SnapOdds

For Sports Media

It's a Snap converting viewers into bettors!

Our intelligent technology recognizes live games on TV or streaming using the camera on mobile devices and instantly displays live odds that link directly to the betting page.

14:09
Cancel   Snap TV   Need help?

Make sure your TV is visible within the viewfinder.

How can this benefit Sports Media?

New Revenue Channel
Monetize your online coverage with affiliate revenue from sportsbook sign-ups.

Audience Insights
Provides additional user data based on what your audience is snapping.

More Viewers
Increase your viewership and drive new visitors to your app/ mobile page during live games.

Why is video snapping the next best thing?

Simplicity
Creates a seamless experience for viewers to engage with live content, especially relevant for the average user.

Improved UX
Improve and streamlines customer engagement with a "Shazam" like experience for sports betting.

In-Play Betting
Facilitates frictionless in-play betting among the growing number of amateur and expert sports fans.

Technology

Real-time experience
Our **proprietary video recognition engine** detect **any live sports event** in
< 0.1 sec

Ease of Integration
Easily embed SnapOdds into any **iOS, Android** and **mobile web app.** SnapOdd's can be **unbranded** and **white labeled**
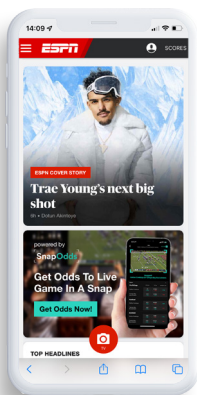
Accuracy
Live sporting events are captured with **100% accuracy** with **99.99% uptime**
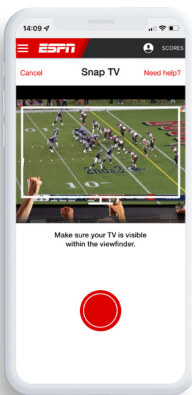
Global Coverage
SnapOdds is supported **globally** and for **all major live sporting events** on any platform.
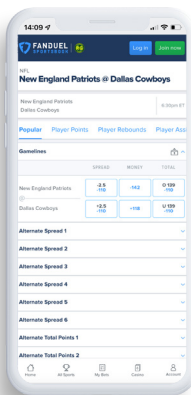
How it works

1 Media App/Site: **Homepage**

2 Media App/Site: **Snap game**

3 Media App/Site: **Odds page** for snapped game

4 Sportsbook App: **Bet on snapped game**

Try yourself at **espn-demo.snapodds.com**

Sports Betting Stats

- US affiliate signup market opportunity estimated to be **$48 billion**

- **70%** of sports bet in the US will come from in-game wagers

- **50%** of adults in the US has placed bets on a sporting event once in their life

- Sports betting revenue in 2025 expected to be **$8 billion** in the US alone

Please book a follow up meeting to show how easy the integration is

Book a meeting

Integration documentation at
docs.snapodds.com