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Better Collective powered more than 8 million wagers and gathered football fans in New Orleans for the Super Bowl

Better Collective's North American brands Action Network and Playmaker HQ ramped up offerings during the final weeks leading to the Super Bowl, with more than 8 million wagers placed through its QuickSlip product and live events including Shaquille O'Neal, Marshawn Lynch and Angel Reese.

Since 2021, Better Collective has established a leading position within US sports media and betting. Through strategic acquisitions of impactful brands such as [Action Network](#), [Playmaker HQ](#), [Yardbarker](#) and more, Better Collective has built a strong and diversified position in the market, providing innovative technologies and engaging and entertaining content formats for sports fans, as well as attractive platforms for advertisers to engage with millions of fans across sports.

This past weekend, one of the world's biggest sporting events arrived with the Super Bowl in New Orleans. The game's enormous viewership, which averaged an all-time record 127.7 million viewers across television and streaming platforms on Sunday according to Nielsen, pairs with high betting activity, with 1.5 bUSD wagered through regulated sportsbooks in the US on the 2024 Super Bowl, according to the American Gaming Association (AGA).

Better Collective and its brands are strategically aligned to be involved in both the coverage of the game and the wagering on it, providing a benefit to fans, bettors, and partners alike. Through Better Collective's brands, the digital sports media group is uniquely positioned to lead the charge in exciting its audience with top content and supporting its partners acquiring customers and engaging with the fans.

Action Network, one of Better Collective's brands and a leading source for sports betting news, information, and analysis from top experts, has grown alongside the rise in sports betting and provided users with more ways to gamble. Through innovative features like QuickSlip, Action Network is powering efficient wagering for more types of bettors and providing immense value for its partners around the Super Bowl and beyond. QuickSlip allows Action Network fans and users to place their bets instantly on sportsbook apps with one click. After clicking a link in an Action Network article or a pick on the Action App, users can pick from one of Action Network's experts or a line on the scores page featuring QuickSlip and the bet slip will be filled out automatically. In the weeks leading up to the Super Bowl, more than 8 million wagers were

placed through the QuickSlip feature. In 2024, Better Collective's US properties, including Action Network, powered more than 50 million wagers via QuickSlip, proving to be both popular among users and beneficial for the company's sportsbook partners.

In addition to QuickSlip, Action Network's content around the Super Bowl focused on providing a deep level of analysis for the fans. Over the course of the last few weeks, Action Network had 15 podcasts/live shows, 12+ hours of produced programming, 100+ betting articles, 3M+ tracked bets on the Action App, 15+ newsletters, and coverage spanning hundreds of markets, all for the Super Bowl.

Better Collective was also active and present in Super Bowl host city New Orleans, where its brand Playmaker HQ hosted "Pod Party at Playmaker Yards" on Saturday, February 8. The event included live podcast recordings of Playmaker HQ's chart-topping sports shows, headlined by Basketball Hall of Famer Shaquille O'Neal's *Big Podcast with Shaq*. Former American Football All-Pro running back Marshawn Lynch also recorded his *Da Get Got Pod* alongside cohost, former American football fullback, Mike Robinson, and a special surprise podcast by WNBA star Angel Reese recording the popular *Unapologetically Angel* show. Each show featured special guests from the worlds of sports and entertainment, including Shane Gillis, Ryan Clark, Oz the Mentalist, Cam Newton, and DeSean Jackson, while attendees enjoyed celebrity meet-and-greets, interactive games and activations, musical performances, and comedy acts throughout the day. Throughout the event, Better Collective and Playmaker HQ had partnered with well-known consumer brands such as presenting sponsor Tommy John, as well as additional sponsors Dove, The General, Draftkings, Morgan + Morgan, and Lunazul.

Marc Pedersen, North America CEO at Better Collective, said:

"The weeks leading up to the Super Bowl are some of the most active and impactful periods in the North American sports calendar. During this exciting time, our brands and platforms consistently lead the way in delivering engaging and dynamic content that captivates fans while supporting our partners to grow their business through effective customer acquisition and enhanced brand activation. Combined with a prominent presence in New Orleans for the game, including strong activations, overall the team delivered excellently throughout the Super Bowl weeks."

Since the repeal of PASPA in 2018, Better Collective has become live and operational across 28 states and in 2023 generated 109 mEUR in revenue across North America, representing 33% of Group revenues. The company is committed to providing fans with exciting experiences, engaging content, and the ability to connect them strongly to the sports they care about. This year's Super Bowl exemplifies this for the company, with hands in content, sports betting analysis, and live events.

About Action Network

Action Network, a leading source for sports betting news, information and analysis, launched in 2018 to serve the sports-betting audience. Action provides tens of millions of fans with credible betting content through its five-star rated app available on the Apple Store and Google Play, award-winning website and podcasts, social handles on Instagram, Twitter, Facebook, TikTok, LinkedIn, and videos. It has partnerships across multiple leagues and media outlets and has been cited by The New York Times, Wall Street Journal, Washington Post and dozens of others as the premier, sports-betting media platform. Action Network has been a part of Better Collective, a digital sports media group, since May 2021. For more information about Action Network, please visit actionnetwork.com.

About Playmaker HQ

Playmaker HQ is a sports entertainment company specializing in content production and distribution. Playmaker HQ publishes more than 30 shows, including weekly video podcasts with Shaquille O'Neal, Angel Reese, Jalen Brunson & Josh Hart, Udonis Haslem & Mike Miller, and Marshawn Lynch & Mike Robinson. Headquartered in Ft. Lauderdale, Fla., Playmaker HQ has been a part of Better Collective, a digital sports media group, since July 2023. For more information about Playmaker HQ, please visit @playmaker on social or [PlaymakerHQ.com](https://www.PlaymakerHQ.com).

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](https://www.bettercollective.com).

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Image Attachments

[Playmaker Live](#)

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