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SIS partners with Admiral for esports

Sports Information Services, a content supplier of 24/7 live betting services, has gone live with casino operator Admiral, delivering its comprehensive eSoccer portfolio into regulated online markets in Europe.



Facilitated by a recent distribution agreement with Genius Sports, the integration of the complete suite of H2H Global Gaming League eSoccer matches will see Admiral both online and in retail benefit from the increase in wagering opportunities provided by the event-based product, which is proven to maximise engagement and margin for operators.

Admiral's presence across the UK, Spain and Austria will also soon benefit from the addition of eBasketball, taking the number of high-integrity esports events the operator can offer its customers to over 150,000 per year.

Built specifically for sportsbooks, SIS' H2H Global Gaming League is proven to add as much as 10 per cent in value to operators. Professional highly skilled gamers take part in all eBasketball and eSoccer matches which are produced entirely in-house and include tools and features that provide unique experiences.

It is the only esports product available on the market to have been awarded the Esports Integrity Commission's Gold Standards, the highest possible accreditation created to set unmatched levels of integrity and safety in the industry, with trained referees overseeing every contest.

Boasting a strong footprint across land-based casinos, Admiral also has a vast online casino and sportsbook offering which will be enhanced further through this partnership with SIS.

SIS partners with Admiral to continue global expansion of esports product

SIS (Sports Information Services), the leading content supplier of 24/7 live betting services, has gone live with renowned casino operator Admiral, delivering its comprehensive eSoccer portfolio into regulated online markets in Europe.

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Angel Calderon, Head of Sales across LatAm and Iberia at SIS, said: "We are delighted that our Competitive Gaming products eSoccer and eBasketball are launching as part of Admiral's product offering, which is a testament to the high-performance of our end-to-end solution which significantly elevates wagering experiences for bettors. We look forward to working with Admiral and maximising the potential of our engaging product."

Felipe Ludeña, Managing Director at Admiral, said: "Admiral has established itself as one of the leading operators across Europe and we are always looking for new ways to enhance the experiences that we provide. The H2H Global Gaming League™ is a proven product that offers wide appeal to bettors, and we are confident audiences will enjoy the offering."

Admiral integriert SIS eSoccer-Inhalte für erweitertes E-Sport-Angebot



Sports Information Services (SIS), ein führender Anbieter von 24/7-Livewetten, ist eine Partnerschaft mit dem Casinobetreiber Admiral eingegangen, um seine globale Präsenz im E-Sport zu stärken. Durch diese Zusammenarbeit wird das umfangreiche eSoccer-Portfolio von SIS in Admirals regulierten Online-Märkten in ganz Europa eingeführt.

Die Partnerschaft, die durch eine kürzlich geschlossene Vertriebsvereinbarung mit Genius Sports ermöglicht wurde, wird es Admiral ermöglichen, die kompletten eSoccer-Spiele der H2H Global Gaming League™ von SIS in sein Angebot zu integrieren. Dieses ereignisbasierte Produkt ist darauf ausgelegt, das Engagement und die Margen für Betreiber zu maximieren und Admirals Wettmöglichkeiten sowohl online als auch im Einzelhandel deutlich zu steigern.

Admiral, das in Großbritannien, Spanien und Österreich stark vertreten ist, wird sein Angebot in Kürze auch um eBasketball erweitern und damit die Zahl der für seine Kunden verfügbaren eSports-Events auf über 150.000 pro Jahr erhöhen.

Die SIS H2H Global Gaming League™ wurde speziell für Sportwetten entwickelt und bietet Betreibern nachweislich bis zu 10 % zusätzlichen Mehrwert. Alle eBasketball- und eSoccer-Spiele werden von professionellen, hochqualifizierten Spielern gespielt und vollständig intern produziert. Das Produkt enthält einzigartige Tools und Funktionen, die das Benutzererlebnis verbessern.

Dieses E-Sport-Angebot zeichnet sich auch durch seine Integrität aus. Es ist das einzige Produkt auf dem Markt, das die Gold-Standard-Akkreditierung der Esports Integrity Commission (ESIC) erhalten hat. Diese Zertifizierung auf höchstem Niveau gewährleistet ein unübertroffenes Maß an Integrität und Sicherheit, wobei geschulte Schiedsrichter jeden Wettkampf überwachen.

Angesichts seiner etablierten Präsenz in landbasierten Casinos und seiner wachsenden Online-Präsenz stellt die Partnerschaft von Admiral mit SIS eine strategische Erweiterung seines Online-Casino- und Sportwettenangebots dar und versetzt das Unternehmen in die Lage, von der wachsenden Nachfrage nach E-Sport-Wetten zu profitieren.

Angel Calderon, Vertriebsleiter für Lateinamerika und die Iberische Halbinsel bei SIS, sagte: „Wir freuen uns, dass unsere Competitive-Gaming-Produkte eSoccer und eBasketball als Teil des Produktangebots von Admiral eingeführt werden. Dies ist ein Beweis für die hohe Leistungsfähigkeit unserer End-to-End-Lösung, die das Wetterlebnis für Wettende deutlich verbessert. Wir freuen uns auf die Zusammenarbeit mit Admiral und darauf, das Potenzial unseres ansprechenden Produkts voll auszuschöpfen.“

Felipe Ludeña, Managing Director bei Admiral, sagte: „Admiral hat sich als einer der führenden Betreiber in ganz Europa etabliert und wir sind immer auf der Suche nach neuen Möglichkeiten, die Erfahrungen, die wir bieten, zu verbessern. Die H2H Global Gaming League™ ist ein bewährtes Produkt, das für Wettende eine große Anziehungskraft hat, und wir sind zuversichtlich, dass das Publikum das Angebot genießen wird.“

igamingbusiness.com, 12.08.2024

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Supplier's leading event-based offering rolls out across UK, Spain and Austria.



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