

**In the
Margin**
Kambi

Europa and Champions League finals & Eurovision Song Contest 2022



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**Europa and
Champions
League finals**



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Europa and Champions League finals



**Europa
League Final**
18 May



**Ramón
Sánchez
Pizjuán
Stadium**



**Champions
League Final**
28 May



**Stade
de France**

The Europa League and Champions League finals are fast approaching, and Kambi will have an extensive betting offer available for your customers as Eintracht Frankfurt take on Rangers, before European football's showpiece event finds its way to the Stade de France, with Liverpool and Real Madrid vying for Champions League supremacy.

Real Madrid have won four Champions League titles in the last ten years and are the most successful side in the history of the competition, while Liverpool boast a great deal of pedigree themselves, having secured the trophy six times.

Having eliminated Barcelona on their way to the final, Eintracht Frankfurt are favourites to win the Europa League. In order to do so, however, they will need to find a way to overcome a Rangers side who have upset the odds several times as they put themselves in a position to win their first European final for more than 50 years.

Europa League – Team Previews



Eintracht Frankfurt

To lift the trophy: 1.75/-133

In a final few would have predicted at the tournament's outset, Eintracht Frankfurt will be taking on the Scottish Premier League's Rangers for Europa League glory. The German team took one of the most famous scalps in recent European football history in the quarter-final, overcoming Barcelona over two legs and securing a famous win at the Camp Nou thanks to goals from left winger Filip Kostic and forward Rafael Borré.

They went on to get the better of West Ham United in the semi-final, while the club's sporting director Markus Krosche has made the bold claim that Frankfurt will travel with double the number of supporters to the final in Seville than were in Barcelona, when an impressive 50,000 were reported to have made the journey.

Manager Oliver Glasner's 3-4-2-1 system relies heavily on the abilities of his three centre-backs to retain possession and spread the play to the full-backs, and in Evan N'Dicka they boast a ball-playing centre back plenty of clubs at the top of the game will be keeping a watchful eye on.

Eintracht Frankfurt have claimed the UEFA Cup/ Europa League once before, overcoming fellow German side Borussia Mönchengladbach in 1980. They have endured an unremarkable domestic campaign, but few of their fans will care if they are able to make good on their status as favourites in the final and lift the Europa League trophy on 18 May.



Rangers

To lift the trophy: 2.10/+110

There was an outpouring of emotion which enveloped Ibrox after a breathless 3-1 second leg victory secured passage to the Europa League final over RB Leipzig, and Rangers will be hoping to take full advantage of the feel-good aura which has typified their European form this season as they seek to win a first European trophy since the European Cup Winners' Cup in 1972.

What manager Giovanni van Bronckhorst has achieved with relatively meagre resources has been remarkable, and it is particularly noteworthy that the team that started in the win over RB Leipzig cost Rangers less than £14m in transfer fees. John Lundstram, the defender who clinched the victory with an 80th minute winner arrived on a free transfer, while marauding right back James Tavernier arrived at Ibrox for a mere £200,000. To have gotten the better of a side containing Konrad Laimer, a midfielder being linked with a summer transfer to Bayern Munich, as well as two of the continent's most sought-after attackers in Christopher Nkunku and Dani Olmo was no mean feat.

Still missing key players including attacking midfielder Ianis Hagi and towering defender Filip Helander, the Rangers manager will need once more need his charges to perform at the very top of their game if they are to take the final step in Ramon Sanchez-Pizjuan Stadium in Seville. Shorn of first-choice striker Alfredo Morelos through injury, the pressure will be on the likes of Ryan Kent to score the goals to take this Rangers side to Europa League victory.

Champions League – Team Previews



Liverpool

To lift the trophy: 1.50/-200

“We have a score to settle”, posted by Liverpool winger Mohamed Salah in the wake of his side’s win over Villarreal to progress to this season’s Champions League final. It is a view that will no doubt echo throughout this Liverpool squad at the prospect of facing the team who beat them on the very same stage four years ago. Real Madrid emerged 3-1 victors in 2018, Gareth Bale sealing victory with a memorable overhead kick and ambitious 30-yard drive.

A side that have been in the hunt for multiple trophies this season, Liverpool will no doubt have their sights firmly set on the Champions League final in Paris as they attempt to secure another major title under Jurgen Klopp.

Having won Group B, Liverpool went on to successfully navigate encounters with Inter Milan, Benfica and Villarreal en route to this year’s final, and are favourites to lift the famous trophy once again this month, building on their most recent victory in 2019.

Manager Jurgen Klopp handed the club a huge boost by signing a new contract to 2026, while star attackers Mohamed Salah and Sadio Mane are the forwards to watch out for, having scored eight and five Champions League goals respectively. Shutting down Trent Alexander-Arnold will be key to Real Madrid’s chances of victory, his eye for a lofted through ball for the likes of Salah and Mane to chase key to how Klopp sets up Liverpool in attack.

With the additions of Luis Diaz, Thiago and Ibrahima Konate to the squad which won Europe’s premier club competition three years ago it’s fair to say that Liverpool are in better shape than ever, just about making them favourites in what has all the makings of a tantalising clash.



Real Madrid

To lift the trophy: 2.60/+160

Any other team riding the wave of such a run of form to a Champions League final would have been implausible, but somehow Real Madrid have continued to achieve results that at times seemed out of reach across a run of blistering two-legged victories. Despite teetering on the verge of a pasting through a significant chunk of their knockout fixtures, Los Blancos have harnessed all the talent at their disposal to deliver a run of huge victories over some of Europe’s strongest sides.

Nowhere did this hold more true than in the side’s defeat of Manchester City in the semi-final. Losing 5-3 on aggregate into the final minutes of normal time, two quickfire goals from Brazilian winger Rodrygo pegged back a Manchester City team with one foot in the final, and from that point forward Pep Guardiola’s team never looked like wrestling back control of a match decided by a Karim Benzema penalty in extra time.

With his contributions no longer overshadowed by the likes of Cristiano Ronaldo, Benzema has cemented his talismanic status at the Bernabeu this season, at times dragging his teammates over the line. Supported by midfield warhorses Luka Modric and Casemiro, this Real Madrid side is also beginning to reap the benefits of hefty investments in youth, with the composure and dynamism of French midfielder Eduardo Camavinga proving particularly impressive in his appearances from the bench.

Already crowned La Liga champions, Real Madrid may not be the favourites, but the magic and determination that has typified their run to this year’s final mean it would, although against the odds, be no surprise to see them lift a historic 14th Champions League trophy this May.

Most popular bet offers (Champions League)

Top 10 pre-match by turnover

1	Full time
2	Total goals
3	Double chance
4	Both teams to score
5	Asian handicap
6	Total corners
7	To score
8	3-way handicap
9	Total goals by home team
10	Total goals by away team

Top 10 live by turnover

1	Full time
2	Total goals
3	Total corners
4	Total goals - 1st half
5	Next Goal {{0}} (Draw: No More Goals)
6	Total Goals - {0}:00-{{1}}:59
7	Double chance
8	Total corners by home team
9	Total goals by home team
10	Total goals by away team

Top 10 players by turnover

1	Karim Benzema
2	Cristiano Ronaldo
3	Mohamed Salah
4	Robert Lewandowski
5	Kylian Mbappé
6	Lionel Messi
7	Romelu Lukaku
8	Kevin De Bruyne
9	Sébastien Haller
10	Luis Díaz

Europa and Champions League finals

Soccer product benchmarking

Kambi benchmarked its soccer product against sportsbook competitors during the Champions League Quarter Final between Real Madrid and Chelsea on 13 April

Overall score

Kambi	72%
Sportsbook A	69%
Sportsbook B	80%
Sportsbook C	36%
Sportsbook D	66%
Sportsbook E	41%
Sportsbook F	62%
Sportsbook G	65%

Combinability

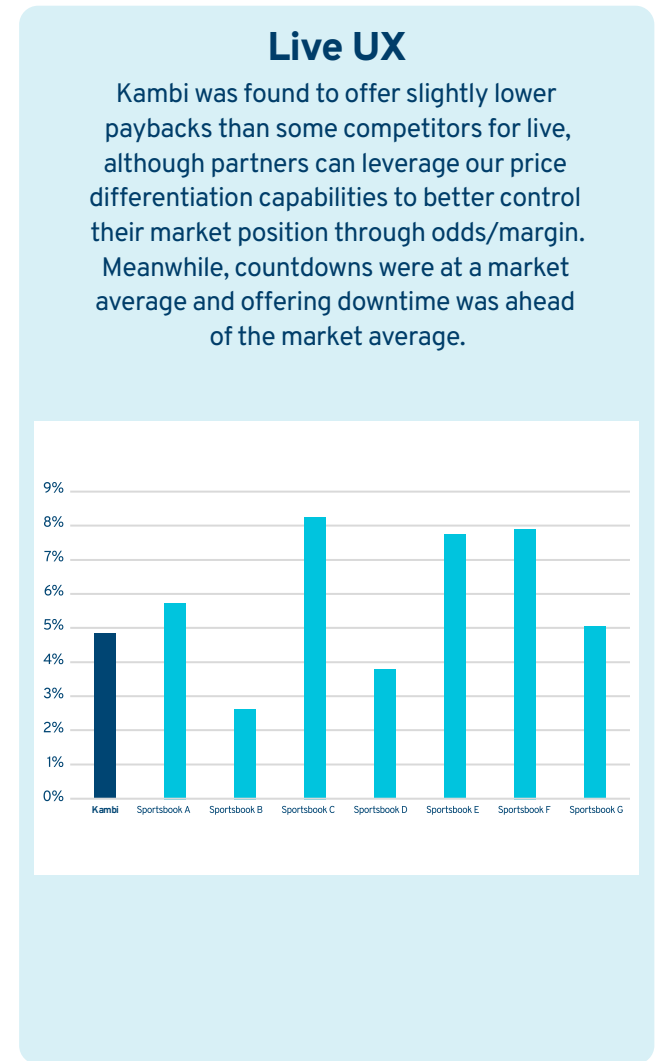
Kambi's Bet Builder product performed particularly strongly and remains one of the few sportsbooks to offer both same game and multi-game capabilities for soccer.

Operator	Multi-builder	SGP
Kambi	✓	✓
Sportsbook A	X	✓
Sportsbook B	✓	✓
Sportsbook C	X	✓
Sportsbook D	X	✓
Sportsbook E	X	X
Sportsbook F	X	✓
Sportsbook G	X	✓

Pre-match player props

Kambi's player props offering was among the most comprehensive during the game observed and accounted for a 35% weighting of Kambi's overall score.

Kambi	0.9
Sportsbook A	0.75
Sportsbook B	0.88
Sportsbook C	0.2
Sportsbook D	0.8
Sportsbook E	0.58
Sportsbook F	0.93
Sportsbook G	0.93



Europa and Champions League finals

Your soccer offer

Kambi

Partners on the Kambi network will have access to a comprehensive range of markets in the lead up to and throughout both the Europa League and Champions League finals.

Pre-match



For the Champions League, Kambi will be providing more than 700 offers in total, including 300 player specials of which 100 are stat related such as shots and fouls.

The most popular player specials are: Player's total shots, player's shots on target and player to get a card.

Kambi also has a number of unique specials such as head-to-head between players (e.g. most goals or most shots on target between Salah and Benzema, most assists and most fouls).

Most interesting offers:

- 1X2: 2.00-3.75-3.80 (top price in market on Real Madrid)
- To win the trophy: 1.50-2.60
- Salah to score: 2.40
- Benzema to score: 2.50
- Half time/full time - Liverpool/Real Madrid: 31.00 (Real Madrid to make another great comeback)

Live



Key features:

- Player stats live for the first time (multiple players/lines for 'player shots on target') and also present in 'selected-live' on the FE which enhances their visibility and prominence.
- Instant (next throw-in and next occurrence to happen)
- Player cards for all players
- Next, intervals, 1st half and full time corner markets
- Next and anytime goalscorer for all players
- Open during penalties that are awarded in play
- Industry-leading extra-time offer
- Industry-leading penalty shootout offering including 'outcome of next penalty'
- Pre/live convergence allowing the end user can to cash out pre-match bets during the live event
- 0 second countdown during HT

For more information on Kambi's offer contact your **Partner Manager** or kambi_psd@kambi.com

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Eurovision Song Contest 2022



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In the Margin Kambi

Final
14 May
Host city
Torino

Most recent Eurovision winners

2021 - Italy

2019 - Netherlands

2018 - Israel

2017 - Portugal

2016 - Ukraine

Most successful Eurovision countries

Ireland - 7

Sweden - 6

France - 5

Luxembourg - 5

Netherlands - 5

UK - 4

Israel - 4

Denmark - 3

Italy - 3

Norway - 3

Eurovision Song Contest 2022

The Eurovision Song Contest is back for its 66th edition and once again it is set to become one of the most watched TV events of 2022 in Europe and one of Kambi's biggest non-sporting events.

As one of the longest-running international music competitions, Eurovision has been a fixture of the European broadcasting and music scene since 1956 and will return to our screens live from Torino, Italy, following the country's victory at the 2021 contest with the song 'Zitti e Buoni' from the rock band Måneskin. Victory in 2021 for Italy saw the country take its tally of Eurovision wins to three, thus matching the Nordic nations of Denmark and Norway in the all-time winners list.

The 13,000 audience at the PalaOlimpico in Torino will be sold out and the atmosphere at the final will once again be the usual festive experience following the very limited live audience allowed last year in Rotterdam due to the pandemic. As usual, it is expected that the final will attract tens of millions of viewers on TV screens, with approximately 180 million viewers from all over the world tuning in to see the show in 2021. In addition to the big European

audience, Eurovision also has a strong audience in Australia, which started competing in the contest in 2015, as well as a niche following in the USA and other countries around the world with strong European roots.

Eurovision is always a high point on the non-sporting betting calendar, although the tragic events in Ukraine will cast a shadow somewhat over the event. The most recent edition in 2021 broke turnover records once again, and there is every chance that turnover this year will be at least as strong as in 2021.

In this edition of In the Margin, we take a look at some of the favourites of this year's Eurovision Song Contest, as well as delving into Kambi's extensive betting offer for you, our partner.

The favourites



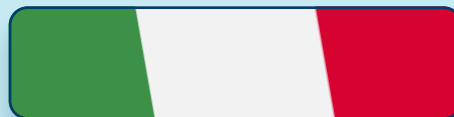
Ukraine 1.44/-230

Ukraine has been the leading favourite to win the Eurovision since late February. While critical opinion isn't that good for the song, the odds are affected by the recent Russian invasion of Ukraine. Both the juries and the public might be/could be affected by the images from the war showing the bravery of the Ukrainian people in the face of the extreme hardship inflicted on them. Ukraine's song is called 'Stefania', performed by the rap group 'Kalush'. Ukraine's participation was in doubt for some time as some members of the group had volunteered to fight in the defence of Kyiv, but they managed to leave the country safely and will duly perform in Turin.



United Kingdom 7.25/+625

For the first time in a while, bettors are backing the UK. In recent years, the UK has disappointed in the Eurovision with its songs consistently among the bottom places. However, this year's entry is taking the plaudits and the UK is fourth on the list with Sam Ryder, a Tik-Tok star who came to light in the pandemic. He only released his first album in 2021 and got an incredible 100 million streams with it, a massive achievement for a debut album. He will be singing the song 'Space Man' and expected to be top ranked by juries it seems like many have climbed on the band wagon of the UK performing well this year. The song is considered by some pundits to be inferior to Sweden and Italy and the novelty and story of the artist will only be second in PR potential to Ukraine. That said, this song will definitely raise the UK's fortunes and for the first time in years will most likely propel the UK in Top 10 and perhaps even higher.



Italy 9.00/+800

Italy has a good track record of sending high-performing entries in for Eurovision and this year is no exception. The song is named 'Brividi' and is performed by a duet composed of former Eurovision contestant Alessandro Mahmoud (he finished second in 2019 with 'Soldi') and Blanco, who is a top artist on his own and performer of several number one singles in Italy. The song is an amalgamation of a Eurovision ballad with a rap segment, very raw and in the usual Italian style that Eurovision audiences have grown to love in the past few years.



Sweden 9.50/+850

Sweden was until recently second-favourite but is now in fourth position. The song representing Sweden is 'Hold me Closer' performed by Cornelia Jakobs, and it is expected to win the second semi-final with ease and do very well in the final. This is a song in the classic Eurovision ballad style with a modern twist, a style which has consistently performed well with both juries and TV viewers alike throughout the history of Eurovision and is Sweden's signature entry in the competition. The modern twist is expected to lift the song up and help the country place high in the rankings.

Eurovision Song Contest 2022

Player behaviour

Taking a look at data trends around Europe's premier songwriting competition

Love it or loathe it, there can be no questioning the Eurovision Song Contest's thriving popularity, with international TV ratings in 2021 underlining the juggernaut that the competition has grown to become. More than 183 million tuned in to watch Italian entry Måneskin claim first place in the 65th edition of the competition.

Looking at data from the Kambi network – analysing activity from players in European jurisdictions around Eurovision 2021 – we are able to see that the competition can present worthwhile opportunities to engage your customer base and achieve cross-sell between sports and novelty markets.

Time period observed: 23.05.20 to 23.05.21



21% of Eurovision bettors in this time period had not placed a bet in this period prior to their first bet on Eurovision – underlining that Eurovision has the potential to play an important role in customer reactivation and acquisition.

For the coupons preceding the first bet on the Eurovision

- Football/soccer features on **50%**
- Ice hockey features on **21%**
- Other TV and Novelty features on **12%**



For the coupons which directly followed the first bet on the Eurovision

- TV and novelty (incl. Eurovision) features on **67%**
- Football/soccer features on **19%**
- Ice hockey features on **10%**

Eurovision Song Contest 2022

Your Eurovision offer

Kambi

Your sportsbook will have access to an extensive Eurovision offer, made up of approximately 150 offers in total.

Final 			
Winner	Top 3	Top 5	Top 10
Best finishing position – Balkan, Nordic and Prequalified countries			
Pre-qualified countries – Worst placed (country to finish last among big 5 and host)			
Best finishing position – Head to head between at least 15 different countries			
Source of qualification for winning country			
Margin of points between winner and 2nd placed			
Total number of points for winning song			
Any country with zero points in the final			
To finish last in the final			

Unique offers

We will also offer you unique offers on how the countries' juries and televoters choose to vote, specifically to which country they will choose to give the maximum number of points.

These will be for the following nations after the semi-finals are complete: Sweden, Norway, Denmark, Finland, Netherlands and Belgium. More countries may also be added.

For more information on Kambi's offer contact your **Partner Manager** or kambi_psd@kambi.com

Alternatively: sales@kambi.com

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we know what it takes

The journey to victory takes experience, dedication and a desire to push the boundaries. There are no shortcuts. Kambi's passion and heritage in sports betting means **we know what it takes** to succeed, and **we know what it takes** to ensure you become the best sportsbook you can be.

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