

A close-up photograph of an NFL player in a three-point stance on a green field. The player is wearing a red and white uniform, a black helmet, and black gloves. Their right hand is on a brown football on the grass, and their left hand is on the ground. The background is a blurred green field with white yard lines. A dark blue gradient overlay covers the left side of the image, where the text is located.

Kambi

NFL Season Report

2021/22

NFL Season Report

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

The world of football is gearing up for the resumption of competitive hostilities, with the NFL regular season due to begin on September 8 as the LA Rams look to mount their Super Bowl defence after triumphing over the Cincinnati Bengals at Super Bowl LVI. The Rams will get proceedings underway against the Buffalo Bills, while the Dallas Cowboys take on the Tampa Bay Buccaneers and Miami Dolphins play the New England Patriots in some of the opening week's headline fixtures.

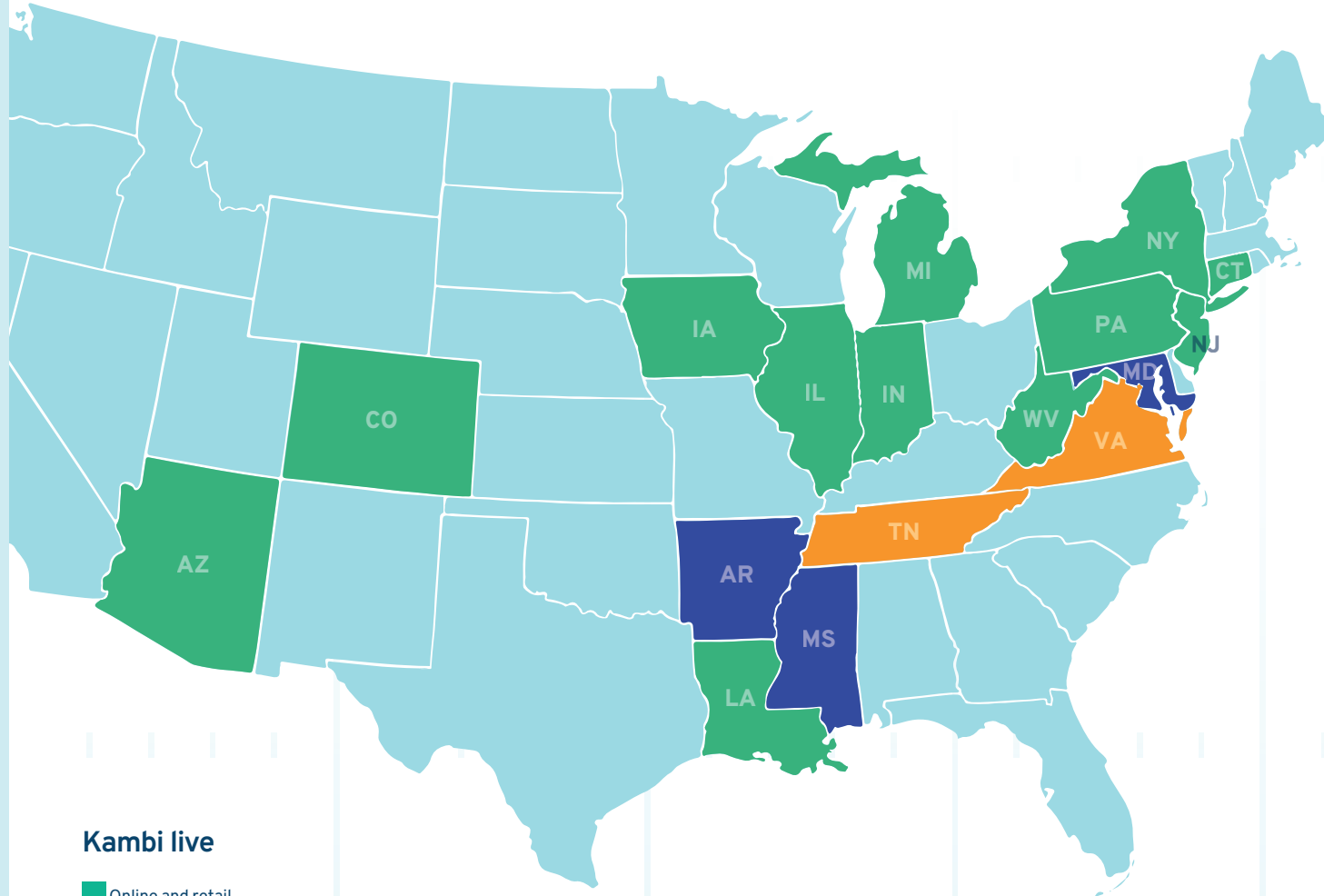
The expansion of regulated sports wagering across the US continues to gather pace and offering a best-in-class NFL betting experience has proven to be crucial in attracting and retaining an engaged customer base.

As Kambi and our partners finalize preparations, Kambi's NFL Report 2022 offers an in-depth look back at some of the key trends from the 2021 season and most recent Super Bowl, drawing insights from an action-packed few months of football as the new season approaches.

The report features an assessment of the most popular team and player markets offered, as well as the impact of in-event and multi-event combinations, including a detailed report on the progression of our Game Parlay product, and how it helped to drive growth for our partners. Game Parlay's popularity among bettors exceeded expectations with more than 40% of NFL bettors placing at least one combination bet during the season, and Kambi plans to offer a range of new bet offers for the upcoming season.

Kambi was also the first to offer college football player props in time for the college football bowl season and College Football Playoff. As Kambi Network data shows, engagement with both college and NFL betting will only continue to grow. In this Kambi NFL Report, we aim to offer actionable data and analytics from the industry's premium sports betting network.

Kambi US Network



Kambi live

- Online and retail
- Retail
- Online

**Kambi is
live in
17 states**

- Arizona
- Arkansas
- Colorado
- Connecticut
- Illinois
- Indiana
- Iowa
- Louisiana
- Maryland
- Michigan
- Mississippi
- New Jersey
- New York
- Pennsylvania
- Tennessee
- Virginia
- West Virginia

Season Highlights

03

Top 5 Teams by Handle

Kansas City Chiefs

Los Angeles Rams

Tampa Bay Buccaneers

Green Bay Packers

Buffalo Bills

regular season only

Top Regular Season Game



New England Patriots

VS



Tampa Bay Buccaneers

10/04/2021

Top 5 Players by Handle

Patrick Mahomes

Josh Allen

Jonathan Taylor

Travis Kelce

Tom Brady

regular season only

Top 5 Games by Handle*

Kansas City Chiefs – Cincinnati Bengals

Los Angeles Rams – San Francisco 49ers

Green Bay Packers – San Francisco 49ers

Kansas City Chiefs – Buffalo Bills

Tampa Bay Buccaneers – Los Angeles Rams

*excluding Super Bowl

Top 5 In-Game Bets by Handle

Spread

Moneyline

Totals

Touchdown Scorer

Total receiving yards by the player

regular season only



NFL bettors and other US leagues

24%

also placed a
bet on **NCAAF**



14%

also placed a
bet on the **NHL**



30%

also placed a
bet on the **NBA**



13%

also placed a
bet on **MLB**



Kambi offered single and multi-game parlay across all NFL games last season. Giving bettors more choice and control over their bets.

Bettors could also combine their NFL Game Parlays with selections from other leagues and sports.

45%

of pre-game
NFL bettors
placed another
in-game bet on
the NFL

56%

of pre-game NFL
bettors placed
another in-game
bet on another
US sport

60%

of NFL Game
Parlay bettors
placed another
in-game bet on
the NFL

68%

of Game Parlay
bettors placed
another in-game
bet on a different
US sport

Bettors aren't only backing the home team in the biggest regulated states



Pennsylvania bettors backed the Chiefs, Bucs and Rams. With Packers and Cowboys fourth and fifth



New Jersey bettors backed the Chiefs, Rams and Bucs, with the Cowboys and Raiders coming in fourth and fifth



Michigan bettors backed the Rams, Chiefs and Bucs, with the Packers and Bills fourth and fifth



Illinois bettors backed the Chiefs, Rams and unsurprisingly the Packers. But also strongly backing the Bucs, Cowboys and Bills.



Indiana bettors were more spread out, with Rams, Chiefs and Bengals seeing about the same level of handle. With the Packers and Bucs both coming in very close at number four and five

45%

of NFL
bettors placed
a Game Parlay

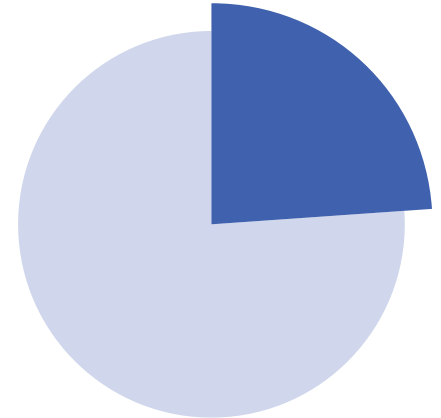


30%

of NCAA
bettors placed
a Game Parlay



Game Parlays
were **24%**
of all NFL Bets



42%
of Game Parlays
were multi-game
parlays



Game Parlay on big game nights

Monday Night Football



Kansas
City Chiefs

vs

Denver
Broncos



36% of all bets
were Game
Parlays
(Average 24%)

A look at college football in 2021/22



Top 5 games by handle

Alabama Crimson Tide - Georgia Bulldogs

Michigan Wolverines - Georgia Bulldogs

Alabama Crimson Tide - Cincinnati Bearcats

Ohio State Buckeyes - Utah Utes

Michigan Wolverines - Ohio State Buckeyes

full season

Top 5 games for in-game handle

Ohio State Buckeyes - Utah Utes

Ole Miss Rebels - Baylor Bears

Michigan State Spartans - Pittsburgh Panthers

Tennessee Volunteers - Purdue Boilermakers

Texas A&M Aggies - Alabama Crimson Tide

*excluding playoff games

The most backed teams by handle

Alabama Crimson Tide

Michigan Wolverines

Ohio State Buckeyes

Michigan State Spartans

Notre Dame Fighting Irish

full season



National Championship Game

Alabama vs Georgia had the 4th highest handle of the whole football season, beaten only by the Super Bowl and Conference Championship games.



VS

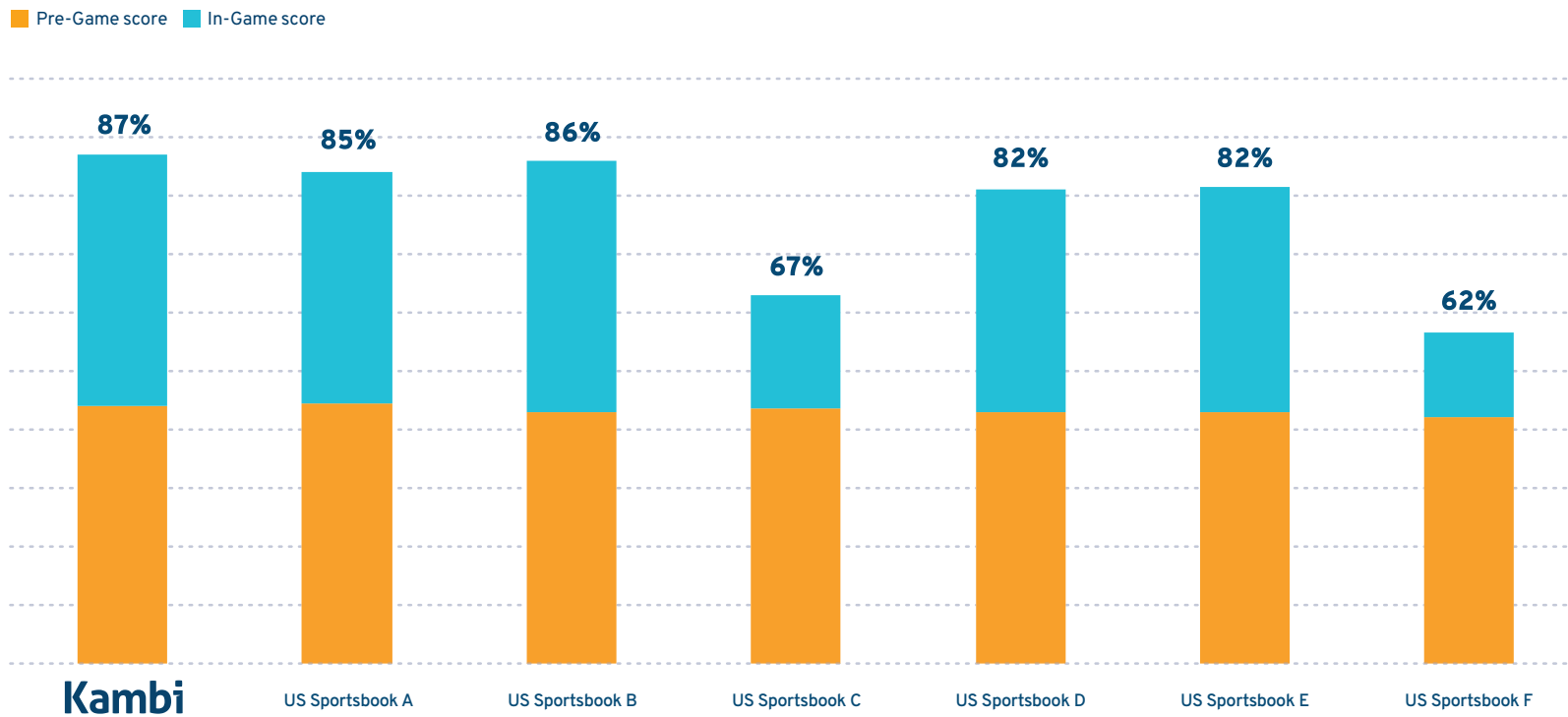


Approx 30% of GGR for the Championship Game was generated by Game Parlays

The National Championship game saw a higher percentage of Game Parlay bets (35%) than the Super Bowl (31%)

Kambi Super Bowl Offering

Kambi benchmarked its Super Bowl offering against US-facing sportsbook competitors, taking into account factors including combinability, bet offers, UX and player prop availability. Kambi's product finished top and scored highly across the board for both pre-game and live.



*Data provided by the Kambi Network 2021/2022

Super Bowl

Top 5 Pre-Game Bet Offers

Spread

Moneyline

Totals

Touchdown Scorer

Outright Winner

Top 5 In-Game Offers

Moneyline

Spread

Totals

Outright

Result of drive

300+

Player prop
markets on offer

31%

of Super Bowl
pre-game bets
were Game Parlays

50%

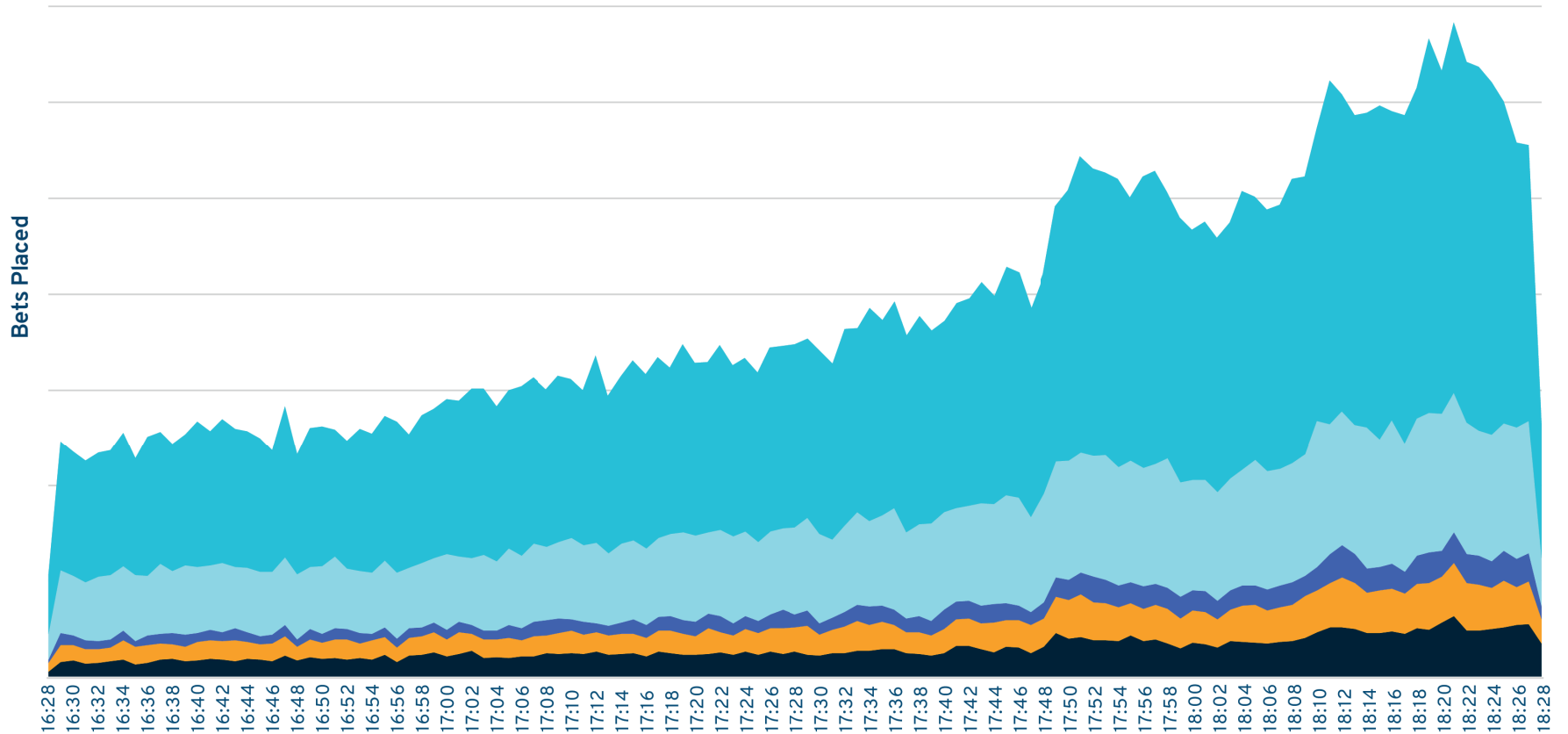
of Super Bowl bettors
placed a Game Parlay
on the Super Bowl

Touchdown Scorer
was the most
popular bet offer
included within a
Game Parlay



Pre-Game Online

■ Moneyline
 ■ Spread
 ■ Points
 ■ Game Parlay
 ■ Other

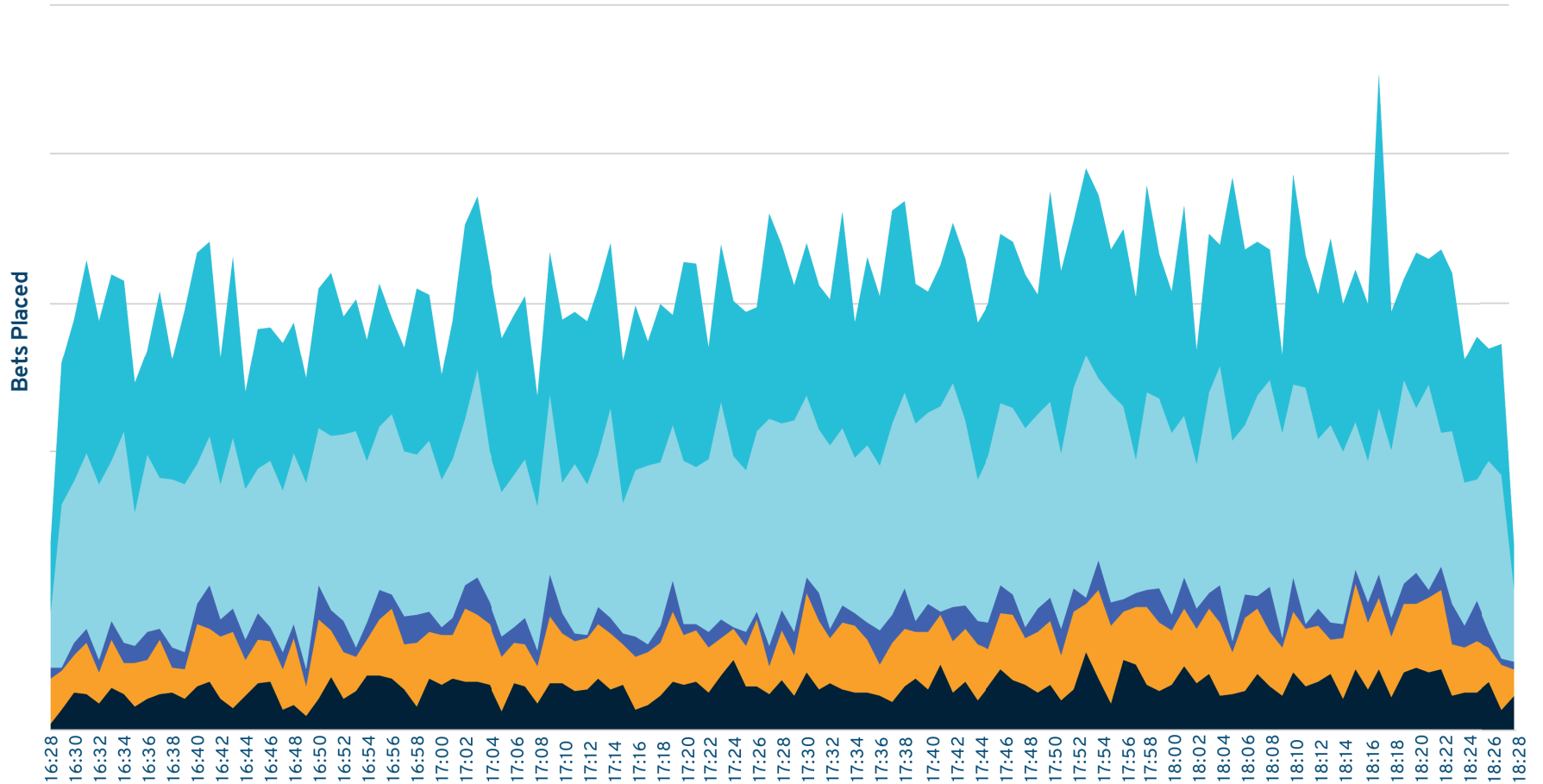


*All times are EST

Betting activity two hours before the game

Pre-Game Retail

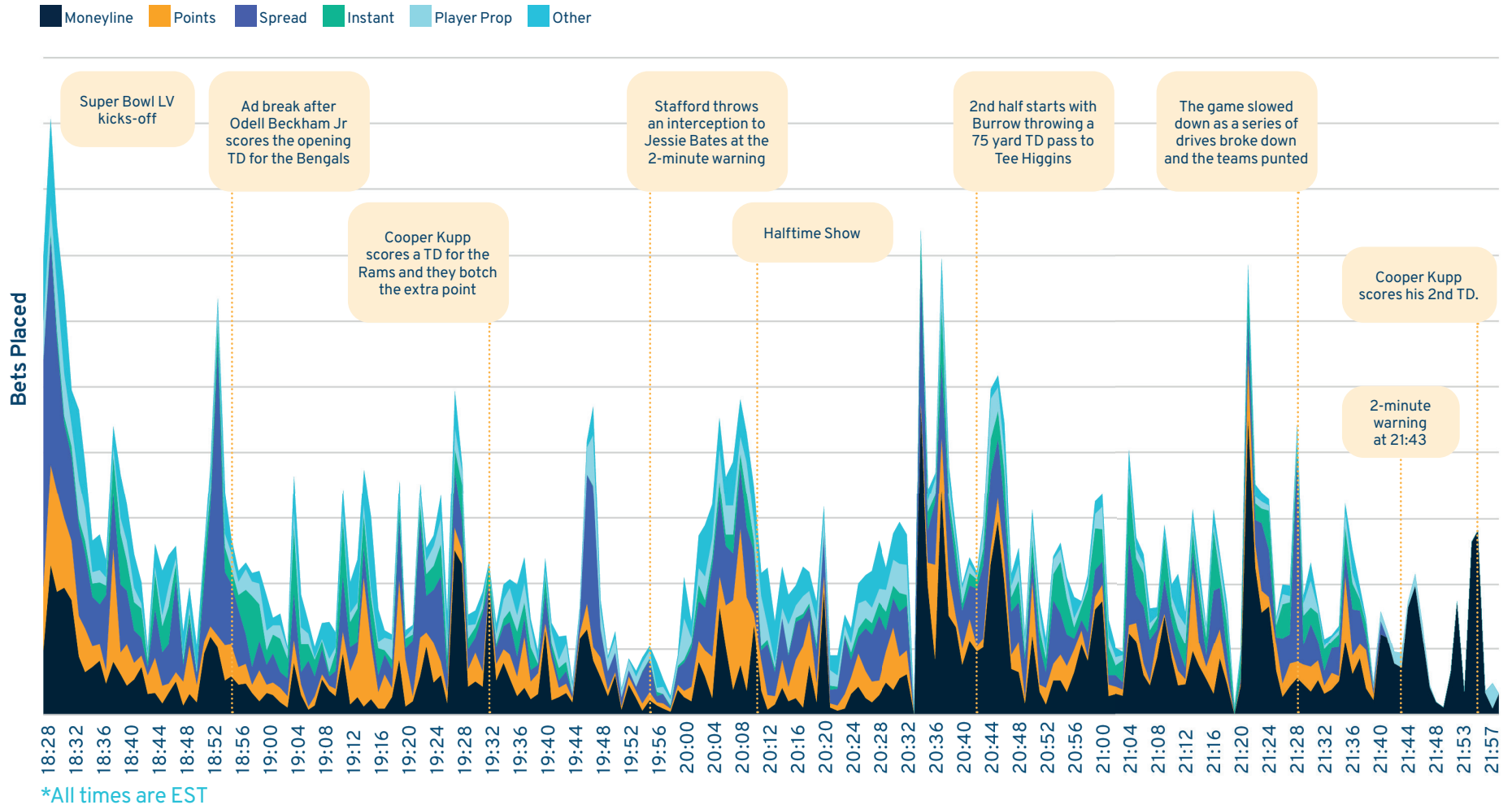
■ Moneyline
 ■ Spread
 ■ Points
 ■ Game Parlay
 ■ Other



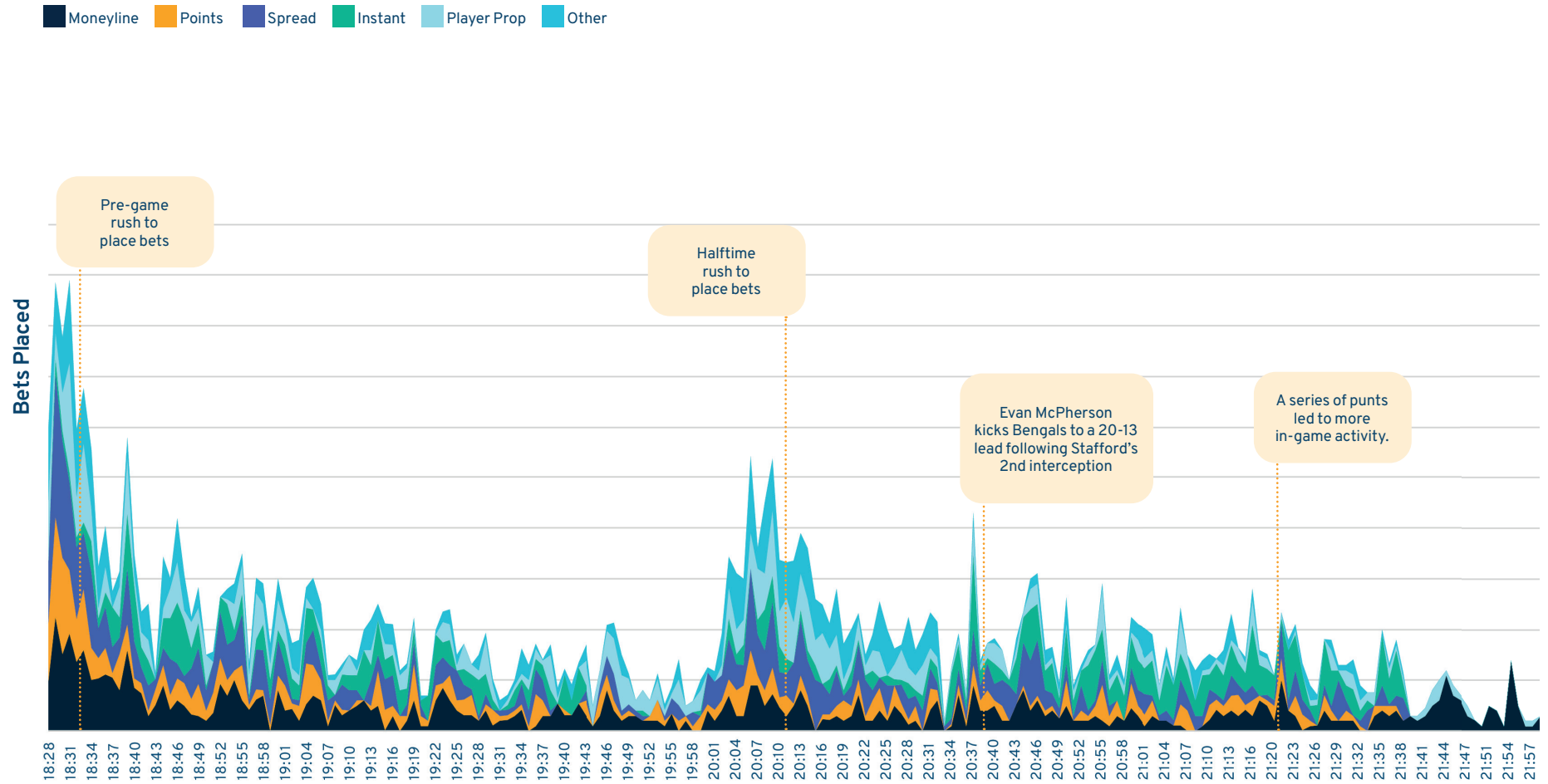
*All times are EST

Betting activity two hours before the game

In-Game Online

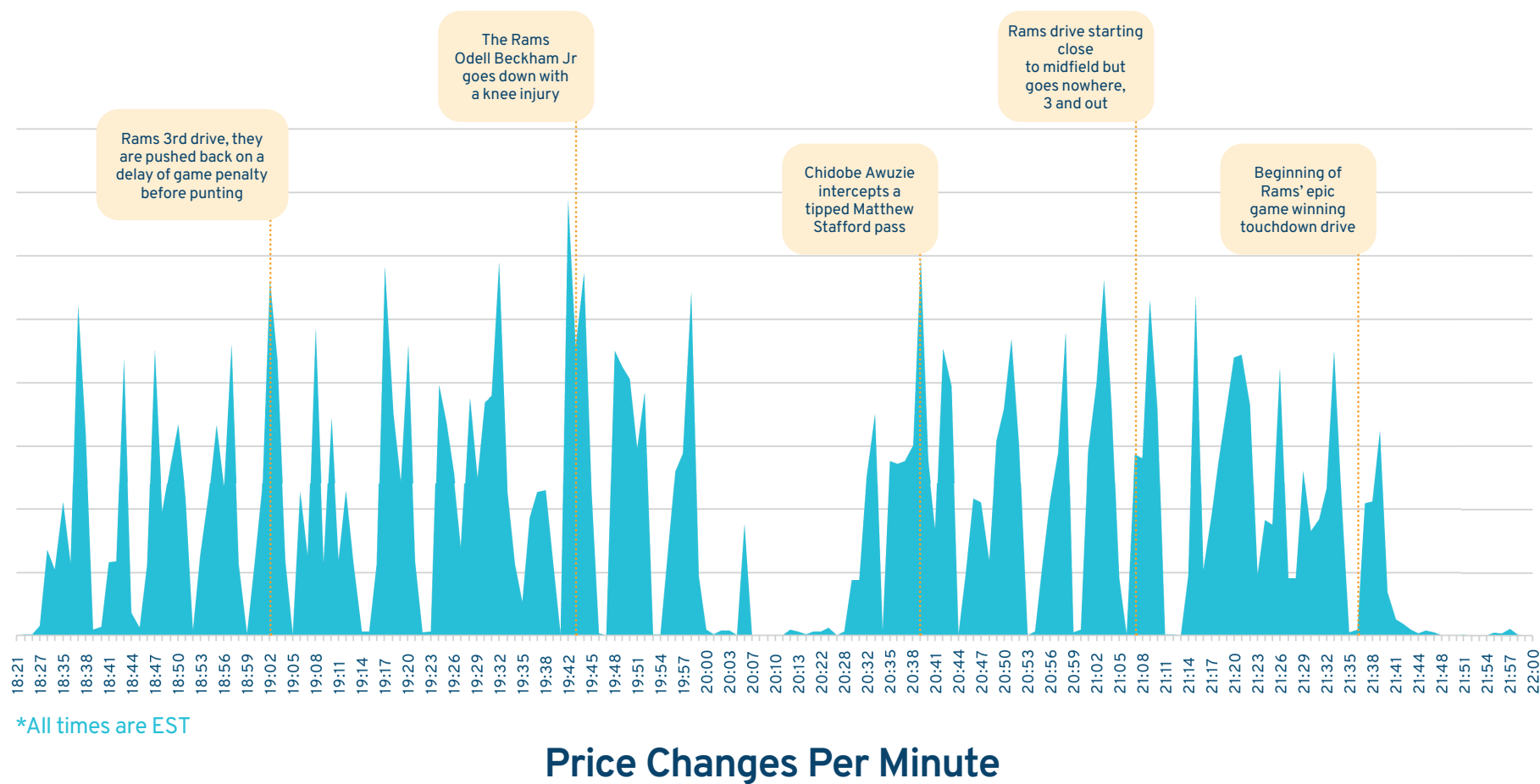


In-Game Retail



*All times are EST

In-Game Price Changes



David Ball

Most surprising result last season?

The Bengals winning the AFC. They had already surprised everyone by emerging as the winners of a competitive AFC North. Then Cincinnati pulled off an even bigger upset in overturning a 21-3 deficit against the juggernaut that is Kansas City. Even losing the Overtime coin toss couldn't stop them making their first Super Bowl since Cris Collinsworth was still catching passes.

What was the biggest betting trend for the year?

User engagement in our new Game Parlay offering was massive. Touchdown scorer was a big part of that, and a big trend was players building parlays with high payouts by combining Touchdown scorers within and across games.



Hugh Arnold

Most surprising result last season?

Might not be a single result, but most surprising moment for me was the final game of the regular season between the Raiders and Chargers, both needing a win to go to playoffs yet thanks to a Jaguars win earlier in the day a tie would've put both teams through. Unbelievably the game goes to overtime with the Raiders kicking the winning Field Goal in the dying seconds. Just goes to prove that the NFL can continue to surprise us even after 100+ years.

What was the biggest betting trend for the year?

From a live betting perspective, a trend we continued to see all season was players betting on teams that fell behind early in games to make a comeback and win, particularly if the favorite gave up the first Touchdown of the match.

What was a defining moment for traders last season?

Changing of the Guard. Last season felt like a real shift from what we have been seeing for the last 10 or so years with a host of rookies and less experienced players proving they have what it takes to carry the NFL for the next 10+ years. Half of all quarterbacks in the playoffs last year were drafted in 2016 or later, and with uncertainty around Aaron Rodgers' future we can expect these guys to become main stays in future seasons.



Rob Dyer

Most surprising result last season?

A fun result to look back on was third string QB Mike White and the Jets beating the would be AFC champion Bengals in week 8. White completed 37 passes for 405 yards and 3TDs in what will be the best game of his life and something he will be telling the grandkids about the day he beat Joe Burrow.

What was the biggest betting trend for the year?

Definitely the touchdown scorer markets. The most popular thing I saw on Twitter all season was punters combining their favorites to score across the game as well as first touchdown scored. Side note, we are seeing a ton more turnover on first field goal in NBA now, clearly showing customers want action and they want it quick!

What was a defining moment for traders last season?

Defining moment for me is very similar to David and Hugh. The league is now up for grabs with the young extremely talented QB's. The Brady, Ben, Peyton, Brees' have turned into the Mahomes, Allen, Herbert and Burrows and it will be very exciting to watch for a long time.



New IEC offers for the upcoming NFL season

Total Touchdowns

Total Touchdowns by Home Team

Total Touchdowns by Away Team

Total Pass Completions by the Player

Total Interceptions thrown by the Player

Total Rushing Attempts by the Player

Total Passing & Rushing Yards by the Player

Total Receptions by the Player

Total Successful Field Goals

Total Successful Field Goals by Away Team

Total Successful Field Goals by Home Team





Join us at G2E

Booth 2230

we know what it takes

To be a leader in your field takes experience, expertise and a desire to go the whole nine yards. 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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