

b@tradar



# AUDIO- VISUAL

Get more from streaming

THE MEANING OF

# Get more from streaming

We believe more is possible. More choice. More speed. More flexibility of formats, of platforms. More ways to engage. More imaginative solutions. That's why we've created a video streaming offer where more is always possible. With more than 400,000 live streams, we're always building more breadth and choice in content. With cutting-edge data and tech capabilities, we're always creating more dynamic experiences. Through our network, we're always enabling more ways to use live video content and reach fans. This ultimately is driving more loyalty. Which means more value for you. We think beyond what's expected. Beyond what's out there. So, for you and your business, more is possible.



**MORE  
EYEBALLS**



**MORE  
ENGAGEMENT**



**MORE  
LOYALTY**



**MORE  
REVENUE**

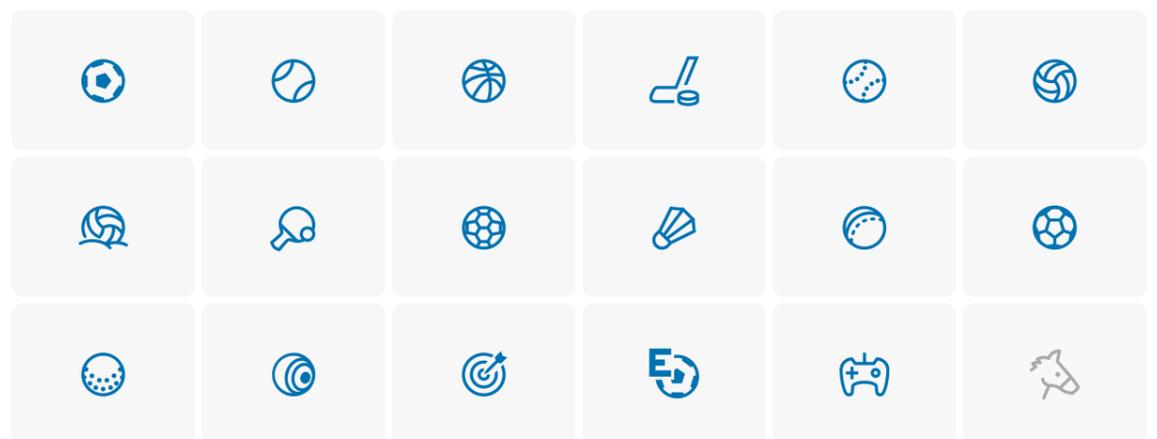
# What you'll find in this brochure

PAGE	6	<b>LIVE CHANNEL ONLINE</b> Live Channel Online puts streams directly into your online/mobile sportsbook. So your customers bet more, stay longer, and come back again and again. And you make the most of the number one revenue generator in the industry: in-play betting.
PAGE	7	<b>LIVE CHANNEL PROMOTION</b> creates near-live highlight clips automatically from your video streams. A promotional tool to bring customers back to your app and increase mobile betting revenues.
PAGE	8	<b>LIVE CHANNEL RETAIL</b> keeps customers engaged with live betting opportunities. Enhanced, flexible content and display options for retail shops that you won't find anywhere else. Even grow in-play revenues during off peak hours.
PAGE	10	<b>LIVE CHANNEL TRADING</b> gives your traders the fastest video streams there are. So they have video as an valuable additional source of information, next to our premium live data feeds.
PAGE	11	<b>emBET</b> helps to connect your live betting offer with video streams outside your sportsbook, and get new customers.
PAGE	12	<b>MIXED REALITY STREAMS</b> will take the entertainment and information your sportsbook provides to bettors to the next level, in a futuristic way.



### Something for everyone – 17 different sports

+ Indian horse racing available separately



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

Some territorial restrictions apply



...and many more.  
400,000+ games per year!

### 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>		

## Live streaming

### Attract, entertain und retain customers

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.

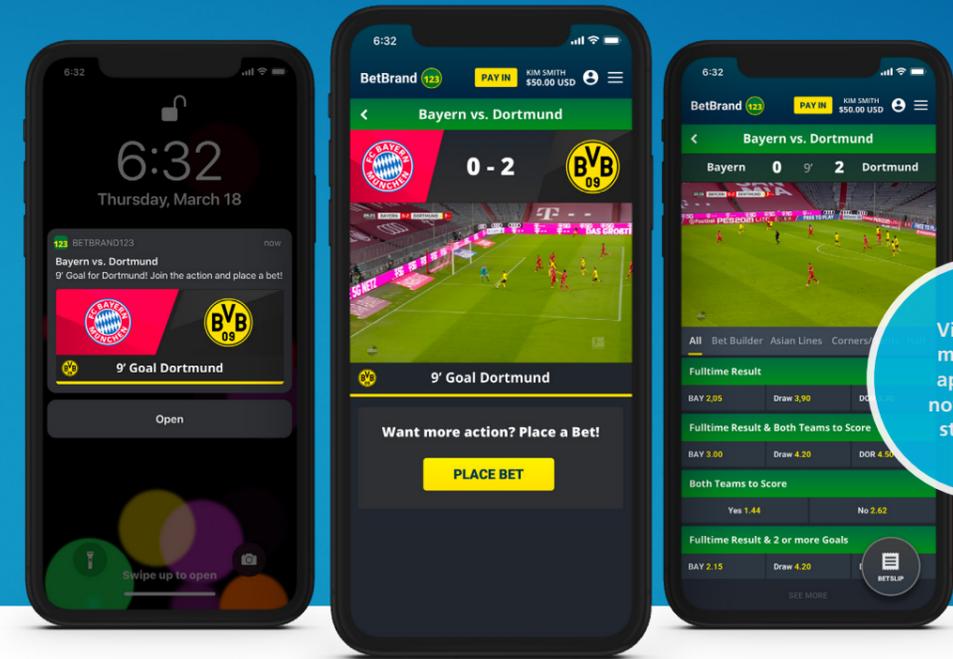
### We have been awarded for best streaming ten times since 2017



### Video keeps sports fans coming back for 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.



## Live Channel Online

[Find out more](#)

### Live streams to boost your in-play betting offer 24/7

Customers bet more, spend more time and visit more when they can watch the action live within your in-play betting offering.

With Live Channel Online (LCO) you get hundreds of individual live event streams every day, many different sports, leagues, and competitions. So you can offer them simultaneously throughout the day, boosting the user experience on your event pages.

We're serious about offering the best streaming portfolio for betting operators year in, year out. We constantly fine-tune our portfolio to optimize it for broad 24/7 coverage. So no matter the time of day, there's always a lot for your customers to watch, and to place a bet on.

#### What you'll get

- 24/7 live sports streaming coverage on your website and mobile app.
- Easy integration: you only need to do it once with our Audiovisual API to get our entire video streaming portfolio.
- Broad streaming format support to reach a wide range of devices with low-latency streams (CMAF, MPEG-DASH, HLS).
- Our flexible, hosted Audiovisual Video Player at no extra cost (or use your own).
- Insights about your customers' streaming habits with our Audiovisual analytics platform.

## Live Channel Promotion

[Find out more](#)

### Use auto-generated video clips to boost awareness of your video streaming and betting portfolio

Don't hide your live video streams in your online sportsbook. Live Channel Promotion (LCP) creates near-live video highlights and automatically pushes them to your customers' mobile devices during live games.

It takes minimal effort on your part and helps drive up betting volume and retention by sparking interest in events your customers might otherwise miss out on.

This new product is unique in the betting industry and only available to betting operators who use our Live Channel Online.

#### What you'll get

- A consistent ID scheme for metadata (i.e. using the same teamIDs or tournamentIDs as in our Live Data and Odds Feeds).
- Fast and easy integration with our free Audiovisual Video Player or your own software.
- Define the audience segments you want to target with LCP clips.

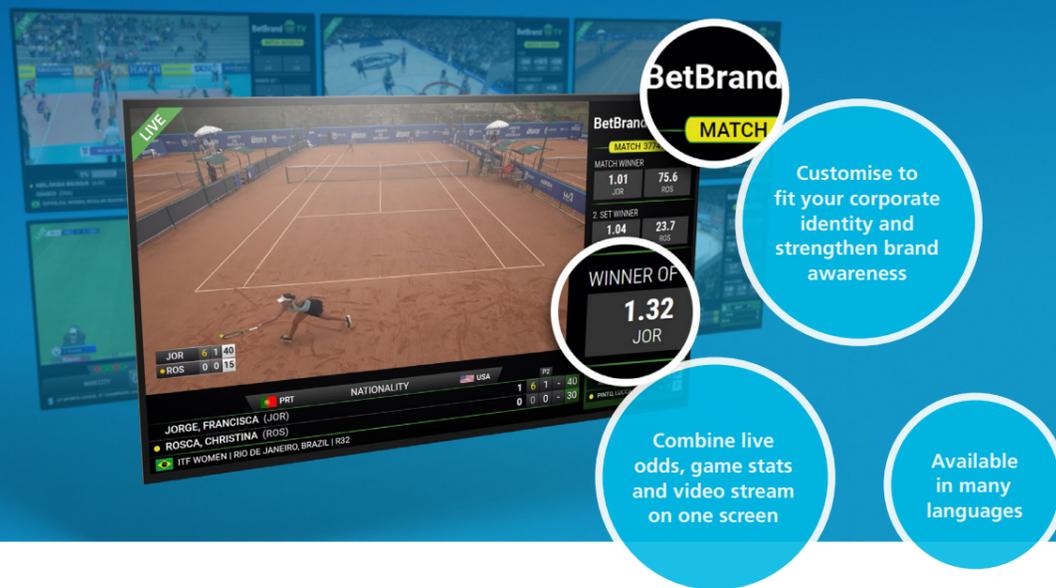
#### Product integration options

**LCP Hosted Solution:** Our full service option includes development of push notifications and an html landing page based on your corporate design guidelines)

**LCP Flex:** If you prefer to integrate the LCP clips with inhouse resources our unified AV API which you already use for all Live Channel Online streams makes it very easy.

#### How does LCP work?

1. Our Computer Vision program uses artificial intelligence to instantly identify highlights during live sport events.
2. Short video clips are automatically pulled into your online sportsbook or mobile app.
3. Push notifications alert the customers you want to target – directing them to the live stream (and live bets) on your website or in your app.



## Live Channel Retail

[Find out more](#)

### All-day live sports coverage to boost bets and entertainment in your betting shops

Live Channel Retail (LCR) turns your shop into the best place not just to bet on live sport, but to watch it too.

You get live sports coverage from our large video streaming portfolio to show on your screens. And we even offer sport events that are not broadcast anywhere else on linear TV in your country.

#### What you'll get

- A branded linear channel based on your preferences, created, hosted and operated by us, featuring your odds, colours and logo.
- Video, odds, stats and score all wrapped up in one for direct engagement.
- 100% live sports content your customers can place in-play bets on (Whereas non-betting-specific sports TV channels show recaps, interviews, documentaries, talk-shows, etc.).

- Stats and odds overlays, in your local language, even adjustable on a shop-by-shop level.
- Plug and play solution (e.g. with Intel Computer Stick). Easy access through a browser.

#### Content options

- **LCR Mixed Sports Channel(s)**  
One or more mixed sports channels with a selection of sports from our portfolio.
- **LCR Sports Specific Channel(s)**  
A channel dedicated to a specific sport.

**Coming soon:** the next generation of LCR. More content flexibility, and more choice, in your linear channel. We're developing a new version of Live Channel Retail, with live content you control. Contact us to find out more.

NEW IN 2023

### Marketing features of LCR – Your branding and promotion options

<b>Channel Logo</b> Your brand gets its own TV channel.	<b>Betting Suggestions</b> Pop-up messages on screen encouraging bets.	<b>Marketing Message</b> On-screen marketing messages.	<b>Channel Trailer</b> 3 seconds to boost brand awareness.	<b>Marketing Video</b> Integrate advertisement videos into the channel.
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## Live Channel Retail FLEX

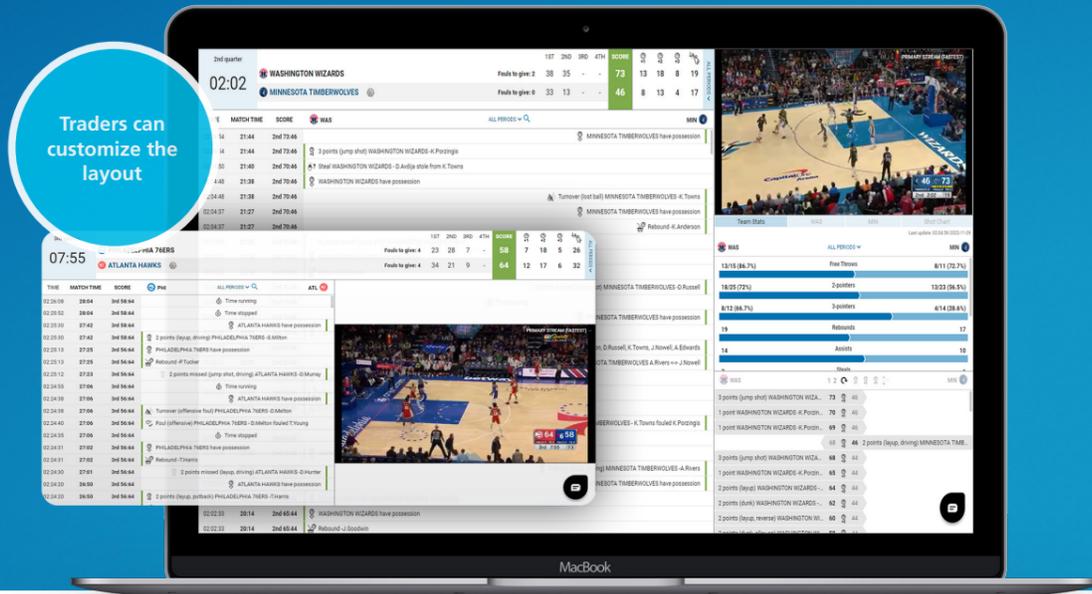
### The flexible API solution of LCR

Integrate our video streams into your shop management solution through our API, as an alternative to the linear Live Channel Retail.

#### What you'll get

- Flexible scheduling: You choose which live streams show on your channel.
- Manually book matches through our Live Booking Calendar, we can turn on auto-booking of sports categories/leagues.
- Feed multiple screens in your shop with different streams when matches are played in parallel, so your customers don't miss out on anything.
- The same flexibility as our Live Channel Online product, with the option to show videos full screen.
- Integration with betting terminals is possible.





## Live Channel Trading

[Find out more](#)

### Traders are only as good as the information they're working with

So give yours the quickest streams, using the fastest available signal, so they'll always outpace the competition.

You'll get the top US leagues (NBA, MLB, NHL) and much more through ultra-low latency streams that are significantly faster than any TV broadcaster.

#### What you'll get

- Unparalleled signal speed.
- An extra layer of security compared to trading based on data only.
- An additional source of information for your traders that's independent of any other data feed, which means it's highly reliable.

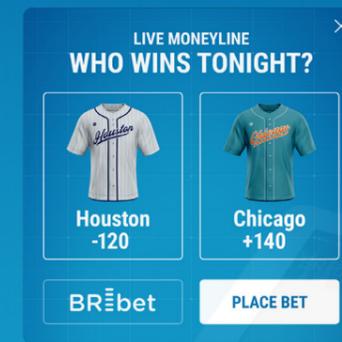
#### How to use it – you have two options:

##### Integrated

LCT is combined with our Live Data Client, so you can seamlessly integrate it into your trading environment. The live stream for trading purposes will replace the pre-set Live Match Tracker visualisation in the Graphical View widget (see image above).

##### Stand-alone

You can also use the trading streams without our Live Data solutions.



emBET

## emBET

[Find out more](#)

### Convert sports-OTT viewers to customers

We've developed a unique OTT product that's a win-win for rightsholders, media brands and betting operators – bringing them together rather than competing for fans' attention.

While our Live Channel products put live streams on your sportsbook to attract customers, emBET helps you make the most of other people's live streams.

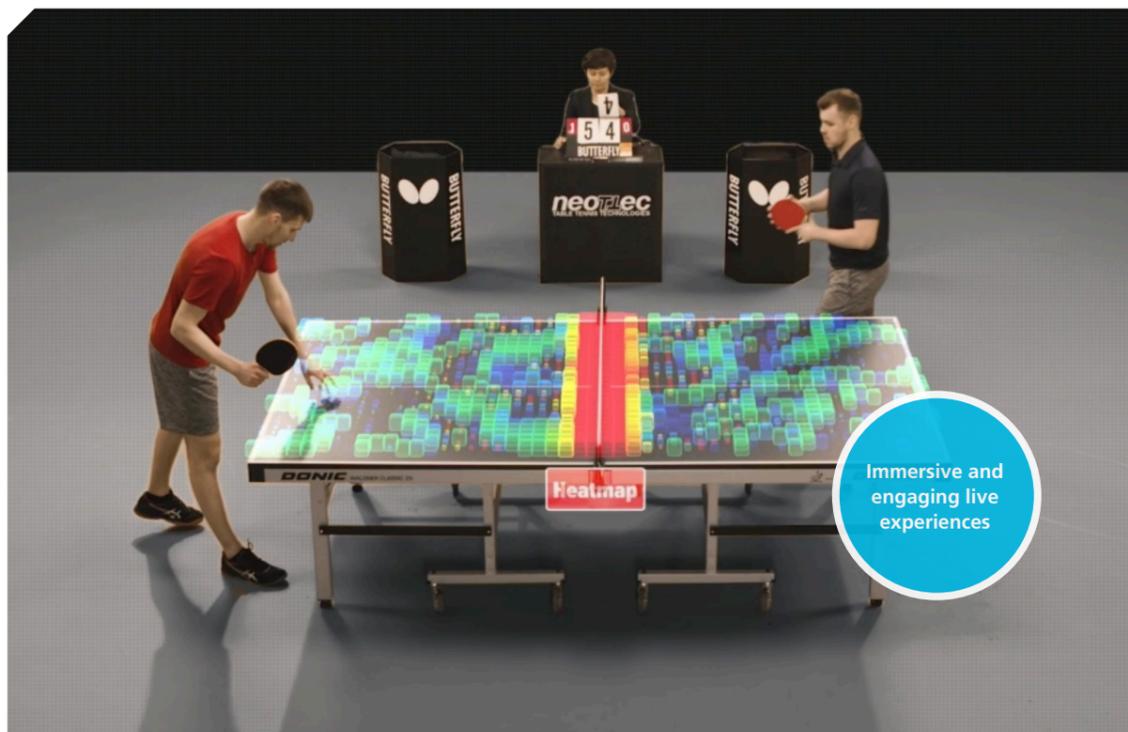
Think outside the box. Get more from streaming.

#### What you'll get

- A new way to acquire customers, working alongside the rightsholders and media brands with the streaming rights and big viewer numbers for sports events that are part of your live betting offering.
- Cost-efficient marketing. You only pay if viewers interact with the emBET overlay.
- A software solution which makes it possible to put your brand and live bets in one of the most attractive advertising environments for betting operators – live streams.

#### What is emBET?

It's a piece of software (SDK) that lets rightsholders and media companies show engaging live odds, insights and stats overlaid on live streams. It's an entertaining interactive tool that keeps viewers spending and coming back. If your odds feature in these emBET overlays you'll attract new customers to your sportsbook. The kind of customers who might have never considered placing a live bet otherwise.



## Mixed Reality Streams

[Find out more](#)

### Transform live streams with immersive 3D animations

Boost viewer numbers, engagement and live bets with a whole new viewing experience.

Add mind-blowing graphics to live video, and unlock angles and perspectives fans have never seen before – with little to no delay.

It'll set your streaming offer apart from the competition, encouraging fans to both watch and bet on your sportsbook.

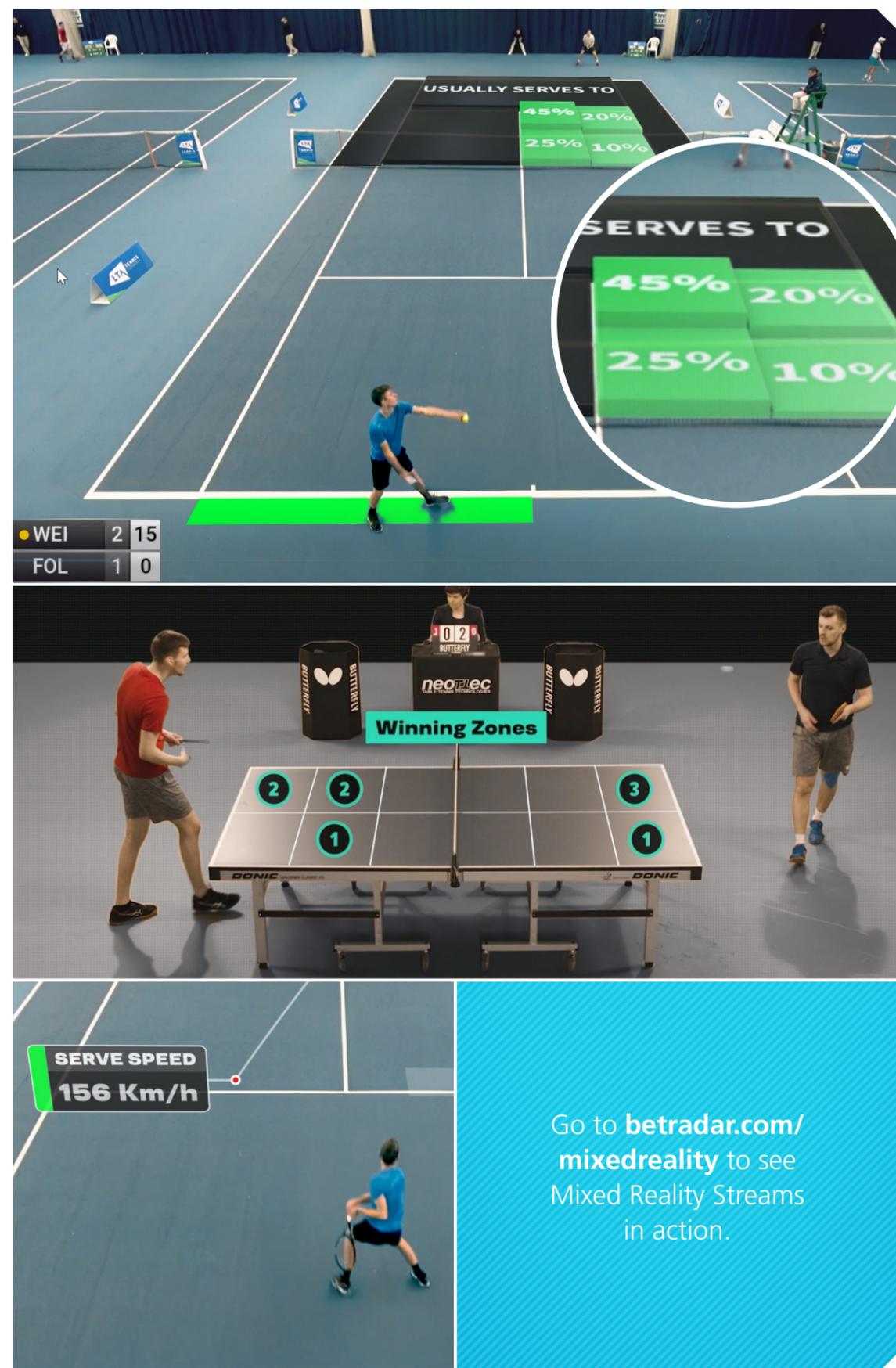
#### How does it work?

Revolutionary new AI, machine learning and Computer Vision technology analyses live video at up to 120 frames a second, collecting information from each frame.

It then transforms this data into 3D animations on ball speed, bounces, heatmaps and more – all in real time. So you get immersive and engaging live experiences.

#### What you'll get

-  Exciting animations for game events in almost real time.
-  A seamless integration of the virtual and physical worlds.
-  A way to encourage fans to watch and bet with you.



betradar

## 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 [sportradar.com/mts](https://sportradar.com/mts)

ad:s

Grow your audience: Attract new customers, with unrivalled efficiency, to enjoy your streaming and overall sportsbook offering. Discover ad:s marketing services at [sportradar.com/ads](https://sportradar.com/ads) to see how you can succeed with awareness, acquisition and retention marketing. Bundle options with streaming packages are available.



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