

## **PRESS RELEASE**

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### **Betradar exhibits exciting portfolio at the G2E in Las Vegas**

Betradar, a leading supplier of sports and betting-related data will exhibit at the G2E Global Gaming Expo, held in Las Vegas, USA. From the 29<sup>th</sup> of September to the 1<sup>st</sup> of October the Sand Expo and Convention Centre will open its doors for exhibitors and guests from all over the world. Betradar will present its product portfolio including the latest innovation of betting, streaming, content and gaming solutions at its stand 5420.

As a 360 degree one-stop shop for betting and gaming operators worldwide, Betradar tailored a competitive package to showcase at the exhibition. For companies that are operating in the gaming and sports betting industry, Betradar's product portfolio provides solutions to externalize labor-intensive tasks, increase the in-play betting offering, enrich sportsbooks with bet-stimulating content solutions, enhance the engagement through live streaming and speed-up bet cycles with virtual sports betting solutions.

With Virtual Basketball the market's very first full-scale Virtual Basketball product will be presented. The 3D animations are outstanding and based on an impressive motion-capture technology process. Combined with all the popular basketball betting markets and a user interface built for betting, this product will take our clients' revenues to new heights. Another exciting product will be Managed Trading Services - MTS, a product which lets clients externalise labor-intensive tasks and deal with them efficiently as well as cost-effectively. This service puts Betradar's expertise in global betting markets and enables clients to partially or completely outsource their trading.

Thanks to scalability of the products, solutions and services, they meet the needs of organisations of all sizes – from small retail outlets to big global players - and help them to succeed in an increasingly competitive market. In addition, customization options create a high degree of flexibility, which lets clients compose attractive packages in an efficient and individual way exactly to their business requirements.

"Exhibitions play a very important role in our company when it comes to demonstrating and showcasing our services and solutions. Las Vegas is naturally the center of the entertainment industry and for Betradar the G2E obviously is a not-to-be-missed event. Based on our experiences from G2E 2014, the quality and quantity of visitors, particularly from America but also the rest of the world at this event is outstanding", said Eduard Blonk, Managing Director Sales at Sportradar.

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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).

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