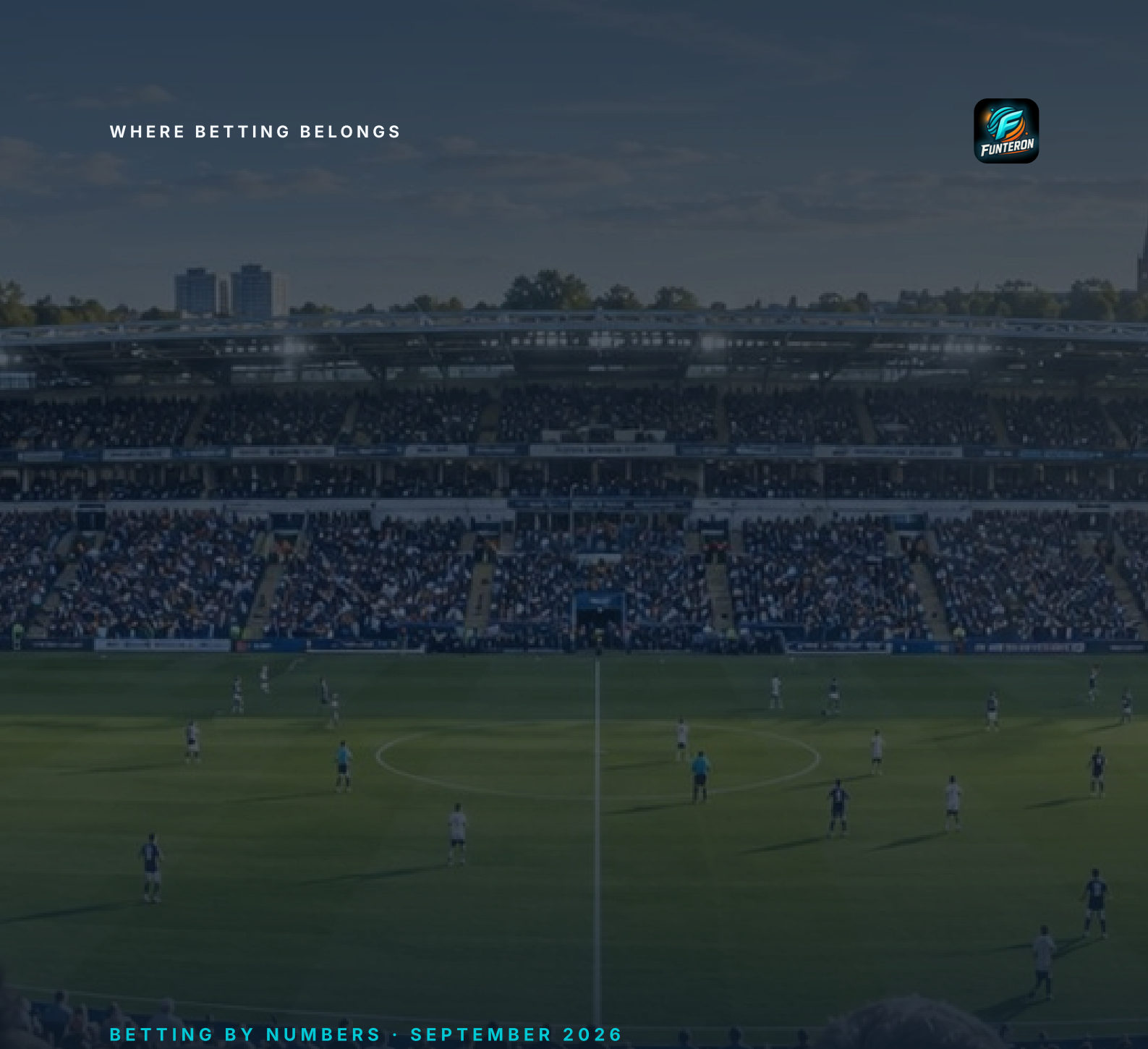


WHERE BETTING BELONGS

BETTING BY NUMBERS · SEPTEMBER 2026

A million matches a year

Sports betting has never offered more. For the fan who just wants a bet on the game they are watching, that is the problem.

KEITH O'LOUGHLIN
CEO, Funteron

THE ONE-PAGE VERSION · 2 MINUTE READ

Sports betting has never offered more. For the fan who just wants a bet on the game in front of them, that is the problem. More betting is not the same as better betting.

1. **Every day, all day.** One data company covers more than a million matches a year, over 2,700 a day. Racing runs almost every day, and by July 2024 people in Colorado had bet more than $400 million on table tennis.
2. **The match is the market.** At one big bookmaker, about nine in ten tennis bets are placed during play. Micro markets, such as who wins the next point, were expected to add about 1,500 betting options to a single tennis match.
3. **One match, thousands of bets.** Bettors placed more than 700,000 different bet builder combinations on each 2026 World Cup semi-final. A Goliath is 247 bets on one slip.
4. **Follow the money.** In New Jersey in 2025, parlays took about a third of the money staked and almost two thirds of the revenue. When the complicated bets make the most money, products keep getting bigger and busier.
5. **The house wine.** Most diners do not want to choose from four hundred bottles. They want a good recommendation from someone they trust. Most fans want the same: one good, simple bet on the match in front of them.
6. **Start with the moment.** Fans think in moments, like whether the penalty goes in. Bookmakers organise around markets. The fix is fewer steps between the fan and the bet they want, shown in money, with proper checks, clear limits and help close at hand.

> **What it means.** Media brands and sports already have the fan's attention. They can offer an optional bet that fits what is on screen, with licensed bookmakers behind it. Give fans the house wine, and keep the full list for anyone who asks for it.

THE HEADLINES

Betting, by the numbers.

1m+

matches a year covered by one sports data company, more than 2,700 a day[1]

45,000

races a year distributed by one racing broadcaster[2]

9 in 10

tennis bets at one big bookmaker placed while the match is on[5]

1,500

extra betting opportunities one supplier expects from a single tennis match[7]

700k+

different bet builder combinations placed on each 2026 World Cup semi-final[8]

10x

growth in live bet builder turnover on one network, 2026 World Cup against 2022[8]

32%

of New Jersey's 2025 completed-event stakes went on parlays[10]

65%

of New Jersey's 2025 completed-event revenue came from parlays[10]

Numbers refer to the sources listed at the end. Company figures describe each company's own coverage or customers.

Open a betting app on a Saturday afternoon and count what is on offer. Football from all over the world, racing from several countries, then tennis, darts, snooker, table tennis, cricket, basketball and ice hockey. Every game and race has hundreds of markets, and many of the prices change by the second. Someone who bets every day will love that. A fan who just wants a bet on the match they are watching first has to find it.

I wanted to put some numbers on how big the menu has become. The figures below come from data suppliers, betting platforms, bookmakers and regulators. They measure different things, so they should not be added together, but they give a good sense of the scale.

Every day, all day

Sportradar says it now covers more than a million matches a year, after buying IMG ARENA in 2025.[1] That is over 2,700 matches a day. Not every one of them is priced by every bookmaker, but it shows how much supply there is.

Racing alone runs almost every day of the year. Great Britain had 1,460 race meetings planned for 2025 and Ireland held 390, with 33,230 runners.[3, 4] SIS, which sends pictures and data to betting shops and apps, says it shows around 45,000 races a year.[2]

By July 2024, people in Colorado had bet more than $400 million on table tennis.[13] Colorado is not a hotbed of table tennis fans. There is simply always a match on somewhere.

The match is the market

Betting carries on after kick-off. Entain says about nine in ten of its tennis bets are placed while the match is being played, and a study of 3.8 million US bettors found 52% of sports bets in 2024 were placed live.[5, 6] Sportradar expected its new tennis micro markets, such as who wins the next point, to add about 1,500 betting options to a single match.[7] That is what is available, not what people bet on.

One match, thousands of bets

Nobody publishes a count of the bets available on a football match, and with bet builders there is no real limit. At the 2026 World Cup, Kambi's partners took more than 700,000 different bet builder combinations on each semi-final, and more than 100 million bets on the tournament with two games still to go. Live bet builder turnover was ten times what it was in 2022.[8]

The bet types add more again. A Goliath, eight picks on one slip, is 247 separate bets.[9] Funteron's betting dictionary has 167 terms, and that is just to explain what is on offer.

Where the money is made

There is a good commercial reason for all this. In New Jersey in 2025, parlays (accumulators) were about 32% of the money staked on completed events, $3.94 billion of $12.25 billion. They made about 65% of the revenue, $755 million of $1.16 billion. Bookmakers kept 19.2% of what was staked on parlays and about 4.9% of everything else.[10] In bet365's first month in Illinois, parlays were 52.5% of its stakes and 74% of its revenue.[11]

In Great Britain, online betting made £2.4 billion in the year to March 2026. Football brought in £1.2 billion and horse racing £769.3 million.[12]

Plenty of people enjoy accas and bet builders, and bookmakers have built what their most active customers want. But when the complicated bets make the most money, the products will keep getting bigger and busier.

What the numbers do not show

A big menu does not mean fans dislike it, and a profitable bet type is not a bad one. What an experienced bettor values is different from what a newcomer can follow. The Gambling Commission lists product design and risk as a research priority, including how well people understand probability.[14] It does not say that a certain number of markets causes harm, and I am not saying that either.

The fan starts somewhere else

Betting apps are organised around markets and bet types. Fans think in teams, races, players and moments. When a penalty is given, the fan wants to know if it goes in. At break point, they want to know who wins the next point. They should not have to work out whether that lives under match odds, specials or player props.

> **Bookmakers organise betting around markets. Fans organise their attention around sports, teams and moments.**

The fix is fewer steps between the fan and the bet they want, rather than fewer bets. The full range can stay there for anyone who goes looking.

Show the bet in money

The bet itself should be just as clear. A £10 bet at 3/1 pays back £40 if it wins: your £10 plus £30 winnings. If it loses, you lose £10. The price suggests about a 25% chance, before the bookmaker's margin. A fan should see that in pounds, without doing the sums, with fractions and decimals there for anyone who prefers them.

Simple has to mean safe as well: proper age and identity checks, limits and spending that are easy to see, losses shown as clearly as wins, and help close at hand.

Where betting belongs

Media brands and sports already have the fan's attention. They can offer an optional bet that fits what is on screen, instead of sending the fan off to search another app. The brand brings the moment and the relationship, and licensed bookmakers bring the prices, the accounts and the regulation.

Not every fan should bet. But the adults who choose to should understand what they are doing, inside the sport they came to watch.

> **More betting is not the same as better betting.**

THE FUNTERON APPROACH

Funteron puts a betting experience inside the apps, channels and sites of media brands and sports, supported by licensed bookmakers. It starts with the event and the moment, shows every price in money and keeps the full range for those who want it. Funteron sets no odds, holds no funds and accepts no bets. funteron.com

About the figures: supplier and bookmaker figures cover their own networks or customers. New Jersey figures are the regulator's unaudited numbers for completed events. Each figure is for its own period and they should not be added together. Not investment advice. 18+. Please gamble responsibly.

Keith O'Loughlin is CEO of Funteron and former CEO of OpenBet. He chairs Christchurch Casino in New Zealand.

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Where Betting Belongs

An industry perspective by Keith O'Loughlin, published by Funteron.

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18+. Free support is available 24 hours a day from the
National Gambling Helpline on 0808 8020 133.