

DOJO MADNESS

PRESS RELEASE

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Betradar Teams Up With DOJO Madness To Provide High-Quality Esports In-Game Betting Solutions To The Global Betting Market

Betradar, the premium partner for the betting industry worldwide, has entered into an exclusive partnership with esports big data startup, DOJO Madness, to provide the market with live-odds across a whole range of online and offline esports competitions.

Similar to wagering on the outcome of a match between two traditional sports teams, esports bets are made by predicting events within esports matches as well as the eventual outcome.

DOJO Madness's service has developed complex models based on the analysis of over 450,000 rounds and 18 million individual data points. This has enabled the generation of reliable real-time probabilities for both pre-match and live betting events, allowing Betradar to provide its operator clients with the most credible live betting offering available. Leveraging DOJO Madness's API, Betradar will be able to offer a significant amount of new, high-quality betting events for all Tier 1 esports games including popular titles such as CS:GO, Dota 2, League of Legends, and Overwatch.

"We were always clear that esports live betting provided a great opportunity to invigorate the market, but we weren't prepared to rush in at the cost of our, and our clients', reputation. Across all esports, the complexity of the games and the huge volume of data that needs to be captured and processed makes it much more challenging to model than traditional sports. With the closing of skins betting sites the timing now seems right to bring our live solutions to market to enable traditional bookmakers to meet the demands of the esports community. We're delighted to have been able to partner with industry-experts at DOJO to create a best-in-class approach, further enhancing the exclusive fast content from our partnership with ESL – we have really created a new and unique framework that will greatly benefit operators. From today, they will be able to tap into the demand for comprehensive live coverage with the ideal range of Betradar services to support them alongside the best content and odds suggestions," said James Watson, Betradar's Head of Esports.

The esports legal betting market continues to gain serious momentum. Esports has an estimated global wagering market of \$29.8 billion by 2020. More than \$590 million will be wagered on esports competitions through cash gambling sites in 2016.

"Our core competency at DOJO is collecting and interpreting esports game data. Our coaching apps, such as LOLSUMO, are prime examples of how we create real value through our data services," said DOJO Madness CEO, Jens Hilgers. "Bringing our big data expertise into the esports betting industry was a natural fit, and partnering with Betradar is a fantastic opportunity for us."

Operators looking to experience Betradar's new CS:GO Live Odds should contact sales@betradar.com to book in a demo.

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NOTES TO EDITOR

ABOUT DOJO MADNESS

Passionate gamers by heart, DOJO Madness is a team of Esports veterans building next generation tools that help gamers master their play. DOJO's technology-driven products solve real issues gamers and community are facing every day.

More information can be found on www.dojomadness.com

ABOUT SPORTRADAR

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. We provide 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. Our rapid growth is driven by technological innovation and a deep understanding of our clients' business needs.

It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 800 companies in over 80 countries. We occupy a unique position at the intersection of the sports, media and betting industries.

More information can be found on www.sportradar.com.

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