

Future Anthem Real-time AI Platform

Enabling configurable decisions across off-app, in-session and out-of-session moments



Sees It First

Every player, every vertical, every bet, understood in the moment.



Decides In The Moment

Recommends the best next action instantly, while keeping you in control.



Interprets In Real Time

Listens to millions of bets a minute, using behavioural data and real-world context.



Delivers On Your Terms

Integrates through open APIs, operates securely, and measures the impact.

Built Gambling-First

Attributes and models purpose-built for gambling, from bet types and jackpots to session behaviour

Set It Once, Always On

Reliable personalisation at any scale, freeing your team for innovation and player experience

Future Anthem **real-time AI platform**

Platform Modules

Set up once, then personalise every moment



Content Recommendations

Decides what content to show in the app, in the moment, with adjustable commercial weighting.



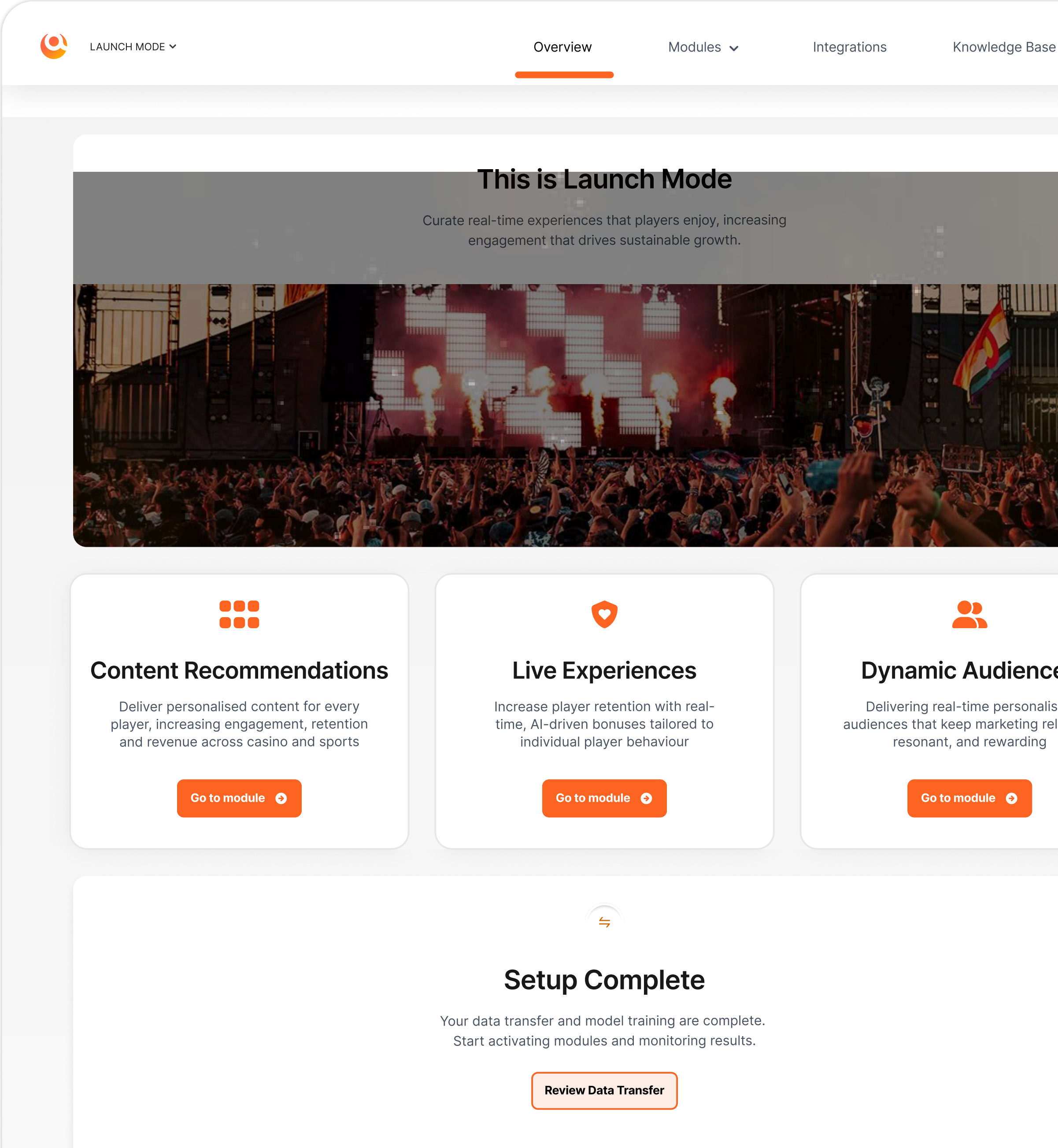
Live Experiences

Interacts with players in-session to increase bonus efficiency and player retention.



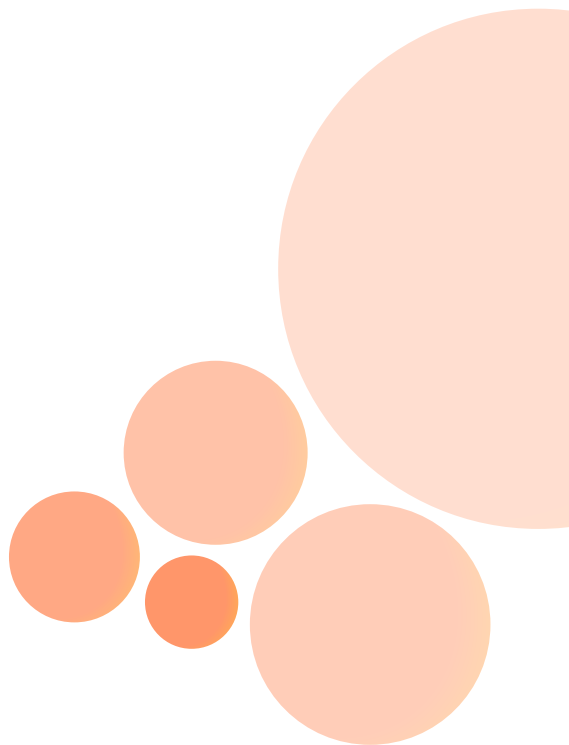
Dynamic Audiences

Utilises live events to trigger communication in real-time, increasing upsell opportunities.



Real-time AI, Proven at Enterprise Scale

Trusted by leading global gambling brands



100ms

Average API response time

500bn

Bets ingested to date

5m

Players engaged every month

99.9%

Platform uptime

Leading customers

Partner ecosystem
