

NFL Season Report

2020/21



Kambi

NFL Season Report

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Introduction

Season Highlights

2020 Bettors

NFL Season

Entertaining Bettors

01

03

05

07

09

11

13

15

16

21

Instant Markets

Player Props

Road to the Super Bowl

Super Bowl

Trader Comments

Welcome to the latest edition of Kambi's annual NFL Report

It is a report that Kambi publishes every year, highlighting key betting activity trends and data gathered from across the industry's premium sports betting network.

The Covid-19 pandemic has left few areas of life untouched, and elite-level football was no exception. In this third edition of our NFL Report we examine key data and insights from the Kambi network across a season unlike any which have come before. Read on for an in-depth look at betting and player behaviour trends, the most popular teams, markets and how upgrades across our offering such as instant betting drove enhanced levels of engagement.

It comes as no surprise that football remained the most popular sport across Kambi's US network, with the Super Bowl showdown between the Kansas City Chiefs and Tampa Bay Buccaneers seeing Kambi process the highest bet volumes in its history, three times that of the 2019/20 incarnation. Here you will find a detailed overview of how players engaged will the full breadth of the Kambi offer during a game which saw Tom Brady add a seventh Super Bowl ring to his collection.

The in-game offer is increasingly the key battleground for sportsbooks in the US, and the principal differentiator between an excellent sports betting offer and a

merely good one. Having invested in the development of our instant markets, Kambi experienced a 65% increase in engagement with those markets – such as 'result of current drive' and 'to gain first down' – throughout the previous season, accounting for 40% of all live bets. Within this NFL Report you will find a detailed breakdown of these developments and how this progression is driving growth for our partners. The data also showed a similar increase in player props, which made up more than 50% of pre-match handle.

The report also offers a look at 'stand alone' games – those fixtures that have no other games taking place at the same

time or shortly before and after. Nine out of the top ten games for handle during the 2020/21 season were stand alone, which on average generated three times the handle of non-stand alone games.

With more US states putting regulatory frameworks into place, engagement with NFL betting will only continue to grow. In this Kambi NFL Season Review we aim to inform and offer actionable analytics on what is fast becoming a sports betting juggernaut.



Season Highlights

0/3



Top 10 US sports by handle – 2019 vs 2020

2019	vs	2020
Football		Football
Basketball		Basketball
Baseball		Baseball
Tennis		Soccer
Soccer		Tennis
Ice Hockey		Table Tennis
Golf		Ice Hockey
UFC/MMA		Golf
Boxing		UFC/MMA
Cricket		Motorsports

Data powered by the Kambi Network 2020/2021



Top Instant Bet Offers

- Result of Drive
- To Gain First Down
- First Play
- Next Scoring Play

390%
Increase in live wagers

New Jersey in-game handle doubled from the last NFL Season.

In-game stake size on mobile is **50% bigger** than pre-game

30,000
Unique special bet offers created



Top 5 Games by Handle

1	Tampa Bay Buccaneers – Kansas City Chiefs	02/07/2021
2	Kansas City Chiefs – Buffalo Bills	01/24/2021
3	Green Bay Packers – Tampa Bay Buccaneers	01/24/2021
4	Kansas City Chiefs – Cleveland Browns	01/17/2021
5	New Orleans Saints – Tampa Bay Buccaneers	01/17/2021

Biggest Regular Season Game by Handle

New York Giants – Tampa Bay Buccaneers	11/03/2020
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Data powered by the Kambi Network 2020/2021



Top 5 Players by Handle

- Patrick Mahomes
- Travis Kelce
- Alvin Kamara
- Tom Brady
- Davante Adams



Top 5 Teams by Handle

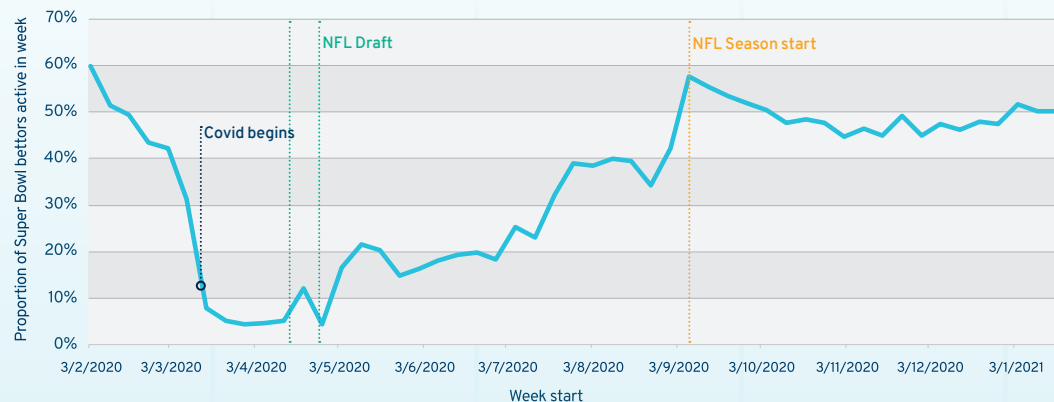
- Kansas City Chiefs
- Tampa Bay Buccaneers
- Green Bay Packers
- Buffalo Bills
- Pittsburgh Steelers

Season Highlights

0/4

60% of 2019/20 Super Bowl bettors returned the following week to place another wager

Weekly activity for Super Bowl 2020 bettors graph



Of those players who placed a bet on the 2020 Super Bowl:

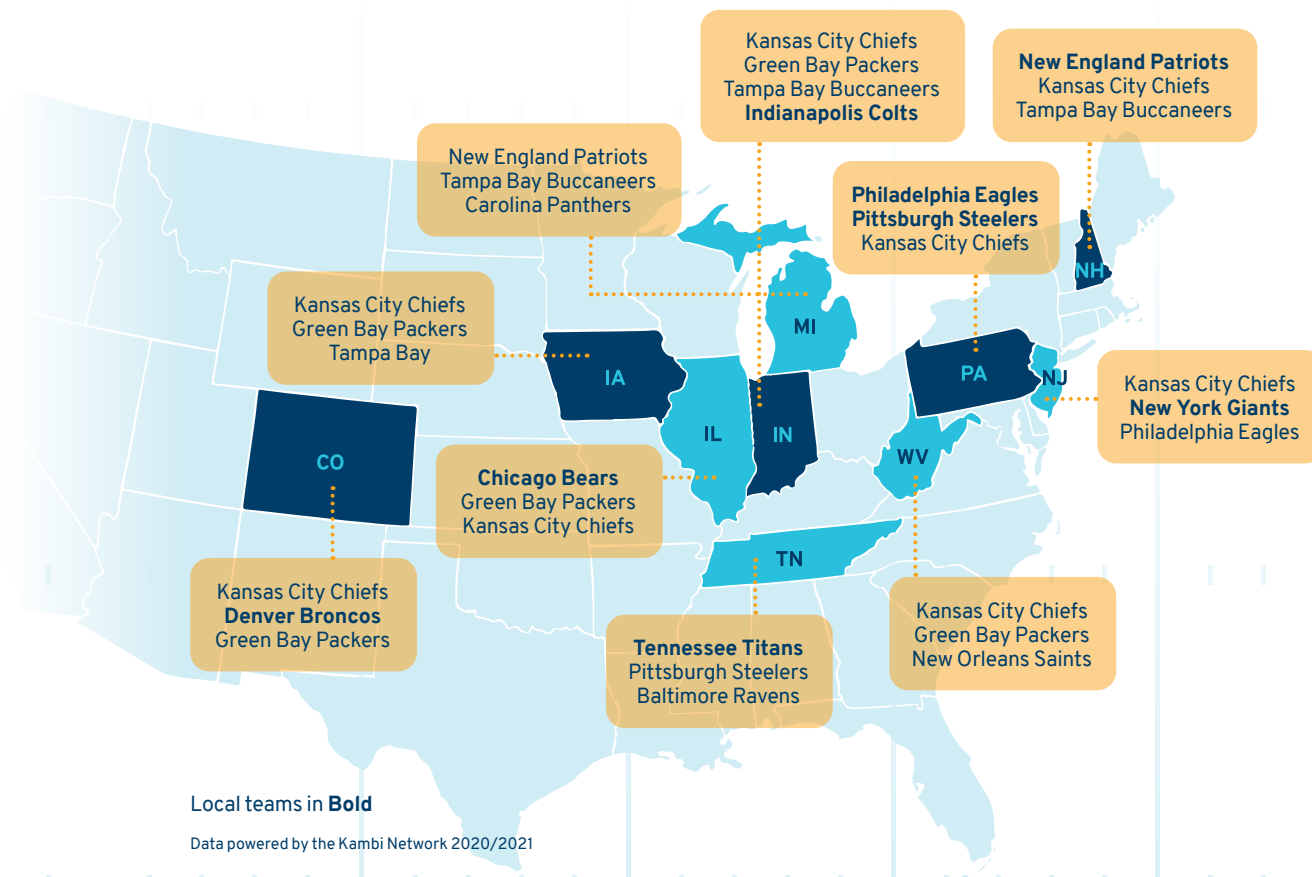
91%
placed at least one
bet during the following
48 weeks

The week after the
Super Bowl,
60% of players
went on to place
another bet

By the start of the
new season,
9/10 players
had made another NFL bet

Data powered by the Kambi Network 2020/2021

For the most part bettors are loyal to their state, though the Packers and Chiefs are popular everywhere



Local teams in **Bold**

Data powered by the Kambi Network 2020/2021

We've seen big changes with team game handle

Kansas City Chiefs and Tampa Bay Buccaneers saw game handle significantly rise from the previous year

2020 Rank	Team	2019 Rank	Change	Comment
1	Kansas City Chiefs	6	+5	The 2019/20 Champions were favorites throughout the season.
2	Philadelphia Eagles	3	+1	
3	Tampa Bay Buccaneers	25	+22	Much of this change is seen once Tom Brady moves from the Patriots
4	New York Giants	13	+9	
5	Seattle Seahawks	7	+2	Came close to winning the division after a rough few seasons
6	Dallas Cowboys	2	-4	
7	New Orleans Saints	11	+4	The Cowboys lost their star Quarterback Dak Prescott
8	Baltimore Ravens	15	+7	
9	Pittsburgh Steelers	9	0	New AFC East champs. Josh Allen in MVP contention
10	Green Bay Packers	4	-6	
11	Buffalo Bills	17	+6	Previous season's number 1. Tom Brady joined the Buccaneers.
12	New England Patriots	1	-11	
13	Arizona Cardinals	28	+15	Kyler Murray emerging as a superstar. Added top wideout Hopkins
14	Las Vegas Raiders	24	+10	
15	Los Angeles Rams	5	-10	
16	New York Jets	12	-4	

Data powered by the Kambi Network 2020/20221 - Regular Season Only

2020 Rank	Team	2019 Rank	Change	Comment
17	San Francisco 49ers	8	-9	Injury hit year following SB trip last season
18	Tennessee Titans	31	+13	
19	Denver Broncos	26	+7	Online betting in Tennessee went live mid-season
20	Cleveland Browns	14	-6	
21	Miami Dolphins	27	+6	
22	Washington Football Team	21	-1	
23	Los Angeles Chargers	20	-3	
24	Cincinnati Bengals	30	+6	
25	Chicago Bears	10	-15	6 game losing streak impacted interest in the Bears mid-season
26	Minnesota Vikings	16	-10	
27	Indianapolis Colts	19	-8	
28	Jacksonville Jaguars	32	+4	
29	Atlanta Falcons	23	-6	Traded away star WR Hopkins amongst other sweeping changes across the season
30	Houston Texans	18	-12	
31	Detroit Lions	22	-9	
32	Carolina Panthers	29	-3	

Data powered by the Kambi Network 2020/20221 - Regular Season Only

Approximately one in five games were 'stand alone'

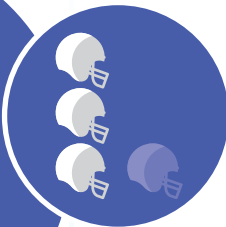
No other games at the same time or just before / after



Stand alone
games take

3x

the handle of
other games
on average



9/10

9 of the top
10 teams for
game handle, also
had the most
stand alone
games



Instant
betting
**volumes
doubled**
during stand
alone games



Data powered by the Kambi Network 2020/20221 - Regular Season Only

A word on College

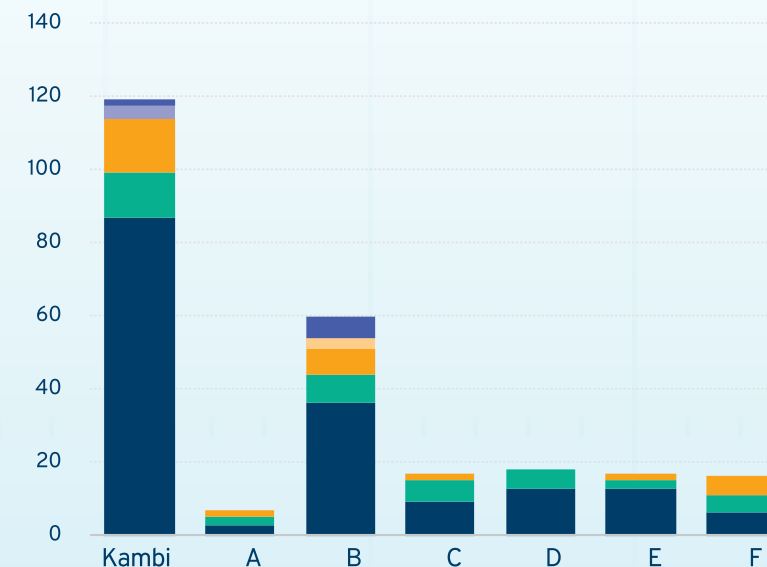
Creating seven days of football entertainment with the NCAAAF

College football is played
4-5 days a week from
September to December
and often on opposite
days to the NFL.

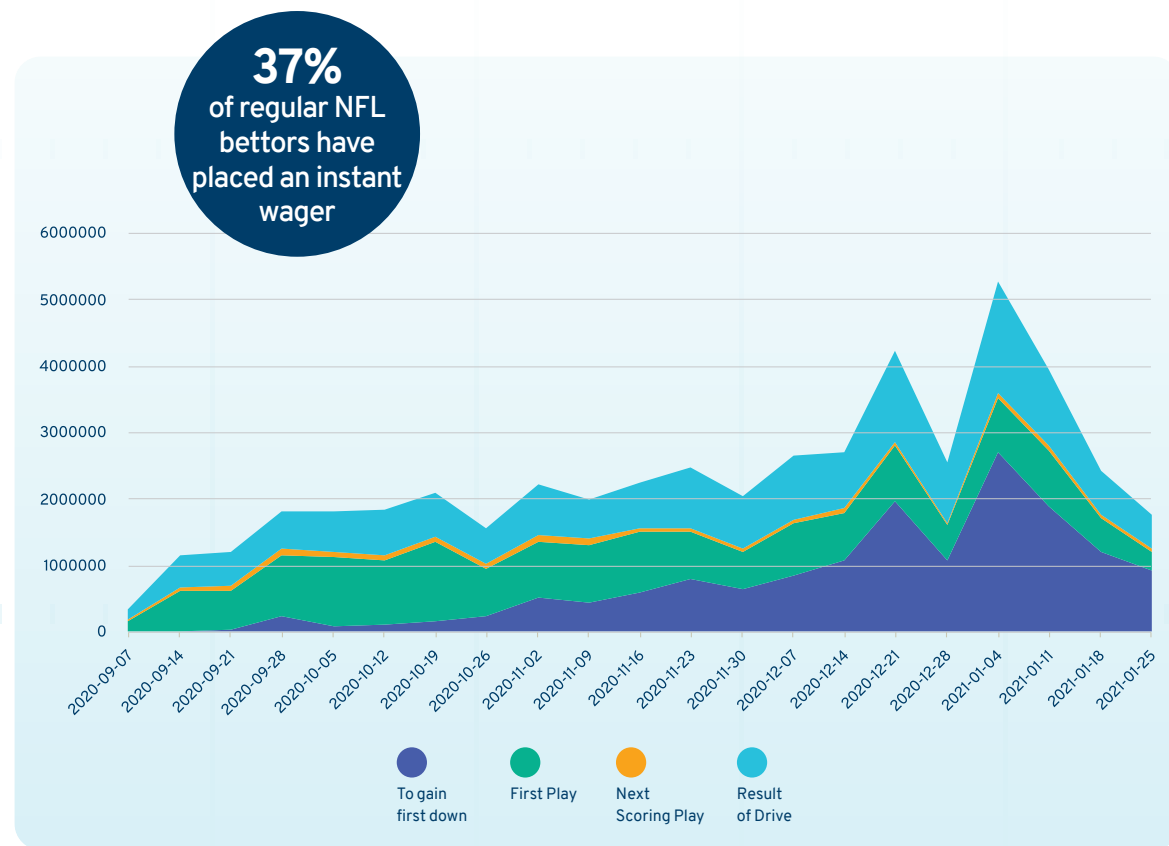
This provides operators
and bettors alike, the
opportunity with a full
week of football action
to wager on.

Kambi's leading offer
contains over 120 markets
and key games attain the
same handle as a regular
NFL game.

NCAAF Finals - Live bet offer distribution



Instant betting makes up 40% of live NFL wagers



Data powered by the Kambi Network 2020/20221 - Regular Season and Playoffs

Instant Markets

A Kambi differentiator

400%

Handle generated on
instant markets grew
400% from the previous
season. Accounting for
20% of all wagers.

Data powered by the Kambi Network 2020/2021

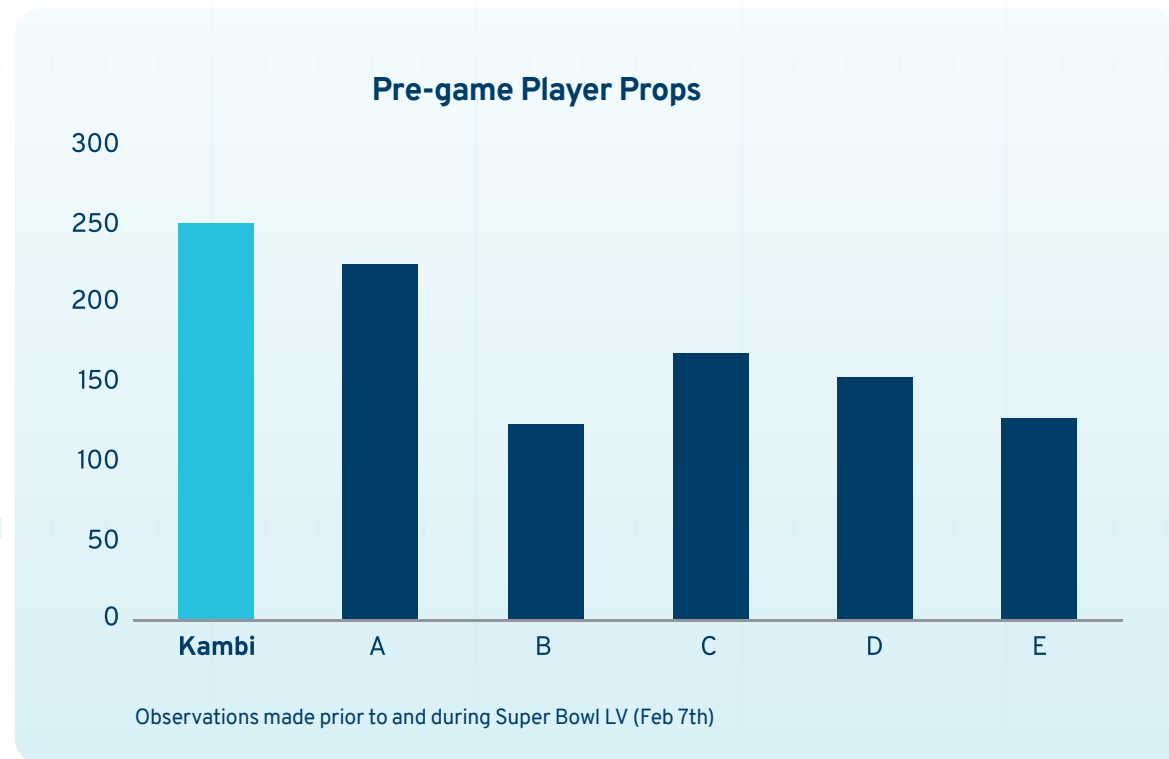


The popularity of instant
markets increased during the
course of the season, peaking in
the first week of the playoffs
where there were only 6 games.

Kambi's newest offer, to gain
first down, quickly grew once
availability increased.

Unique action

For the Super Bowl, Kambi partners offered more player prop markets than any other competitor



Data powered by the Kambi Network 2020/2021

Player Props – bet the player not the team

US bettors are placing more wagers on the player instead of the team

Player props offer bettors the chance to wager on the performance of their favourite players.

NFL player props include markets on the amount of touchdowns, interceptions, rushing and receiving yards a player achieves.

50%

Player props grew 50% during the 2020 regular season

Data powered by the Kambi Network 2020/2021



Top 5 Player Props by Handle

Touchdown Scorer

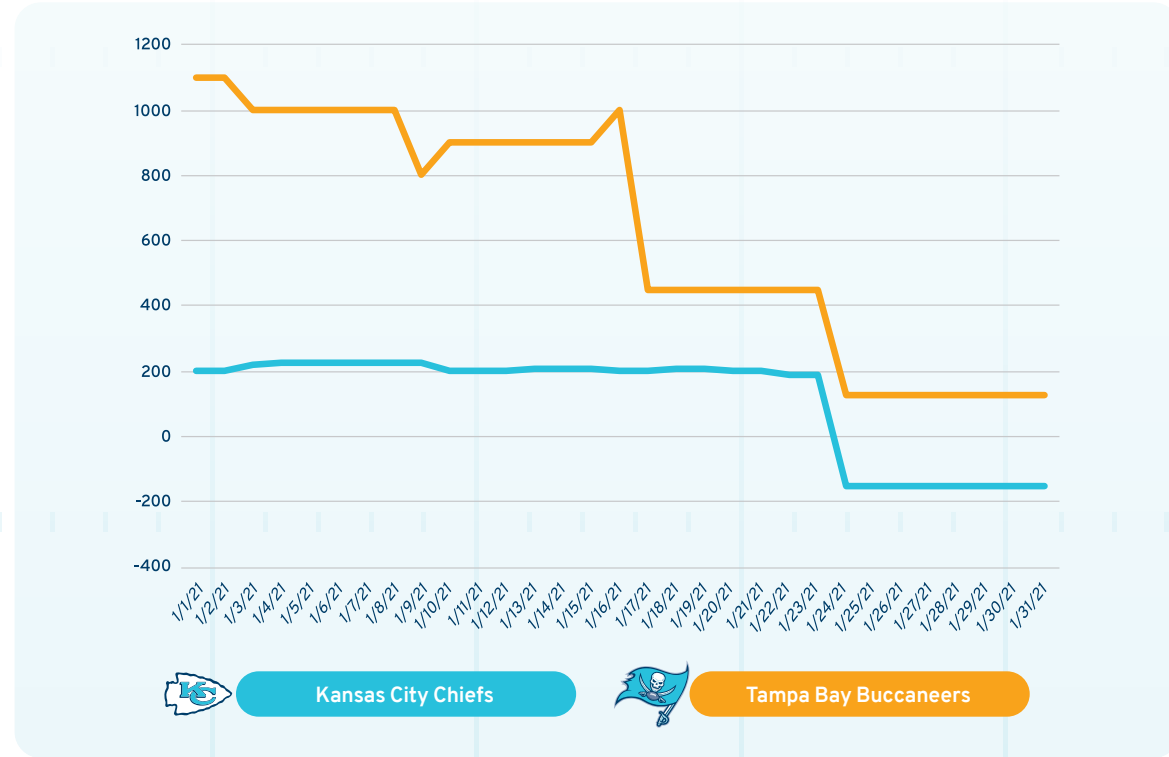
Total Receiving Yards by the Player

Total Rushing Yards by the Player

Total Receptions by the Player

Total Touchdown Passes Thrown by the Player

Daily odds to win NFL Championship by team from January 1, 2021



Data powered by the Kambi Network 2020/2021

Super Bowls LV – Bet Offers, Outcomes, Prices

1,515
Number of
bet offers

3,352
Number of
outcomes

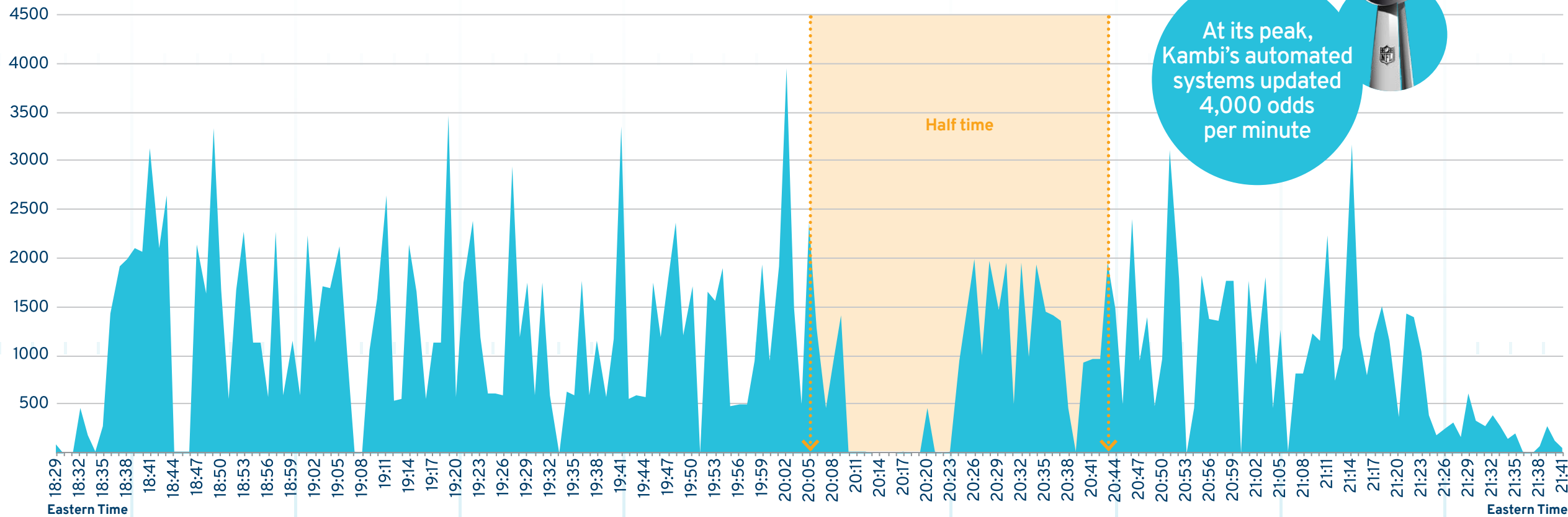
233,205
Number of
prices



Data powered by the Kambi Network 2020/2021

Offering Engagement

Prices Changed Per Minute



Data powered by the Kambi Network 2020/20221 - Super Bowl



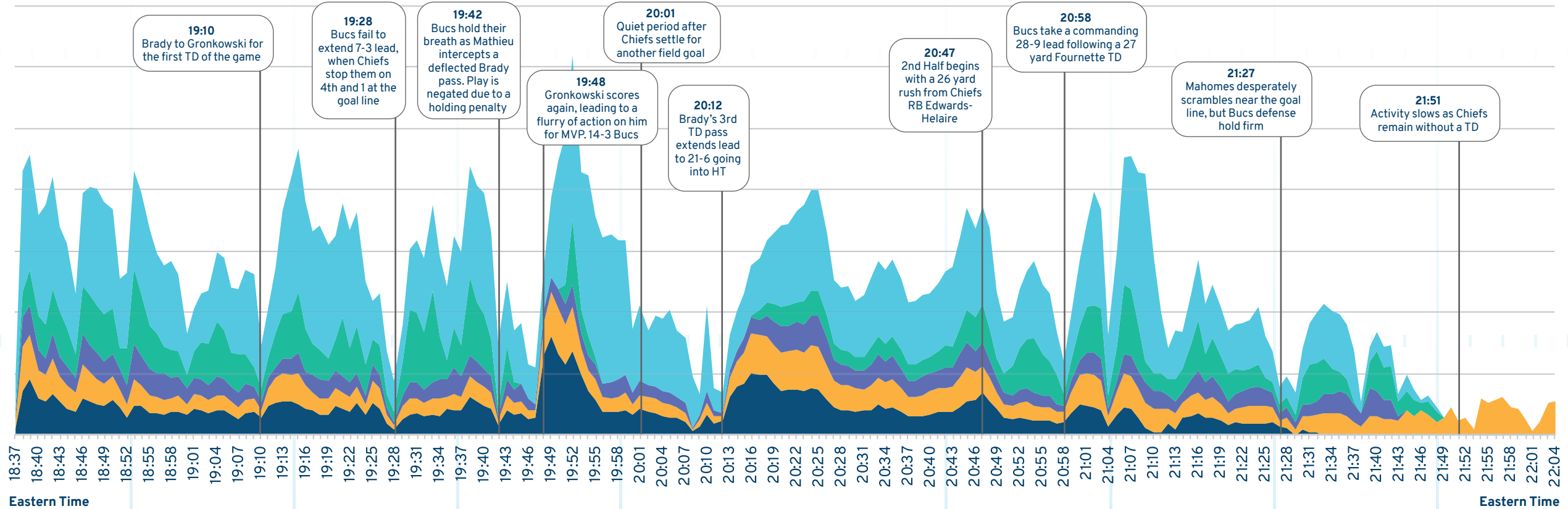
At its peak,
Kambi's automated
systems updated
4,000 odds
per minute

Half time

Live Action Super Bowl

Data powered by the Kambi Network 2020/20221 - Super Bowl

Moneyline Spread Points Instants Other



Super Bowl

19

Super Bowl

20



1

Trader one

Best game and why?

Week 10 Buffalo Bills @ Arizona Cardinals, The Hail Murray:

Josh Allen hit Stefon Diggs for a 21-yard touchdown pass in what looked to be a game winner leaving the Cardinals only 34 seconds down four points. With two seconds left on the clock, Tyler Murray scrambled out of trouble to his left and heaved up a prayer from just inside the 50-yard line. Somehow 15 feet in the air, DeAndre Hopkins rose above three defenders for a miraculous touchdown leaving the Bills stunned.

Your personal MVP?

Deshawn Watson.

Despite having almost no offensive weapons around, he managed to be Pro Football Focus' third ranked quarterback in 2020 and it's not an exaggeration to say the Houston Texans might not have won a single game without him.

Most unexpected result?

Week 13 New York Giants @ Seattle Seahawks.

Coming into Seattle as an underdog and Colt McCoy playing quarterback, no one expected the Giants to cause

any problems for Russell Wilson and the Seahawks. The Giants were able to sack Wilson five times, turn the ball over twice, not to mention a fumble and an interception. The Giants running game totaled 194 yards on the ground to upset the Seahawks 17-12.

Defining moments?

Week 12 New Orleans Saints @ Denver Broncos

Nothing could define the COVID struck season like a team having to play a professional football game without a quarterback. All of Denver's quarterback room was disqualified from the event due to a positive test, leaving practice squad wide receiver Kendall Hinton to line up. It was as ugly as expected. Having last played quarterback in 2018 for Wake Forest, Hinton threw the ball just nine times in the game for one completion of 13 yards and two interceptions. Needless to say, the Saints walked away with an easy win of 31-3.

2

Trader two

Best game and why?

Tampa Bay Buccaneers 31-9 Kansas City Chiefs

The game will be long remembered for the QB matchup between the ageless Brady and mercurial Mahomes. However, no amount of QB brilliance could overcome the defensive scheme of dropping 8 whilst still getting pressure rushing three. This was an excellent game of elite strategy by the Bucs, completely dismantling the Chiefs offensive line, rendering Mahomes ineffective and dethroning the former champions in cutthroat fashion.

Your personal MVP?

Aaron Rodgers.

He had the official award locked up long before the playoffs and rightly so. When you consider how the Bucs destroyed Brees and Mahomes in the post season, it only further strengthens Rodgers' case for greatness.

Most unexpected result?

Jets 23-20 Rams

Jets were winless at the time, late into the season and set to win the race for Trevor Lawrence with the #1 overall pick. They were available at +1300 to win the match and whilst they were written off, the Jets pulled off one of the largest upsets in recent NFL memory, taking down the Rams who got behind early and were kept there.

Defining moments?

They should rename the comeback player of the year award to the Alex Smith award.

A former #1 overall pick, often maligned throughout his early playing career, Smith fought through adversity before overcoming his greatest hurdle. Not only was it miraculous Smith was even on the field after returning from a near career and life ending injury - the fact he managed to take Washington from the foot of the NFC East standings mid-season and lead them to a division title made for a sporting fairytale.

3

Trader three

Best game and why?

Amongst a number odd moments this season, one game that stands out is Rams at Bills in week 3.

Josh Allen was under the microscope, yet to prove he could take the next step to be an elite level QB. Being able lead a game winning TD drive against a top defensive team like the Rams gave plenty of hope to Bills fans. Allen completed a touchdown pass to Tyler Kroft with 15 seconds left in the game to seal the deal. This seemed to just be the beginning for the magical season Josh Allen and the Bills had, ending up in the AFC Championship game.

Your personal MVP?

Aaron Rodgers.

Green Bay did him no favors when potentially drafting his replacement in the first round, rather than giving him more offensive options. Rodgers however gave a clear response, leading the Packers to the top seed in a very tough NFC with a 13-3 record.

Most unexpected result?

Week 14, Pittsburgh Steelers visiting the Cincinnati Bengals.

The Bengals came into the game with a 2-10-1 record, the Steelers on the other hand were 11-2. On top of that, the Bengals lost their number one draft pick Joe Burrow to injury, leaving Ryan Finley to lead them against the powerhouse that were the Steelers. Despite the Bengals being a +670 underdog on the money line, they end up beating the Steelers 27-17 - not bad for a backup QB.

Defining moments?

Players, coaches, refs and fans all made sacrifices.

They ensured the NFL went ahead this season despite all the positive tests, restrictions and uncertainty.

PARTNER WITH CONFIDENCE



Success is never achieved alone. In sport, and in business, teamwork is essential. While you call the shots, you need a trusted partner by your side, one that shares your vision, your strategy and can deliver for you during those high-pressure moments. Partner with confidence. Partner with Kambi. Reach new heights and join the industry's premium sports betting network.

www.kambi.com

sales@kambi.com

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