Live Channel Promotion

Promote your live streams with eye-catching, betting-oriented sports video clips

Awareness is Key

Our Live Channel Promotion (LCP) boosts awareness of your landing page and increases interest in your entire betting and streaming offering – even before a visitor to your online sportsbook registers for an account or logs in! Engage your clients from the first second by including clips of specific sports on your website’s sub-pages.

The core of LCP is aggregated value sport clips from some of the most popular sports in our live streaming portfolio. The Mixed Sports Clips are produced up to four times each week.

You can also target certain segments with LCP by selecting from hundreds of up-to-date Sport Specific Clips, which are dedicated to certain sports, and compiled with highlights from some of the world’s best leagues and tournaments.

Promotional clips with footage from sport events around the globe

900+ ready-to-use video clips per year

- **200+** Mixed Sports Clips
- **700+** Sport Specific Clips

For further details, contact us at av-product@sportradar.com

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driven by facts