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Better Collective partners up with The Philadelphia Inquirer

The world-leading sports betting media group, Better Collective, signs a media partnership agreement with The Philadelphia Inquirer to deliver innovative technology and engaging content for online sports betting and igaming.

Better Collective, the world's leading sports betting media group, partners up with The Philadelphia Inquirer to bring engaging sports betting content, data, and statistics to the publication's readership of up to 10 million monthly visitors.

The business partnership includes Better Collective delivering its innovative technology and content for both igamers and sports fans who wish to learn more about their favorite sports and favorite teams as they place their bets.

The content will be provided through Better Collective's subsidiary, Action Network. This relationship provides Better Collective with an additional marketing channel to operate, market and manage customer contacts to the betting operators.

Better Collective entered the first media partnerships in 2019 and has refined the concept to reach breakthroughs in performance and signed a similar partnership agreement with the New York Post earlier this year.

The partnership is expected to launch in August, and users can access the content directly at Inquirer.com.

Lisa Hughes, Publisher and CEO of The Inquirer, said:

"Philadelphia has some of the most passionate and knowledgeable sports fans in the country and this business partnership with Better Collective through Action Network allows us to offer quality content to readers who are interested in sports betting and igaming."

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

"We believe that educating bettors by providing them with relevant information, data and statistics will enhance their betting experience. The partnership with The Philadelphia Inquirer will allow us to reach a very large number of potential users, and we are excited to partner with the publication to provide engaging content to a growing audience."

Patrick Keane, CEO of Action Network said:

"This partnership will allow Action to share our unique sports betting insights and premium content to the Inquirer's readers as they decide what wagers to place. We have a deep roster of talented sports betting experts who can now share their insights with a larger audience through this partnership. Action Network is purpose-driven to provide the best content, products and analytics to inform sports bettors of all levels of experience."

About The Philadelphia Inquirer, LLC

Since 1829, The Philadelphia Inquirer has been providing essential journalism for the diverse communities of the Philadelphia region. The Inquirer produces Pulitzer Prize-winning journalism that changes lives and leads to lasting reforms. Its multiple brand platforms — including newspapers, [Inquirer.com](https://www.inquirer.com), e-Editions, apps, newsletters, and live events — reach a growing audience of up to 10 million people a month.

About Better Collective

Better Collective is a global sports betting media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make sports betting more engaging and fun, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of websites include [Action Network](https://www.actionnetwork.com), [vegasinsider.com](https://www.vegasinsider.com), [US Bets](https://www.usbets.com), [SportsHandle.com](https://www.sportshandle.com), [Rotogrinders](https://www.rotogrinders.com), [bettingexpert.com](https://www.bettingexpert.com), [Futbin.com](https://www.futbin.com), and [HLTV.org](https://www.hltv.org). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at [bettercollective.com](https://www.bettercollective.com).

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Attachments

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