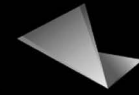


# VIRTUAL BASKETBALL



INSPIRED

Virtual Basketball, our newest scheduled virtual sports product, sets a new benchmark for graphics and animations. Using the latest motion capture technology as well as new state-of-the-art proprietary software, we have created the most realistic player models and environments to date.

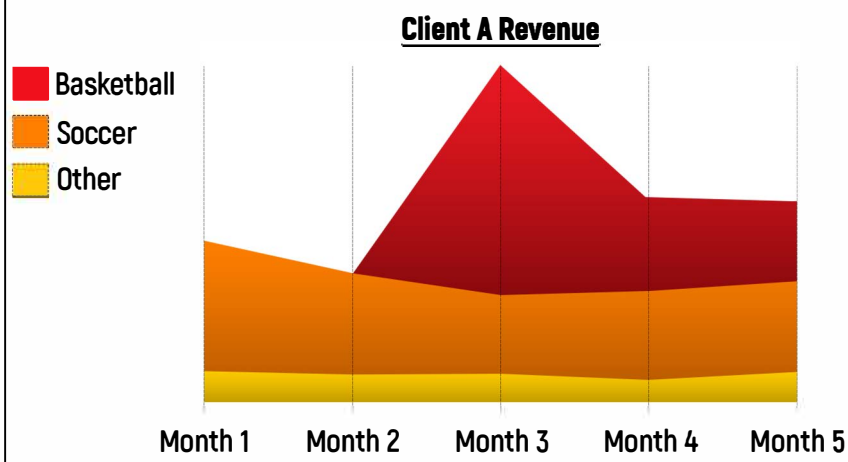
Basketball is the second most popular team sport in the world, with professional leagues and avid fanbases across every continent – particularly in the US, Europe and Asia.

## OVERVIEW

- Client A launched Basketball online and on mobile
- New events are scheduled every two minutes with 720 events per day
- Two channels consisted of a US version and a European version
- The most popular markets for Virtual Basketball mirror the betting behavior of live basketball betting



### Performance Statistics



## Immediate Impact

- Immediate adoption and incremental revenue.
- Delivered total incremental revenue of 23%.
- First three months after launch, saw immediate success, becoming Client A's highest performing virtual product.

## THE SEASON NEVER ENDS

Available for retail, online and mobile



Media Links

[View the Trailer](#) | [View the US Version](#) | [View the European version](#)