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The winners of Bookmaker Awards by Better Collective 2022 announced

The Bookmaker Awards by Better Collective 2022 is honouring the best iGaming operators across various categories in four markets. Here is an overview of the overall best bookmakers according to their customers.

The annual Bookmaker Awards hosted by Better Collective honour the best bookmakers in up to 10 categories in each market. The awards are unique for the industry as they use data from bettors to understand what they consider important when choosing a bookmaker. This then determines what market data should be collected to assess the bookmakers in any given market.

This is an overview of the bookmakers that have been awarded for Denmark, Poland, Sweden, and the UK for 2022:

Denmark:

Best football odds: **UNIBET**

Best tennis odds: **UNIBET**

Best market selection: **bet365**

Best customer service: **bet365**

Best banking: **Danske Spil**

Best user experience: **bet365**

Best welcome offer: **bet365**

Overall best: **bet365**

Players Choice award: **bet365**

Poland:

Best football odds: **NOBLE bet**

Best tennis odds: **Betclic**

Best market selection: **Betclic**

Best customer service: **Superbet**

Best banking: **STS**

Best user experience: **STS**

Best welcome offer: **Fuksiarz.pl**

Ex customer offer: **TOTAL bet**

Overall best: **Superbet**
Players Choice award: **STS**

Sweden:

Best football odds: **COOLBET**
Best ice hockey odds: **bet365**
Best market selection: **bet365**
Best customer service: **bet365**
Best banking: **UNIBET**
Best user experience: **bet365**
Best welcome offer: **bet365**

Overall best: **bet365**
Players Choice award: **SVENSKA SPEL**

UK:

Best football odds: **SPORT NATION**
Best horse racing odds: **bet365**
Best market selection: **William HILL**
Best customer service: **Virgin BET**
Best banking: **bet365**
Best user experience: **bet365**
Best welcome offer: **bet365**
Ex. customer offer: **BETFRED**

Overall best: **bet365**
Players Choice award: **bet365**

Contact

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About Better Collective

Better Collective is a digital sports media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make sports entertainment 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 platforms include bettingexpert.com, VegasInsider.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

BCAwards

Attachments

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