

# ICE London debutant BETBY is preparing for 'massive expansion'

BETBY, the Malta-based B2B sportsbook provider, will be using its first appearance at ICE London, the world's largest gaming technology event, to bring a 'fresh approach' to the online sportsbook market and accelerate its ambitious expansion plans.

Commenting on the decision to transition from being ICE London visitors to exhibitors, BETBY's CCO Chris Nikolopoulos explained: "We feel that we are coming with a fresh approach in the online sportsbook market and our day-to-day growth so far shows that we are most probably doing that properly. At ICE London, we want to introduce BETBY to a wider audience, as we feel that, more or less, one year after our company's launch, now is the time when we are ready for massive expansion!"

"ICE London is the biggest gaming expo of the year," he continued. "This is definitely a great chance for us to showcase our products and services, but also to meet with partners and industry friends from all across the world. Like every year, I expect ICE London to be full of innovation and opportunities, so for us it was an easy decision to participate."

BETBY was launched in late 2018 and currently services 17 different global brands, offering unlimited flexibility to operators who want to create a unique customer experience. At ICE London, the company will showcase its sportsbook solution which combines the full spectrum of online sportsbook operations, including premium quality data feeds, a powerful sportsbook back-end engine and numerous front-end layouts. Aside from exhibiting their products, the company is keen to network and discuss the possibilities of AI and machine learning with operators from established and emerging markets.

Nikolopoulos confirmed: "We are very much focused on harnessing machine learning software, which is used to predict and detect customer behaviour, whilst also facilitating automated personalisation techniques, both in terms of sportsbook content and betting options.

"As a provider who takes care of trading, risk management, 24/7 B2B support and client segmentation for our operators, we are also paying lots of attention to customising and personalising our software and services per market and per operator. At ICE London 2020, we will be showcasing all of the above – it's basically our proposition to operators who want to differentiate themselves from the competition. Pass by booth N10-320 to find out more!"

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