

trafficology

Marketing & affiliate focus by *Gambling Insider*

DECEMBER 2022

INCREASE YOUR INCOME WITH 1XBET PARTNERS!

30 000 partners



High commission up to 40%



1XBET
PARTNERS



SCAN TO REGISTER!

trafficology

Marketing & affiliate focus by *Gambling Insider*

DECEMBER 2022

INSIDE:

Data: 2022
round-up

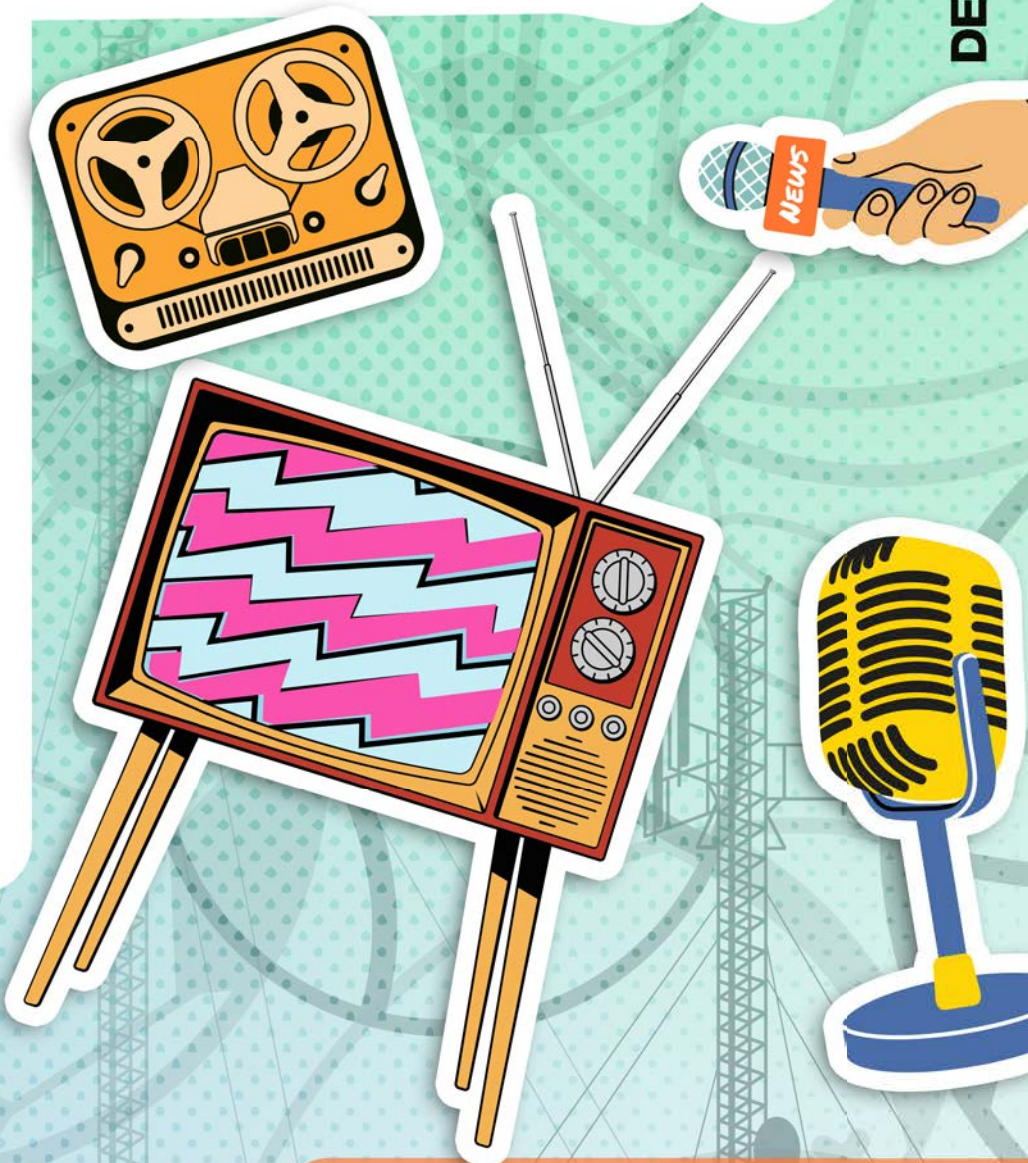
Q&A: BetSwap

M&A: Playmaker

Play Hard: Chris
O'Rourke

Sponsored by:

1XBET
PARTNERS



SPORTS BETTING ≠ MEDIA

Trafficology investigates why – after all the hype – sports betting and media brands have not converged as naturally as they were supposed to

TRAFFIC REPORT

Trafficology has partnered with data expert Casino City Press, to provide insight into website and mobile traffic trends across affiliate industries. In this edition, we review the top 25 affiliate programmes for overall performance, casino and sports. Rankings are year-to-date, running from 1 January 2022 to 31 October 2022. Below is a breakdown of the top 25 sites for the three categories



OVERALL

(★ BET365)
2022 WINNER

| Rank | Name | Website |
|------|---------------------------------|--|
| 1 | bet365 Partners | www.bet365 Partners.com |
| 2 | NetHive Affiliate Program | www.nethive.com |
| 3 | TrafficOn | trafficon.io |
| 4 | eToro Partners | etoropartners.com |
| 5 | betway Partners Africa | www.betwaypartnersafrica.com |
| 6 | Entain Partners | www.entainpartners.com |
| 7 | Yahoo Fantasy Sports Affiliates | sports.yahoo.com/dailyfantasy/affiliates |
| 8 | Super Afiliados | www.superafiliados.com |
| 9 | Stoiximan.gr Affiliates | affiliates.betano.com |
| 10 | Gamesys Group Partners | www.gamesysgrouppartners.com |
| 11 | 1xBet Partners | 1xpartners.com |

| | | |
|----|---------------------------|--|
| 11 | 1xBet Partners | 1xpartners.com |
| 12 | Betfair Partnerships | partnerships.betfair.com |
| 13 | Kindred Affiliates | www.kindredaffiliates.com |
| 14 | DraftKings Affiliates | www.draftkings.com/affiliates |
| 15 | William Hill Affiliates | affiliates.williamhill.com |
| 16 | Betway Partners | www.betwaypartners.com |
| 17 | Bovada Affiliate Program | www.bovada.lv/new-bovada-affiliate-program |
| 18 | Betsson Group Affiliates | www.betssongroupaffiliates.com |
| 19 | Rush Affiliates | rush-affiliates.com |
| 20 | FDJ Affiliate Program | www.fdj.fr |
| 21 | Exness Affiliates | www.exnessaffiliates.com |
| 22 | Platin Casino Affiliates | www.platincasino.com/en/affiliate.html |
| 23 | Bet9ja Affiliates | affiliates.bet9ja.com |
| 24 | U-affiliates | uffiliates.com |
| 25 | Mozzart Affiliate Program | mozzartaffiliates.com |

CASINO

(★GAMESYS)
2022 WINNER

| Rank | Name | Website |
|------|------------------------------|--|
| 1 | Gamesys Group Partners | www.gamesysgrouppartners.com |
| 2 | Super Afiliados | www.superafiliados.com |
| 3 | TrafficOn | trafficon.io |
| 4 | Platin Casino Affiliates | www.platincasino.com/en/affiliate.html |
| 5 | Betsson Group Affiliates | www.betssongroupaffiliates.com |
| 6 | BC.Game Affiliates | bc.game/casino |
| 7 | Buffalo Partners | www.buffalopartners.com |
| 8 | LeoVegas Affiliate | www.leovegasaffiliates.com |
| 9 | AdMoment | www.admoment.co |
| 10 | Entain Partners | www.entainpartners.com |
| 11 | bet365 Partners | www.bet365partners.com |
| 12 | U-affiliates | uaffiliates.com |
| 13 | Kindred Affiliates | www.kindredaffiliates.com |
| 14 | PlayAmo Partners | playamopartners.com |
| 15 | William Hill Affiliates | affiliates.williamhill.com |
| 16 | V.Partners | v.partners |
| 17 | Rajbet Affiliates | pap.raj.bet/affiliates/ |
| 18 | Betfred Affiliates | betfredaffiliates.com |
| 19 | Videoslots Affiliate Program | partner.videoslots.com |
| 20 | Konibet Affiliates | affiliate.konibet.com |
| 21 | GAMING1 Affiliates | www.gaming1affiliates.com |
| 22 | Revenue Planet | www.revenueplanet.com |
| 23 | Paf Partners | www.pafpartners.com |
| 24 | InTouch Partners | www.intouchpartners.com |
| 25 | KTO Affiliates | affiliateskto.bet |

SPORTS

(★BET365)
2022 WINNER

| Rank | Name | Website |
|------|-----------------------------|--|
| 1 | bet365 Partners | www.bet365partners.com |
| 2 | NetHive Affiliate Program | www.nethive.com |
| 3 | betway Partners Africa | www.betwaypartnersafrica.com |
| 4 | Entain Partners | www.entainpartners.com |
| 5 | Betfair Partnerships | partnerships.betfair.com |
| 6 | Stoiximan.gr Affiliates | affiliates.betano.com |
| 7 | Betway Partners | www.betwaypartners.com |
| 8 | 1xBet Partners | 1xpartners.com |
| 9 | Bovada Affiliate Program | www.bovada.lv/new-bovada-affiliate-program |
| 10 | Mozzart Affiliate Program | mozzartaffiliates.com |
| 11 | Bet9ja Affiliates | affiliates.bet9ja.com |
| 12 | Kindred Affiliates | www.kindredaffiliates.com |
| 13 | William Hill Affiliates | affiliates.williamhill.com |
| 14 | Tipsport Partners | www.tipsport.cz/partner |
| 15 | Rush Affiliates | rush-affiliates.com |
| 16 | PM Affiliates | pmaffiliates.com/en/ |
| 17 | TrafficOn | trafficon.io |
| 18 | Betsson Group Affiliates | www.betssongroupaffiliates.com |
| 19 | Paddy Partners | partnerships.paddypower.com |
| 20 | RevMasters | www.revmasters.com |
| 21 | Sportsbet.com.au Affiliates | www.sportsbetaffiliates.com.au |
| 22 | BetMGM Partners | www.betmgmpartners.com |
| 23 | WinBet Affiliates | winbetaffiliates.com |
| 24 | Planet Win 365 Affiliates | affiliates.365planetwinall.net |
| 25 | Super Afiliados | www.superafiliados.com |



Rankings are estimated using statistical data and should not be considered absolute ranking values. More than 50 complementary top lists are available on the iGamingDirectory.com website operated by Casino City Press.

bet365 Partners

JOIN A BUSINESS AT THE TOP OF ITS GAME



Reach out and find out why we are the world's favourite affiliate programme today.

bet365partners.com
support@bet365partners.com

COMMUNITY-DRIVEN DECENTRALISED SPORTS BETTING

Betswap.gg CMO **Thawfeek Ameen** talks *Trafficology* through the ins and outs of the up-and-coming sports betting exchange



Sports betting is enjoying a rapid rise across the likes of Europe, Asia and North America in particular, but one aspect of the pastime that is not so commonplace is blockchain.

Sports betting exchange Betswap.gg (BSGG) is looking to buck the trend in this regard. The community-driven decentralised sports betting exchange, built on the Polygon blockchain, enables secure and anonymous user participation, with locked contracts and reduced fees.

Betswap.gg CMO Thawfeek Ameen told *Trafficology* how the platform was launched, its focus areas and its plans for the future.

Can you provide a brief introduction to Betswap?

My business partner and I decided to try and create something very unique to stand out, and we wanted to try and solve the problem of permissionless. That's the biggest problem the betting industry is facing.

For example, today, if you want to withdraw from anybody, it's going to take a lot of time. You need to send your withdrawal request and they will process it, and they may even refuse or reject it. This is the biggest problem in the unregulated market. I'm not talking about the regulated markets like the UK or US, the way the regulator comes and steps in and takes the necessary actions. I'm talking about a lot of the Asian unregulated markets; they are not good paymasters, they don't pay at all if you make huge winnings, immediately they will ban you. And then someone will make a comment in the forum like 'these guys are a scam'.

That was the ultimate goal; to solve the problem of permissionless withdrawal and permissionless trustless betting. Based on that we started to research how do we build the betting exchange on the blockchain. So we started to go for fundraising. Initially, we did our own personal funds like bootstrapping, and then we got our friends and family coming and putting in a few million, Then in total we raised

\$21m from a couple of VCs from the US and a firm called Wonderland. Once we got the funding, we started to hire a good team. For example, we have ex-Betfair, ex-Paddy Power guys working for us, we also have ex-BetConstruct working for us – so we put up a good team.

And also from the blockchain side, we hired a couple of good guys who are ex-Ethereum Foundation. We put up a good blockchain team and then we started to build this decentralised betting exchange, where you can place a bet without permission and your bet gets matched; and in the same way you can withdraw permissionless, as long as you win.

How have operations been going?

It took us almost a year to build the technology. There were a lot of roadblocks. Normally a sports betting industry is supposed to be high-transaction, so usually in a very important game like Real Madrid versus Chelsea for example, you will see millions of transactions coming in.

Blockchain does not have that capacity, so it took us some time to build the architecture. We finally launched the beta on 5 September. I was very surprised at how well it did. It's still in beta, we didn't do any marketing at all. So I was quite happy to see that people are coming in, testing and giving us feedback. The community is giving suggestions that will engage – do this, do that – we love it. We're giving the community freedom of choice on whichever bet they want: they can match any bet they want.

Which sports have been most popular with Betswap customers so far?

In the beta, we saw football, NFL and esports. Esports especially with the League of Legends World event happening right now. With esports, I think the crypto audience is already the esports audience, because they already know what crypto is.

The challenges we face right now are the two types of audience; one audience who use crypto already, and who knows how to bet on sport. They are mostly betting on esports and soccer. For other sports like cricket, they're mostly stuck to the traditional sports betting format where you have to send the money to the bookie. The problem is to educate the user on how to use the metamask wallet, in which we release the tutorial videos, and we also try to integrate a third-party integration. So you can just connect your metamask wallet with your email ID – just by connecting your Gmail or Facebook.

We are also trying to improve our user journey experience for people who do not have experience with crypto. But once people understand the logistics, they are completely loyal, they don't want to go back to the traditional stuff. Once they understand this, having the freedom



of money withdrawal anytime they want, without any permission, they are sticking with us, that's it. And also the beauty is they can create their own odds, it's an exchange.

What are Betswap's future plans?

Right now we have developed a sports betting exchange. But we are also trying to bring on casino games, all the stuff in the Web3 space. When I say casino games, you know there are big players like Evolution, we are trying to create a separate smart contract where people can use the background. Currently, what happens is, it's a casino house versus the players, so we wanted to make sure the house can also be the players. They can contribute their funds into the background pool and they can share it if the house is winning.

We have roadmaps to integrate casino games and some free-to-play games like tournaments, there are many things coming up. Down the line we have a lot of other products coming in. We will be the first in the whole globe to integrate play to earn games, NFT games. We recently partnered with Oly Sports, which has NFT horseracing. It provides, breeds and races the horse. It has integrated with us and it is going live soon.

That's something which is unique, nobody has done it. Technically the whole horse is owned by somebody, and then people can bet on it, which horse will win etc. We are also trying to integrate the play-to-earn NFT games into it, so if somebody wants to bet on it, they can integrate and bet on it. You cannot ignore that play to earn games are moving fast.

**“CURRENTLY WHAT HAPPENS IS,
IT'S A CASINO HOUSE VERSUS THE PLAYERS,
SO WE WANTED TO MAKE SURE THE HOUSE
CAN ALSO BE THE PLAYERS”**

PLAY BALL! PLAYMAKER CAPITAL'S QUEST ACROSS THE AMERICAS

Playmaker Capital's CEO **Jordan Gnat (JG)**, and COO **Jake Cassaday (JC)**, join *Trafficology* for a chat about their plan across the Americas, the recent purchase of Scottish affiliate Wedge and market expansion



Which market are you currently seeing the most revenue drives in right now?

JG: We're a digital sports media business that lives at the intersection of sports betting, media and technology. We started this business in January 2021, we raised some capital and we went with a very clear strategy to look at the newly regulated sports betting markets across the Americas. We focused on businesses that were profitable in those regions, as well as a combination of geography and niche categories that we believed had lots of growth expansion potential. Since 1 April 2021, when we acquired our first business called Futbol Sites, we have now completed 15 acquisitions, we have over 400 people, offices across the Americas, over \$30m worth of revenue, \$9m of EBITDA and rank as the fourth-largest sports media group across the Americas.

For us, we're positioned well in our three markets: Canada, the US and LatAm – where I'll include the US Hispanic market, which is part of our LatAm group. In Canada we have a business called The Nation Network, which is a challenger brand to the two major players in the market. We're focused on fan sites, as well as new media; we have loads of podcasts – I think 16 or 17 now – and we're getting close to a run rate of one million streams per month. Obviously, it's hockey focused because we're in Canada, but we also have a soccer vertical in Canada because the popularity of the sport is rising due to the next World Cup. And because Canada

will partly host the World Cup in 2026. So, with the sport growing so much in Canada, we launched a soccer platform called The 90th Minute. As a market, that's how we anchor ourselves here, in web, social, video and podcasts.

Trafficology: By soccer, we of course mean football...

JG: In the US market, our core brand is called Yardbarker, which deals with the big four US sports and Yardbarker's unique take on content is short form. It's about watercooler smart content; you don't spend 25 minutes reading a long article, it's going to be 45 seconds to a minute reading an article to get everything you need to know about what's happened. Yardbarker has three newsletters that generates 400,000 subscribers daily. Then Futbol Sites is really focused on the Hispanic market. So, think of Mexico, the south as well as the US Hispanic market. To be honest, they are all growing – so, saying which of them is growing the fastest is difficult, each is growing in its own unique way and in different verticals. Our LatAm business is more editorial focused as an overall business, editorial and social, with a very strong YouTube property in Mexico, called Cracks, where we get over 600 million views per year. The acquisitions we've done beyond those three tucks in underneath each of those businesses, like Cracks being tucked underneath Futbol Sites, which are all monetised as traditional media businesses dealing with tier one advertisers and sports betting operators – we like Coke's money as much as we like bet365's.



NUMBER 1 CRYPTOCASINO



JC: Across each of those properties you will see active activations with sports betting operators, in Canada we have a strong relationship with PointsBet and Betway, as an example. In the US our Yardbarker property has a partnership with OddsChecker, which manages a lot of the affiliate opportunity that comes through that page, leveraging the significant domain authority and audience that Yardbarker has.

What about the affiliate market, you guys purchased Wedge recently?

JG: We built this business on making sure we could deliver content to customers when they wanted it, how they wanted it and where they wanted it – at the same time, we did that because we believe that opens up the most diverse revenue distribution we can ask. You have traditional media, where we do direct sales, we have all the things you would have in a digital media business. However, the one thing we didn't have in our verticals was an affiliate, where we truly were getting attribution revenue – we solved that when we announced the acquisition of a company called Wedge traffic, which is based out of Glasgow and completely US focused. The business is a 100% affiliate, but it does it in a different way. It's really a technology and data affiliate, it's not your traditional affiliate compared to XL or Catena Media, Gambling.Com, Better Collective.

They are really focused on mining data, looking at cohorts of data and understanding who those cohorts are, then being able to deliver the most high-value customers as is possible to sports betting operators. They have developed a technology and secret sauce around that, which has been able to make the business grow in scale, without having to do what others have done and scale their operations in terms of humans. If you take a look at Better Collective, Gambling.Com etc, they have massive armies of humans focusing on SEO generation, content creation. Wedge are less focused on the content side; they were really focused on the technology side and they drive traffic that way.

Why we loved it so much is because we love the content side, we already have content; for us to take what they do with technology, leverage that against the audience we own already and layering their tech on gives us the lowest potential cost of customer acquisition for a sports betting operator – we don't have to spend CPMs to get CPAs, we just have to trade off the opportunity cost; and for us that's a way cheaper proposition than trying to spin up splash pages with offer sheets and all of that, trying to fight our way through the Google game to get to the top of the rankings.

Are you guys looking at other markets for expansion, like Europe or further afield?

Europe is a tough one because that market is pretty mature, and you see some of our colleagues are trying to leave that market and begin to really focus on the North American and LatAm markets. Catena has a strategic review going on right now, where they are looking to sell off their European assets. For us to get into that game, we'd be late to the party, so I can't see us really focusing on the European geography. If we could get scale out of the gate in a net new emerging geography, like India or Africa, markets like that, where they are nascent today – like South America was, even though it's still pretty nascent. It's a time when people are trying to build their brands in the market, which is great for us – in Europe, we'd just be another business trying to pick up a player here and there.

JC: There's still lots of room for us to grow in our core market of the Americas, as well. We have been investing a lot in organic growth opportunities here in Canada and we are going to continue to invest in that, we're not going to rest on our laurels in LatAm either. Futbol Sites has grown rapidly, not just since the acquisition but for the last 15 years, and we want to try and cement our leading market position there. In the US, Yardbarker is an amazing asset, and many of our assets touch the US, but we're really only scratching the surface in that market. Finding another core media property in the US is definitely on the docket for us as a thing of interest. But, as Jordan said, the focus is here at home in the Americas.

Have you found that markets in the US change rapidly as each of the states legalise and open up?

JG: Yeah, for sure. A couple of things that happen, and it depends on our diverse revenue channels, we get a different experience with each. If you think of the affiliate side, there's an initial run up for sign-ups and all of that side of it that spikes really quickly when a state opens in the first 30-60 days, then you have nice steady growth. Any time you add sports betting to a marketplace, it changes the conversation. People like to talk more about sports betting now because it is no longer 'did you see the game last night?' 'It's who did you have?' It isn't about who won, it's about how did the person do on their bet.

Who are your teams? Since you set up this business, you guys must have a strong affiliation with sporting franchises and clubs?

JG: For me it's the Toronto Maple Leafs, the Canadian Raptors, in the MLS its Toronto FC and in the EPL my team plays in red – its either Manchester United or Liverpool, depending on who I'm talking to (laughs).

Trafficology: We strongly disapprove of this message.

JC: I'm a passionate Leafs, Raptors and Jays fan, all from my hometown. I follow the PGA very closely.

JG: For Argentina, we have to give a shout-out to River Plate, this is a rock-solid River Plate company.

JC: No Boca Juniors in this show (laughs).

“THERE'S STILL LOTS OF ROOM FOR US TO GROW IN OUR CORE MARKET OF THE AMERICAS AS WELL. WE HAVE BEEN INVESTING A LOT IN ORGANIC GROWTH OPPORTUNITIES HERE IN CANADA AND WE ARE GOING TO CONTINUE TO INVEST IN THAT. WE'RE NOT GOING TO REST ON OUR LAURELS IN LATAM EITHER”

SPORTS BETTING: FROM MEDIUM TO DIFFICULT

Mike Werner, VP of Partnerships for XLMedia, discusses the closure of FuboTV subsidiary Fubo Gaming, and the overall landscape of US media companies moving into sports betting

What do you make of Fubo Gaming operations ceasing, soon after being launched by FuboTV? Particularly after just launching in New Jersey.

I think the only reason you're not seeing others fall away or closing up shop is because they feel they could be acquired at some point. For Fubo Gaming, I assume there wasn't a sale opportunity, or no buyers were interested. I think Fubo realised it was not running a profitable sports betting business and didn't have a good plan to turn things around, so had to pull out.

It was a well-intentioned launch, and when you're already running a streaming service that has a lot of sports content, you would feel there's a natural fit to crossover into sports betting. I think what Fubo was realising early on was that, even though they were getting some customers over from the media side into sports betting, they hadn't built a product that kept people there.

I think they saw prospective players leave and go to a different sportsbook that maybe had a more well-seasoned product. It may have been a fun thing for Fubo to try out, but once they saw the competition and the difficulties, they switched back to something they were a little more comfortable with.

One of the specific issues with the Fubo Gaming product was latency. As a sportsbook, you're working through a cable system, and even if there's a 30-second delay – that's a big deal if you're a sports bettor. Bettors need odds right now; and they know they can get fast odds at another book, maybe 30-45 seconds faster.

Does the failure of Fubo Gaming point to a wider trend of media companies that move into the gaming space failing to take off in the US? Fox Sports launched Fox Bet, which has failed to take off so far. Or must you look at it on a case-by-case basis?

No, I don't think it can be applied broadly, it's more of a blanket statement. I think you're wise to point out Fox Bet and some of the others as not kicking off and matching some bigger sportsbooks. It seems like a very frothy market over here in the US – and it has been. The market is frothy around a few events, and those are state launches and large NFL football events, like the beginning of the season in September, and then right around to the Super Bowl. Everything else is kind of a down period.

So when I look at the landscape and I see FanDuel, DraftKings and some other books in those top five positions, I can't see where books in the top 10-25 positions will be in a couple of years. Fox Bet is a good example of one that launched with very good intentions. I mean, Fox has the NFL on its stations, right? They have a tonne of branding on those programmes for Fox Bet and still are unable to make it happen. I mean, I know they haven't folded, but it is sort of on life support.

The big books, FanDuel and DraftKings, these guys built a very good product. People tend to try a new book like Fubo Gaming or



Fox Bet, but they'll go back to the tried and true because they're used to the way their usual book functions.

Big operators are also able to outspend smaller books. Smaller books will spend in little spikes here and there. But it's the big books that just continue to spend; they've got huge brand name recognition, big stars promoting their sportsbook apps on television commercials and everything.

Me as an affiliate, I feel the trickle down from television commercials. Caesars was spending like crazy eight months ago on big branding

THIS CHRISTMAS
THIS CHRISTMAS
THIS CHRISTMAS

EARN
UP TO
60%
REVENUE SHARE



Find us on  

campeonaffiliates.com

campaigns on television billboards; in Vegas, everywhere. Our volume for them at XLMedia was off the charts. And the reason our volume for them was off the charts was because people were looking for that promo they had put out there on the commercial, whatever it was. You know, bet this and get that, or bet this and get something else or whatever it might be. They were even doing other things to outspend folks, such as having a deal with Uber Eats. With Uber Eats they said: "Hey, you sign up for our sportsbook and we'll give you \$250 in free meals." I mean, it's already expensive to acquire a user. Then when you're spending another couple \$100 on top of that to give away stuff to these new users, it's really hard for the small guy to compete with that.

Why do you think the likes of FanDuel and DraftKings, coming from a background in fantasy sports, have managed to create such a powerful sports betting product, while those in sports media haven't?

FanDuel and DraftKings were the first to do something here in the States that is just wildly popular, which is fantasy sports. It makes every player think they're a general manager of an NFL football team and that just gained huge popularity for both companies. They were naturally perfect matches for someone who's also going to download a sportsbook app, bet legally and spend a lot of money in it, right?

So the likes of FanDuel and DraftKings were able to cross customers over from fantasy to sportsbook very well. Both already had entrenched brands. Both operators had millions of players ready to transfer over. All these other guys are having to punch above their weight. They didn't start out big like FanDuel and DraftKings.

However, there's one company in particular launching sports betting that I think stands a chance, Fanatics, which will launch next year. It'll stand a chance because people that use it are buying sports apparel. So Fanatics will know not only who a customer's favourite team is, but where they live too. These are the two most important things. If you could put an ad in front of someone in a legal state, for their team, promoting them to bet on it, they will. Especially as it's with an app and a brand that the customer already knows and trusts. I think Fanatics has a very good shot of making it work.

All the other guys coming in – the media companies – who deal in sports a bit as part of their wider media product, will be reaching out to an audience base who don't necessarily follow sports or use the media company for sports in any way. What's more, as a new product, it could

be inferior to ones already on the market – being just a small portion of a media company's wide reach.

The thing Fanatics has done really well is develop a great app that makes it easy for customers to buy apparel. It would be foolish to think they can't build a great app for sports betting too, or integrate it into their wider app. I don't know how it's going to work for them, but I think they have a leg up on other folks.

I think media companies assumed it was too easy, thinking the money was just going to come. FanDuel and DraftKings aren't just going to let it come to you, they're going to try and outspend you, convert more customers from fantasy to sports betting, give better promotions and that's hard for smaller guys to try and compete with. The big operators have such a head start.

What do you make of other potential global media giants entering the fray? Disney, ESPN, Amazon... How would this affect the market if these companies entered sports betting?

I certainly see Disney moving in with ESPN; I think this is inevitable. Obviously, there's huge brand recognition there. Should I liken it to Fox Sports, which is also a media brand, but didn't get the adoption? I don't know. I think it depends on how ESPN enters the market, how they acquire users and which existing platforms they can access to try and cross players over, without forking out huge acquisition fees. Then there's the question of if ESPN can build an app and make it something people are going to stick to. You can get players in, but if they don't like the application, they're soon going to leave and spend money with another sportsbook. So for ESPN, it may not be so much attracting customers, but keeping them may be the issue the company faces.

Regarding Amazon, were they to take the sports betting route they'd have a fantastic chance. They're already into the NFL with Thursday Night Football and show some Premier League ties. They already have a slick app in place, so, should they wish to I'm sure they'd be good. If a massive company wanted to come in and seize what is a multi-billion-dollar opportunity and went after it, they will become a formidable force no question. They have deep pockets, a lot of money to spend, so they stand a huge chance. If one of them entered the market that should really scare FanDuel and DraftKings.

What do you want to see, as an affiliate?

As an affiliate, I would love to get more of these big boys in and make the sports betting market really sing. I also want to see healthy, well-minded adults in all 50 states be able to choose if they want to take up sports betting. So hopefully, if some of the bigger, more ubiquitous names get involved, maybe this would start to sway public opinion on gaming, making it more widely available across states. If people are going to gamble, they're going to gamble. Let's make it legal, let's get it out in the open, tax it and really start to embrace it. Even if the US managed to legalise Texas, California and Florida, that would be huge in terms of industry growth in the country.

I live in California, so I'm unable to legally download a sports betting app as of now and place a bet. For the midterms we have Proposition 26 and Proposition 27 which both unfortunately failed. Proposition 26 is the tribal offering, to have sports betting at card rooms and land-based areas. Proposition 27 was more near and dear to my heart, as it would see the big operators come into the state and we would have legalised online sports betting. But the problem with this is that it takes away from tribal revenue and may affect jobs. It would affect the revenues of tribal gaming locations.

"AS AN AFFILIATE, I WOULD LOVE TO GET MORE OF THESE BIG BOYS IN AND MAKE THE SPORTS BETTING MARKET REALLY SING. I ALSO WANT TO SEE HEALTHY, WELL-MINDED ADULTS IN ALL 50 STATES BE ABLE TO CHOOSE IF THEY WANT TO TAKE UP SPORTS BETTING"



PLAY HARD

Chris O'Rourke, Director of iGaming Agency and Affili8, talks to *Trafficology* about the best part of his job, his strangest story since starting his business – and fish and chips

What is the best thing about your job?

I think trying to create something new. As much as there are other agencies in the market, we feel like we've got a lot of really good experience. We've been able to build a really good staff base, and they are all mostly graduates or apprentices we trained up, and moved into different roles to give them various levels of experience. Now we're seeing them grow and evolve, do well, help us grow the business and deliver success for the clients. You know you can do a job, you can deliver for clients but when it actually all comes together quite nicely and the clients are very happy, that makes it very rewarding. I've worked in agencies before where although we had hundreds of clients and did very well for lots of people, you can count on one hand how many clients actually contact you and say thank you.

As much as they're paying you for a service, the business wouldn't necessarily get there without the expertise of the people involved and I think that's something clients miss. Whereas I would say we have fantastic clients at Affili8. So, they're the kind of rewarding elements.

What's the strangest thing that's happened to you since starting Affili8?

Somebody rang me up the other day, who I used to have a business association with, for some mentorship and I nearly laughed him off the phone. Not because I don't think I've got something I can contribute to the conversation. But I was like, wow, this is scary. And I did have to remind him one of the reasons why our business grew so quickly and was successful is because we had a lot of investment.

As much as the business is going well and growing, we had a chat and are trying to be very realistic at the same time. But yeah, that was a strange thing, somebody ringing up and saying, you know, can you help me and be a mentor? I don't think I'm qualified yet.

What's your favourite ice cream!!

It's probably roman raisin or mint choc chip.

Chips with gravy or curry sauce?

Curry sauce for me because I love everything curry. I love Indian food, I love Chinese curries, Thai food. I'm probably an easy bribe.

So, what is the order on a Friday night from the chip shop?

It would be fish and chips with curry sauce and mushy peas. That's got to be, hasn't it? It's bang on. That's what you want from it. Absolutely fantastic.

If you had to be trapped with three people on an island, who would you want them to be?

Well, I don't know, it depends if it's a freezing cold island in the north of Scotland or if it's tropical. I don't want to be trapped on an island with some boring people. Who do I find interesting?

That is a tricky question, but I'm going to say my wife and kids, obviously – because, you know, I'd have the family there. And I can try and impress them with my dad skills, making stuff out of palm trees. I've watched *Bear Grylls*. It looked relatively straightforward for Tom Hanks in *Cast Away*...





INCREASE YOUR INCOME WITH 1XBET PARTNERS!

30 000 partners



High commission
up to 40%



Contact us:

Site: 1xbetaffiliates.net

Email: support@1xbetpartners.com

Telegram: [@help_1xpartners_bot](https://t.me/help_1xpartners_bot)



SCAN TO REGISTER!