

“Extraordinary,” is one word to describe 2020, although even that is probably an understatement. It was a year that presented many challenges with the rearranged sporting calendar, suspension and restart of competitive sports. We saw the Champions/Europa League football adopting a major tournament structure, the US Masters Golf being played in autumn for the first time and no-one will forget the small matter of the US Presidential Election which brought its own trials and tribulations to the year.

There is plenty to look forwards to in 2021 as we gear up to major events dominating the calendar.

February’s Key Events

American Football – Superbowl - 7th February
Rugby Union – Six Nations - 6th February – 20th March
Tennis – Australian Open – 8th – 21st February

Betfair Exchange API & Historical Data Survey

We’d like your feedback on the Betfair Exchange API and Historical Data service. Your feedback will help us improve the services in the future and prioritise future product development. Please click on the links below to start the short surveys:

Historical Data Survey - <https://www.surveymonkey.co.uk/r/YJS6RYJ>

Exchange API Survey - <https://www.surveymonkey.co.uk/r/YW3RFGJ>

Cricket Line Market Updates

From February 11, we will be introducing two new changes to the Exchange Cricket Line Markets.

- Firstly, we are making the Bet Delay 3 seconds (from 1 second) for all types of Line Markets for all forms of cricket.
- Secondly, we are launching a new type of market “Fall of Wicket” which is settled based on how many runs is scored when the next wicket is taken.

American Football Touchdown Scorer Rule Change

Voiding all bets in the ‘touchdown scorer markets’ if a player is listed as ‘inactive’ on the official site www.NFL.com.

This is now in place, ahead of the Superbowl, instead of those being settled as losers, it will present a fairer representation of the market and will be aligning with the offering on the Betfair Sportsbook.



Football Markets – Extra Time

We have worked on a process that will ensure our management of loading/managing Extra Time markets improves.

For the competitions that we are offering extra time markets, we will endeavour to load at 70 minutes if the match is level or one goal difference. If a match has a difference of two or more goals, we will activate the market if a team gets back to a one goal difference.

Betfair Account Update

Betfair has a commitment in place to ensure that gambling is conducted in a fair, safe and responsible manner. As part of this there can come a time that further checks on an account for Affordability, Responsible Gambling or AML will need to be carried out to ensure we are upholding those standards.

Betfair is always focused on improving the customer experiences across our different platforms and we are investing our time and effort into the customer facing teams to ensure that we can continue to carry out great customer service to our loyal customers.

We have recently found some examples where we could have communicated better with customers and have already sought out those improvements to not have the same delays in the future. In order to minimise any disruption, should you receive a request for such documentation please engage with the process as quick as you can.

If you experience any issues, please raise with your account manager immediately who will be able to assist you.

Premium Team Staff Update

After many years of tireless service of Premium customers, James has moved into an exciting new role in our International Division working on Exchange B2B opportunities. This is fantastic news for him, but also all of us, since he will be working full-time on bringing extra liquidity to the Exchange from all over the world.

Carl has been promoted to take on the responsibilities of the team and will be managing the Premium Account Managers. A lot of you will be familiar with Carl having spent 12 years at Betfair, and eight years in the Premium team. Rest assured you are in very good hands.

The last change is that Arthur, previously responsible for Pricing and Performance, has expanded his role to consume responsibility for the wider Premium team.

You should continue to contact your Account Manager or CS with any queries. We look forward to face-to-face meetings resuming in the future when local Covid restrictions allow.