

**SIS**

**COMPETITIVE  
GAMING**

# SIS Competitive Gaming

Unlock the potential of the world's  
fastest growing betting vertical



# SIS Competitive Gaming

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A market-leading esports betting product built specifically for sportsbooks, featuring **live head-to-head video game competitions on popular gaming titles** to appeal to both sports bettors and esports bettors.\*

This innovative and proven product provides operators with 24/7 competitive gaming content, with up to **c150,000** live events each year. Operators will benefit from head-to-head matches taking place, offering markets and bet types that are familiar to current sports bettors and esports bettors.

SIS Competitive Gaming is supplied as an **end-to-end solution**, including live streamed pictures, commentary, on-screen graphics with betting triggers, data and a range of pre-event and in-play markets and prices.

\*All participants are over 18.

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## New Short-Form Betting Content:

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- Head-to-head competitions are broadcast live 24/7 with a minimum of 4 concurrent streams available at any one time.
- Live streamed competitions provide quick-fire short-form betting opportunities for sportsbooks globally.

## Complete Betting Feed:

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- Qualified experienced gamers: suitably matched for head-to-head markets, with a range of derivatives and betting markets.
- Player form based on historical and current player statistics.

# Omni-Channel Solution

SIS Competitive Gaming is an omni-channel solution that delivers a high quality and engaging betting experience across retail, online and mobile.

## Current games

Escoccer

Ebasketball

Other major esports coming soon.



SIS Competitive Gaming is a

# high-integrity betting product.

Tournaments follow best practice outlined by the ESIC (*Esports Integrity Commission*) in addition to strict operational measures in place to ensure that each event is fair.

Each match is overseen by a dedicated integrity referee, who is ESIC trained, and they have a real-time link to SIS's expert trading team. As the events take place in a highly controlled environment, we are able to put robust player due diligence in place and suspend the matches and players whilst any investigations take place to ensure fair play.

We have been awarded the ESIC Gold Standards, the highest possible accreditation from the industry association.

# Feedback from Bettors

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SIS conducted extensive market research focusing on three groups: Sports bettors, casino players, and esports bettors. We wanted to create the best possible product that engaged bettors and helped drive revenues. The result - SIS Competitive Gaming, the first esports betting league built for our customers.



I've not seen anything like this before, but I like it...if this was on a major bookmaker's website, I'd definitely use it for sure.

David, sports bettor, 42

This for me is a **winner**, the markets look exciting and it's **easy to follow** the game.

Shawn, esports bettor, 26



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## Bet Markets & Prices

SIS Competitive Gaming offers operators and bettors an extensive range of pre-match and in-play markets that are familiar to existing sports bettors providing a range of markets and prices to suit their betting style.

### Ebasketball

|                     |                      |
|---------------------|----------------------|
| Match betting       | Handicap betting     |
| Winning margin      | Quarter/Half betting |
| Points band markets | And More             |

### Esoccer

|                          |                            |
|--------------------------|----------------------------|
| Win-Draw-Win             | Half-time result           |
| Handicap betting         | Under/Over number of goals |
| First/Next team to score | And More                   |



# Head to head competitions

## Key Benefits

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### Increase betting turnover

Up to 150,000 quick-fire head-to-head live matches every year with a minimum of 4 concurrent streams available at any one time.



### Customer retention

New familiar 24/7 content to help keep current bettors engaged.



### Customer Acquisition

Innovative esports betting content with live streaming to attract new customers to your sportsbook.



### High quality output drives positive bettor behaviour

Ultra-low latency solution utilises WebRTC for reliable and rapid bettor experience.



### Increase lifetime value of current customers

Familiar esports titles and markets will help increase the lifetime value of existing customers by providing them new content and markets to bet on, generating incremental betting turnover.



### Easy to integrate for speed to market

Our end-to-end solution has everything you need to provide a best in class betting experience with live streamed pictures, betting commentary, on-screen graphics with betting triggers, data and a range of pre-match and in-play markets.

# Delivery

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Online customers:

## Watch & Bet

Continual streams without the need to have placed a bet

## Streaming

Content delivered through our dedicated low-latency streaming service



Retail customers:

## Satellite

Content delivered via our established satellite network

## Streaming

IPTV content delivery via internal network, internet or IP network\*\*

# Facilities

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First class operations facilities at our two UK studios  
*(Operator tours available by request)*



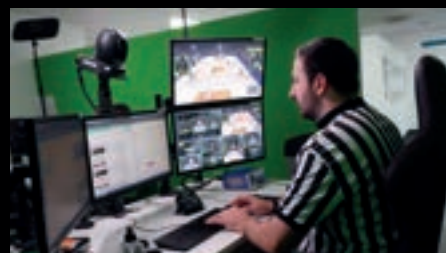
## Trader

20-strong trading team



## CG gamer

Pool of 250 gamers



## Integrity referee

40 referees



## Caster

40 casters



## CG studios



## Manager control area

# Legal

All participants in SIS Competitive Gaming events are over 18.

\* All content is indicative and subject to change

\*\* Please note that this delivery method is restricted to certain territories and channels. Please ask your key SIS contact for more information.

\*\*\* Tournaments are not affiliated with or sponsored by Electronic Arts Inc., Take-Two Interactive or their licensors. Valve Corporation, Hidden Path Interactive, or their licensors.