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Better Collective enters into commercial partnership with Boston.com

World's leading sports betting media group creates media partnership with Boston.com to deliver engaging sports betting content alongside award-winning sports journalism

BOSTON, AUGUST 23, 2022 – Better Collective, the world's leading sports betting media group, announces an innovative partnership with Boston.com, the leading digital destination for local news, sports, and entertainment and part of Boston Globe Media, New England's largest and strongest regional media organization serving millions of readers within the US.

Better Collective will provide readers of Boston.com with betting odds and useful tips for upcoming games and analysis of teams and players, as well as direct links to sports betting platforms for easy placement of wagers.

The partnership will be co-branded with Better Collective's subsidiary, VegasInsider, the most empowering brand in US sports betting that offers comprehensive betting markets and unique quality content for both novice and professional bettors.

The partnership is expected to be operational before the end of August and in time for the start of the NFL season.

Kayvan Salmanpour, Chief Commercial Officer of Boston Globe Media said:

"We are thrilled to partner with Better Collective to provide Boston.com's millions of readers with a holistic one-stop resource for all the data and information they crave as some of the world's most passionate sports fans. Boston.com provides readers with the best in class content, data and statistics through its award-winning sports coverage and now will be a hub for information on the exciting world of sports betting."

Marc Pedersen, SVP and CEO of Better Collective US said:

"Boston is the home of several great sports teams, all with huge crowds of enthusiastic fans, and we expect Massachusetts to become among the biggest markets for sports betting in the US. Better Collective has experience in producing data, betting tips, and sports content of high quality to sports fans that want to learn more about their favorite sport before they place a bet. We look forward to presenting all this to the sports fans among the readership of Boston.com."

Chris David, SVP of Operations & Marketing at VegasInsider said:

“This partnership gives our talented sports betting analysts and experts a larger audience. We look forward to sharing our unique insights and premium content with the readers of Boston.com as they decide what wagers to place. VegasInsider is dedicated to providing the best content, media, products and analytics to inform sports bettors of all levels of experience.”

Enquiries regarding this announcement should be addressed to:

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Boston.com:

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About Boston Globe Media Partners, LLC

Boston Globe Media ("BGM") is a multimedia organization that provides news, entertainment, and commentary across multiple brands and platforms. Through its properties, BGM provides award-winning journalism and offers leading integrated advertising solutions that connect communities, ideas, and causes through powerful storytelling and multimedia experiences. [Boston.com](#) is the region's leading digital destination for trusted, round-the-clock information on breaking news, things to do, sports and entertainment, serving millions of readers each month. BGM properties include The Boston Globe, [Globe.com](#), [Boston.com](#), [STAT](#), Globe Publishing Services, [Globe Events](#), and [Studio/B](#).

About Better Collective

Better Collective is a global sports betting media group providing entertaining and engaging platforms for fans of sports and esports. Better Collective offers a wide range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of websites include [VegasInsider.com](#), [US Bets](#), [SportsHandle.com](#), [Rotogrinders](#), [bettingexpert.com](#), [Futbin.com](#), [HLTV.org](#) and [Action Network](#). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at bettercollective.com.

Image Attachments

[BDC Logo 2020](#)

Attachments

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