

betradar
driven by facts



PREMIUM CRICKET



What is Premium Cricket?

More than 2 billion fans make cricket the world's second favourite sport, after football. With the rise of T20 and T10, there's a new crop of betting fans flooding the game.

More than twice as much money is placed on cricket compared to football matches. So, growth for your cricket income is odds-on.

Premium Cricket taps into the potential of the market, giving you more services you can offer.

Premium Cricket: the highlights

- Prices that can't be matched
- Real time solutions for all games
- Help managing your liabilities
- Event creation
- Over 3250 live matches
- Over 3600 pre-match matches
- 150+ live and pre-match markets
- Access to our scouting network
- Official partnerships with national and international cricketing boards
- Permissioned ground entry for scouts

The numbers behind cricket tournaments

Pre-match markets	150+
In-play markets	150+
Simulated Reality markets	50
Live events a year	3250
Pre-match events a year	3600
Simulated Reality events a year	2000

Financial match-stats (GGR percentages for real cricket)

Total ROI	4.78%
Match Market	5.95%
Runs in Over	3.96%
Runs off Delivery	4.04%
Innings Runs	4.16%
Group Runs	4.41%
Batsman Runs	4.96%
Fall of wicket	6.06%
Others	4.70%

An increase in cricket bets is odds-on

First off, it aims to provide the industry's highest GGR for cricket. And it does that by unlocking the full betting potential of the game. We use cricket odds modellers, statisticians, developers and traders to give the best and most reliable betting services in the market.

We've invested in real-time scoring feeds. And our team are never standing still. We're always looking for improvements in technology, and creating original markets. Which is what sets Premium Cricket apart from competitors around the world.

As we expand into Asia, our prices have to be extremely accurate to compete with shrewd punters at low oddskey and high stake limits. So, our return for UK bookmakers has gone up considerably.

Tournament performance

Tournament	Margin
World Cup T20 2022 (Men)	7.98%
Indian Premier League 2021 (Men)	7.50%
The Hundred 2021 (Men)	8.60%
T20 Blast 2021 (Men)	6.40%
Caribbean Premier League 2021 (Men)	4.50%
Super Smash 2021/2022 (Men)	5.90%
All International 2021 T20 Series (Men&Women)	5.80%
Big Bash 2021/2022	6.50%
Pakistan Super League 2022	4.80%
Bangladesh Premier League 2022	7.70%
Women's Big Bash 2021/2022	6.00%
Indian Premier League 2022	8.30%
T20 Blast 2022	4.50%

Industry figures	Market Average	Asian Exchange	Premium Cricket
Live Matches	1000	2000	3250
Markets	20	10	150+
Suspension Rates*	15%	25%	5%
Return Times**	120 seconds	30 seconds	15 seconds
Persistence Rates***	70%	80%	92%
Bet Settlement Delay	Varied (up to a few hours)	Varied (up to 24h)	~2 minutes

* The amount of each match where any of the main markets are temporarily suspended due to on-field action
 ** The length of time taken for all main markets to return after a wicket
 *** The amount of a match where all main markets are available (data collected from companies listed on Oddschecker over the last 2 years)

Helping you increase your stake

As the leader in the market, Premium Cricket's originality attracts more recreational business – which helps drive up your stake.

1X2 More betting opportunities
150+ live and 150+ pre-match markets.

Rapid settlements
As soon as a result of any market, pre-match, or live event can be verified, we'll settle the bet. That includes rolling results – so customers never have to wait for a market to close if their bet has already won.

Prices that can't be matched
The pinpoint accuracy of our models and systems means we're more flexible with our prices. So you get the confidence to use smaller margins and larger stake limits.

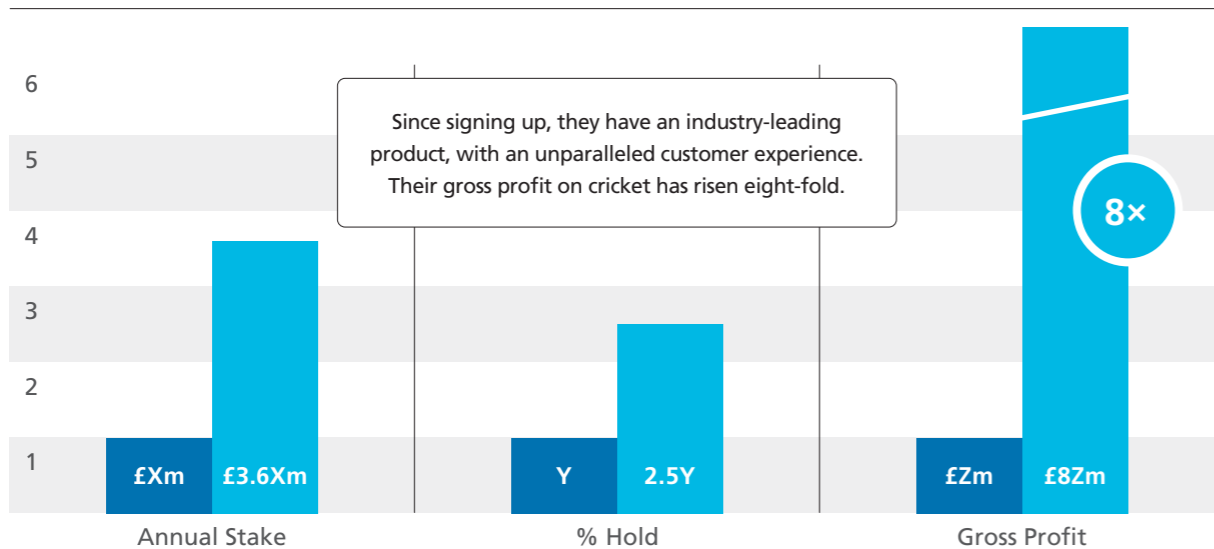
Lowest suspension rates
Our main markets are active 99% of the time. That's because our models automatically adjust prices in response to what's happening on the pitch, so there aren't any needless suspensions.

The fastest cricket service in the market
When we need to realign, like when a wicket falls, we're back with all our main markets within 15 seconds.

Original markets
Our team are always looking for new markets, creating bets for things like 'Last Man Standing' and 'Rabbit Runs'.

With an online user experience that's a cut above the rest, Premium Cricket attracts a bigger customer base. That leads to a higher stake per customer, and improves your overall cricket stake.

These figures represent the Stake, Hold and Profit of one of our clients



Helping you increase your hold

Cricket is complex. Prices are affected by things like the length of the grass, or the altitude of a venue. The type of soil. Or the dew on the ground. We tackle these complexities by matching mathematical models with highly-trained, cricket-traders to run them. So, you'll get more accuracy for the bets you offer, and improve your hold.

We're specialists
We have a laser vision focus on cricket. It means we've been able to invest in highly specialised staff season after season.

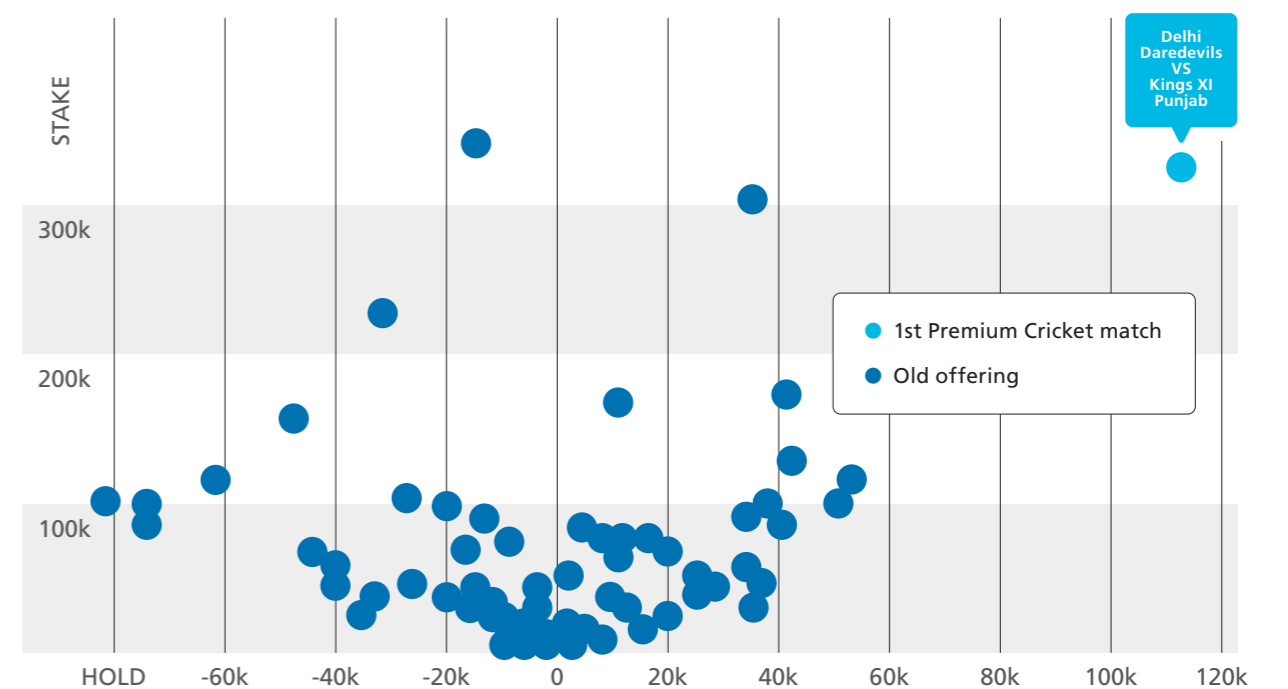
We're experienced
Our pricing system has been designed, built and tested by the traders who use it. That gives us total flexibility and control over all price updates.

We're fast
We have a real-time solution for every single match we cover. Our speed makes sure you aren't susceptible to in-venue bettors.

We're informed
We use liability information from multiple customers and have access to subcontinental prices. This gives us a full view of all the market movement.

This case study of a UK bookmaker shows how turnover increased after they launched Premium Cricket on their website.

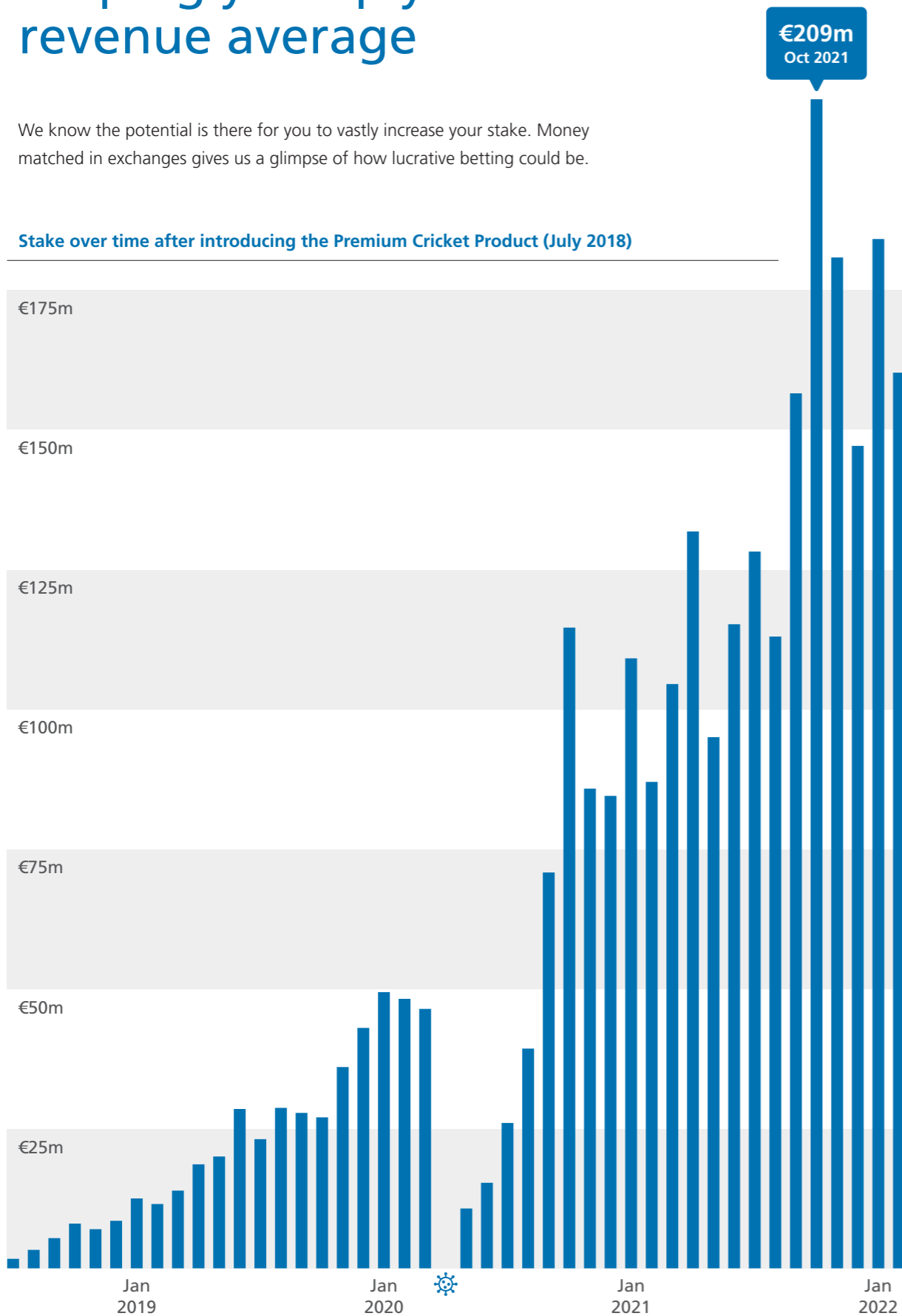
Stake and hold of one bookmaker by match, after their first Premium Cricket match



Helping you up your cricket revenue average

We know the potential is there for you to vastly increase your stake. Money matched in exchanges gives us a glimpse of how lucrative betting could be.

Stake over time after introducing the Premium Cricket Product (July 2018)



Others were knocked for six by Covid

When the Covid-19 pandemic struck, in an instant the sporting world was left void. With events being cancelled, we needed to offer something different to capture fans' attention. We quickly put our sports data and artificial intelligence know-how to good use. Our Premium Cricket team launched Simulated Reality Cricket within weeks. It was the perfect way to help our clients generate revenue when live cricket wasn't possible.

Fans still had cricket. And they had a sport to bet on when there wouldn't have been any. It was a win-win. Analysis showed people who bet on Simulated Reality Cricket spend on average 3-times more on

cricket sports betting than those who don't*.

Simulated Reality Cricket has zero input from traders, running automatically with prices based on the premium cricket models historical data. Now, when there are gaps in live cricket coverage, Premium Cricket can schedule Simulated Reality events to make sure there's always someone at the crease.

Financial facts (Simulated Reality Cricket)

Total	6.1%
Match Market	5.0%
Runs in Over	6.3%
Runs off Delivery	8.9%
Innings Runs	6.1%
Group Runs	7.5%
Fall of wicket	4.5%

Premium Cricket has all of Betradar's service in its kitbag

We're experts in betting-related match fixing

We detect, investigate and prevent anything that threatens the integrity of sport. We build strong partnerships with national and international sports governing bodies such as Cricket Australia, ECB, ICC and BCCI, as well as anti-doping agencies, clubs, state authorities and law enforcement bodies.

We'll manage your liability

You'll have access to our Managed Trading Services (MTS). Our team of trading analysts will manage your liabilities. So, the risk is dealt with externally, your costs are lower, and your security is tighter. We'll also tailor our service to suit your business.

We've scouts on every continent

We have over 7,000 data journalists across the globe. They guarantee top-class, real-time cricket coverage. You'll be able to use shorter bet delays, and keep certain markets out longer and deeper into the match.

Have an IT infrastructure envied by our competitors

A robust and secure network underpins our entire IT system and feeds. There aren't any resilience or downtime issues. We help make the integration process seamless – we'll give you a cricket account manager to guide you through integrating our software.

Bring experience that can't be matched

You know and trust our name. We're world beaters in the game, with a proven record in delivering betting services, solutions, and support.



To book a live demo, please contact premiumcricket.enquiries@sportradar.com



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