Unified Odds Feed Integration Process
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

No Integration Program

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

Optional add-ons

- Certification
- Training

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

Kick off call
Introduction of product and credentials

Weekly follow up calls

Hand over startup docs and credentials

Customer questions

Integration test

Promoted to production environment

Pre launch handover

Production
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

PRODUCERS
- Betradar Ctrl
- LiveOdds
- BetPal
- Numbers Betting
- Premium Cricket
- Virtuals

Unified Odds (AMQP)

Sent Messages (cloud)

SDK

Client Systems

Sports API for Unified Odds (HTTP)
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
Goals

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>
    <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>
  </odds>
</odds_change>
API example: Fixture information

```xml
<?xml version="1.0" encoding="UTF-8"?>
<fixture id="sr:match:13728523" scheduled="true" 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">
	</season>
	<tournament id="sr:tournament:1" name="Superettan">
	</tournament>
	<category id="sr:category:9" name="Soccer" country_code="SWE">
	</category>
	<competitors/>
	<competitors>
		<competitor id="sr:competitor:1812" name="Falkenbergs FF" country="Sweden" country_code="SWE" abbreviation="FFF" qualifier="home">
		<reference_id name="betradar" value="1932777"/>
		</competitor>
		<competitor id="sr:competitor:1849" name="Norrby IF" country="Sweden" country_code="SWE" abbreviation="NOR" qualifier="away">
		<reference_id name="betradar" value="9255185"/>
		</competitor>
	</competitors>
	<venue id="sr:venue:19699" name="Falkenbergs 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)" type="group" number="2018-05-19T14:00:00+00:00" group_long_name="Superettan"/>
	<tv_channels/>
	<extra_info/>
	<coverage_info level="silver" live_coverage="true">
		<coverage includes="key_events"/>
		<coverage includes="basic_score"/>
	</coverage_info>
	<product_info/>
	<is_in_live_score/>
	<is_in_hosted_statistics/>
	<is_in_live_center_soccer/>
	<links/>
	</links>
	<product_info/>
	<reference_ids/>
	</fixture>
</fixtures>
```
Thank you.