

BETFUZE

BETFUZE app helps predict the outcome of sports bets using Twitter sentiment

- Crowdsourced Twitter sentiment engine - Sentimeter™
- Odds comparison from major bookmakers in one mobile app.
- App learns what content sports fans like to deliver markets, insights and sentiment.

January 29th, London. [BETFUZE](#) is today launching the world's first sports betting app using Twitter sentiment. The free app provides users with a unique experience by offering crowdsourced insights using the Sentimeter™, along with the latest sporting news, statistics - all powered by an app that delivers more of what you like the more you use it.

BETFUZE's Sentimeter™ analyses the tweets of millions of sports fans in real-time to provide users with instant insight on the likely outcome of any bet. Using natural language processing technology, the Sentimeter™ analyses millions of sports fans' conversations on Twitter to interpret a positive or negative social sentiment, and judges the likely outcome of featured sporting events.

BETFUZE Co-Founder and CEO Paul McNea comments: *"The Sentimeter™ brings the power of social media to sport in a way that's never been seen before. BETFUZE uses the insights of millions of people, to reveal who the crowd is with, without needing to be in the stadium. This is betting for the mobile and social media generation where news and public opinion combine."*

Paul McNea continues: *“The Sentimeter™ idea came from watching Andy Murray in the men’s singles tennis final at Wimbledon. Twitter interactions had tripled from the 2012 Championships and IBM began monitoring social media sentiment around the players for the first time. Murray’s performances made him the most positively referenced player overall (42% positive), with fluctuations appearing before and after top performances. This really woke us up to how we could use the power of the crowd to help predict the outcome of any sporting event. We looked at how we could utilise this for other sports and there was a clear link between social opinion and outcomes. So the Sentimeter™ taps into this crowd energy.”*

Additional Features:

- **Odds Comparison:** This feature provides real-time odds from major bookmakers. Bets can be placed with a couple of taps to ensure a fast in-play experience for users when time is at a premium.
- **Tailored Experience:** Imagine having your own personal bookmaker who knows what you’re interested in. Using the latest artificial intelligence, the app learns your likes and dislikes.
- **Streamlined Design:** Designed specifically for mobile, the app has been crafted with none of the clutter and confusion of a traditional betting website or app. Together with a powerful event search engine, BETFUZE focuses on design to reduce browsing time.

Launching for iPad initially; iPhone and Android versions are coming soon. BETFUZE is currently available to download from the iTunes App Store.

<http://betfuze.com/download/>

ENDS

Notes to Editors

Logos, app screenshots and spokespeople images can be downloaded from <http://betfuze.com/press/BETFUZE-PressPack-January2014.zip>

Media Enquiries

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About BETFUZE

London-based [BETFUZE](#) is a venture between the founders of the leading mobile incubator YUZA and mobile payments entrepreneur Paul McNea.

BETFUZE's operating company, Sports Fuze Limited, has recently secured a significant funding from a syndicate of global investors.

About YUZA

HQ'd in the world famous Carnaby Street, [YUZA](#) incubates platform-based mobile ventures as well as creating mobile experiences for some of the most powerful global brands.