

Essential Guide to ... EiG

SPORTS BETTING TECH

Calculating the real time risk

With eight years of experience in provisioning of advanced sports betting platforms, solutions and managed services to top online gaming operators, land based and media companies, **Sports Betting Tech** (SBTech) has a lot to offer the industry.

Sports Betting Tech's solution provides a fully managed sportsbook with risk management and trading completely dealt with, allowing its customers to put all their efforts and resources into marketing. A complete suite of back office, reporting, content management and bonus management systems aim to ensure smooth operation of the business.

The firm says the all round approach appeals to three kinds of parties - gaming operators that lack knowledge and experience in bookmaking; bookmakers that are looking to eliminate the risk embedded in this side of the operation and reach higher margin on turnover while reducing their operational costs; and bookmakers that want to present a far more rich and unique live offering.

The company said that real time risk calculation is everything when it comes to live betting. Risk is examined for each customer based on their profile and track record. "Bookmakers need to react fast and efficiently to any development within the events, monitor market movements and trends and analyse liabilities throughout all markets offered. SBTech are specialising in Live Betting

and offers Asian handicap which are considered to be very risky for the bookmaker but thanks to very unique algorithms and risk management features we are able to get a very high margin for our operators compared to the industry average on all bet types during live betting."

Experienced SBTech traders ensure each game that is traded in running is being man-

aged professionally using unique algorithms to calculate more than 30 bet types during each live event and monitor the risk on each development on the game according to the bets that are being placed in live.

The firm said its operators generate hundreds of bets per second on major live betting events and the use of very unique and sophisticated features along with experienced traders are generating high margins for customers.

It added: "Live Betting has significantly developed and gained huge popularity over the past few years, major bookmakers report more than 50 per cent of their turnover is made on live markets.

Today's punters want to feel the action and see their bets settled in real time, bet while watching the game on TV or even better - do it while being at the stadium. SBTech operators are generating 70 per cent of their turnover on Live betting today due to its extraordinary offering of more than 200 live events per day.

"With the mobile evolution and development of smart phones enabling punters to play anywhere, live betting gains even more popularity and grows to be a major expanding engine in the future."



DIGIBET

Integrating live odds into accumulators



European bookmaker **Digibet** has been offering live betting for some considerable time - both online and in-shop. The firm answered some questions for BBI.

Has the German-speaking market embraced live betting?

You can't open a shop in Germany without much live betting as it would not be competitive. Digibet offers all live bets in shops that are offered on the internet site. Due to the large number of bets on offer, accumulators are the favourite bets giving Digibet a good margin.

How do you approach and promote live betting at Digibet?

In the shops there are 'Betting Walls' (12 Screens) that are solely for betting in running and two big portrait plasmas. Each of the two plasmas show 20 current betting in running events with the main markets: Who wins the rest of the game, Next goal, Under/Over Goals.

On the 12 screen betting wall we show

one match with more markets per screen and if there are more than 12 screens we will automatically split them to show to 2/4/8 or 10 events per screen.

On a weekend up to 50 live events are offered at the same time. Also, a main feature in the German shops is that the customer can mix live bets and normal bets in accumulators. Digibet especially promotes the live streams on the internet.

Is there a danger of confusing the customer if you offer too many live betting markets around a single event?

In our shops and on the internet we go with only limited markets and try to promote accumulators. On the internet, if there is a live stream event we show as many markets as possible. In December this will be extended to show more than

150 market types per event.

How much of a boost does streaming the event provide to live betting markets?

Not as much as hoped for. However, we get fair results but the main margin is in accumulators.

How tricky is it to trade on live betting markets?

After some years and knowing the problems that could occur, it's fairly easy. We have set the computer to detect patterns that show problems. For the average player it's more difficult to compare markets with other bookmakers while they are in the shop. However, this type of bet should be mainly for 'entertainment' as betting in total. So, it is something extra in the shop to make the viewing of sports events more interesting.

GALA CORAL

Mobile the perfect platform

A recent **Coral** promotion suggests that the bookmaker sees mobile and live betting as the perfect combination.

Gala Coral has recently run a promotion in order to get its online customers to try out its live betting markets via their mobile phones. The firm sent marketing messages to existing customers offering them a £1 free bet on consecutive days if they bet on that evening's football via the mobile website.

Coral head of PR David Stevens explained: "The recent free-bet promotion was designed to promote both our mobile service and our in-running offering, as we believe the former provides the perfect platform for the latter."

Stevens said that the company has big plans for both verticals: "Mobile is the fastest growing area of our online business, and we are expecting to see rapid growth in this area going forward, not just in terms of in-running, but prevent as well. However, given this growth, and the proliferation of live televised sporting events, mobile does seem to be the natural platform for betting in-play."

In these days of eye-watering promotion and sign-up bonuses, a total of £3 in free bets may seem rather frugal, but Coral believes it is possible to make an impact with smaller amounts with fewer conditions.

Stevens said: "We constantly review the offers that we make available to our current and potential customers, and given the nature of this particular offer and the average stakes placed, we were happy that the free bets given on this occasion offered tangible value to Coral customers."

