

Betbright launches Greyhound Betting service

Thursday 31 October, 2013

New service breaks through £1 million in staked bets

Betbright.com has today launched a full greyhound betting service covering race meetings across Britain and Ireland.

Greyhound Racing is the latest sport to be offered by the new betting company following the successful roll out of horse racing and soccer followed by rugby, golf, tennis, American football, basketball and darts.

The service is available from morning, afternoon and evening meetings and is the next step in a planned expansion with advertising on Sky TV, in the Racing Post newspaper and on the online betting services Odds checker and Best Betting since late August.

Betbright.com broke through £1 million in staked bets in mid October and offers its betting service through online, tablet and mobile channels.

It will roll out other brands and services, all based on its own proprietary technology platform initially in the UK but expanding to other global markets in the next 24 months.

"We have been trialing the first of our services under the Betbright brand in the UK market over recent months and are seeing revenues that are ahead of expectations," said CEO Marcus Brennan.

"Our focus is on delivering smart gaming and entertainment services to people when and how they want them through their mobile and other devices."

Betbright has betting partnerships in place with a number of English football league clubs including Aston Villa in the Barclays Premier League, Wolves, Sheffield Wednesday, Peterborough United and Port Vale.

"We are taking a bite out of a market that is profitable but which has yet to fully grasp the changing nature of digital engagement," added Brennan.

The company's next product, currently in late stage development and testing, is a lottery based subscription service offering a £7 million jackpot for a stake of less than 50 pence.

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