



 **betfair** PREMIUM ACCOUNTS

NEWSLETTER

July 2023

Football

2022/23

Performance

The 2022/23 season was a unique one with the first winter World Cup which impacted leagues worldwide, however we have seen an uptick in a number of leagues and markets including some tier 1 markets of which highlights can be seen below;

Top leagues:

EPL
+9%

German Bundesliga
+17%

French Ligue 1
+11%

Market growth:

Match Odds
+10%

All over/under goals
+3%

Correct Score
+3%

Brazilian football also accelerated, with the median volume on Serie A match odds increasing from ~£300k to ~**£500k**.

Away from Brazil, Player markets performed particularly well last season growing **+68% overall**. The standout performers can be seen below;

Player shots on target 1
or more
58%

Player to Score
+93%

Player shown a card
+102%

We will continue to monitor these markets and increase our offering as interest grows.

BSP Update

A little over 6 months ago we re-launched BSP betting on Football Match Odds, kicking off with the EFL Semi-Final between Nottingham Forest and Man Utd back in January. Previously Football BSP was offered from 2014-2020, yet it didn't take long for 2023 to become the most successful year ever beating the previous record set in 2015 in just a few months.

After a series of iterations to the coverage, we've gone on to offer over **1400 markets** across 26 different competitions matching over **£3.5m**. Driven by your feedback, we will continue experimenting with new competitions, markets and sports in the coming months.

Three of the most popular suggestions outside of match odds have been:

Golf – Win/ Place

Over/Under goals

Correct Score

We're already looking into offering markets in a test environment to make sure we're *technically* able to offer them, as **BSP in these markets would be a Betfair first!**

There are four ways you can engage with the BSP;

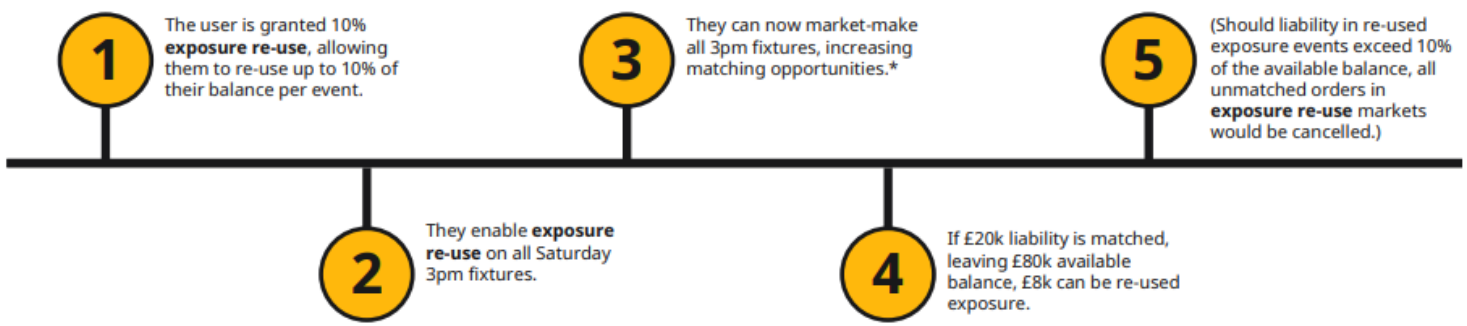
- **“Take BSP if unmatched”** – this has been extremely popular accounting for over 70% of BSP volume so far. Historically lapse rates were higher for unmatched bets as the only options were to “cancel” if unmatched or take a punt with a “keep” bet.
- **“Straight BSP”** – almost 20% of BSP volume has been matched as a straight SP bet.
- **“Passive”** – these are unmatched bets sat in the market which would ordinarily lapse at kick off. They're technically not placed as a BSP bet but get pulled in to balance up the BSP reconciliation when there's an imbalance on a selection. Whilst this represents just 9% of volume, it's the bet type which has been used by the most number of customers.
- **“Limit BSP”** –accounts for just 1% of volume but allows the more price sensitive customer to set a minimum/maximum price (depending on whether backing or laying). If they BSP doesn't meet their criteria, the bet lapses.

| <input checked="" type="checkbox"/> Going In-Play <input type="checkbox"/> Cash Out <input type="button" value="Rules"/> <input checked="" type="checkbox"/> Betfair SP [?] | | Matched: GBP 25,005 <input type="button" value="Refresh"/> | | | | | | |
|---|--------------|--|---------------|----------|-----|---------------|---------------|--------------|
| 3 selections | | 100.6% | | Back all | BSP | Lay all | 98.7% | |
| Burnley | 10.5 £37 | 11 £40 | 11.5 £124 | SP | SP | 12 £230 | 12.5 £591 | 13 £150 |
| Man City | 1.3 £2341 | 1.31 £768 | 1.32 £5298 | SP | SP | 1.33 £3156 | 1.34 £2348 | 1.35 £600 |
| The Draw | 5.9 £364 | 6 £567 | 6.2 £310 | SP | SP | 6.6 £680 | 6.8 £593 | 7 £179 |

Exposure Re-Use

“Exposure re-use” is Betfair’s lightweight liquidity tool which allows market makers to be far more efficient with capital. This is currently an API-only product, a working example can be found below;

- A “Correct Score” market-maker has a balance of £100k.
- They lay all selections, with a liability of £5k per event.
- Usually, this would allow them to trade a maximum of TWENTY events simultaneously.



Example based on £5k unmatched liability in 20 markets

| Exposure Reuse - OFF | | | Exposure Reuse - ON | | |
|----------------------|----------|-------------------|---------------------|----------|-------------------|
| Total Balance | Exposure | Available Balance | Total Balance | Exposure | Available Balance |
| £100k | £0 | £100k | £100k | £0 | £100k |
| £100k | £100k | £0 | £100k | £5k | £95k |

For more information, or if you’d like to check out the documentation, please reach out to your account manager or BDP@betfair.com.

2023/24 Season

The European football calendar for the 2023/24 season gets under way again from August, please see below the top 5 leagues start dates:

- English Premier League – **11th August**
- Spanish La Liga – **11th August**
- French Ligue 1 – **13th August**
- German Bundesliga – **18th August**
- Italian Serie A – **19th August**

In the newsletter post on the developer forum you will see an attachment

- “2023 24 Football Offering” this will detail all the markets we will offer by competition and then by grade for the season ahead.