

Unified Odds Feed Integration Process |



The Sportradar Unified Odds Feed (UOF) |

Betradar's Unified Odds Feed is a new way of data delivery. One that enables customers to quickly and consistently access all betting data Betradar supports.

Over 500 customers are using this feed already today.

The UOF works in conjunction with the entire range of our existing betting products, such as Pre-Match Odds Service, Live Odds, Premium Cricket Service, Virtual Sports and Managed Trading Services.

UOF Key Features |

Unification

- All odds information for all products in one “unified” feed

Multiple Streams

- Single or multiple feed streams (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 less critical information

Speed

- Super fast delivery of our odds products

Early settlement

- Settle your pre-match bets with In-running settlements of Live Odds producer – First scorer, First half results etc.

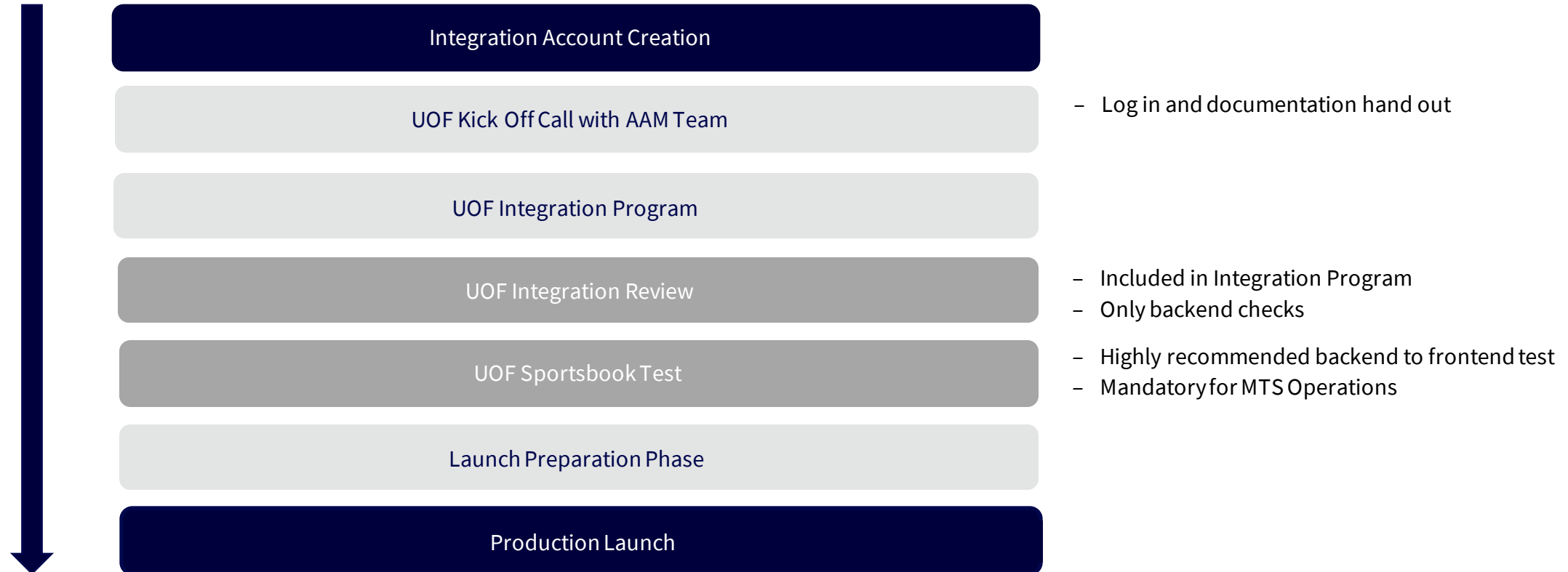
Early Odds

- Enter your own odds in the feed until Betradar sends odds

Odds Quality

- Receive even better pre-match odds just before a match starts based on live odds operators and their adjustments

UOF Integration Process |



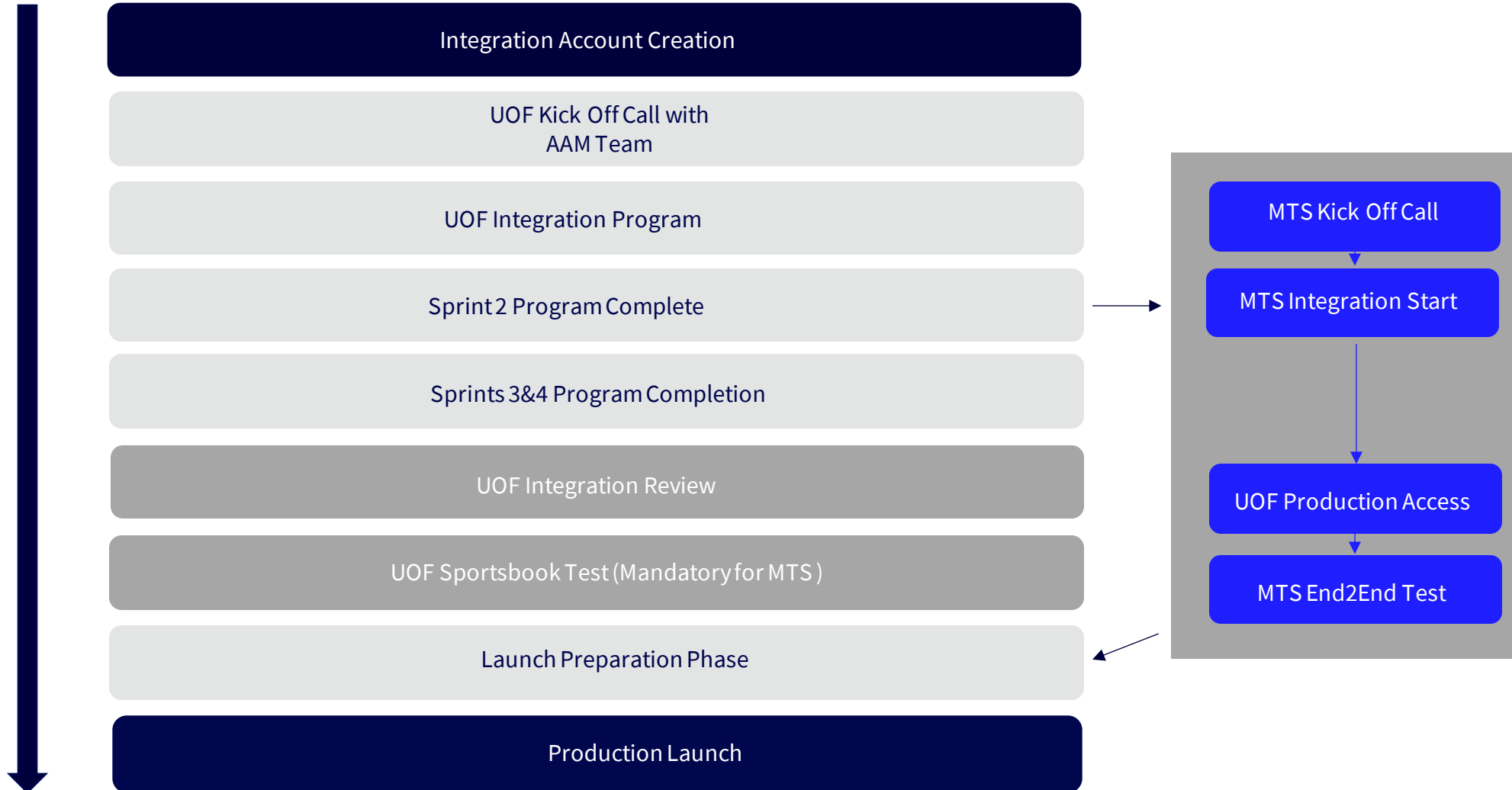
UOF Integration Program |

The Betradar support program through your Unified Odds Feed Integration

- Is free of charge
- Technical kick off call
- Dedicated Technical Integration Manager
- Review of all environment before start
- Direct communication via calls/chat group
- Roadmap (8-10 weeks) 4 sprints structure
- Tech backoffice training Ctrl
- Integration Review (end of the program)
- Handover to 24/7 Support



UOF & MTS Integration Process |



Unified Odds Feed Integration Test* |

At Sportradar we offer a free-of-charge Unified Odds Feed Sportsbook Test which provides another level of safety before launching with our services.



Sportsbook
Test

- External evaluation of UOF integration into your systems
- Review of core functionalities backend to frontend (incl. performance)
- Highly recommended for all Unified Odds Feed integrations
- **Mandatory for MTS** operations

* Sportradar and its affiliates disclaim all warranties, duties and conditions, either express, implied or statutory, including warranties, conditions of merchantability or fitness for a particular purpose, of reliability, performance or availability of the Customer's sportsbook software platform.

API & AMQP = UOF |

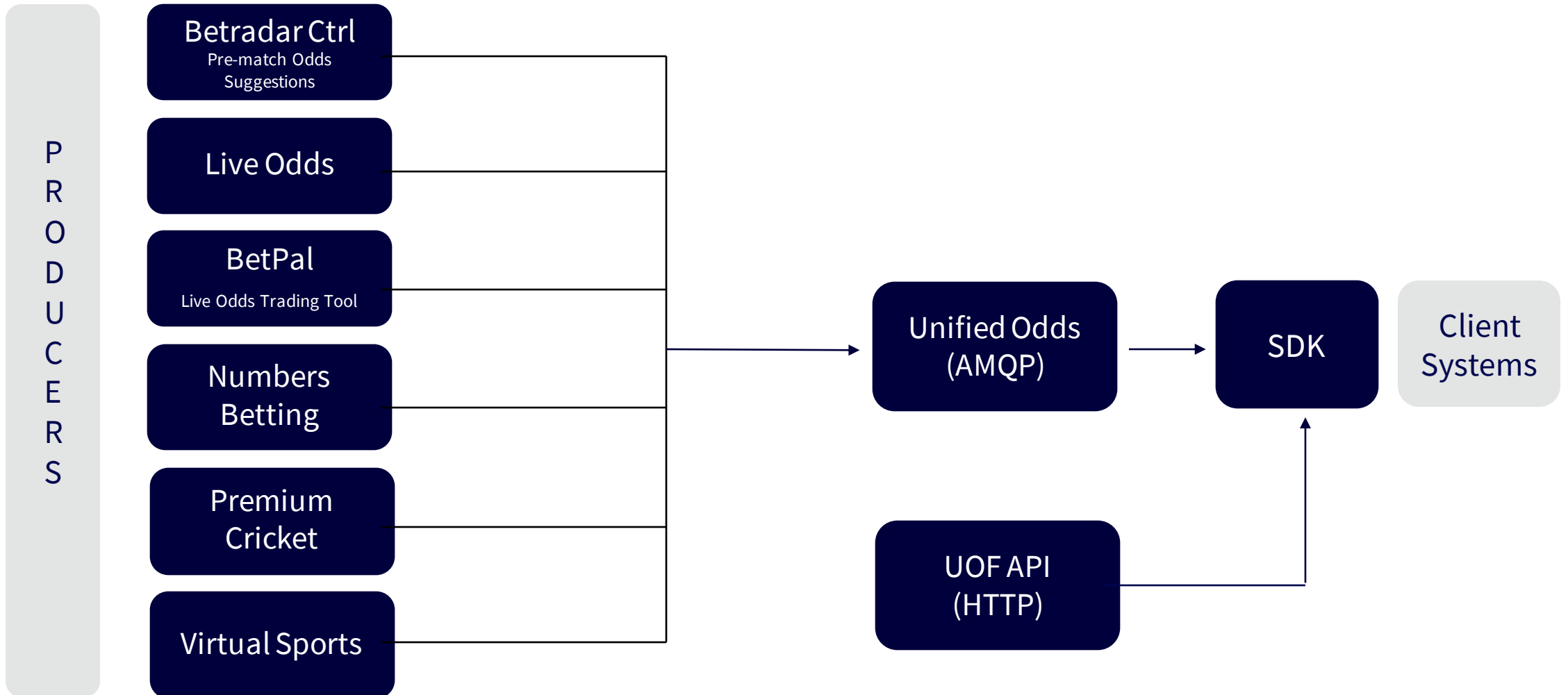
UOF
API

- Data on demand = API calls
- Detailed fixture information
- “Static“
- No odds

AMQP

- Data pushed to the client
- Only ids
- “Dynamic“
- Outcomes and odds

Producers of the Unified Odds Feed |



UOF Environments |

Integration Environment

- <https://integration.web.ctrl.betradar.com/>
- Dedicated token <https://stgufadmin.betradar.com/tokens>
- Dedicated configuration
- Pre-match Odds full content availability/Live Odds – 1 minute delayed
- Interrupted by weekend downtimes

Replay Environment

- Already accessible when you get your Integration Environment account
- Integration Environment token <https://stgufadmin.betradar.com/tokens>
- Default configuration of content
- Full availability of all activated products
- All matches older than 48 hours and 1 year back

Production Environment

- <https://ctrl.betradar.com/>
- Dedicated token <https://ufadmin.betradar.com/tokens>
- Dedicated configuration
- Full availability of all activated products
- Only available after integration review passed
- Users from integration environment work also on production environment

Protocol of SDK |

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

- **AMQP** - Lightweight **XML messages over AMQP** for reliability and speed (no names or translations)
- **API** - 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**



Internet Service Provider (ISP) Backup |

Betradars UOF is a product offered over the internet that can be highly time sensitive and therefore a lot of thought should be put into that part of the infrastructure. We have prepared a list of recommendations and best practices to avoid unnecessary down times and potential losses, based on extensive experiences with our clients:

- Symmetric Internet connectivity with static public IP address
- 2 redundant ISPs with different up-streams (path) towards international backbones
- Internet Control Message Protocol (ICMP) and bandwidth monitoring
- Use traceroute, MTR or similar for easy troubleshooting
- Mechanism to automatically failover the primary ISP in case of packet loss or a high latency towards UOF endpoint



Next Steps |

1. Let us know if your integration should also include the Managed Trading Services
2. Send us your technical and management contacts (email and full name) for the integration
3. Choose the SDK you will use or tell us alternative options you have to integrate
4. Tell us your integration team size, your time zone & the products you want to integrate
5. Study the Quick Start Guide
6. Prepare your team to be ready for the Integration Program for the full length of around 8 weeks
7. Once your team is ready to start the program just send an email to the Sportradar Account Activation Management (AAM) accountactivation-betting@sportradar.com

"x": 21.39

"dir": 68%

"y": 1.32

Thank you. |

