

## **PRESS RELEASE**

05 August 2015

### **Intralot on air with Betradar's Live Channel Online**

Betradar, the world's leading supplier of sports and betting related data services, is pleased to announce the launch of its Live Channel Online with Intralot Italia S.p.A. The new service for Intralot's online customers is available with immediate effect.

Betradar's Live Channel Online is a dedicated betting streaming service for the international bookmaking industry, launched in August 2014. A broad media rights portfolio which currently offers over 5,000 live events per year, with highly betting-relevant content available during the entire day with a focus on off-peak hours.

Lorenzo Caci, Director Sales at Betradar said: "We are very delighted to have sealed the partnership with Intralot Italia. The integration of our Live Channel Online into their website will strengthen Intralot's in-play portfolio significantly. In combination with Betradar's Live Match Tracker that has also been integrated on Intralot's website, the company is now providing an entertaining, engaging and informative all-in-one betting offering."

For further information about Betradar's Live Channel, please visit <https://www.betradar.com/betradars-live-channel/>.

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## NOTES TO EDITOR

### ABOUT SPORTRADAR

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. We provide cutting-edge solutions and services to media companies, bookmakers, sports federations and state authorities. We are a truly international organisation, employing over 1,000 people in more than 25 locations around the world. Our rapid growth is driven by technological innovation and a deep understanding of our clients' business needs.

It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 600 companies in over 80 countries. We occupy a unique position at the intersection of the sports, media and betting industries:

- Under the Betradar brand name, we are the leading provider of live data services to the betting industry, offering products to suit every business: from data collection through to fully managed trading services.
- With our Live Channel, backed by our extensive portfolio of audio-visual rights, we offer round-the-clock coverage of live sports content streamed to betting websites and betting shops around the world.
- We are leaders in the provision of Virtual Sports content and sports betting games, with customisable solutions offering the ideal mix of realism, profitability and punter appeal.
- Our focus on technology and innovation has made us a premium partner for the media industry, offering sports content solutions for online and mobile customers, from live scores and statistics, to match visualisations and apps.
- Uniquely in our industry, we also leverage our data to provide betting monitoring services to sports federations and law enforcement agencies to help in the fight against match-fixing. In the field of sports integrity, we are now firmly established as the world's leading supplier.

More information can be found on [www.sportradar.com](http://www.sportradar.com).

### For further press enquiries:

Stefan Röttger  
Marketing Manager  
Sportradar AG  
P: +49 89 2000 845 257  
E-mail: [s.roettger@sportradar.com](mailto:s.roettger@sportradar.com)