SPORTRADAR LAUNCHES FIRST OF ITS KIND 'VIRTUAL STADIUM' SOLUTION AHEAD OF GLOBAL SOCCER TOURNAMENT

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St. Gallen – Friday 18 November 2022: Sportradar (NASDAQ: SRAD) today launched 'Sportradar Virtual Stadium' an artificial intelligence and machine learning-driven social engagement solution for sportsbook operators to connect more deeply with bettors and enrich the user experience throughout this winter's global soccer competition in Qatar.

Sportradar Virtual Stadium provides bettors with the opportunity to socialise with their peers and share the live sports experience by participating in conversation and friendly debate on betting content, pre-match build-up and on the pitch action. This allows operators to interact with bettors as well as develop and nurture their own online communities, resulting in a deeper understanding of customer behaviour.

Available to operators worldwide, Sportradar Virtual Stadium elevates the fan experience by virtue of being the first engagement solution on the market to feature:

- Game-specific chat rooms for upcoming and live matches
- Free-to-play betting opportunities
- Fan polls asking for opinions on hot sports topics
- Cheer-meters that highlight how fans are reacting to a particular match occurrence

Hosted on a sportsbook's home page and running alongside sport-specific betting content, Sportradar Virtual Stadium delivers a personalised betting experience, allowing operators to choose which social components to include in their set-up and tailor the contents to the interests and preferences of their customer base.

Blaz Zitnik, Managing Director, Betting Entertainment Tools at Sportradar said: "Built upon our more than 20 years' experience in the data space and an unrivalled tech stack, the Sportradar Virtual Stadium solution is helping operators maximise the full commercial potential of this winter's global soccer tournament. By combining innovative engagement tools with deep end user insights, operators can deliver a personalised soccer experience that engages their customers for longer periods of time and increases loyalty."

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ABOUT SPORTRADAR:

Sportradar is the leading global sports technology company creating immersive experiences for sports fans and bettors. Established in 2001, the company is well-positioned at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs more than 3,700 full-time employees in 20 countries worldwide. It is our commitment to excellent service, quality and reliability that makes Sportradar the trusted partner of more than 1,700 customers in over 120 countries and an official partner of the NBA, NHL, MLB, NASCAR, UEFA, FIFA, ICC and ITF. Sportradar covers over 890,000 events annually across 92 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards sports through its Integrity Services offerings across the world.

For more information about Sportradar, please visit www.sportradar.com
Source: Sportradar Group AG

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