Betegy and PokerGO® Team Up To Deliver Next-Gen Visuals for Poker Event Broadcasts

World's Largest Poker Content Company Joins Forces with Leading Provider of Customized Sports-Data Visualisation

Las Vegas, Nevada (October 7th, 2021) -- PokerGO®, the world's largest poker content company, has partnered with Betegy, the premier independent provider of personalized sports data and gaming visualization.

The agreement will provide PokerGO viewers with an unprecedented visual package of on-screen data and information, bringing the audience more deeply into the action.

The alliance follows a successful collaboration between the two companies during the recent Poker Masters tournament, for which Betegy provided real-time dynamic data visualisation to accompany line production of data-driven content generated throughout the event.

The partnership follows important commercial agreements signed by Betegy, including Germany's Tipico, as well as Parimatch, Bwin, and Coingaming.io, as Betegy continues to bring its EGR award-winning solution to tier-one gaming and sports betting companies worldwide.

"Poker and sports share a lot of similarities, especially as it pertains to live coverage, and poker can learn a lot by embracing some of the advancements that have been made to live sports coverage," said Mori Eskandani, President of PokerGO. "PokerGO's partnership with Betegy allows PokerGO to deliver live data in a seamless fashion, merging our existing graphics packages with compelling information. We look forward to providing an enhanced experience for our global viewing audience."

"PokerGO has quickly become one of the gaming industry's most popular brands, and Betegy is honored to be able to work with PokerGO on this wonderful opportunity," said Alex Kornilov, CEO of Betegy. "Betegy is fortunate to work with a broad range of sports and gaming organizations and contests. This new partnership with PokerGO enables us to demonstrate the powerful impact visualized data can bring to major poker events. Our focus is to build the bridge between raw data and the viewer, instantly bringing data to life in a way that truly engages fans and brings them more deeply into the action."

About PokerGO®
PokerGO® is the world's largest poker content company delivering poker's most premier live events and original series to consumers around the world. The platform delivers more than 100 days of live poker annually, streaming PokerGO owned and operated tournaments such as the Super High Roller Bowl, along with World Series of Poker final tables and more. PokerGO's video-on-demand library includes original content that provides unmatched access to the world of poker, between "High Stakes Poker," "Poker After Dark," and more. PokerGO curates programming that includes expert commentary on the game, historic tales of iconic moments, behind-the-scenes interviews with poker stars, and more. For more information, please visit http://www.pokergo.com/.

About Betegy
Betegy is an automated content generation/production system that turns complex sports data into engaging graphics, animations, banners, widgets, and texts. Using machine learning algorithms, the Betegy system provides betting operators and media companies with analytics and data visualization by generating high-quality, personalised content. Betegy clients include major organizations in sports, gaming, television and digital media. Betegy's work and capabilities span the range of sports and gaming, including American football, basketball and soccer, among other events. Betegy is a recipient of an international EGR B2B Award, for Innovation in Sports Betting Software. Learn more at Betegy.com.