



b@tradar

**MARKET-  
LEADING  
SPORTS  
BETTING  
SERVICES  
PRODUCT  
BROCHURE  
2023**

# If it's betting, it's here

## Join the leading provider of fully reimagined immersive sportsbook experiences to bettors and fans

Sports betting never sits still. And neither do we. Evolution, and revolution, are in our blood. That's why we've always led the way in delivering fast data, utilising the latest technologies, and bringing fresh innovations to the market.

And it all comes together in our extremely flexible and constantly evolving range of 360° services.

### Your sportsbook, your way

It's simple. You choose the solution you need – all-in-one or modular – and we run it for you. That way, you can focus 100% on your business and not the rest. Want the latest tech for customer acquisition? Done. Need something new to boost retention and maximise the lifetime value of your customers? Easy.

You can even boost your sportbook's efficiency with our proven management, trading, and ad:s marketing services. Whatever you need, we can make it happen.

### The smart, data-driven sportsbook

The best thing, as the official data partner to many of the world's most renowned sporting bodies, the

data we collect, process, and distribute to our 360° services is comprehensive, reliable and real-time.

In addition to that, our technology uses artificial intelligence and machine learning to unlock the deepest insights and provide hyper-personalised, liability-driven odds – delivered with extremely low (and even zero) latency. We even use the pioneering AI-component, Computer Vision, to collect and extract detailed information from visual sports data.

Then we sync it all up with everything you need to keep your sportsbook running, fresh, and future-ready – from our platform solution, sports personalisation technology, live streaming, Gaming, statistics, visualisation tools, and more.

### The future of betting – today

Whether you're established or just starting up, the key to success is being able to quickly adapt to changing customer expectations and market disruptions, while providing an excellent and positive experience that drives engagement every time.

That's what our always up-to-date, flexible, and highly scalable 360° services can help you achieve. From day one.

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## A multi-award-winning company





## SEVEN Platform

[Find out more](#)


### A betting and gaming platform with flexibility built in


Manage all your betting and gaming business operations in one place with our omnichannel, turnkey platform. It brings together all your delivery channels, fits anywhere, and is completely modular – so it grows and adapts as your business does.


Use it as a core platform including sportsbook, rich game portfolio, wallet and betting API integration, plus third-party product, applications and plugins registration. Or as a product aggregator with third-party platforms: wallet, front-end and backend integration.


Need front-end customisation? Our team will make that happen too.


#### The benefits


 Full omnichannel turnkey betting and gaming platform - easily manage all your delivery channels.


 A single channel platform (Web web/iOS and Android native app/retail/SSBT).


 A product Aggregator that you can seamlessly integrate with other betting or casino platforms.


 Rich betting portfolio including MTS and self-managed sportsbook, virtual games catalogue, lottery and casino content.

 Powerful and easy-to-use back-office tools and applications.

 Advanced remote device management – configure and manage any hardware, including betting terminals, in your shop remotely.

 Dedicated business analytics team so you can always plan your next move.

 Know your customer (KYC) – includes a toolkit to help you engage and retain clients.

 Comes with multilevel customer support and 24/7 coverage for troubleshooting.

## SEVEN Sportsbook


[Find out more](#)


### The only sports betting tool you'll ever need

A powerful and easy-to-use sports betting platform that looks great and works fast.

It works on every delivery channel, including native iOS and Android apps. And its revenue-share model cuts risk and operational costs, making it perfect for all types of operators.

#### The benefits

 Unified UI across all channels.

 Risk management.

 Multi-language support.

#### Whether you're an established operator or new to the business, we've got a package to suit:

##### Fully-Managed Sportsbook

A fully automated and integrated user-ready service. that requires minimal resources from you. Effortlessly impressive pre-match and live betting, covering everything from event and odds creation

and managing risk, to market monitoring and ticket settlement.

In addition, cash out, live stream and live match tracker, bet builder and bet assist in live betting give players betting experiences like never before.

##### Self-Managed Seven Sportsbook

A brand-new engine for your business, designed and built for bookmakers who want to control risk with their dedicated trading team.

You get support for multiple feeds, custom event creation and advanced risk management tools, all in a user-friendly solution.

#### What you'll get

- Data and feed management.
- Risk management modules.
- Settlement and reporting engines.
- Various bet slip types.
- Extra features to engage and retain customers – bonusing, cash out, bet builder, player props, stats and match tracker.



# ORAKO Sportsbook

[Find out more](#)

## One sportsbook solution. All in.

Level up your betting business with ORAKO, our all-in solution. It's our entire market-leading sports betting portfolio merged into a single end-to-end service, with full support for every operational aspect.

That's everything from sports data and betting content to platform, trading and marketing services. All natively merged from a single source. And it's fully flexible to adapt to your needs.

### One solution, one integration

You can integrate ORAKO in any Player Account Management system and start maximising your growth opportunities quickly. And it's already available in a number of the industry's leading PAM platforms. Just choose the option that suits you best.

ORAKO



Player Account Management

### With ORAKO you'll:

- Achieve unrivalled marketing success with AI-driven acquisition, retention and personalisation.
- Always offer something to bet on, with the most compelling betting portfolio.
- Get unparalleled service up-time thanks to advanced sportsbook engine.

- Keep your customers engaged with best-in-class streaming, visuals and stats.
- Future-proof your sportsbook with the best trading service available.
- Make faster, more informed decisions with real-time 360 business insights.

### Let us take the strain so you can take care of business

With our flexible, fully managed service you can hand over as much of the day-to-day management of your sportsbook as you want, from trading and risk management to compliance and technology support.

We're here to share our know-how and expertise as your partner so we can meet your needs and deliver the best results.

### Make the best content portfolio your own

Cater to your customers' needs with the broadest and most diverse sports betting portfolio available including exclusive premier content and the ability to add third party feeds.

**NEW** **Horse racing and greyhound service now available**



## Sportsbook engine






### Get uptime all time

Give your customers a smooth and seamless experience no matter the number of sporting events, bets, or promotions you're dealing with. ORAKO's sportsbook engine injects high performance, scalability and stability into every level of your operation, helping to process all transactions with unparalleled uptime both online and through retail.

#### Tough security built in

We're ISO 27001, ISO 20000 and ISO 9001 certified. So you can be confident that our systems and solutions are always-on, confidential, and of the highest integrity.

#### What you'll get:

-  Real time scalability – heavy-duty capacity, whatever the size of the data load.
-  Unmatched stability – fast and secure for you and your customers.
-  Total confidence – we follow rigorous security standards.
-  Full flexibility – a multi-region, multi-regulation setup from a central system.
-  Advanced technology – we're always first out the gate with innovation.

## Omnichannel solution

### Give your customers a great, on-brand experience wherever they find you






Attract new customers and keep them coming back, with a betting experience that offers the very latest content, statistics, streaming and visualisation across all your channels.

ORAKO helps you create a personalised, immersive experience in your online, SSBT or over-the-counter solutions.

#### Stand out from the crowd

You'll also be able to tailor your offer with your own brand style, giving players a familiar experience and helping you stand out from the competition.

#### What you'll get:

-  A personalised, immersive experience both online and in retail.
-  A customisable front-end for your own brand design.
-  Open APIs to build or integrate your fully customised front-end.
-  A Content Management System you can configure down to the smallest detail.
-  An innovative retail catalogue with POS and SSBT solutions.







## Vision

### Raise your game with AI-powered video management system

Supercharge your existing data with AI. "Vision" turns your video security tools into a sharper, more intelligent and more scalable business solution.

Tested in betting shops to enhance safety and automation standards, and help you meet responsible gaming standards. Improve self-service safety and intelligence, and get closer to retail automation.

#### The benefits






-  Live Business Intelligence.
-  Track customers across locations and understand them better.
-  Keep blacklisted customers out, manage self-excluded and detect underage players.
-  Quick passes for registered players or VIPs.

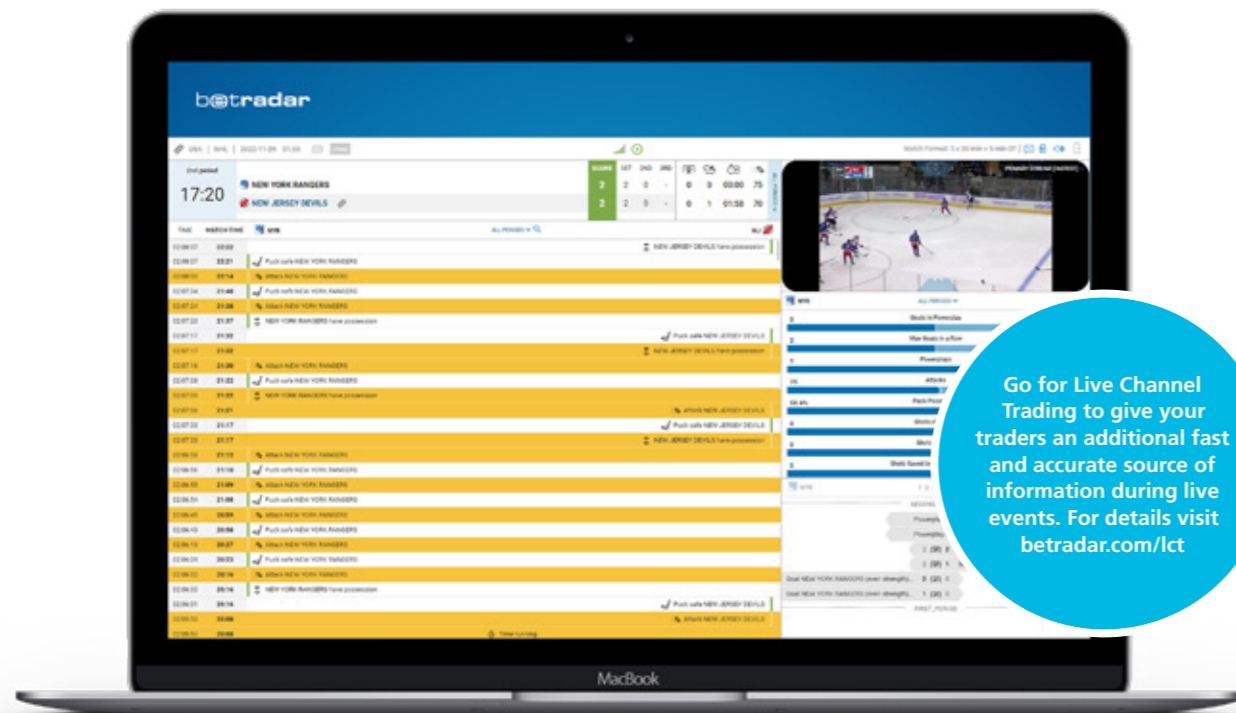
## Self-Service Betting Terminals

### The best software needs the best hardware

We design and manufacture premium self-service betting terminals in our own factory with the finest peripherals for land-based betting businesses. With beautifully designed and custom-branded metal frames, they'll fit perfectly into your shops.

#### The benefits

-  The highest security standards and certification.
-  A wide range of customisation options for peripherals.
-  Intuitive design and white-label branding.
-  All RAL palette colours available.
-  Extra video outputs if you need them.



Go for Live Channel Trading to give your traders an additional fast and accurate source of information during live events. For details visit [betradar.com/lct](https://betradar.com/lct)



Used by over 350 bookmakers worldwide

## Live Data Service

[Watch our MLB case study](#)

[Find out more](#)

**All the data you need for your sportsbook – from the world’s most comprehensive sports betting live service**

Reliable. Comprehensive. Real-time. That’s our data in a nutshell. Get it for your in-house trading with both our Live Data Service and our sister brand, Real Time Sportscast (RTS). Our Live Data Service isn’t just one of the most accurate out there: it’s also the fastest, with data taking less than a second to go from the venue to you.

Our 8,300 data journalists around the world guarantee you get quality, security and integrity no other provider can match. Plus you get a customisable widget-based trading interface, with all the features you need to boost your in-play trading.

### What you’ll get

- 33 sports and 790,000+ events.
- Data collected by the largest network of data journalists in the world.
- Lightning-fast data with the lowest error tolerance.
- Unrivalled data depth to support more betting markets than any competitor.
- Most sophisticated security for betting live data production.
- Setting industry standards for data journalist recruitment, training and integrity systems.
- RTS: 18 sports and 50,000+ events a year, including the world’s fastest-growing sports like water polo, sepak takraw and kabaddi.

## Live Odds Service

[Find out more](#)

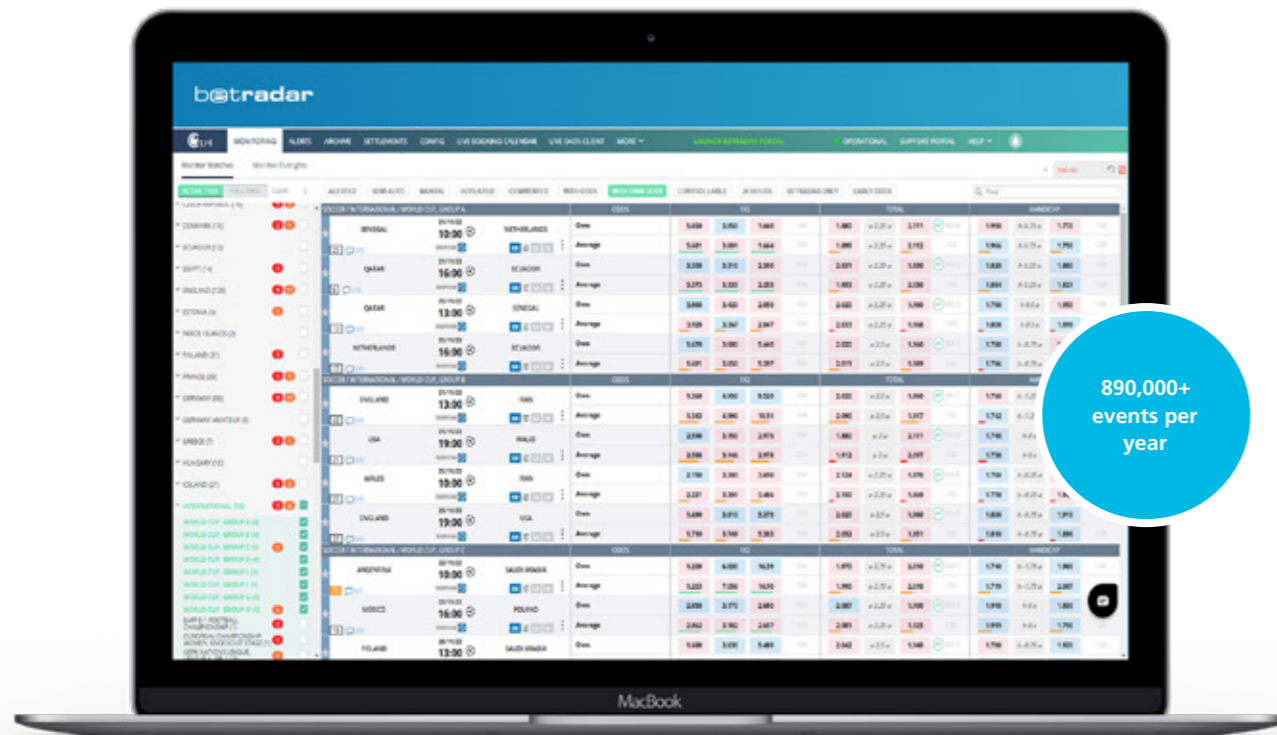
**Take your sportsbook in-play with confidence**

Get the most popular in-play trading service on the market, used by over 350 bookmakers worldwide. Our Live Odds Service is fully automated and integrated, so it’s ready for your customers from the get-go. You’ll offer them a broad range of live betting sports and markets, with hardly any effort to get started. We administer the complete match in real time, using our mathematical live odds models to maximise your profits.

And our Live Trading Tool (pictured) lets your traders manage multiple matches with dozens of bet types, simultaneously. Use the tool alongside our Live Odds Service to control your odds depending on liability, and to get the flexibility you need to stake your position in the market.

### What you’ll get

- 620,000+ sports events covered every year.
- Boost profits with the sharpest Live Odds Service in the industry.
- Live odds developed with leading-edge mathematical models traded by our experts.
- Top quality, fast data you won’t find anywhere else, thanks to our official partnerships with the NBA, MLB, NHL, UEFA, ICC, ITF, and World Snooker.



## Pre-Match Odds Service provides everything you need



### Event creation

- No need to manually set up fixtures and markets.
- All data created, verified, and supervised in real-time.
- Valuable information on worldwide player transfers, match-related news, injuries and suspensions.
- Quality guaranteed, thanks to the highest security standards.



### Odds suggestions

- Get odds early to put them in front of customers.
- Odds compiled and monitored 24/7 in-house to avoid arbitrage between different odds providers.
- Odds calculation web service to take advantage of our mathematical odds models and create your own pre-match odds.
- Plenty of configuration options, including margin setting.



### Trading tools

- Odds and closing times compared to the entire betting market to minimise errors.
- Fully customisable interface for alerts, markets, sports and more.
- Alert system to detect wrong results, open bets on matches already started, differences in odds and fixtures, sure bets, removed offers from other bookmakers, and more.
- Add-on: American Monitoring Service checks odds from Las Vegas casinos for all American football, basketball, baseball, and ice hockey competitions played in the US.



### Resulting

- Accurate and rapid results for over 90 sports.
- Automated and immediate pay-outs possible.
- Stats like period results, line-ups, substitutions, detailed goal information, goalscorers, bookings and corners.
- Results comparison against our database.

# Pre-Match Odds Service

[Find out more](#)

## The industry-leading pre-match odds service

Get everything you need to create and manage your sportsbook – from event and odds creation to market monitoring and result confirmation.

We'll populate your betting offer with accurate and constantly verified fixtures for over 890,000 events a year, across more than 90 sports.

We also compile and trade all markets in-house, constantly monitoring price changes from almost all bookmakers around the globe.

We then deliver verified results fast, so you can directly settle your bets. It's how we guarantee one of the most accurate pre-match odds services on the market.

### What you'll get

- Fixtures, odds suggestions, trading tools and results.
- 90+ sports covered, including niche ones.
- 890,000+ sports events supplied every year.
- Odds compiled and traded in-house and monitored for integrity by our Universal Fraud Detection System.
- Visibility of your prices and your competitors' prices too, thanks to world leading market monitoring.
- ISO 9001 certified, matching the highest quality standards.





## Custom Bet

### Combine selections across markets

Let your customers combine up to ten bet selections into a single ticket – like ‘Match odds’, ‘First goalscorer’ or ‘Both teams to score’.

With both pre-match and live options, Custom Bet covers all soccer tournaments. So fans can choose accumulators from 90 different soccer markets, as well as 15 basketball markets.

Custom Bet is available on the Unified Odds Feed and to Managed Trading Services customers.

### What you'll get

- Soccer (pre-match and live) and basketball (pre-match).
- Over 90 markets to choose from.
- Ten selections for each Custom Bet.
- A mobile-responsive customisable front-end interface (pictured).
- Engaging betting stats to help with decision-making.
- Smart filtering to remove conflicting outcomes.

[Find out more](#)

## Rapid Markets

### More betting opportunities with faster cycles

Welcome to the next generation of live betting. Rapid Markets offers bets that settle in under five minutes. That means more betting opportunities for your customers, and higher turnover for you.

For soccer, customers bet on what's going to happen in the next 60 seconds (e.g. goals, corners, bookings and penalties). For US sports, customers get 10 different markets to choose from, including ‘scoring type’, ‘total yards gained’ and ‘result of next pitch’.

### What you'll get

- More live betting opportunities for top-tier soccer matches.
- Casino-style betting for faster settlement – more bets and turnover potential.
- New bet cycles every minute to keep fans engaged for entire matches.
- Betting on any device, including mobile.

[Find out more](#)



## Player Markets

[Find out more](#)

### Betting on individual players' performance

Bets on player performance are surging, so give your customers the chance to get in on the action. With Player Markets they can bet on stats like goals, touchdowns and strikeouts, based on the formats ‘over / under’ and ‘at least’. And we've got the world's biggest leagues and sports too, including elite soccer competitions like La Liga, Serie A and the Champions League, alongside MLB and the NBA.

### What you'll get

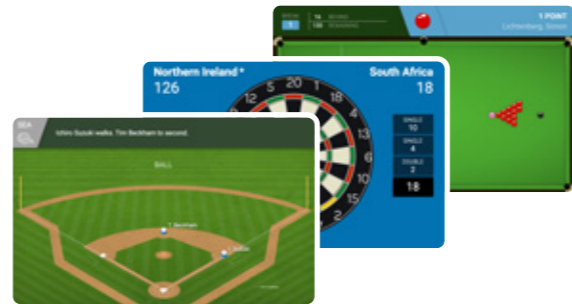
- Up to 600 bets a game – covering the NFL, NBA, MLB, elite European soccer, Euroleague basketball and US College sports.
- All the key player stats for each sport.
- No workload for you, as we create, manage and settle markets in-house.
- Sharpest prices thanks to leading-edge mathematical odds models.

### American Football Player Markets In-Play

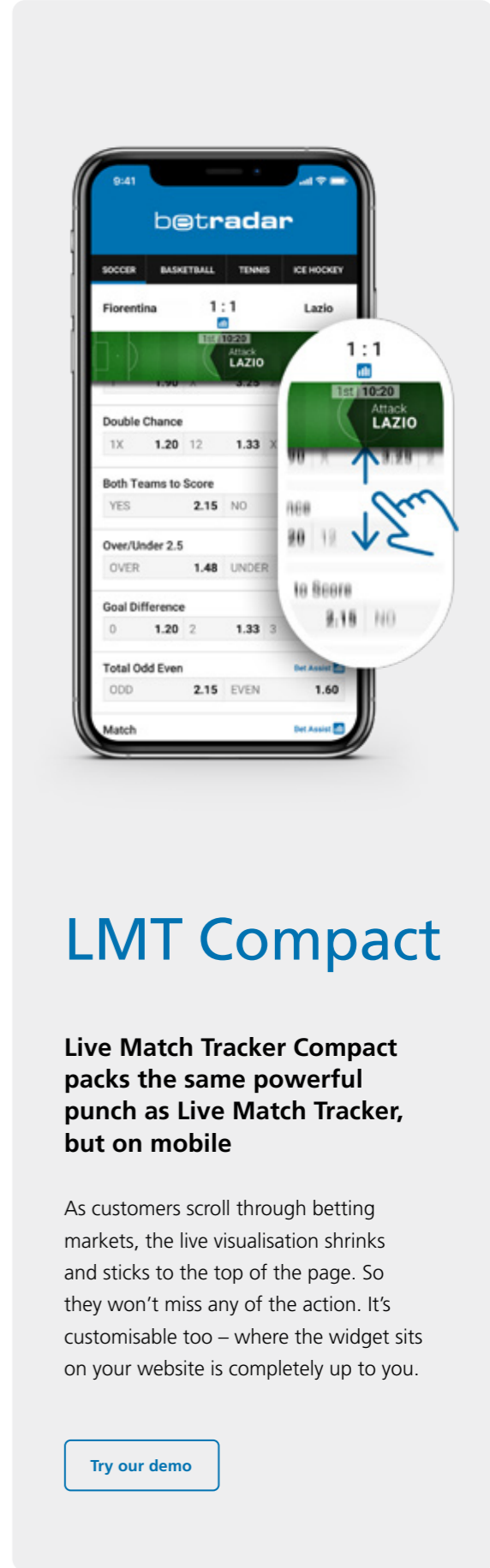
Push your sportsbook over the goal line with our American Football Player Markets In-Play. With multiple ‘over/ under’ markets on the performance of key offensive players, your customers get to predict a player's touchdowns, carries, receiving yards, pass completions and more.

### What you'll get:

- Customers bet live on player performance.
- Player positions include six high profile offensive players a team: 1 quarterback; 2 running backs; 3 wide receivers / tight ends.
- A bundle of 10 new markets with 5 game props and 5 first-half props.



Available sports	Live Match Tracker	LMT Compact
Soccer	✓	✓
Basketball *	✓	✓
Tennis	✓	✓
American football	✓	✓
Ice hockey *	✓	✓
Baseball *	✓	✓
Rugby **	✓	—
Volleyball	✓	—
Beach volleyball	✓	—
Badminton	✓	—
Handball	✓	—
Darts	✓	—
Table tennis	✓	✓
Cricket	✓	—
Futsal	✓	✓
Snooker	✓	—
Formula 1	✓	✓
eLeagues	✓	✓
Kabaddi	✓	✓



## Live Match Tracker

[Download our whitepaper](#) [Try our demo](#)

### Put customers at the heart of the action

Bring sports to life, boost clicks and keep customers coming back for more. Our Live Match Tracker visualises games and matches in real time across more than 20 sports, including soccer, cricket and tennis.

Features like graphically enhanced ball spotting and on-pitch animations add a whole new level of action. And live and pre-match stats give fans all the info they need to bet with confidence.

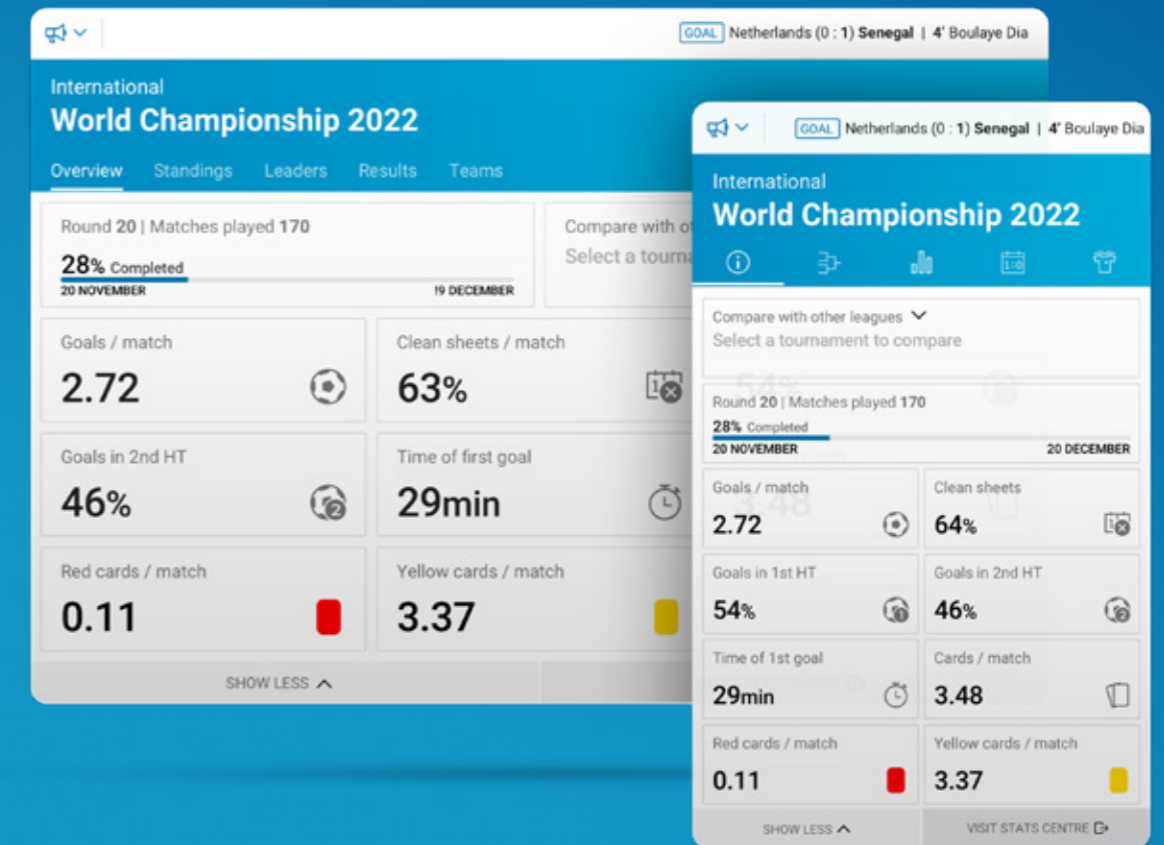
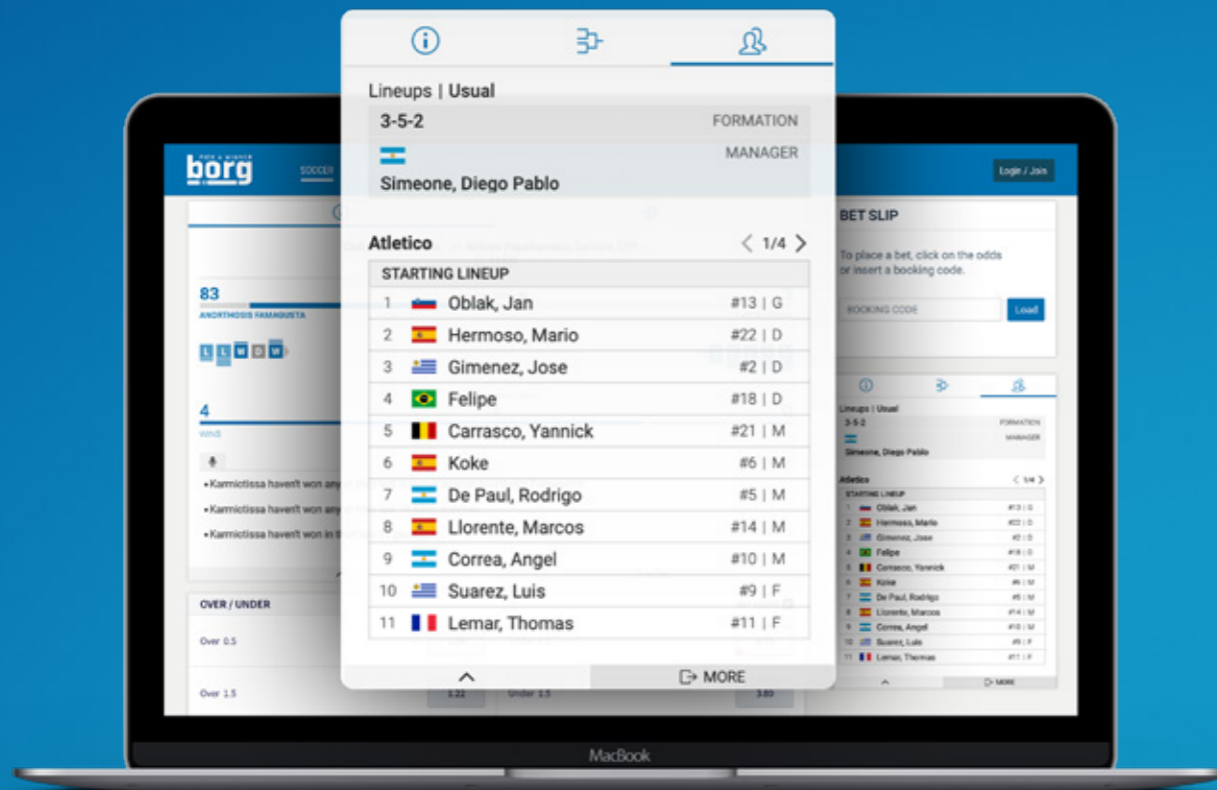
- One of the fastest score trackers on the market.
- On-event triggered statistics.
- Extended match statistics through tabs next to the pitch.
- A bird's-eye view for more visible action on the pitch.
- A unique visualisation and modern design.

## LMT Compact

### Live Match Tracker Compact packs the same powerful punch as Live Match Tracker, but on mobile

As customers scroll through betting markets, the live visualisation shrinks and sticks to the top of the page. So they won't miss any of the action. It's customisable too – where the widget sits on your website is completely up to you.

[Try our demo](#)






## Match Preview

[Try our demo](#)

### Offer essential match stats before the game starts

Show fans targeted pre-match and team stats for upcoming matches. Match Preview sits wherever you like on the match page. And once the game begins you can swap it for our market-leading Live Match Tracker.

#### What you'll get

-  A fully responsive widget, and a mobile-friendly version that leaves more space for odds.
-  A simple plug & play integration.
-  Different customisation options for both style and markets.




## Tournament Preview

[Try our demo](#)

### A compact sports centre for every tournament page

Put the latest stats, tables, top players and recent results from major leagues and tournaments in your sportsbook. Fans can compare their favourite leagues and tournaments, encouraging them to bet on games they might never come across otherwise.

#### What you'll get

-  A ticker tracking big events in live games to attract fans.
-  A compact design that fits on every page.
-  A dedicated mobile version.



## H2H and Game Pulse






[Try our demo](#)

### Easily add head-to-head stats

Put head-to-head stats directly on your match page. A widget sits next to the match a customer's watching, so they have all the info they need in one place. The layout's really flexible, and includes different markets in one view.

Add H2H to your sportsbook and you'll also get Game Pulse completely free. Sitting underneath the scoreboard during live games, this advanced mathematical model displays the dynamics of a soccer match using a single number, including whether it's 'hot' or 'stale'.

### What you'll get

-  Pre-match and in-play, with extra updated stats during live matches.
-  A fully responsive widget with a mobile-friendly version that leaves more space for odds.
-  A simple plug & play integration.
-  Lots of customisation options for both style and markets.
-  An animated pulse displaying live pressure and dynamics of a fixture.

## Bet Assist

### Seasonal data for your odds

Keep customers glued to your page with Bet Assist. Add seasonal data right next to the odds so they can bet without leaving. Covers pre-match and in-play betting. With built-in tools to encourage bets in less-popular markets.

### What you'll get

- Fully responsive design.
- Fast loading speed.
- Support for over 40 languages.
- A straightforward plug & play integration.
- Lots of customisation options for both style and markets.

[Try our demo](#)

## Statistics Centre

### The best statistical service around

Leading statistical information, tailor-made to help you make smarter decisions. Get Match Preview and H2H free when you add the Statistics Centre – for even more in-depth sports analysis. Both offer flexible website placement, and targeted pre-match statistics next to your odds.

### What you'll get

- Historical data from the last 20 years.
- Stats from over 1,900 events across 110 countries.
- The option to combine it with Live Score.

[Try our demo](#)



## Premium Cricket Service

[Find out more](#)

### Unlocking the potential of cricket betting

More than two billion fans make cricket the world's second-favourite sport, after soccer. But if you look at the betting statistics, the roles are flipped: more than twice as much money is placed on cricket than soccer.

So growth for your cricket income is odds-on. And with the rise of T20, there's a new crop of betting fans flooding to the game.

#### What you'll get

- Exceptional pricing quality.
- Real-time betting for all games.
- Help managing your liabilities.
- Event creation.
- 150+ live and pre-match markets.
- Official partnership with cricketing boards.
- Permissioned ground entry for scouts.

#### What is Premium Cricket?

Premium Cricket is the first reliable service that opens up the full betting future of cricket.

It offers you cricket's highest gross gaming revenue on the industry, and that's down to two things: our people, made up of cricket odds modellers, statisticians, developers and traders. And our technology, with real-time scoring feeds and continuous innovation.

#### Industry figures

	UK average	Premium Cricket
Live Matches	450	3250
Markets	20	150+
Suspension Rates*	15%	5%
Return Times**	120 seconds	15 seconds
Persistence Rates***	70%	92%
Bet Settlement Delay	Varied (up to 8 hrs)	~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)




## Electronic Leagues

### Add video games to your sportsbook

Sports video games like FIFA, NBA2K and NHL are huge business. So give your customers the chance to bet on them, and many more games, with our Electronic Leagues series.

You'll diversify your portfolio with 24/7, crisis-proof content. And we'll handle the live odds, live data and live streaming on a range of different tournaments.

#### What you'll get

-  24/7 fast-paced action with quick pay-out cycles.
-  Competitions using titles such as FIFA, NBA2K, and NHL.
-  Live Odds, Live Data and Live Streaming available.



## Virtual Sports

[Try our demo](#)

## In-Play Virtuals

[Try our demo](#)

### Built for betting

Our Virtual Sports offer pre-match betting based on hyper-realistic simulations, using actual data. As well as racing solutions and sports based on the world's top competitions, such as Virtual NBA, our portfolio now features World Match Football – a single-match concept that offers more betting opportunities, more often. And last but not least, Virtual Sports Bundesliga is the only virtual sport with footage from actual Bundesliga matches.

### We're taking virtual football to another level

No leagues. No cups. Fans can now bet on single matches that start every minute. Just never-ending matches to bet on, whenever they want, in all major markets. Say hello to World Match Football.

Easy-to-use mechanics let fans choose and bet on single matches from their favourite countries.

That means more betting, more often – no waiting to join the action. World Match Football also features new state-of-the-art graphics for an

even more realistic experience. And its modern and bespoke interface will keep fans coming back again and again.

### What you'll get

- Data-driven simulations, for a more realistic experience.
- A vast array of sports and product types, guaranteed to deliver incremental revenues.
- Integration through RGS makes it easy to add new games and get updates.

Sports available: 

### The market's most innovative In-Play Virtuals

There's no match for our In-Play portfolio in the market. Our In-Play Virtuals sports offer a wide range of live bets and levels of realism you won't find anywhere else. Fans place bets as they do in the real sports – with all the most popular competitions and markets, with the bonus of 24/7 betting and no season breaks.

### Virtual Baseball In-Play

In partnership with MLB, we bring you 100% MLB branded players from the first pitch to the final out, featuring all 30 registered teams. Virtual Baseball In-Play gives your punters a high-definition virtual experience based on unrivalled motion capture from actual professional players.

### Virtual Cricket In-Play

Virtual Cricket In-Play is 24/7, all year round, with no season breaks. So fans get to watch and bet on their favourite sport, non-stop. It includes India's

top 8 teams, playing in a T20 league that's powered by our world-beating sports data.

### Virtual Tennis In-Play

Virtual Tennis In-Play gives your audiences the chance to place live bets on complete games, available around-the-clock. Featuring 16 players competing in full, best-of three set matches, Virtual Tennis In-Play truly replicates the thrill of live betting on tennis.

### What you'll get

- Pioneering In-Play Virtuals that let fans place bets as in real sports.
- Solutions based on actual data and competitions, for more realism.
- Easy integration with RGS.

Sports available: 



## Casino Solutions

### A gaming universe made for the future

Our new range of Casino products offer something for everyone. Slot, scratch cards, roulette, numbers games and more – whatever your fans want, they'll find it. We're also always adding new titles to our gaming universe, so they'll never run out of games to try. And as with other RGS-powered solutions, you'll get all our current and future gaming products, plus any updates, automatically.

#### What you'll get

- A never-ending treasure trove of Casino games, at your beck and call.
- One-time eWallet integration via RGS, so you spend less time learning new tech and more time watching the revenue roll in.
- A fully managed and customisable service that's built around you.



## Draw-based Games

### Keep the games coming

Offer your gamers fast-paced, virtual entertainment every few minutes, with must-have games like Bingo, Lucky Six, Keno, Kolor and Spin and Win. All the games work across your different channels, and offer simple gameplay with rich statistics that have proven to keep players coming back for more. It's simple to get started, and it's already generating big revenues for our other customers.

#### What you'll get

- 260 draws a day, advanced jackpots and configurable rounds to put you in control.
- Slick design and mechanics, guaranteed to run smoothly even on low-performing devices.
- RNG-certified with easy integration.
- 165+ lotteries, 110+ drum-based and 50+ RNG based.

[Try our demo](#)



Live sports in an all-new way






## Simulated Reality

[Find out more](#)

### Live sports that never sleep

Simulated Reality uses AI, machine learning and stats from over 50,000 games to create hyper-real sports simulations. Offer your customers all the excitement of real-life sports, including soccer, tennis and cricket, with games that play out in real time. Plus live stats, analysis and full league tables. This is as close as it gets to the real thing.

#### What you'll get

-  Cricket, soccer and tennis versions.
-  Drive bet engagement through game visualisation and statistics, including Live Match Trackers for all three sports and video clips for soccer.
-  Cricket is delivered through the current Premium Cricket integration.
-  Comprehensive list of pre-match and live betting markets for each match.
-  All sports offer a combination of replica and fictional leagues / tournaments.



Mobile streaming,  
Retail streaming,  
and much more.

## Audiovisual

### Get more from streaming

Nothing engages sports fans like live video. Put streaming at the heart of your sportsbook with our Live Channel products. Get the largest video-streaming portfolio in betting, from a supplier you can trust.

- Over 400,000 live sporting events every year.
- Many top leagues, incl. NBA, MLB and NHL.
- 8,000 soccer matches a year, including the German Bundesliga and the best teams from Spain, South America and Asia with Copa del Rey, CONMEBOL Libertadores, AFC Champions League and Asian Cup.
- We've also increased our tennis streaming by 333% since last year – that's more than 24,000 matches a year.
- A great variety of competitions from 17 different sports, for true 24/7 coverage with multiple competitions at any time of the day.

### Video keeps sports fans coming back for more



### Real results – the numbers don't lie. Adding live streams to your sportsbook could:

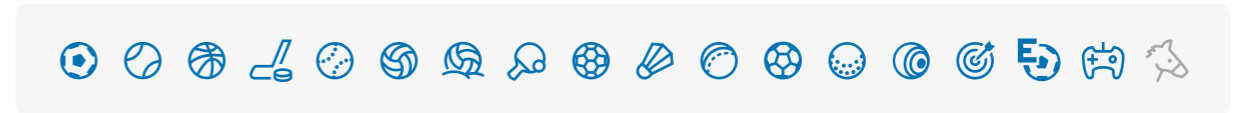
Improve the average time per session by a massive <b>230%*</b>	Grow live betting pay-ins by <b>400%*</b>	Increase turnover by a huge <b>40%*</b>
<a href="#">Check out the case studies on our website to</a> <a href="#">Find out more</a>		

### Content from top leagues, tournaments and federations, including:



### Something for everyone – 17 different sports

+ Indian horse racing available separately



### Max out your streaming

**Enhance your customers' betting experiences:** Add streams for sports and leagues you already offer bets on – we have thousands available. Make your streaming offer a 24/7 experience.

**mts** Include new sports and leagues with streams into your sportsbook: Offer even more bets with Managed Trading Services (MTS) – a complete trading solution that includes streams. Also gives you the option to integrate standalone sports or competitions. Find out more on pages 32–35.

**ad:s** Grow your audience: Attract new customers, with unrivalled efficiency, to enjoy your streaming and overall sportsbook offering. Discover ad:s marketing services (pages 40–41), to see how you can succeed with awareness, acquisition and retention marketing. Bundle options with streaming packages are available.

### Read our Audiovisual brochure to find out more

\*The percentages are real examples we received from clients. The impact that video streams have on customer behavior may vary from case to case.



# mts

The one and only platform-agnostic service

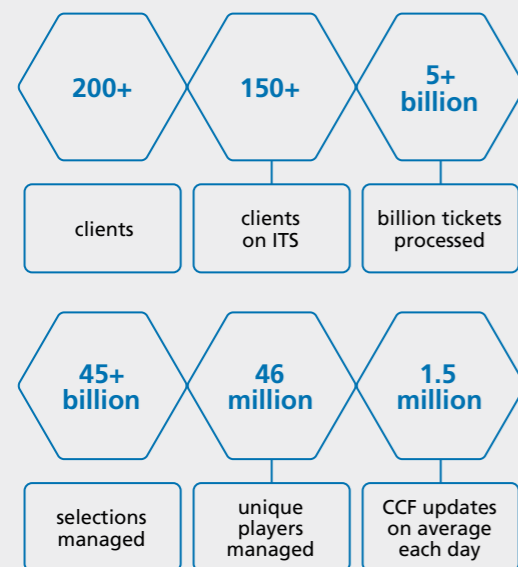
## Managed Trading Services

[Find out more](#)

### Redefining the future of your sportsbook operation

Meet Managed Trading Services (MTS): the world's leading sportsbook management solution. It's packed with everything you'd expect and flexible enough to make your own. Plus it suits organisations of all shapes, sizes and levels of trading experience.

#### MTS KPIs for 2022

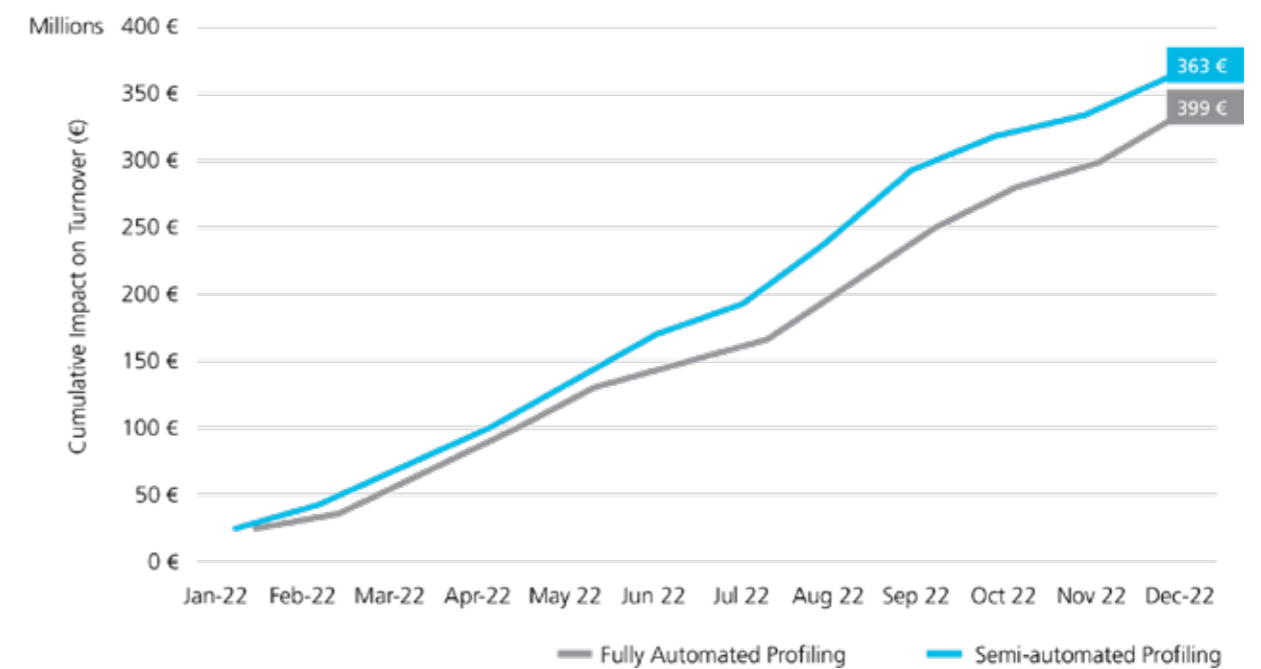


#### With MTS on your side, you'll join more than 200 operators using it to:

- Sustainably boost margins and profits.
- Significantly cut operational costs and investments.
- Steadily make trading more flexible and efficient.
- Stand out from the competition.
- Improve the experience for betting customers.
- Keep operational and business risks at bay. Constantly.

### Automated Player Profiling – how our AI technology brings sustained rewards

#### Additional YOY Turnover - Player Risk Profiling vs. no Profiling



Understanding how your players behave lets you determine the level of risk you can tolerate per player, shop or terminal. Which means you can protect your business while offering the best possible betting experience.

The analysis above shows a simulation of customer profiling versus no profiling for MTS operators. Whether using fully automated profiling (where AI does all the work) or semi-automatic (where your traders use the AI to inform their choices) there's a clear boost to both turnover and profit.

You can also see that semi-automated profiling consistently performs the best, with an additional accepted YOY turnover of over €363 million and a plus of over €39 million in profits.



Zero Platform  
Constrains

## Integrated Trading




[Find out more](#)

### A smarter way to manage your sportsbook

Integrated Trading Solution (ITS) is the perfect choice for bookmakers who are looking for best-of-breed technology and external expertise to enhance their in-house trading operations. ITS will help streamline your business, gaining greater operational flexibility and significantly improving cost structures. You keep full control of your trading, whilst benefiting from MTS' expertise, trading tools, advanced trading algorithms, and machine-learning processes.

ITS enables you to react faster to ever-changing circumstances in the market, without restricting your offer so you can continue to generate new and ongoing revenue streams.

#### Benefit from

-  Improved margins and revenues – thanks to a bespoke combination of cutting-edge trading innovations and sports trading experts.
-  Complete flexibility in resources – manage your sportsbook as granular and to the level you need or outsource it whenever necessary.
-  Minimised ongoing fixed costs – through elimination of investment costs, leverage of performance-dependent business models, and significantly reduced business risks.

## Full Trading





[Find out more](#)

### Trading that focuses on your objectives

With our Full Trading Solution, you receive first-class sportsbook administration from our academically-backed sports trading experts. This saves you from having to invest heavily in highly qualified in-house trading teams and technology.

On behalf of your business, our trading experts use proprietary, leading-edge trading tools in combination with advanced liquidity trading algorithms and machine-learning processes to maximise trading performance. This unique combination of market expertise and cutting-edge technology means you have a complete, best-breed sportsbook trading operation in place that can cope with any leading bookmaker.

#### Benefit from

-  True competitiveness at all times – having the best trading service in combination with the best sportsbook coverage in place.
-  Minimised investment costs – for in-house trading teams and technology.
-  Utmost business protection – being guarded against operational and betting fraud risks.
-  Get future-proofed – being able to adapt your trading model whenever needed.



ALPHA ODDS is available within MTS or Insight Tech Services

# Alpha Odds

[Find out more](#)

## Increase your profits with personalised pricing

Say goodbye to market-neutral prices. With our AI-driven Alpha Odds you get enhanced and bespoke odds for both, pre-match and live bets. All based on relevant factors, such as your own real-time liquidity, and up-to-the-minute market and event information.

That means Alpha Odds gives you sharper price positioning compared to the wider industry. So you'll increase your turnover while maintaining – or even improving – profit margins. And you can run dynamic and flexible trading strategies that are perfectly aligned with your business objectives and regional conditions.

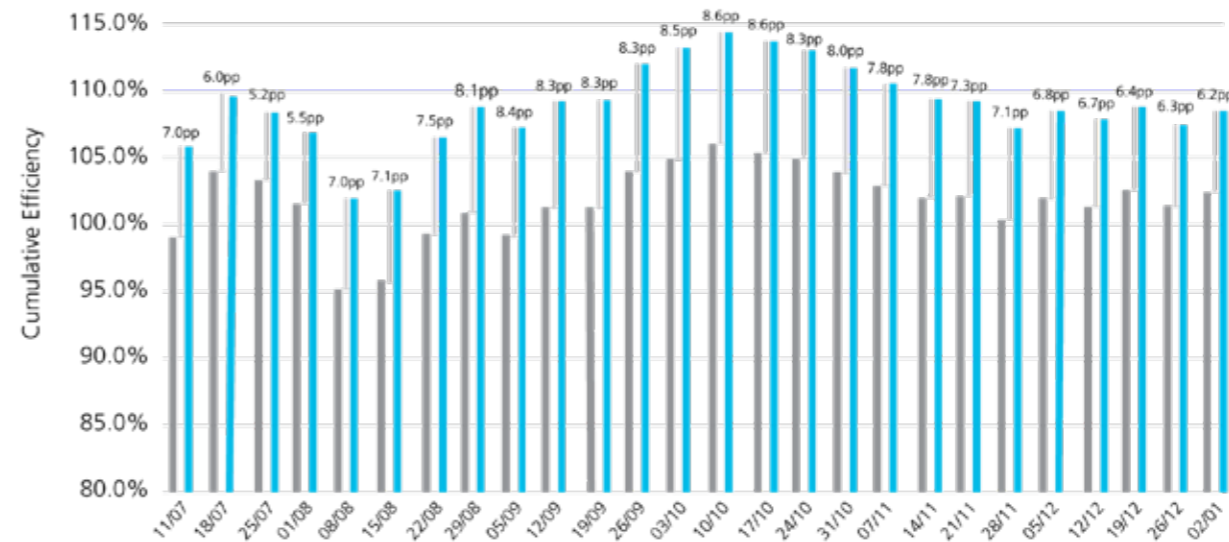
### The benefits

- 1x2** Achieve sharper pricing while maintaining your margins.
- Offer most accurate odds, based on AI technology.
- Run your own dynamic trading strategies.
- Always be first to market with your own odds.
- Reduce risks with an automatically balanced sportsbook.

## Alpha Odds – the best way to maximise your profits

Cumulative Efficiency and Efficiency Difference

— Live Odds Efficiency  
— Alpha Odds Efficiency

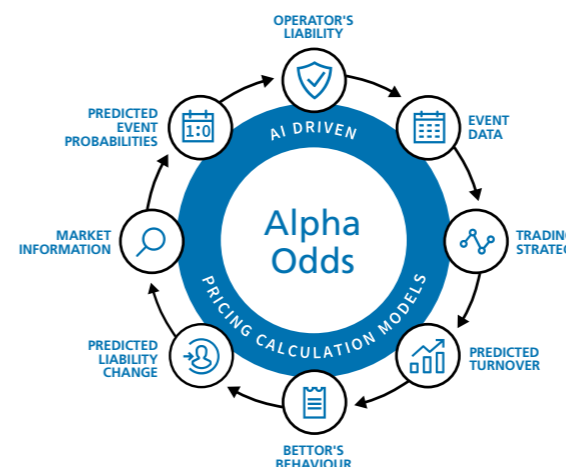


In our analysis of live soccer we calculated the margins on actual Profit and Loss / Turnover, and the efficiency on expected Profit and Loss / Turnover. Alpha Odds has achieved a higher cumulative efficiency than standard Live Odds, resulting in an overall cumulative uplift of 8 percentage points over the course of six months.

### Accuracy, speed and scale, only with AI

Alpha Odds is powered by our industry-leading AI and machine-learning technology. So, you get accuracy, scale, depth and speed that you hardly find anywhere else.

Your prices are created with the help of unique models, factoring in relevant inputs such as your individual real-time liability for an event, ultra-accurate event probability predictions and your customers' betting behaviour.



### Simple integration, keeping you in control

Alpha Odds has a simple API integration. So it won't affect your IT infrastructure or trading teams.

You also get access to a unique range of other expert trading, risk management and marketing tools, all driven by cutting-edge AI.

- Easy to integrate:** Delivered by an API feed, you have full control over how you integrate the feed into your ecosystem.
- Flexibility built in:** Activate or deactivate any model, whenever you want. And you automatically get new models when we release them.
- Controlled application:** You choose how you want to use the models with your proprietary tools, in-house technology or trading teams.



# Insight Tech Services

[Find out more](#)

## Boost your performance with AI-driven insights

Harness the power of AI and machine-learning with Insight Tech Services. It'll unlock new real-time insights for your business to supercharge your betting operations.





### How does it work?

A unique range of AI models working together to give you deeper and more meaningful operational analyses.

Enhance your operations, create highly accurate predictions about your business developments and automate labour-intensive processes. Use our models across different areas of risk management, trading and marketing operations to target specific problems.

And with a simple, one-off API integration, you can add our technology without affecting your existing structures and teams. While staying completely in control.

### The benefits

-  Accurate, meaningful and reliable data, all delivered in real time, to help you make more informed decisions.
-  Better trading performance means better margins, with less risk and volatility.
-  Automating processes improves efficiency and reduces errors from manual handling.
-  An enhanced user experience with personalised customer management in all areas.

### Six reasons why Insight Tech models and algorithms are unique

 <p>Based on the latest AI and machine-learning technology</p>	 <p>Proven to increase margins and reduce risks</p>	 <p>Insights delivered in real time</p>	 <p>Operationally relevant and diversified models</p>	 <p>Fully controlled by you</p>	 <p>A simple and flexible API integration</p>
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## Trading and risk management models

### Supercharge your operational performance

Insight Tech Services models give you insights on how to strengthen your odds and better understand your end users, as well as where there are potential integrity threats or quality issues in the sports data. Here's a selection of our models:

**Live Time Delay Offset:** Decide whether to apply, skip or increase the default live betting delay for ticket requests with real-time automatic recommendations. Bettors get an enhanced, more personalised experience, while you reduce risks and improve profits.

**Automated Player Profiling:** Capable of profiling millions of active accounts a day, the model automatically generates reliable and granular risk profiles for your customers, based on their betting behaviour. No more labour-intensive manual profiling. You still have complete control – traders can intervene and adapt profiles whenever they need to.

**Late Bet Score:** Increase business security and reduce losses by automatically identifying late-bet abusers. Late Bet Score grades players on their betting activity and tells you if they're likely to take advantage of any data latency inconsistencies.

**Integrity Detection:** Identify events with potential integrity issues and stop taking bets on them. Based on the latest information from our Universal Fraud Detection System.

## Marketing models

### Maximise your players' lifetime value

Our marketing-focused models can help you to understand your existing and future customers even better and faster, telling you what the best way would be to successfully approach them. Knowing the clients' betting habits and their sport preferences, as well as the potential of them becoming a future VIP, allows you to maximise their lifetime value and optimise your Return on Marketing Investments (ROMI).

From Player Value and Churn predictions to personalised Sports and Bonusing recommendations, our models take the unreliable guesswork out of your operations, putting the facts at your fingertips to create a truly individualised and exciting betting experience for all of your customers.

→ For more information please see page 40.

Interested in more ways to engage and retain your customers? Discover our audiovisual products with over 400,000 live streams per year - see pages 30 and 31.

## Marketing services **ad:s** **VAIX** [Find out more](#)

### Unrivalled Marketing Success

If you don't want to waste marketing budget, we have the answer.






Built exclusively for the betting & gaming industry, with unique access to betting & gaming audiences, our marketing services are designed to

meet the most critical marketing needs of the industry.

Join hundreds of operators from around the globe in reducing your acquisition costs by 40% on average, boosting your brand awareness and increasing your player lifetime values.


We have the tech, supply and expertise for you to achieve unrivalled marketing success.


### 5 strengths that set us apart


 <p><b>Deep fan understanding</b></p> <p>Target betting &amp; gaming audiences with greater precision, thanks to our unique betting &amp; gaming data and insights.</p>	 <p><b>Bespoke betting &amp; gaming technology</b></p> <p>Improve your campaign results with our proprietary technology, built with a laser focus on the betting &amp; gaming industry.</p>	 <p><b>Personalised messaging</b></p> <p>Boost the effectiveness of your ads with unique betting and gaming content personalised to each individual.</p>	 <p><b>Multi-touch attribution</b></p> <p>Understand the true cost of your acquisitions and gain visibility for each customer's lifetime value.</p>	 <p><b>Expert multi-channel team</b></p> <p>Improve your marketing decisions and your campaign setup with our team of experts from Google, Meta, Entain, Flutter...</p>
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### Succeed with our marketing services


Brand awareness, customer acquisition and retention marketing. Our range of products and services are built to help you succeed across all three:


- 


**Programmatic Display**  
Deliver the right message to the right audience at the right time and acquire valuable customers with 40% cheaper CPAs on average.
- 


**Programmatic Video**  
Boost your brand awareness and consideration, making acquisition easier, with the power of targeted video campaigns. All built on our unique tech.
- 

**Paid Social**  
Stop customers from scrolling on social and take notice, with the only complete paid social solution built exclusively for betting and gaming.
- 


**Dynamic Display**  
Improve ad conversion with automated, real-time, personalisation meeting your customers' needs. Less effort. Outstanding results.
- 

**Publisher Products**  
Achieve high customer conversion with access to our exclusive premium publisher network and industry focused ad tech serving contextually relevant content.
- 

**Sponsorship**  
Acquire and activate winning partnerships that are win-win for both you and the rights holder, thanks to our unique combination of data, insight and tech.
- 

















**Prediction and Retention Services**  
Keep your hard-won customers engaged and active with your brand, thanks to our AI-driven prediction models providing over 85% accuracy.
- 

**Bet and Game Personalisation**  
Increase customer lifetime value with our unique models removing the guesswork from personalisation and recommending the most relevant bets & games.

 [Download our brochure and discover how you can succeed with our marketing services](#) [Download](#)

# Our offices



 Anacortes	 Bristol	 Gibraltar	 Luxembourg
 Belgrade	 Cadiz	 Las Vegas	 London
 Bratislava	 Durban	 Linz	 Louvain-la-Neuve
 Bremen	 Gera	 Ljubljana	 Manila

 Melbourne	 Munich	 St. Gallen 	 Usk
 Minneapolis	 New York	 Stockholm	 Vienna
 Montevideo	 Seville	 Tallinn	 Warsaw
 Oslo	 Singapore	 Trondheim	 Wroclaw

# betradar

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