

Unified Odds Feed Integration Process

"y": 21.64

"x": 6.45

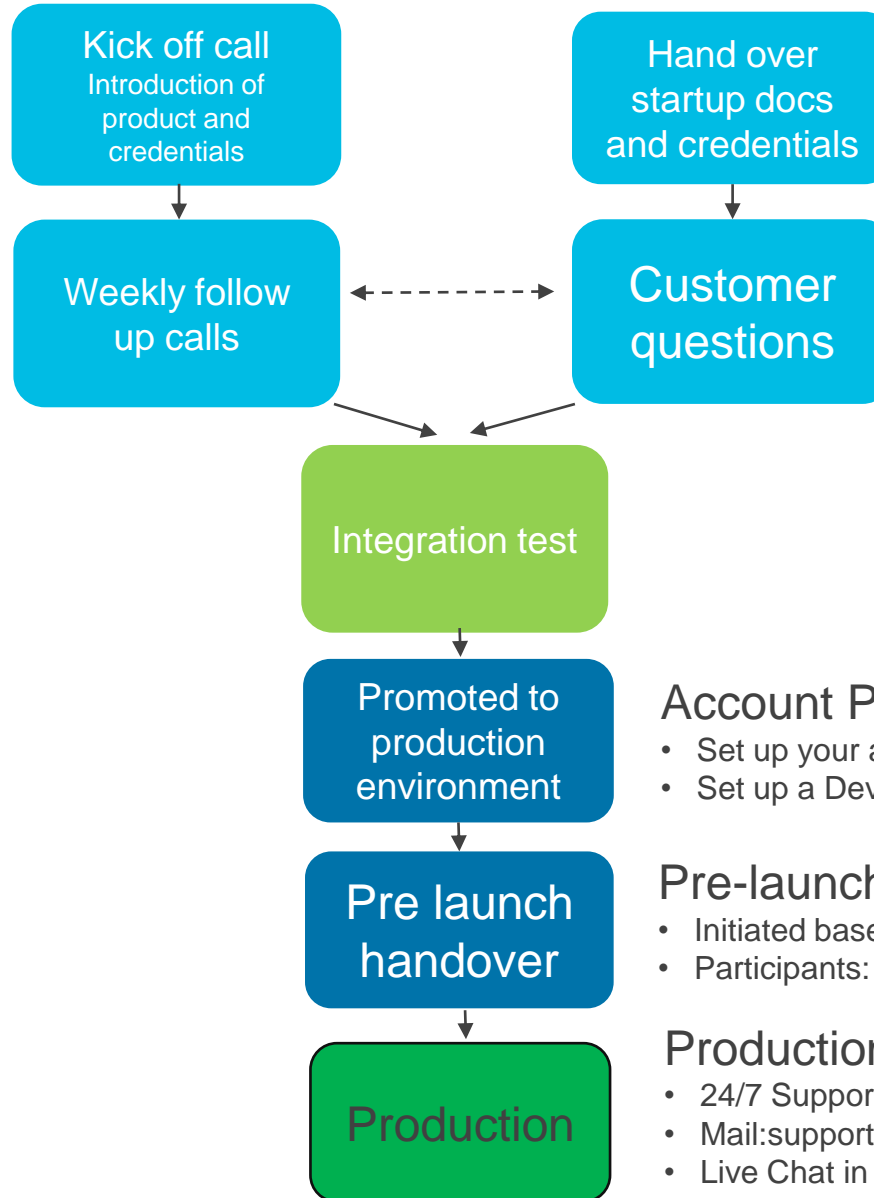
Integration Program

- Dedicated Technical Integration Manager
- Direct communication via calls/Skype Group
- Review of customer environment before start
- Schedule training
- Integration roadmap with follow up calls
- Integration test

Optional add-ons

Certification

Training



No Integration Program

- Communication via email to client-setup@sportradar.com

Account Preparation

- Set up your account for Production use
- Set up a Developer account in Integration

Pre-launch meeting

- Initiated based on feedback from customer/sales
- Participants: client, AAM, support

Production

- 24/7 Support
- Mail: support@sportradar.com
- Live Chat in CTRL/Betradar

Sports API vs. AMQP = UOF

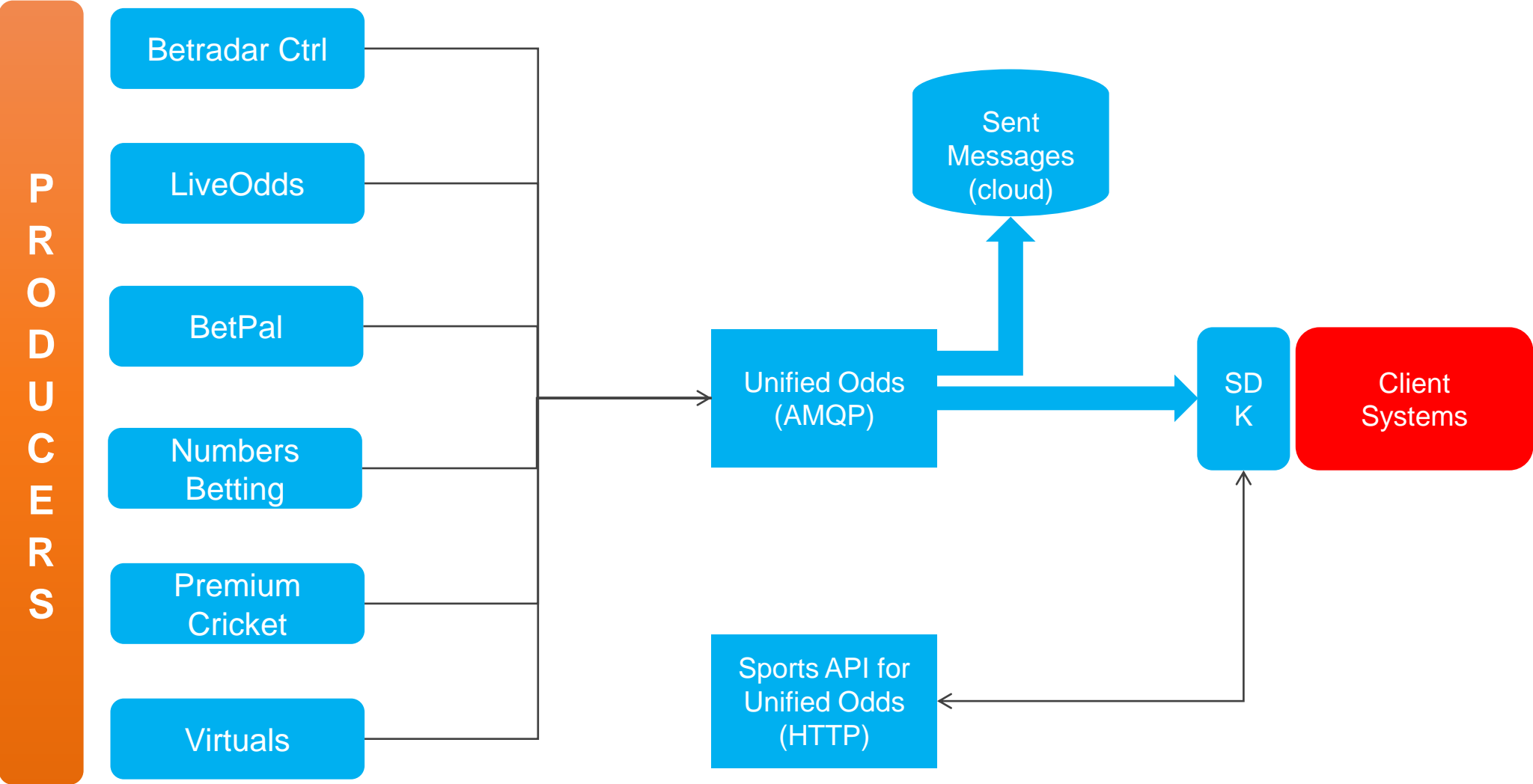
Sports API

- Detailed fixture information
- No odds
- “Static” information
- Data on demand
- Requests

AMQP

- Only ids
- Outcomes and odds
- Dynamic information
- Data pushed to the client
- *No requests*

Simplified Integration and Increased Speed of Delivery



Protocol or SDK

Two protocols built on standard technologies (AMQP, HTTP, XML, XML-schemas):

- Lightweight **XML messages over AMQP** for reliability and speed (no names or translations)
- Detailed information by requesting XML-data using a **RESTful API** (includes names, translations etc.)



SDK is provided for Java or .NET (C#), to further **simplify the integration**:

- The two protocols merged into **a single object model**
- **API lookups** automatically taken care of
- **Disconnection recovery**

Simplified Integration and Increased Speed of Delivery

- Super **easy to receive** odds-related information
- All odds information for all products in a **single “unified” feed**
- One or multiple feeds (with the same structure) **based on content:**
 - One stream for pre-match and one for live odds, or
 - One stream for odds information that needs urgent processing, and another stream for odds information that is less time critical)
- Significantly **faster delivery** format for pre-match odds
- **Early settlement** of pre-match odds (as soon as the results are known) – First scorer, First half results etc.
- Ability to receive even **better pre-match odds** just before a match starts based on live odds operators and adjustments

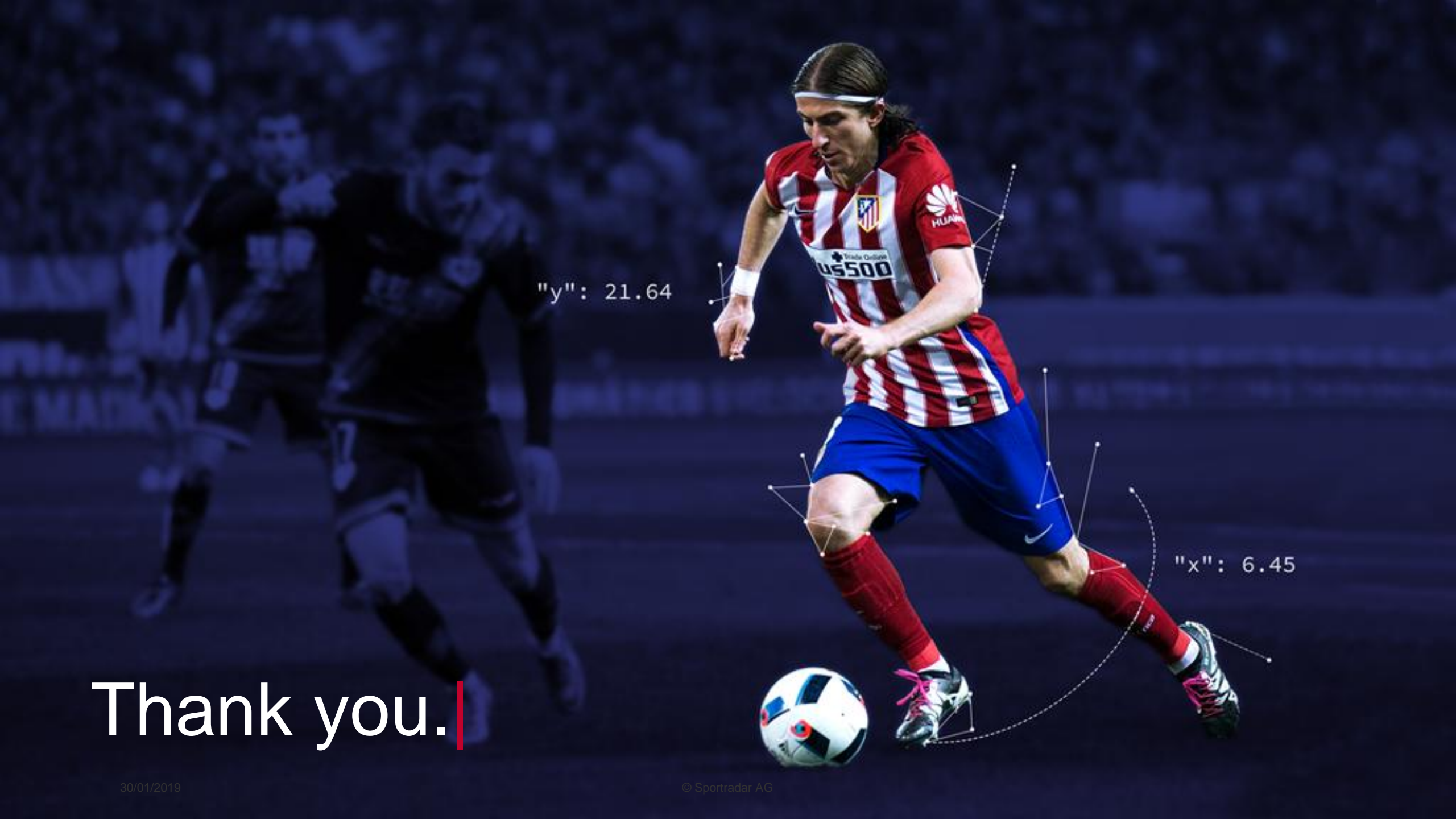


Message example: odds change

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<odds_change product="3" event_id="sr:match:13728523" timestamp="1526295305120" request_id="314">
<sport_event_status status="0" match_status="0"/>
<odds>
<market status="1" id="1">
<outcome id="1" odds="1.5" probabilities="0.624651" active="1"/>
<outcome id="2" odds="3.97" probabilities="0.219121" active="1"/>
<outcome id="3" odds="5.5" probabilities="0.156223" active="1"/>
<market status="1" id="11">
<outcome id="4" odds="1.18" probabilities="0.800057" active="1"/>
<outcome id="5" odds="3.93" probabilities="0.199943" active="1"/>
</market>
</market>
</odds>
</odds_change>
```

API example: Fixture information

```
<?xml version="1.0" encoding="UTF-8"?>
<fixtures_fixture xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" generated_at="2018-05-29T08:17:37+00:00" xmlns="http://schemas.sportradar.com/sportsapi/v1/unified" xsi:schemaLocation="http://schemas.sportradar.com/sportsapi/v1/unified"
<fixture id="sr:match:13728523" scheduled="true" start_time_tbd="false" next_live_time="2018-05-19T14:00:00+00:00" start_time="2018-05-19T14:00:00+00:00" start_time_confirmed="true">
  <tournament_round betradar_id="27" type="group" number="2018-05-19T14:00:00+00:00" group_long_name="Superettan">
    <season id="sr:season:51129" name="Superettan 2018" start_date="2018-03-31" end_date="2018-11-30" year="2018" tournament_id="sr:tournament:46"/>
    <tournament id="sr:tournament:46" name="Superettan">
      <sport id="sr:sport:1" name="Soccer"/>
      <category id="sr:category:9" name="Sweden" country_code="SWE"/>
    </tournament>
  </tournament>
  <competitors>
    <competitor id="sr:competitor:1812" name="Falkenbergs FF" country="Sweden" country_code="SWE" abbreviation="FFF" qualifier="home">
      <reference_ids>
        <reference_id name="betradar" value="193277"/>
      </reference_ids>
    </competitor>
    <competitor id="sr:competitor:1849" name="Norrby IF" country="Sweden" country_code="SWE" abbreviation="NOR" qualifier="away">
      <reference_ids>
        <reference_id name="betradar" value="9255185"/>
      </reference_ids>
    </competitor>
  </competitors>
  <venue id="sr:venue:19699" name="Falcon Alkoholfri Arena" capacity="5500" city_name="Falkenberg" country_name="Sweden" country_code="SWE"/>
  <tv_channels>
    <tv_channel name="C More Live 3 HD - Sirius 2/3 (5.0E)"/>
  </tv_channels>
  <extra_info>
    <info key="neutral_ground" value="false"/>
    <info key="period_length" value="45"/>
    <info key="overtime_length" value="15"/>
  </extra_info>
  <coverage_info level="silver" live_coverage="true">
    <coverage includes="basic_score"/>
    <coverage includes="key_events"/>
  </coverage_info>
  <product_info>
    <is_in_live_score/>
    <is_in_hosted_statistics/>
    <is_in_live_center_soccer/>
    <links>
      <link name="live_match_tracker" ref="https://cs.betradar.com/ls/widgets/?/betradar/en/Europe:Berlin/page/show#widget=widgets.lmts&matchId=13728523"/>
    </links>
  </product_info>
  <reference_ids>
    <reference_id name="BetradarCtrl" value="14880396"/>
  </reference_ids>
</fixture>
</fixtures_fixture>
```

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Thank you. |