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Better Collective tops LATAM sports audience ranking – unlocks unparalleled activation opportunities for partners

Better Collective commands the largest sports audience across its extensive portfolio of digital sports media brands in the Latin American region, according to recent data published by Comscore, a leading, independent media measurement and analytics company. "We are well-positioned to assist partners for brand exposure and customer engagement in this attractive and growing region", says Simon Hovmand-Stilling, CEO Better Collective South America.

With a diverse array of sports media brands within its Futbol Sites network covering the Latin American region, digital sports media group Better Collective caters to diverse sports interests and fan communities. New Comscore audience data* for October 2024 confirms that Better Collective by far leads the audience ranking with 184 million monthly visits within its Latin American brand portfolio across Argentina, Brazil, Chile, Colombia, Mexico and Peru underlining its position as the digital home for sports fans in the region.

Simon Hovmand-Stilling, CEO Better Collective South America, comments:

"This recognition highlights our leading position and capacity to amplify brands through our extensive audience network, providing customized and scalable advertising solutions that drive both brand awareness and direct customer acquisition for sportsbooks. Within recent years, the region has emerged as a significant growth opportunity for a broad variety of companies and we are uniquely positioned to leverage our brands and expertise to support advertisers and partners to grow in the markets".

Across the region, Better Collective's owned and operated sports media brands include media such as [Bolavip.com](https://bolavip.com), redgol.cl, [La Pagina Millonaria](https://lapaginaillonaria.com), [Juan Futbol](https://juanfutbol.com), [Torcedores.com](https://torcedores.com) as well as the international YouTube soccer channel Cracks. These regional brands account for the vast majority of Better Collective's total audience in the region. Furthermore, Better Collective is active in the region with the leading global Counter-Strike brand [HLTV.org](https://hliv.org) as well as the EA FC brand [FUTBIN](https://futbin.com) that has the largest community of active Football Ultimate Team players. During 2024, Better Collective, among other things, supported the Argentinian Football Association (AFA) in producing content for the Association's English social media platforms. Furthermore, Better Collective has hosted partner events with the Brazilian national World Champion, Cafu', while also supporting sportsbooks elevating their brands and acquiring new customers.

Strategically positioned to support partners in a growing region

Throughout the region, Better Collective works with some of the World's largest B2C companies supporting elevating their brands through digital activations across its house of brands. Also, the digital sports media group works with the majority of sportsbooks in the Latin American region, including Brazil, in order to elevate brand awareness and drive customer acquisition tailored to its partners' specific needs. As Brazil prepares for regulation in 2025, Better Collective stands ready to guide sportsbooks and advertisers through this transformative period, leveraging its deep market insights and proven AdTech capabilities to ensure success in one of the world's most dynamic sports betting markets.

"The Brazilian market has within a few years grown to become a significant part of Better Collective's operations both through organic growth and M&A, accounting for approximately 20% of group revenues. Brazil is expected to regulate sports betting at the beginning of 2025 and while there are still some uncertainties to the concrete policy of the regulation, we have historically seen that regulation is key for ensuring a high degree of player protection and long-term sustainable growth in the market," says Simon Hovmand-Stilling.

Since the founding of Better Collective in 2004, the company has grown to become a global leader in customer acquisition for sportsbooks, delivering a total of 1.9 million new depositing customers in 2023. Furthermore, Better Collective supports partners to build brand awareness by leveraging its deep insights into audience behaviours, user preferences and demographics to serve ads across its global sports media network.

Besides its owned and operated brands, Better Collective operates a successful and growing Paid Media Division generating in excess of 100 mEUR in revenues annually, that supports sportsbooks to acquire new customers through advertising on search and social media platforms globally.

Key brands across Latin America include:

- **Bolavip:** A leading South American sports media providing top-notch sports coverage that allows fans to immerse themselves in the exciting world of sports. Its content includes news, match information, player transfers, analyses, and statistics from leagues worldwide, especially focusing on soccer across South American countries.
- **Redgol:** The leading digital sports media in Chile, providing the most up-to-date and comprehensive sports news from Chile and worldwide. Among the highlights of its content are in-depth analyses and statistics as well as breaking news from the sports world.
- **La Pagina Millonaria:** A sports media created by members and fans of Club Atlético River Plate in Argentina. Its independent journalism positions the media as a leader sharing inspiring stories while serving the fans, and maintaining constant proximity to the key players. Above all, LPM has established a relationship of recognition, respect, and passion with its users over the past 30 years.
- **Torcedores:** A sports media platform with an extensive network for content creation. Reflecting Brazil's vibrant sports culture, the content is primarily focused on Brazilian soccer across all regions and the fan's perspective on key events. The site further stands out by providing news on motorsports, NFL, NBA, and other international sports and leagues.

- Juan Futbol: A popular Mexican digital platform dedicated to football news, analysis, and entertainment. The brand has built a strong presence on social media, engaging fans through humor and a casual tone, making it a go-to source for football enthusiasts across Mexico and Latin America.

**The Comscore analysis only includes digital sports media and digital sports media groups with an exclusive focus on sports content – i.e. not broader national newspapers with a sports sub-section.*

Markets included are Argentina, Brazil, Chile, Colombia, Mexico and Peru.

About Better Collective

Better Collective owns global and national sport media, 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 portfolio of digital sports media brands includes; [HLTV](#), [FUTBIN](#), [Betarades](#), [Soccernews](#), [Tipsbladet](#), [SvenskaFans](#), [Action Network](#), [Playmaker HQ](#), [VegasInsider](#), [Bolavip](#) and [Redgol](#). 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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