

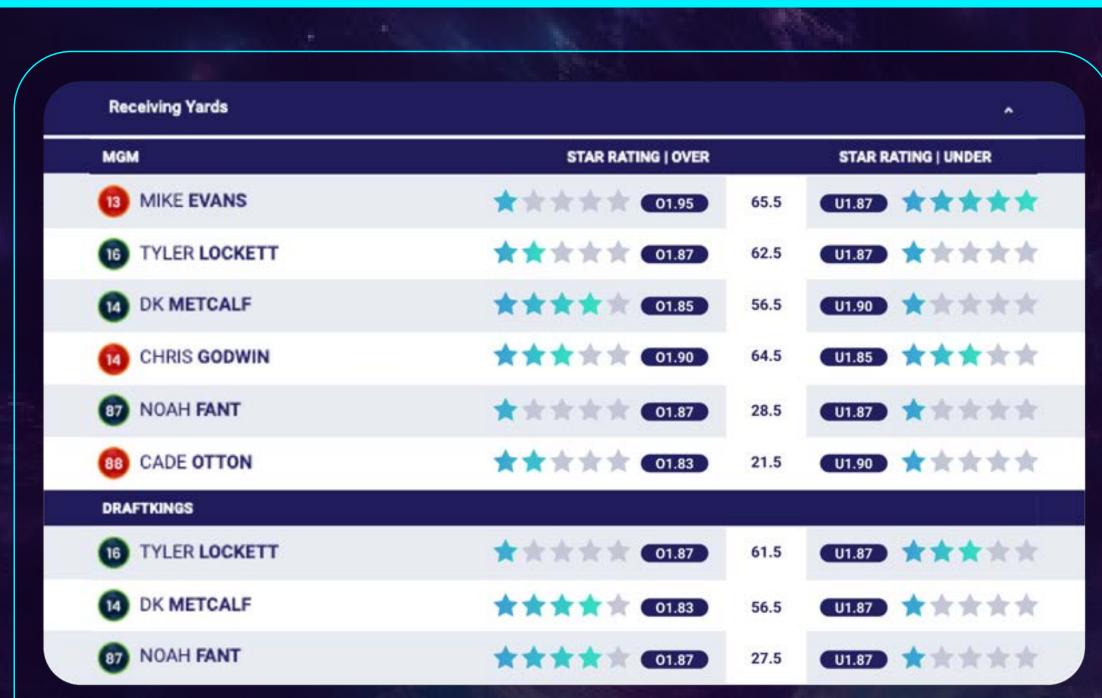
# NFL 2023/24 DRIVING CONVERSION WITH AI

### Player PreGame Unique Markets



Whether you are providing streaming content, differentiated user experiences or just need to deliver higher conversion rates for betting or fantasy, these markets deliver. Generating all team and player predictions for a specific head to head, 14 days out all the way to kickoff. Unique events, such as who will make the first touchdown, field goal or sack.

## **Expected Value Betting**



Projecting the probability distribution for upcoming player statistics, the AI determines the expected value on market prop lines. Use it to build confidence in your users for prop betting as well as for fantasy players. The star-rating system provides an at-a-glance option for both mobile and desktop audiences.

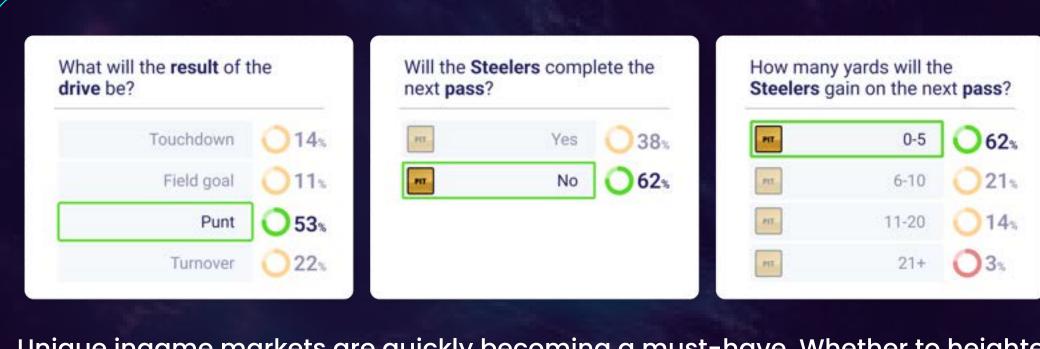
# The Player Effect Version 2.0





Allow your end user to add or remove any player from the roster and replace with any player from the league, to predict the impact of that trade or injury on the upcoming game. Version 2.0 also projects who the 3 most impacted Defensive or Offensive players are from a statistical perspective. No one else on the market offers this proprietary insight!

#### **Micromarkets**



Unique ingame markets are quickly becoming a must-have. Whether to heighten fan engagement or convert bettors, player-specific micromarkets are a key driver. Updating as the game progresses, micro projections reflect the impact of the most important game changes including injury, positional and all other performance inputs.



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