



BETTER
COLLECTIVE

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Better Collective launches Playbook - an AI-powered betting solution transforming how fans place bets

Better Collective, a leading digital sports media group with 450 million monthly visits across its house of brands, launches *Playbook* - an AI-powered betting solution transforming how fans place bets by fitting seamlessly into the way they already engage, while creating stronger retention and long-term value for sportsbook partners. This positions Better Collective even stronger within the global sports betting ecosystem, where sports fans wager more than 1.5 trillion EUR annually.

Press release

Better Collective announces the launch of **Playbook** (on X as [@Playbook](#)), an AI-powered betting solution transforming how fans place bets by fitting seamlessly into the way they already engage. The launch follows the company's press release of 12 February 2025, "[Better Collective powered more than 8 million wagers and gathered football fans in New Orleans for the Super Bowl](#)," where Better Collective piloted early retention-driven products. With *Playbook*, these pilots are now scaled into a fully integrated solution - expanding Better Collective's role in the betting ecosystem and strengthening engagement with sportsbook partners. With sports fans globally wagering more than 1.5 trillion EUR annually, according to Statista, the opportunity for innovation in this space is significant, and *Playbook* positions Better Collective to capture a greater share of this market.

At its core, *Playbook* is built to make betting seamless and more engaging for fans. *Playbook* enhances the user experience by delivering an actionable link - utilising bet slip image recognition built on AI and smart deeplinks - from betting content and tips that opens directly into a sportsbook app or website with the bet pre-loaded.

Jesper Søgaard, Co-Founder and CEO of Better Collective, said:

"*Playbook* reflects our ambition to lead in delivering unique, and engaging sports betting experiences for sports fans and bettors while driving strong retention value for our partners. This positions Better Collective uniquely within the global sports betting ecosystem, where sports fans wager more than 1.5 trillion EUR annually."

Initial launch in the US ahead of the NFL season

Historically, Better Collective's affiliate model has been focused on acquiring new customers through its owned sports media, paid channels, and partnerships. With the launch of *Playbook*, the addressable audience naturally expands to include all active bettors - not just new sign-ups.

By complementing its global leadership in acquisition with direct engagement in bet placements at scale, Better Collective establishes a stronger position in the emerging retention betting space and secures touchpoints across the entire customer lifecycle. By engaging users directly at the point of bet placement, *Playbook* introduces a new layer of value creation for Better Collective, with new commercialization opportunities that complement the company's existing acquisition-driven and brand advertising revenue streams.

Playbook launched on September 3 in the US ahead of the NFL season, with additional key markets in the pipeline. Furthermore, Better Collective plans to build out a broader AI-suite of tools and betting assistants, reinforcing its position at the forefront of innovation in the sports betting ecosystem. Its rollout is supported by Better Collective's owned sports betting communities, scalable technology infrastructure, and partnerships with the world's leading sportsbooks. These communities already attract millions of followers and thousands of paying subscribers, giving *Playbook* a built-in foundation to increase engagement and channel value directly to partners from day one.

To learn more about *Playbook* and how to join the next generation of betting, visit actionnetwork.com/playbook/bot, follow us on X (@[Playbook](#)), and watch our [quick how-to video](#) to see it in action.

For partnership inquiries, please contact playbook@bettercollective.com.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes; [HLTV](#), [FUTBIN](#), [Betarades](#), [AceOdds](#), [Wettbasis](#), [Action Network](#), [Playmaker HQ](#), [VegasInsider](#), [The Nation Network](#), and [Bolavip](#). The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit bettercollective.com.

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Attachments

[Better Collective launches Playbook - an AI-powered betting solution transforming how fans place bets](#)