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Better Collective to deliver sports betting section for German multichannel sports platform SPORT1

The world's leading sports betting media group, Better Collective, has signed a long-term agreement with leading German sports platform SPORT1 to deliver engaging sports content for its new online sports betting section.

Better Collective is joining forces with leading German multichannel sports platform, SPORT1, and Magic Sports Media GmbH, which, as well as Sport1 GmbH, is a company of the SPORT1 MEDIEN Group, to bring the best in sports betting content to its approx. 9 million unique users monthly. The agreement includes delivery of content, data, and statistics for a new sports betting section at SPORT1.de.

Better Collective will be providing engaging content to educate and empower online bettors and help sport fans navigate in the market of sports betting. The partnership will be co-branded with Wettbasis.com – a Better Collective brand and a part of the media group that will be the providers of all the content for the new SPORT1.de sports betting section. The partnership agreement with SPORT1 and MAGIC SPORTS MEDIA is operational from August 2022. Within SPORT1 MEDIEN Group, MAGIC SPORTS MEDIA comprises extensive expertise in the fields of betting, poker, casino and lottery.

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

“SPORT1 is a popular sports platform in Germany and a well-known brand among most Germans. We look forward to getting started and I know that my colleagues at Wettbasis.com are working hard to be ready with appealing and engaging content for the Bundesliga season and in good time for the World Cup in football that is coming up in November.”

Dr Matthias Kirschenhofer, Board Member of Sport1 Medien AG and Managing Director of Sport1 GmbH and Magic Sports Media GmbH, said:

“We are thrilled to partner with Better Collective as the premier international sports betting media group for a completely new approach to sports betting collaboration! Together, we are tapping into a rapidly growing and economically interesting market. With our new offer and Better Collective's innovative tools, we will provide sports betting fans with attractive content on our digital platform to increase their betting success rate.”

Media partnerships are important for Better Collective's growth strategy, and this new commercial relationship gives Better Collective an additional marketing channel to operate, market and manage customer contacts to the betting operators within the German market.

Enquiries regarding this announcement should be addressed to

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About SPORT1

SPORT1 is the leading 360° sports platform in the German-speaking region and stands for premium live sport, proven sports expertise, and high-quality, entertaining reporting. Under the umbrella brand SPORT1, SPORT1 GmbH, a company of SPORT1 Medien AG, was originally founded in 1993 and now combines all its TV, online, mobile, audio and social media activities. The sports media company based in Ismaning, near Munich, Germany, has a portfolio that comprises the free-TV channel SPORT1, the pay-TV channels SPORT1+ and eSPORTS1, which are available on various platforms in Germany, Austria and Switzerland. In September 2021, SPORT1 GmbH also launched the new multisports streaming platform “SPORT1 Extra” ([SPORT1extra.de](https://sport1extra.de)) in Germany, Austria and Switzerland – with an extensive livestream and on-demand offering of sports and competitions. Moreover, [SPORT1.de](https://sport1.de), one of Germany’s leading online sports platforms with approx. 9 million unique users, provides up-to-the-minute multimedia content as well as comprehensive livestream and video offers. In the mobile sector, the SPORT1 apps are among the most successful German sports apps. SPORT1’s diverse range also includes its own SPORT1 YouTube channel as well as gaming and esports offers.

About MAGIC SPORTS MEDIA

Magic Sports Media GmbH is a company of the SPORT1 MEDIEN Group. Founded in 2018, MAGIC SPORTS MEDIA offers companies in the gaming and gambling sector, media companies as well as sports associations, leagues and clubs a comprehensive service portfolio encompassing ad sales and consulting as well as regulation and policy. The company comprises the marketing portfolio and comprehensive expertise in the fields of betting, poker, casino and lottery.

About Better Collective

Better Collective is a global sports betting media group providing entertaining and engaging platforms for fans of sports and esports. Better Collective offers a wide range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of websites include bettingexpert.com, wettbasis.com, wettfreunde.net, [Futbin.com](https://futbin.com), [HLTV.org](https://hlTV.org) and [Action Network](https://ActionNetwork.com). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at bettercollective.com.

Image Attachments

SPORT1 RGB

Attachments

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