

# Betting Editorial

## Product Overview

Opta are not only the experts in in the field of sports data collection and distribution but also the provision of unique statistical and editorial content which is proven to engage sports betting audiences.

Our dedicated in-house editorial team have a range of tools and applications at their disposal allowing them to interrogate and query the largest and most granular historical database in the industry. Outputs include insightful and informative betting relevant

content such as Opta Facts, betting packs, preview data, betting features and post-match reviews.

Opta editorial content can be provided for a range of sports including all major football leagues and competitions. Additionally, content is available in all major languages making it suitable for all key gaming jurisdictions. Use of the Opta brand to support editorial content within any sportsbook platform adds credibility and trust which is critical for a betting audience.

## Product Detail

- All content powered by industry leading Opta data.
- Written by dedicated Opta editorial resource.
- All content is written with the betting sector in mind and can be targeted at specific markets or client promotions.
- Available across a wide range of sports including all major football leagues and competitions.
- Host of products including preview data (match / player / league / competition specific), features, betting packs, post-match reviews or twitter takeovers.
- Range of delivery options and formats.

## Features and Benefits

- Insightful and relevant content proven to engage sports betting audiences initiating betting activity.
- Excellent SEO content.
- Opta brand adds credibility demanded by sportsbook users.
- Dedicated Opta editorial resource support.
- Content available in a range of languages.

