

# Live Channel Promotion

Promote your live streams with eye-catching, betting-oriented sports video clips



## Awareness is Key

Our **Live Channel Promotion (LCP)** boosts awareness of your landing page and increases interest in your entire betting and streaming offering – even before a visitor to your online sportsbook registers for an account or logs in! Engage your clients from the first second by including clips of specific sports on your website's sub-pages.

The core of LCP is aggregated value sport clips from some of the most popular sports in our live streaming portfolio. The **Mixed Sports Clips** are produced up to four times each week.

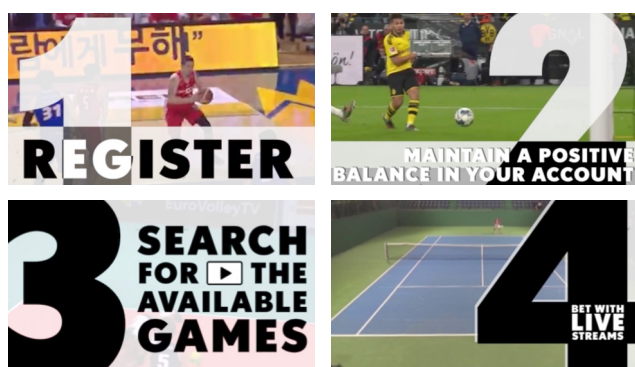
You can also target certain segments with LCP by selecting from hundreds of up-to-date **Sport Specific Clips**, which are dedicated to certain sports, and compiled with highlights from some of the world's best leagues and tournaments.

## Promotional clips with footage from sport events around the globe

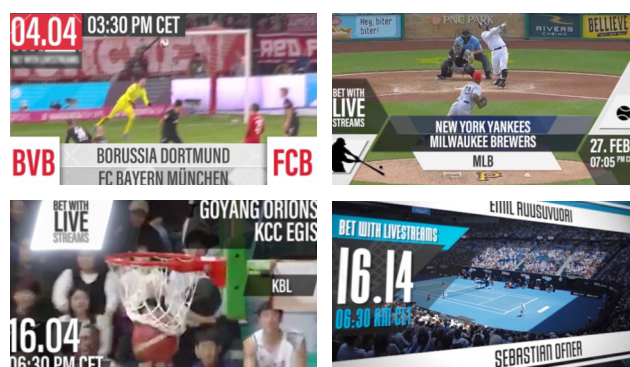


## 900+ ready-to-use video clips per year

**200+**  
Mixed Sports Clips



**700+**  
Sport Specific Clips



For further details, contact us at [av-product@sportradar.com](mailto:av-product@sportradar.com)