbook revenues by strengthening customer loyalty and visit duration from the number one revenue generator in the industry – in-play betting.

The combination of our Live Channels with Live Odds and Live Data Visualisation gives you absolute freedom when it comes to choosing the set-up your punters demand.

With Live Channel Trading we make the every-day work of your traders easier.

And our latest product innovation, "Live Channel Promotion" will boost the awareness for great betting opportunities with live streams in your sportsbook.

*A multi award-winning company



Media Rights Portfolio

Diversified and betting-relevant content to satisfy customers' needs

16 sports available



Soccer



Handball



Tennis



Badminton



Basketball



Cricket



Ice Hockey



Futsal



Baseball



Hockey



Volleyball



Bowls



Beach Volleyball



Darts



Table Tennis



eSports

GET IN TOUCH WITH US FOR A DETAILED OVERVIEW OF OUR PORTFOLIO: SALES@BETRADAR.COM

Indian Horse Racing



Increase the horsepower of your sportsbook

With 230+ years of tradition, Indian Horse Racing still maintains its excitement and enjoys greater popularity than ever. Betradar offers 300+ race meetings every year from various Indian race tracks, such as Hyderabad, Kolkata, Bangalore and Mumbai. Races take place 8:00-12:30 GMT, which makes it a perfect complement to your off-peak betting and live streaming portfolio.

Increase bet stimulation with innovative widgets



Enable punters to follow the flow of a match from a single source



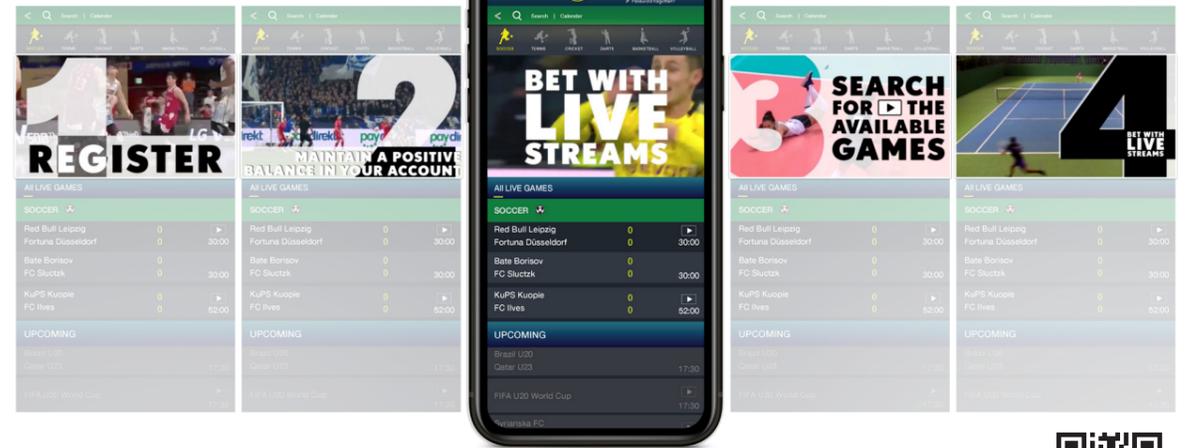
Attract new customers



Strengthen customer loyalty



Prolong visit duration of customers



Scan this code to see LCP in action

NEW PRODUCT

Live Channel Promotion

Let fans know what they can watch

Don't hide your live streams in your online sportsbook. Show sports fans that you have great streaming content to complement your betting portfolio.

With our latest innovation for the Live Channel family – Live Channel Promotion (LCP) – we help visitors to your online sportsbook have a glimpse of the audiovisual content you offer them – in the crucial first seconds they spend on your website's landing page and **even before they register for an account or log in!**

Product highlights

- LCP boosts awareness of your landing page and increases interest in your entire betting and streaming offering
- Engage your clients the moment they visit your website by showing new custom-made promotional video clips with footage from top sport events around the globe (incl. Bundesliga, NFL, Australian Open)
- Select from 200+ mixed sports clips and 700+ sports specific clips each year

How does it work?



*) for details, visit betradar.com or directly contact our sales team.

Live Channel Online

Live streams to boost your in-play betting offer

Live Sports video content – alongside your in-play betting offering – is key to increasing turnover by strengthening bet-stimulation and your customers' retention and loyalty.

Increase visit duration with live videos from sport events around the globe within your in-play betting offering. This enables punters to follow the flow of a match interactively – helping to ensure they'll place even more bets as they watch the events directly connected to your live odds.

Our flexible widgets enrich your offer when combined and placed on screen in the best way to fit your demands.

The integration of the fully hosted Betradar Live Player solution into your sportsbook is easy and fast.



Customise to fit your corporate identity and strengthen brand awareness

Combine live odds, game stats and video stream on one screen



Attract new customers



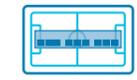
Strengthen customer loyalty



Prolong visit duration of customers

Distinctive marketing for your betting shop

Betradar's Live Channel Retail delivers a unique combination of live streams, live statistics and live odds. But that's not all. It also provides a lot of different marketing opportunities for your brand. On the following pages we introduce you to all that are currently available.



Betting Suggestion



Channel Trailer



Marketing Message



Marketing Video



Channel Logo



Customised Live Match Tracker



Marketing support for print items

FOR MORE DETAILS PLEASE READ PAGES 8+9

Live Channel Retail

All day live sports coverage to increase bet stimulation and entertainment in betting shops

Live sports content is essential for your betting shop as it leads to more betting activity and improved turnover for your business, due to its contextual support during the decision-making phase of the punter.

Using Betradar's Live Channel Retail you can significantly boost live sports coverage in your shop with interesting live events from our outstanding and highly flexible media rights portfolio – additionally, we offer non-broadcasted events to diversify our offer even more.

You can also increase brand awareness with our customisation options. Live Channel Retail lets you add your own logo, match your shops colours, and even include your own channel trailer.

Our Live Channel Retail is a hosted solution that is very easy to implement into the set-up of your betting shop. Talk to our sales team about flexible solutions to customise it according to your requirements.

Max out on Tennis!



Thanks to our partnership with the International Tennis Federation (ITF) and our exclusive rights for betting-related live streaming of top Tennis tournaments like the Laver Cup, Australian Open, ATP 250 Adelaide, Kitzbühel, Moscow and many others, bookmakers who put a focus on their tennis offer can get a special "Tennis Edition" of our Live Channel Retail, which provides punters with live tennis streams throughout the day.

Marketing possibilities in detail

Use the full potential of Live Channel Retail



Channel Logo

The upper right corner of the Live Channel Retail screen is reserved for your logo. Either place it into this part, or use a dedicated product logo to show your customers that you are providing an exclusive additional offering in your betting shop.



Live Match Tracker

Customisable live match visualisation

Our aim is to provide live sports content during your entire business hours. Due to unexpected content gaps, caused for instance by bad weather conditions and thus cancelled matches, injuries or technical issues at the venue, we have integrated our Live Match Tracker into the Live Channel. The Live Match Tracker visualises all relevant actions on a 2D pitch. As a great benefit for you, the Live Match Tracker offers customisation and branding possibilities.



Marketing support for print items

Inform your customers about the new offering

Each day, Betradar provides the latest channel schedule as well as betting-related statistics - entirely free of charge. Thanks to an automated email, you can subscribe to the daily sending of the Channel Program, print it and display it in your shop. In combination with targeted print outs such as posters, boards or banners, you can unlock the full potential of Live Channel Retail for your business.



Marketing Video

Integrate advertisements into the channel

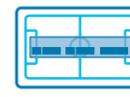
This feature enables you to insert 30 second clips into the daily schedule of the Live Channel. Your marketing video will be shown once per hour on average. Do not miss this opportunity to easily inform your clients about special offerings, new products, apps or latest marketing activities.



Channel Trailer

3 seconds to increase the brand awareness

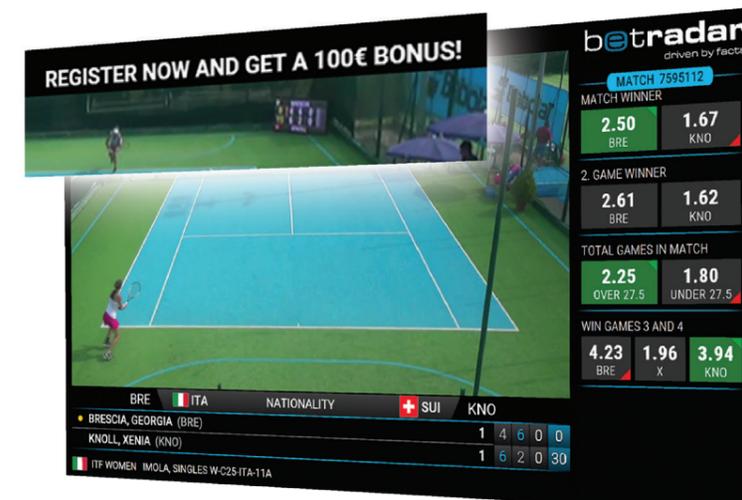
The Channel Trailer is a 3 seconds long video that is used as separator between different stages in the Live Channel. Customise it to your needs. Animate your logo, message a claim or specifically advertise this exclusive product in your shop.



Betting Suggestion

Increase your revenues with bet-stimulating extensions on screen

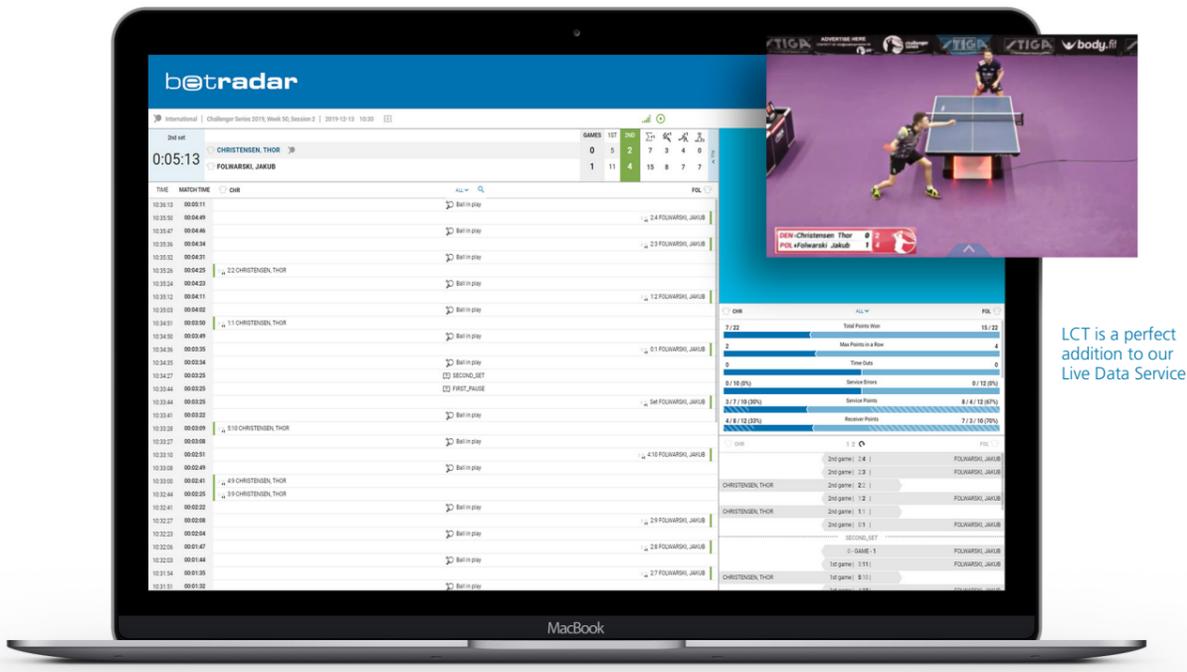
Placing bets has just become easier with up to three popular betting markets displayed at a time. The depiction of popular betting opportunities directly on screen gives punters in shops the opportunity to place a bet quickly and easily. The Betting Suggestions are triggered after important events in the match flow or based on timing e.g., after a goal in soccer or a break in tennis.



Marketing Message

Place on-screen marketing messages

We offer you the possibility to add your own marketing message to the Live Channel Retail. You can define this message directly in the client interface and update it regularly. The marketing message will be presented to your betting shop visitors once per halftime/period/set for two minutes. Get in touch with our sales team to learn how to set up your marketing message.



LCT is a perfect addition to our Live Data Service



Fast live streams accessible through Betradar's Live Data Client

Live Channel Trading

Let your traders work with the fastest streams

Using the official broadcasting signal, Betradar's Live Channel Trading lets you enhance your in-play trading for selected entities faster than the competition.



Use Live Channel Trading in combination with Betradar's Live Data solutions and seamlessly integrate the widget into your trading environment. The live stream for trading purposes will replace the pre-set visualisation widget (for up to 40,000 events per year).

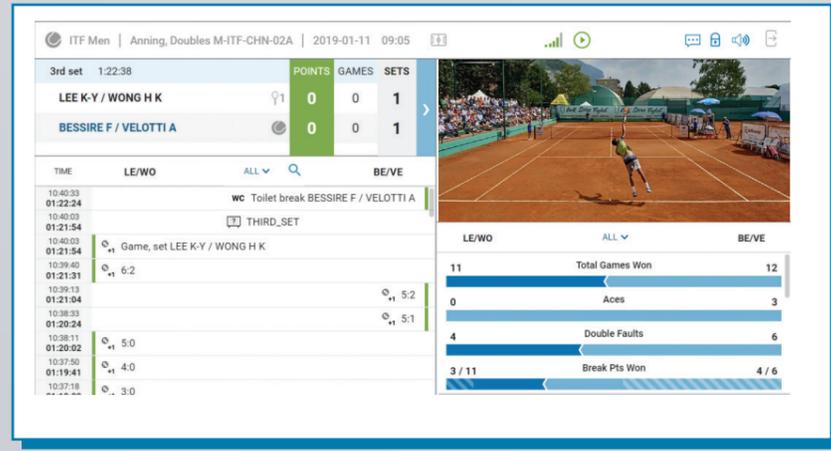
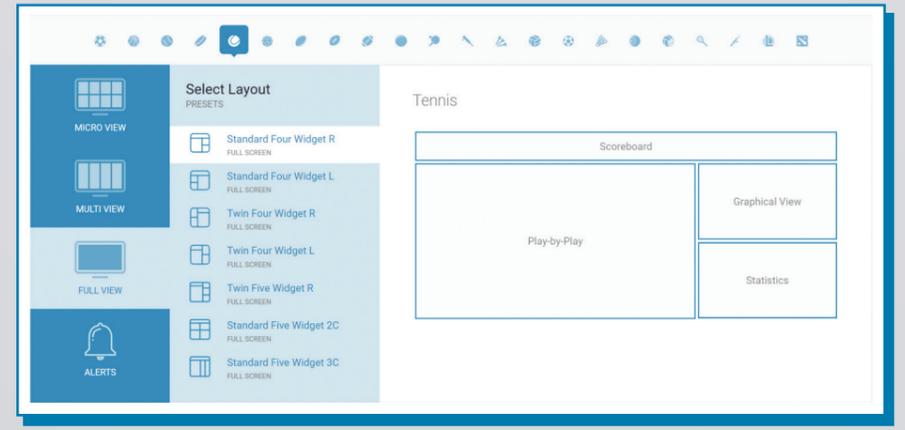


Usage with existing Live Odds booking or stand-alone usage automatically launches a window with the game selected in the Live Channel Trading player.



Benefit from an ultra-low latency solution that makes the Live Channel Trading streams as fast as possible. All matches in this offering are transmitted via our new in-house developed video platform, a renowned back-end live video streaming system that provides audio-visual game feeds with a delay as low as 1.5 seconds, which is significantly faster than any TV broadcaster.

User selects Live Channel Trader widget in sport-by-sport settings



Seamless integration of stream into Live Data Client match container



© 2020 Sportradar AG

Betradar is a brand of Sportradar.

www.betradar.com

For further information, contact
us at sales@betradar.com
or via our Customer Support at
support@betradar.com

Follow Sportradar on social media

