

# 36 Group: Blizz Markets Launches on Base With Real-Money USDC Trading

**36 Group AB (NGM: 36GRP) today announces that Blizz Markets (blizzmarkets.com), the prediction market platform operated by its subsidiary Meta Bliss Group B.V., is live on Base, the Ethereum network built by Coinbase, with real-money trading settled in USDC, a digital dollar token. The platform moves from public beta, which opened on 24 March 2026, to general availability, and goes live with markets on the 2026 FIFA World Cup now underway.**

## **Claim a market, earn its fees**

Most prediction markets work the same way: the operator creates the markets, supplies the liquidity, and keeps the fees those markets generate. Blizz Markets opens part of that model to its users.

Eligible users can claim an unclaimed market by seeding it with initial trading liquidity and posting a creation bond. Once claimed, the market owner earns a 15 percent share of the platform trading-fee economics that market generates, for as long as it trades. The seed becomes trading inventory in the market and is exposed to market risk. The creation bond is intended to be returned when the market resolves normally under its published criteria.

Market owners share in the economics of the markets they claim, but they do not control how those markets resolve. A market owner can request resolution once a market reaches its deadline, but outcomes are settled through Blizz Markets' UMA-based oracle process, not by the owner. That separation keeps market ownership distinct from outcome determination.

## **A category at an inflection point**

Prediction markets have moved from niche wagering to a mainstream financial product. According to an April 2026 report from research and brokerage firm Bernstein, sector trading volume grew from roughly \$51 billion in 2025 to a projected \$240 billion in 2026, a year-on-year increase of around 370 percent, and Bernstein expects volume to reach approximately \$1 trillion a year by 2030. In the opening months of 2026, the two largest platforms, Polymarket and Kalshi, traded a combined \$60 billion.

The category is also entering its largest demand environment to date. Bernstein has called the 2026 FIFA World Cup, now underway across North America, a watershed moment for the sector, estimating the tournament could add \$5 to \$10 billion in consumer prediction-market volume. Major consumer platforms including DraftKings, FanDuel, Robinhood and Coinbase have launched or expanded prediction market offerings to meet rising demand.

Blizz Markets launches with World Cup markets live, opening the platform during the single largest event window the category has seen.

## **How it works**

Blizz Markets runs on a central limit order book, the same order-matching model used by conventional exchanges. Orders are matched off-chain and settled on-chain on Base, with all

positions and settlement denominated in USDC. Outcome positions are issued as YES and NO tokens using the Gnosis Conditional Tokens Framework. Market resolution is handled by UMA's Optimistic Oracle, an independent decentralized oracle, so outcomes are determined by a neutral process rather than by the operator or any market owner.

**Built in-house, live in just over three months**

Blizz Markets was developed in-house by Trustplay, 36 Group's technology subsidiary, and went from public beta to live real-money trading in just over three months. The pace demonstrates the speed and cost structure of the Group's in-house agentic AI engineering model.

Trustplay develops and owns the platform technology and intellectual property. Meta Bliss Group B.V. operates the platform and holds the customer relationship. The platform runs on Trustplay aOS, Trustplay's operations platform, introduced in April 2026.

**Comment from the CEO**

"We built a prediction-market engine designed to be deployed and operated at scale, and Blizz Markets is the first operator live on it. What makes it different is structural: market ownership and a share of trading fees are open at the protocol level to any eligible user, not gated behind professional or invite-only programs. Trustplay built it in-house in just over three months, which is production-grade trading infrastructure delivered at the speed and cost of our agentic engineering model" says Chris Steele, CEO of 36 Group AB.

**About Blizz Markets**

Blizz Markets is a prediction market platform built on Base, the Ethereum network built by Coinbase, and operated by Meta Bliss Group B.V. Users trade on the outcomes of real-world events, and eligible users can claim individual markets to earn a share of the trading fees they generate. The platform is available at [blizzmarkets.com](https://blizzmarkets.com).

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**About 36 Group AB**

36 Group AB is a Swedish gaming technology group with operations in iGaming and land-based gaming. The group conducts B2C operations through its own online casino brands and B2B operations through platform services and managed services to gaming operators. 36 Group builds and operates the technology, distribution and live-ops required for real-money gaming, with a focus on scalable operations and recurring revenues. 36 Group AB's share (36GRP) is traded on NGM Growth Market. More information is available at [www.36.group](http://www.36.group).