

SIS launches market-leading esports product in Kentucky with bet365

26th March 2024 – SIS Content Services, part of the SIS Group (Sports Information Services), the leading global multi-content supplier of 24/7 live betting services, has made its market entry in Kentucky with ebasketball from its esports product suite now live with long-term operator partner bet365.

This launch in the Bluegrass State enhances SIS' reputation as a leading supplier in the esports betting space, widening the audience that can engage with its competitive gaming content across the US. It follows on from successful launches of its esports products in New Jersey and Colorado.

Developed specifically for betting, SIS' H2H Global Gaming League™ hosts over 150,000 events per year. The Competitive Gaming content is produced entirely in-house from SIS' self-contained gaming studios in Milton Keynes, United Kingdom. It has ultra-low (sub-second) latency live streaming, visible ESIC-trained integrity referees for every game, live caster commentary, and on-screen graphics with unique betting prompts to maximize engagement.

SIS' short-form, event-based esports product provides a full end-to-end solution with integrity at its core and is proven to deliver superior margins around the clock, adding as much as 10% in value to sportsbooks.

Since legalized sports betting launched in Kentucky in September, it has generated \$447.8 million in handle across retail and mobile, providing SIS with the opportunity to expand its US offering.

Michele Fischer, Vice President, SIS Content Services, said: "As Kentucky is a basketball state, we are confident that our ebasketball product will provide an elevated experience for the bettors on the bet365 platform. Our offices are located in Louisville, so it is meaningful to be part of the sports betting infrastructure in our home state."

Richard Ames, Chief Executive, SIS, and President, SIS Content Services, said: "To grow our esports content across the US has been an aim of ours for some time, and to be able to expand our competitive gaming product into a third US state showcases how we are well-placed to deliver engaging wagering experiences to bettors."

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About SIS Content Services, Inc.

SIS Content Services Inc., a wholly owned subsidiary of Sports Information Services (SIS), was launched in 2021 to provide US sportsbook operators full turnkey solutions of real-time data and video feeds, trading services, and liability management for SIS' portfolio of over 38,000 horse races, 38,000 greyhound races and more than 200,000 esports competitive gaming events.

SIS has been at the forefront of live video and data delivery to the global betting industry for over 35 years. The company has a rich heritage in creating and distributing betting events for horse and greyhound racing, as well as a recent expansion into other verticals including esports and numbers.

SIS partners with betting operators worldwide, with over 400 customers in more than 50 countries within Europe, Latin America, Asia, Australia, North America, and Africa, offering over 125 rights holder partners the opportunity to showcase their first-class content across six continents.

For more information about SIS please visit www.sis.tv.

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