

# Betradar brand description

## **Betradar – driven by facts**

### **The 360° one-stop shop provider for betting and gaming operators worldwide**

Betradar is a brand of Sportradar, a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. Sportradar provides cutting-edge solutions and services to media companies, bookmakers, sports federations and state authorities.

We are a truly international organisation, employing over 1,300 people in more than 30 locations around the world. Technological innovation and a deep understanding of our clients' business needs drive our rapid growth.

Since its founding in 2001, Betradar has developed into a key player in the industry. Today, we provide all the necessary services to run a bookmaker operation, such as fixtures, results, odds compiling, trading tools, in-running services, front-end content solutions (including statistics and live scores), live streaming services and innovative gaming solutions and now eSports betting solutions. Our diverse portfolio enables us to meet the challenges and demands of the international bookmaking industry in a forward-looking manner while helping to maximise the profit of each client.

Our commitment to excellent service, quality and reliability makes us the trusted partner of more than 450 bookmakers in over 80 countries.

- 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.
- Our highly entertaining content solutions for multiple media devices are the perfect tools for bookmaker to stimulate further betting activities on their customer's side.
- We occupy a unique position in the development of Virtual Sports content and sports betting games, with customisable solutions offering the ideal mix of realism, profitability and punter appeal.

- Thanks to our exclusive deal with the Electronic Sports League (ESL) we provide our clients with the highest quality data feeds available in the fast growing eSports betting sector.

Headquartered in St. Gallen (Switzerland), Sportradar has offices or representations around the globe.