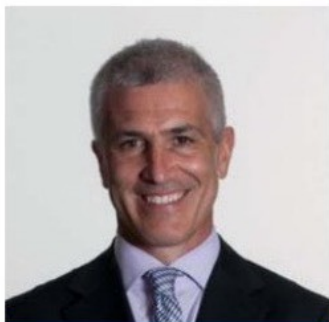


Powering the fast transformation of sports media consumption

Simplebet Chris Bevilacqua and Joey Levy on how the US betting space is already stagnating and what might give it new life



Bio

Chris Bevilacqua is the co-founder and CEO of Simplebet, a product development company using machine learning and automation to enable every moment of every sporting event to become a betting opportunity.



Bio

Joey Levy is co-founder of Simplebet. He previously founded Draftpot, a DFS platform, which was acquired in 2017.

Since the repeal of PASPA in May 2018, the sports betting industry has become a hot topic across the sports, media, entertainment, and gaming industries. And so far, the pace of activity in this new industry has exceeded expectations. On the regulatory front, states are coming live faster than expected and, on the investment front, public equities have quickly gained tens of billions in enterprise value and M&A activity has been rampant.

But despite the accelerated rollout of sports betting in America, one thing has been underwhelming: product innovation. For the most part, the sports betting user experiences available to consumers when they were able to place their first bets outside of Nevada in August 2018 are nearly identical to what is available today.

Current sports betting products almost feel like a commoditized offering. Most operators are offering consumers the same standard moneyline, point spread, and over/under products, and these are often packaged in unintuitive user interfaces dominated by tables, lists, and grids that are intimidating to casual fans.

Forward looking

We believe the future of sports betting and fan engagement in America will look far different than how it looks today. This future will be dominated by products focused on the in-play betting experience, and more specifically, experiences that bring enhanced levels of instant gratification to sports betting through betting markets that are created and resulted in just minutes or seconds. We call this new category of in-play betting micro-markets.

Unlike Europe, where the majority of betting handle comes from soccer, the US is uniquely well positioned for

micro-betting, considering US sports are games driven by discrete occurrences and frequent scoring. Baseball is driven by pitches and at-bats, football by plays and drives, and basketball by possessions and frequent scoring.

US sports are driven by moments – moments that have a clear beginning, middle, and an end, and these moments are often long enough to enable users to bet on them, but short enough to introduce a new, thrilling level of instant gratification.

Early data suggests that US sports fans have high levels of interest in micro-betting. One operator recently launched a micro-betting experience enabling users to predict the outcomes of every play and drive of every NFL game for the first time. The data is compelling: the average user is betting 25 times per primetime game and 44 times per Sunday slate, while 25% of users are spending over an hour on the game per session.

For sportsbook operators, providing differentiated and engaging new user experiences helps acquire new customers as well as increase lifetime values of current and new customers. For leagues and teams, any sustained incremental consumption adds billions of dollars in value to their IP via media, sponsorship, and other commercial rights.

And for media, distribution, technology and consumer product companies, it provides additional opportunities to better engage and monetize existing audiences, while also providing experimental product development opportunities around things like 5G technology and interactive viewing experiences.

We envision a future where every moment of every sporting event is a simple, intuitive, and entertaining betting opportunity, which will transform the way sports are consumed in America. ●