



Sports Betting volume already down by over 60%

Bayes waives the revenue share and offers fast track

Berlin, 19.03.2020 – The coronavirus and its consequences are increasingly hitting the international and national sports world. Numerous events have been cancelled and postponed, most indefinitely. Where traditional sports events are no longer held, betting on them is no longer possible. “The Betting industry is heavily affected by the cancellation of sports events. Betting volume is already down by over 60% and might decrease further ,” says Martin Dachsel, Managing Director at Bayes Esports Solutions, whose parent companies are the Swiss Unicorn Sportradar and Bayes Holding.

Esports events are affected as well. A lot of Tier 1 offline tournaments are cancelled or postponed while most online tournaments are running normally. Organizers are working under high pressure to convert offline into online tournaments. “The esports betting volume is stable, even slightly increased because of the shift from traditional sports,” explains Dachsel.

However, the lack of big events in football, basketball, Formula 1 but also horse racing is a huge problem – especially for smaller bookmakers that only have traditional sports in their portfolio. Switching to online games needs its time. Normally it takes a quarter of a year to implement new sports.

Bayes wants to help overcome this hurdle at least; until 30th June 2020, the company is offering fast and unbureaucratic access to esports coverage for events such as ESL and DreamHack (CS:GO), Riot's LEC, LCS tournaments and the League of Legends World championships. The goal of this so-called fast track is to help bookmakers bridge the next months.

As a second step Bayes has waived the revenue share and reduced the minimum fees for new clients by 40 percent. Furthermore Bayes is working with high pressure to add more tournaments - both existing and new customers will benefit from these efforts.

Bayes Esports Solutions

Bayes is the go-to address for the Esports Data Industry - for data right holders, consumers and service providers alike. The Berlin startup has developed BEDEX, the World First Independent Esports Data Marketplace for In-Game Data.

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