

# The future is live

eGaming Review looks at how **Sports Betting Tech** is leading the way in live betting



**Itai Zak** is CEO of Sports Betting Tech. An online gaming veteran, Itai previously served as an executive vice-president of egaming products at Spiral Solutions and as executive vice-president and general manager of Spin3, the mobile gaming division of Microgaming.

**WITH LIVE AND MOBILE** betting rapidly becoming the channel of choice for punters and regulation across various jurisdictions becoming increasingly complex, one company is responding to the challenges of this dynamic market with powerful technology and highly evolved managed services, helping its operators gain a significant edge.

With only two months to go before one of the biggest football tournaments in the world, UEFA Euro 2012, many gaming operators wonder if they will be ready for what promises to be a sports betting frenzy. If the experience of the FIFA World Cup in 2010 is anything to go by, gaming operators who don't offer sports betting will see a change in player volumes as punters seek out the action elsewhere.

While sports betting is still the most popular gaming product in the world and a major growth engine for operators looking to improve their acquisition capabilities, even those with a fully functional sports betting platform should be questioning if they've got what it takes to meet current player demand. It's no longer enough to just offer sports betting – the future is live and mobile. Operators who are unable to provide a large variety of live events to bet on, various bet types and diverse sports will face a serious disadvantage.

## Feel the action

Live sports betting is the biggest thing to happen to the gaming world. Players want to feel the action and be able to bet during the match or event, and see those bets settled in real time. Betting while you watch on TV is now commonplace and increasingly players are choosing to bet while they're watching the event live.

Live sports betting now accounts for more than 50% of most sports betting operators' turnover and operators that don't offer a superior live betting product are simply not going to be competitive.

## Leading the way

One company is tackling these emerging trends and creating sports betting solutions that give their operators a significant edge with live and mobile betting while also tackling the challenges presented by increased regulation.

"At Sport Betting Tech (SBTech) we are very aware of these emerging trends. We cover all the major sports, leagues and events and supply a fully managed

solution including risk management and trading, thus we are uniquely positioned to help operators grow in this dynamic market while assisting them in dramatically reducing their operational costs," says SBTech CEO Itai Zak.

For the last five years, Gibraltar-based SBTech has been leading the way with fully managed sports betting solutions. Its experience in implementing and managing advanced sports betting platforms, solutions and managed services both in regulated and traditional markets has led to partnerships with leading operators such as Gaming Media Group, the owner of the Poker TV Channel (Europe's largest gaming and betting TV channel), Red Star Poker, Comeon, and All You Bet, one of the top microgaming casinos. More recently its partnership with Betshop, a successful and well-established bookmaker with a large network of betting shops and kiosks across Europe, has highlighted the strength of its proposition as the first of several existing bookmakers to choose SBTech for its superior live betting product and advanced solution that allows reducing of operational costs.

"Our mission is simple," states Zak. "To offer the best sportsbook product out there, and an important part of that is being able to offer our operators the most advanced capabilities and services for live and mobile betting."

## The most advanced live betting solution on the market

When it comes to live betting, SBTech offers perhaps the most advanced, robust and flexible solution, with more than 30 types of live bet on 20 different types of sports covering 7,000 live events each month.

"We lead the field in live betting solutions because we combine powerful technological innovation, industry knowledge and expert trading, risk and operational management services. Our product can be offered on all the main distribution channels – web, land-based terminals or betting shops and mobile smartphones enabling our operators to generate hundreds of bets per second on major live betting events," says Zak.

Traditionally, live betting has been high turnover, low margin but SBTech has turned this thinking on its head by delivering a higher turnover, higher margin service. Providing higher margins also involves limiting the high liabilities associated with high turnover with real-time risk calculation tools that enable traders to respond quickly and effectively

to any development within events, monitor market movements and analyse liabilities.

“In today’s market, it’s not enough just to offer the technology,” continues Zak. “Our operators choose us because of our unique and proven experience in regulated markets and because we can deliver the whole package: a state of the art suite of products combined with a fully managed solution including risk management and trading.”

#### Betting whenever and wherever you are

The rise of live betting is due in no small part to the prevalence of smartphones and tablets. Portability means it’s easy to carry your betting channel with you at all times. Improved connectivity from easy-to-access wireless broadband or affordable data through mobile phone networks means it’s increasingly easy and fast to access online services almost anywhere. The technological capabilities of today’s mobile devices mean operators can run sophisticated and powerful applications to give customers the flexibility, ease of use and variety they demand.

Once again, SBTech have been at the forefront of the industry and recently unveiled their unique, highly advanced mobile HTML 5 based product at ICE Totally Gaming 2012 in February.

“We’ve created an industry-leading mobile betting platform that delivers a phenomenal user experience, with easy and smooth navigation and intuitive betting,” says Zak. “Combined with our fully managed

## “Live sports betting is the biggest thing to happen to the gaming world”

live betting solutions, our mobile product will ensure that any operator using our platform will be uniquely positioned in their market and expect phenomenal margins compared to industry average.”

SBTech’s mobile solution is designed to comply with strict regulatory guidelines including the use of GPS location to ensure players are wagering from an authorised location. It highlights another area in which SBTech is pushing ahead of the competition – regulated markets.

#### Dealing with the challenge of regulated markets

The first thing to be regulated in any market is sports betting. As the main source of acquisition for all gaming companies, it’s important for operators to choose a sports betting platform provider with experience in regulated markets.

“We’re extremely proud of our global credentials,” says Zak. “We have a great deal of experience in penetrating new markets, helping operators through the red tape of regulatory requirements and dealing with the challenges that arise from meeting strict guidelines of governments and regulatory bodies.”

With regulated operations in UK, Malta, Austria, Italy and Denmark, SBTech is widely known as one of the leading providers of sports betting solutions in regulated markets. It recently worked with both WinFootball in Austria and Gaming Media Group in Denmark to launch sports betting services within these regulated markets.

#### Are you ready for the future?

“The gaming industry is a rapidly developing sector and operators face some very big challenges right now,” says Zak. “It’s very likely that in the not-so-distant future live betting will be the norm, most punters will use their mobile device in preference to a real world betting shop or a PC and that we will live in a world where most, if not all, markets will be regulated. We’re making sure that SBTech is the company that operators turn to in order to meet those challenges.”

