



# SPORTS BROADCAST MEDIA

Engaging Betting Content



Providing market-leading  
audiovisual content for the  
sports betting industry

# WHO ARE WE?

Created out of a love of live sport, Sports Broadcast Media provides unique, innovative and market-leading content for the betting & broadcasting industries. With decades of sports reporting and broadcasting experience in the team, we built a company that produces engaging content to entertain your customers. We are dedicated to delivering the best possible sports coverage, the biggest games and events, and the most compelling stories and personalities in the world of sports.

We are experts in delivering a wide range of broadcast quality media for our partners, from innovative live betting services to podcast & vodcast packages covering sport, Esports, reality TV, politics and more.



# WHY WORK WITH US?

The way fans interact with live sport has changed and S:B:M is here to help the sports betting industry catch up. One of the biggest problems our clients face is the drop-off in engagement when sport goes live.

**How do you engage your customer base when sport is live?**

Our audio and in-vision live betting services do just that. They are proven to engage, entertain and retain customers when the action is happening live, whilst at the same time creating a community.

**Audiences want to have fun. They want to be entertained.**



# UNIQUE SERVICE

Our range of services interact with your audience at a time when your sportsbook is at its most dynamic - when other people are thinking about it, we're talking about it and your customers are betting on it.

**Guaranteed top level sport at all times, and we will do what we do best: inform, engage and entertain the audience.**

Stats, opinions and prices change as the match-state changes, with audiences getting fed with the latest data, and your audiences are able to interact and share their own thoughts with the broadcast team.

**YOUR LATEST PRICES  
YOUR LATEST ODDS  
YOUR SPECIAL OFFERS**

# THE IMPACT

**SBM provides 'Clubhouse TV', an in-vision live streaming service for Sportsbet.io, and the impact on the customer base has been remarkable:**

Clubhouse TV viewers stay an average of **70%** longer on Sportsbet.io versus a non-viewer.

Customer interactivity is also tracked; there is an increase in audience engagement of between **900-2000%** when this service is live, compared to the days when it's not.

This has further translated into increased customer betting activity; customers who visit Clubhouse TV are tracked and tagged to monitor and analyse their betting behaviour, and on average the number of bets placed by a Clubhouse TV viewer was **82%** higher than a non-viewer.

**CUSTOMERS  
STAY**

**ENGAGED  
INFORMED  
ENTERTAINED  
RETAINED**

**S:B:M**



# BUILDING A COMMUNITY

We are able to help build audiences and drive brand loyalty, and there are already a lot of companies who have built a following that's ready to interact but isn't being provided with engaging content.

Our services can be that final 'bridge' between a customer base and an interactive community.



**If you've got an audience to engage, we can most definitely help.**

**We work with operators, affiliates, sports content sites, data suppliers and more.**



**SPORTS BROADCAST MEDIA**

## CONTACT US

If you would like more information or an informal chat then please email:

[hello@sportsbroadcastmedia.co.uk](mailto:hello@sportsbroadcastmedia.co.uk)