SPORTS BETTING INTRODUCTIONS:

**Betting Exchange**

A sports betting exchange is comparable to the New York stock exchange, except our Wall Street starts with a www. A betting exchange is an online platform which allows bettors to place the bet or be the bookie. A betting exchange is a neutral platform for all bettors to facilitate. Some of the advantages include less of a service fee, bettors can “back” or “lay,” and are able to choose the odds instead of using balanced odds created by bookmakers.

However, most things are too good to be true. Betting exchanges do have their downfalls. For instance, there are rarely second half lines, bets can be limited on smaller matches, and there is limited ability to place parlay bets. Betting exchanges have caused a whole revolution to the world of sports betting, cutting back the need to run to a bookmaker for every bet.

**In-Running Betting**

In-run betting opens up a whole new avenue of options for bettors during an event. Traditional bets must be placed before an event begins; however, in-run bets generate options during an event. Bets can be placed on team or individual sports. For instance, bettors can bet on which team will score next, who will be leading at the half, or which player will score next. For individual sports like tennis, bettors can make a wager on how many times a player will double fault during a match.

In-run bets allow bettors to adjust their bets based on performance. For instance, if you notice that the home team just didn’t show up to play you are able to hedge or even increase your bets, depend on which team you placed a wager on. This means that bookmakers must maintain high odd accuracy, which is difficult to do while a match is taking place. This gives all the advantage to the bettors.

**Horse Racing**

Horse racing is one of the oldest betting sports. The equestrian sport has a long history of dramatic races, wins, losses, and savage bookmakers. Archeologists have been able to trace horse racing back to ancient Babylon, Syria, and Egypt. The main goal when betting on horse races is the beat the odds maker. Betting on the horses and their jockeys makes the race more exciting. In order to place a bet on a horse race, bettors must state what they’re betting on, the type of bet, and the wager or amount.

Horse racing still exists because of the bettors. Because of this, the kinds of bets and the amount of races have increased over time. There are arrays of bets that can be placed before a race. They are split into two categories, straight bets and exotic bets. The most popular straight bets in horse racing are win betting, place betting, show betting, win-place betting, and across the board betting. The most popular exotic bets are quinella, exacta, trifecta, and superfecta betting.

**Football Betting**

European Football has become an increasingly popular sport over the last 20 years, overseas and in the states. All good sports betting is based on statistical analysis and situational trends. Similar to wagering on professional baseball or hockey, football uses a money line. Football bets can be placed on either team taking the win, or on the game ending in a tie. There are a number of bets that can be placed on individual occurrences during the game. Many soccer matches may have a total posted, so that bettors can place a wager on number of goals over or under a certain amount. A typical bet would be 2.5, so that bettors could bet on no more than 2 or less than 3. Proposition bets are also available for bettors. An example of a proposition bet would be the time of the first goal, the team to score first, and which team is ahead at halftime.