



29/04/2019

## **FanDuel Group teams up with Sportradar**

FanDuel Group, the US arm of Flutter Entertainment plc has today signed a streaming partnership with Sportradar, the world's leading global provider of sports data and content.

Following a successful trial of live streaming a major tennis tournament, FanDuel Group will roll out a portfolio of live sporting events including tennis from around the world and European soccer via Sportradar's Live Channel Online. While live streaming is a well-established part of the betting experience around the world, this will be the first time US consumers will have the chance to watch live action from within their betting app.

"We are really excited to bring live streaming to the US market with FanDuel," said Neale Deeley, Vice President of US Sales and Gaming, Sportradar. "We have been longstanding partners of both FanDuel and parent company PaddyPower Betfair across a wide range of betting and fantasy services. We're proud to be an ongoing part of their US expansion plans."

"The ability to live stream professional sports inside our sports betting product will provide our customers with a first class betting experience," said Niall Connell, General Manager, FanDuel Sportsbook. "By making Sportradar's Live Channel Online available alongside our betting markets, FanDuel Sportsbook continues to be the premiere sports destination in the ever growing sports betting industry."

Sportradar's Live Channel will be included directly into the FanDuel Sportsbook interface, incorporating live events with betting lines and data, now with the added functionality to actually place a live wager on the event that sports fans are viewing.