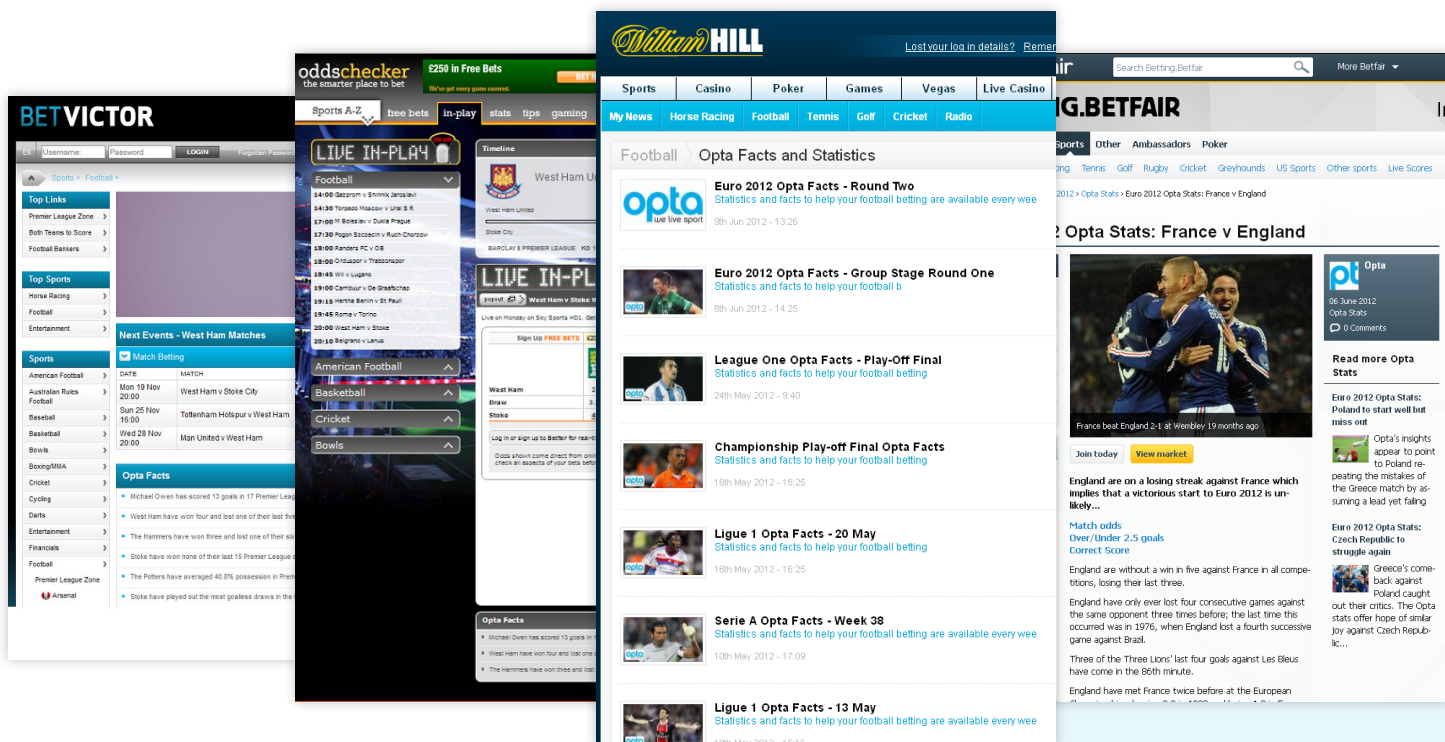


# Opta Betting Facts

## Product Overview

Opta Facts are guaranteed to be unique, insightful, informative and relevant to betting markets. Facts help to instigate betting activity and increase turnover across a host of different channels including

online, mobile and retail and in a range of ways, including – embedded within betting markets, content destinations, social media, marketing campaigns and retail coupons.



## Product Detail

- Written by dedicated Opta editorial resource.
- Facts powered by industry leading Opta data.
- Not automatically generated guarantees facts are unique.
- Available across a wide range of sports including all major football leagues and competitions.
- Insightful and betting relevant content.
- Range of delivery options and formats.
- Fully tagged and ID mapped for simple integration and client implementation.

## Features and Benefits

- Content proven to engage sportsbook users initiating betting activity.
- Uses across wide spectrum of sportsbook channels.
- Opta brand adds credibility to content supplied by sportsbook.
- Well regarded, flagship product for which Opta are renowned.

London  
t: +44 (0)20 7902 0600

Bassano  
t: +39 (0424) 219 528

München  
t: +49 89 200014 310

Sydney  
t: +61 (0)2 8060 3661

www.optasports.com  
e: info@optasports.com

Madrid  
t: +34 915 36 38 38

Milan  
t: +39 02 620 227 234

Paris  
t: +33 (0)144 641 375

New York  
t: +1 (212) 450 1482

