

Betradar's Unified Odds Feed

The harmonisation of sports betting data

Betradar's Unified Odds Feed is a new way of data delivery. One that enables customers to quickly and consistently access all the data Betradar supports by uniting the different XML feeds that once required multiple integrations. The feed also works in conjunction with the entire range of our existing betting products, such as Pre-Match Odds Service, Live Odds, Premium Cricket Service and Managed Trading Services.

The full potential and power of the Unified Odds Feed can be experienced with **Ctrl, Betradar's newly-developed sportsbook management interface**. Featuring a configuration built especially for this feed, **Ctrl** gives you the ability to directly manage your event and market publication, and pre-match odds.

INTEGRATE THIS SERVICE FREE OF CHARGE AND BENEFIT FROM:

- Harmonised sports betting data that provides a **faster and more comfortable service handling**
- Accelerated data transmission that increases **efficiency and flexibility** in your trading
- Simplified integration processes that **save you time and costs**

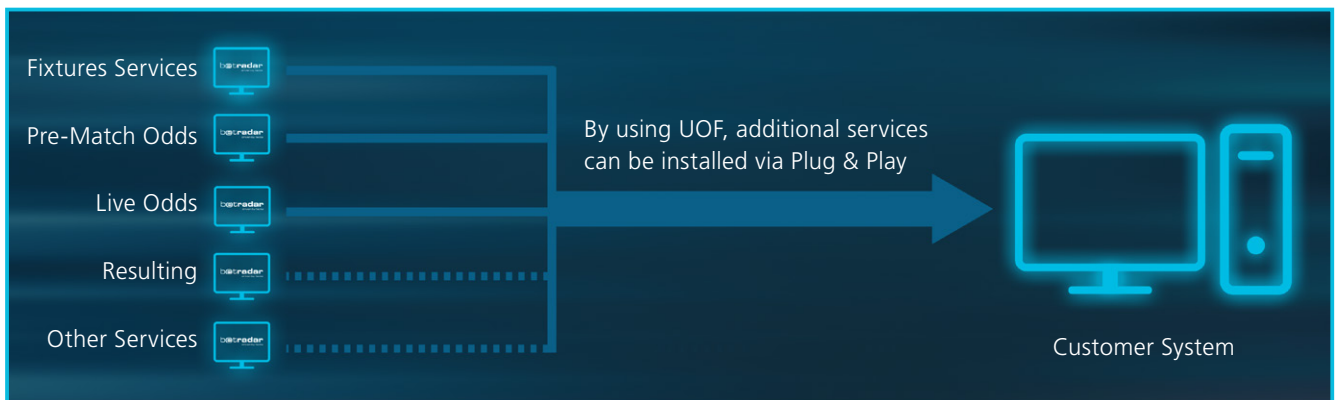


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Better Price Accuracy and Flexibility on Bet Settlement – The data structure of Betradar’s pre-match and live odds XML feeds has been unified with the same format and ID’s. This now enables you to use live odds markets for your pre-match offer from up to 15 minutes before the official starting time of the event, and choose between post-match and in-play results to settle your bets even faster.

Real-time Updates – By using the Unified Odds Feed you will receive only the data you requested. Static information, such as translations, are not included. And because the data packets are much smaller, your updates are instantaneous.

Fast and Cost-Effective Service Integration – With a one-off integration of the Unified Odds Feed you immediately benefit from a future-proof technology that guarantees fastest time-to-market implementation at lowest financial expenses. All current and future Betradar services will be adapted to work via the Unified Odds Feed for almost-instant installation by our Plug & Play system.



PRODUCTS AND SERVICES AVAILABLE VIA BETRADAR’S UNIFIED ODDS FEED.

already supported:

- Managed Trading Services
- Pre-Match Odds (provided via Ctrl)
- Live Odds Service
- Live Trading Tool (BetPal)
- Premium Cricket Service
- Player Markets
- Virtual Sports Betting
- Cash-Out
- Numbers Betting
- Rapid Markets

Contact us today at sales@betradar.com
or visit our homepage www.betradar.com