



INDUSTRY TRENDS ARE CREATED AND ADAPTED THROUGH VARIOUS SUCCESS STORIES AND GLOBAL DEVELOPMENTS. IN RECENT YEARS, ONLINE SPORTSBOOKS HAVE BECOME GLOBALLY RENOWNED AND HIGHLY COMPETITIVE WITHIN THE GAMING INDUSTRY. TODAY'S STATE-OF-THE-ART TECHNOLOGIES AND RESOURCEFUL TOOLS, ENABLE SPORTSBOOK OPERATORS TO BE INNOVATIVE AND UNIQUE WITH THEIR OFFERING.



While strict regulations and restrictions within the Online Gaming Industry create various challenges and obstacles that make it difficult to become a successful Online Sportsbook Operator, with the right tools, knowledge, dedication and ongoing developments, success as an Online Sportsbook Operator can be achieved.

In order to further enhance the customer experience and succeed as an Online Sportsbook Operator, one must consider the 'must-have' elements and the innovations to expect in the future:

#### 1. ENHANCE YOUR OFFERING

Given the dynamic nature of in-play betting it is important to offer a wide variety of in-play events with a large selection of bet markets; catering to customers preferences worldwide. By strategically arranging the order of each bet market and placing what is most relevant for the punter at the top, creating an easy and quick page navigation.

The more in-play events you will offer, the more turnover you will generate.

#### 2. SETTLE ALL BET MARKETS IMMEDIATELY

In both pre-match and in-play betting, all of your bets should be settled up to three minutes after each goal, set, quarter, period, half, etc. Settling all bet markets and pay-outs immediately encourages the customer to continue betting the winning trend.

#### 3. LIVE THE LIVE GAME – MICRO MARKETS & LIVE STREAMING

Micro-Markets, also known as Fast-Markets, are today's most exciting bet markets which create a new thrill for the punter minute by minute- 'You live the live game'. These bet markets are considered 'quick bets' – bets made during a live event i.e. betting on who will get the next corner kick in a soccer match or whether the next serve in tennis will be an ace. As the results are immediate, the game becomes more exciting for the user and their betting pattern will increase.

The punter will increase the rollover of his funds per session as he is betting throughout the entire 90 minutes of the game while enjoying the game on the live streaming box (aside from being a great acquisition tool). Live Streaming

goes hand-in-hand with in-play betting and with micro-markets; the excitement of placing a bet on what will happen in the upcoming minute and then watching it as it happens.

#### 4. CASH-IN ON CASH-OUT

Cashout, in all its variations, is important mainly due to the fact that it increases turnover as it multiplies the amount of time funds are being 'rolled'. Cashout also acts as a 'stop loss' for potential losing bets as well as allowing the punter to cash his winnings to reduce risk; the punter is more comfortable placing bets due to the option of changing a betting strategy depending on the developments of an event.

Partial cash-out allows the punter to feel more secure and loose with their bets. If the punter regrets his betting decision, according to the development of the match/event, the partial cash-out enables the punter to retract his bet.

#### 5. BE AHEAD OF THE CURVE – ESPORTS & MORE

Innovation introduces many exciting additional trends. Betting on non-traditional sports are becoming popular and will continue to get bigger in the future i.e. TV shows, Political Campaigns as well as eSports. eSport betting is betting on video gaming competitions- a very popular and growing trend within the Asian Market.

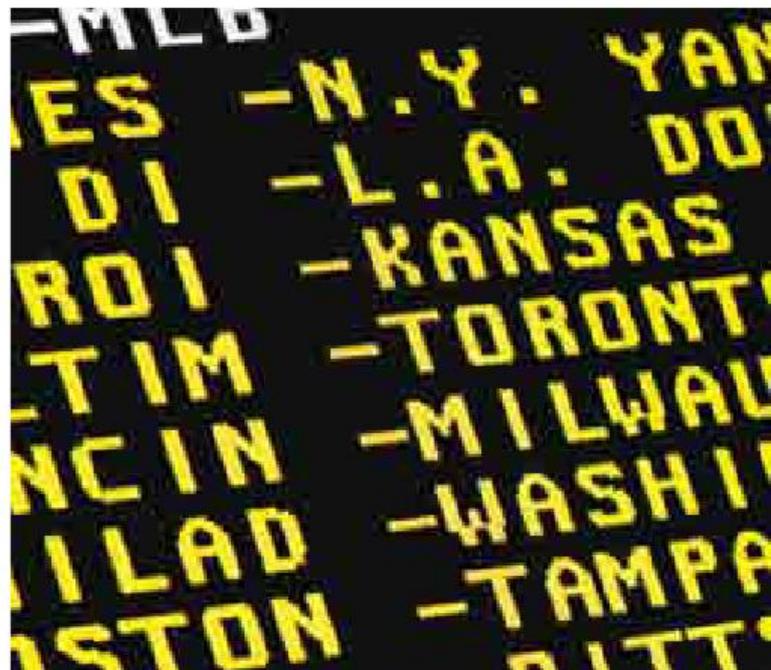
#### 6. TRADE YOUR EVENTS 24/7

Although you might use a lot of bookmaking automation—the value of live qualified traders/bookmakers at all times is immense.

Traders who hold the know-hows and knowledge to make the best real time fast decisions in regards to in-play trading, can analyze customers, monitor operations, manually oversee bets and submit customized counter offers. The more you invest in live trading the more you will increase your margins.

#### 7. DON'T BLOCK YOUR CUSTOMERS - ANALYZE & EXECUTE CUSTOM LIMITATIONS

Like every operator you will encounter 'Bad' punters – the customers which are constantly winning through various



ways of 'cheating' the system. Majority of online sportsbooks block these player or limit them to £5 per bet across the sportsbook.

The more efficient and correct way to handle these players is to analyze them as well as their betting patterns and develop a custom tailored strategy for intelligent limitations/restrictions for example - If a punter is betting on fixed matches you might want to block him on certain leagues in Eastern Europe but you should permit him to bet on Chelsea as he wishes.

Another example- If a punter is betting immediately on the goal (a mobile bet from a punter in the stadium) then you should increase his approved waiting time and not limit his amounts. Same applies for arbitragers, movement punters, etc.

### 8. FACTOR YOUR RISK

Risk management is a major factor and should be highly measured. Even with strong bookmaking automation, the value of live qualified traders/bookmakers is immense. It is more valuable and efficient to analyze and execute customer limitations/restrictions than to block customers; of course taking into consideration all customer playing behaviors.

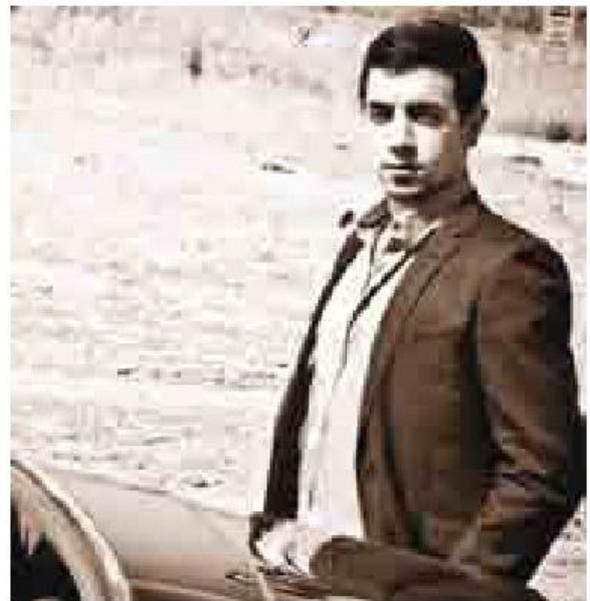
If a 'Recreational Player' will place a bet of 1,000 EUR on a certain selection it will move the odds by 0.1%, while if a 'Professional Player' will place the same 1,000 EUR on the same selection it will move the odds by 0.5%.

Traders who acquire the 'know-hows' and knowledge in making real-time quick and accurate decisions, in regards to in-play trading, can skillfully analyze customers, monitor operations, manually oversee bets and submit customized counter offers; margins will increase with more time invested in live trading.

### 9. LOOK AT THE WORLD FROM AN OMNI-CHANNEL VIEW

Invest in creating a harmonic experience across web, mobile, tablet & retail. Today, in-play betting platforms are available for punters wherever they are; sitting on the sofa watching a game on TV or watching the game at a bar with some friends – just one click on the mobile and the bet is placed. The second screen coincides with our fast paced world; ability to place bets anywhere at any time. Second screen betting has become widely accepted worldwide.

While the combination of mobile and in-play betting creates a new betting experience, both mobile and in-play betting allow punters to place bets immediately and from any location. The act of mobility creates a more interactive user



### TOM JOHN LIGHT BIOGRAPHY

Tom John Light was born and presently resides in Tel Aviv, Israel. Tom has lived and traveled worldwide and is highly knowledgeable and experienced working in various global regions.

Tom has been working in the gaming industry for many years with a focus on casino operations and sports betting. Currently Tom acts as Head of International Business Development at SBTech. He is renowned for his role as Vice President of Business Development at FashionTV. Additionally Tom has successfully served as CEO for several online gaming companies such as 7Red Casino and 1King Casino.

experience as punters feel that they are part of the live game. On the retail front, through premium and state-of-the-art features the players experience is enhanced:

- Premium sports products created specifically for betting shops/kiosk requirements.
- Advanced agent and betting shop systems.
- TV screen management applications.
- Single account through online, mobile and retail; via a single platform.

### 10. FACTOR YOUR RISK

The number of operators who believe in the single-product approach is dramatically decreasing. Even brands who are completely branded as a sportsbook, such as Bet365, understand the value of crossing product verticals. Adding various RNG offers to your sportsbook will allow you to maximize player value and 'milk' more lifetime GGR by using side games, wallet2wallet or seamless integrated casino products and various RNG products as well as allow you to increase acquisition streams for non-sports players.

On the Casino operators side, adding a sportsbook product will enable them to develop a stream of cost effective acquisitions with CPA costs lower by over 50% while having a great 'hook' for the marketing team. ■

