

Future Anthem real-time AI platform

Content Recommendations

Personalisation is proven to improve player experiences and commercial performance



Interpret Every Moment

Real-time models ingest every bet and event



Combine Live Context

Every signal weighed against 100k of live events



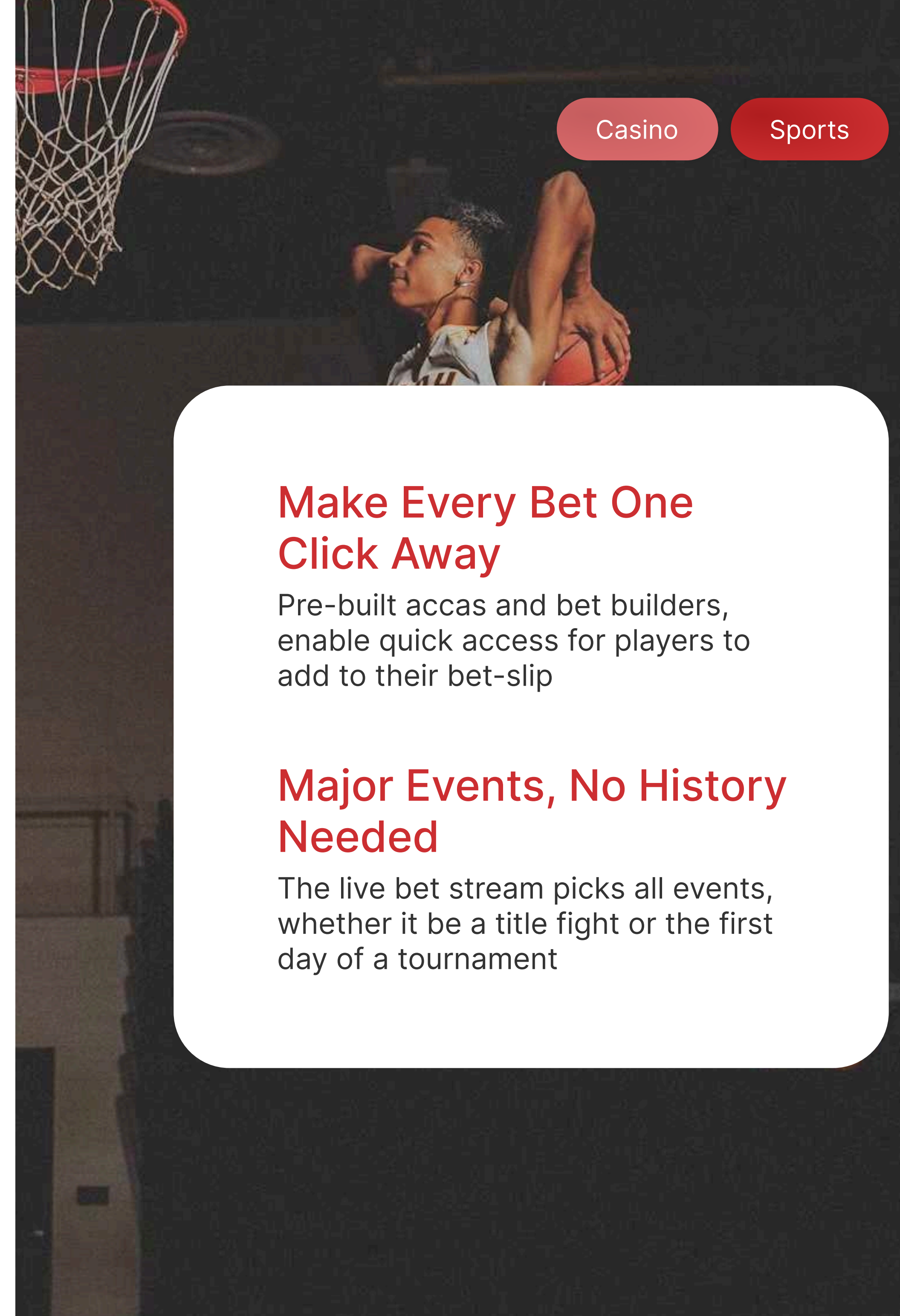
Personalise Experiences

From the homepage and navigation to event pages



Puts You in Control

Set the guardrails that matter, size your own control group



Casino

Sports

Make Every Bet One Click Away

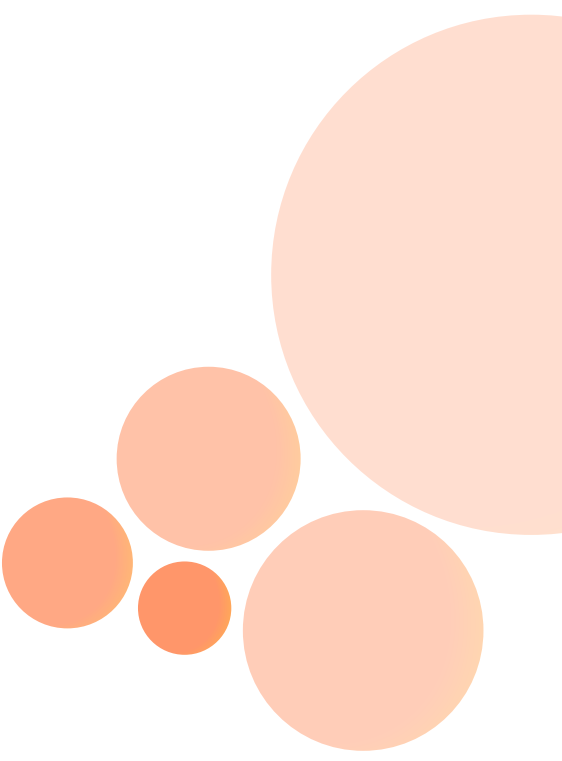
Pre-built accas and bet builders, enable quick access for players to add to their bet-slip

Major Events, No History Needed

The live bet stream picks all events, whether it be a title fight or the first day of a tournament

Key Features

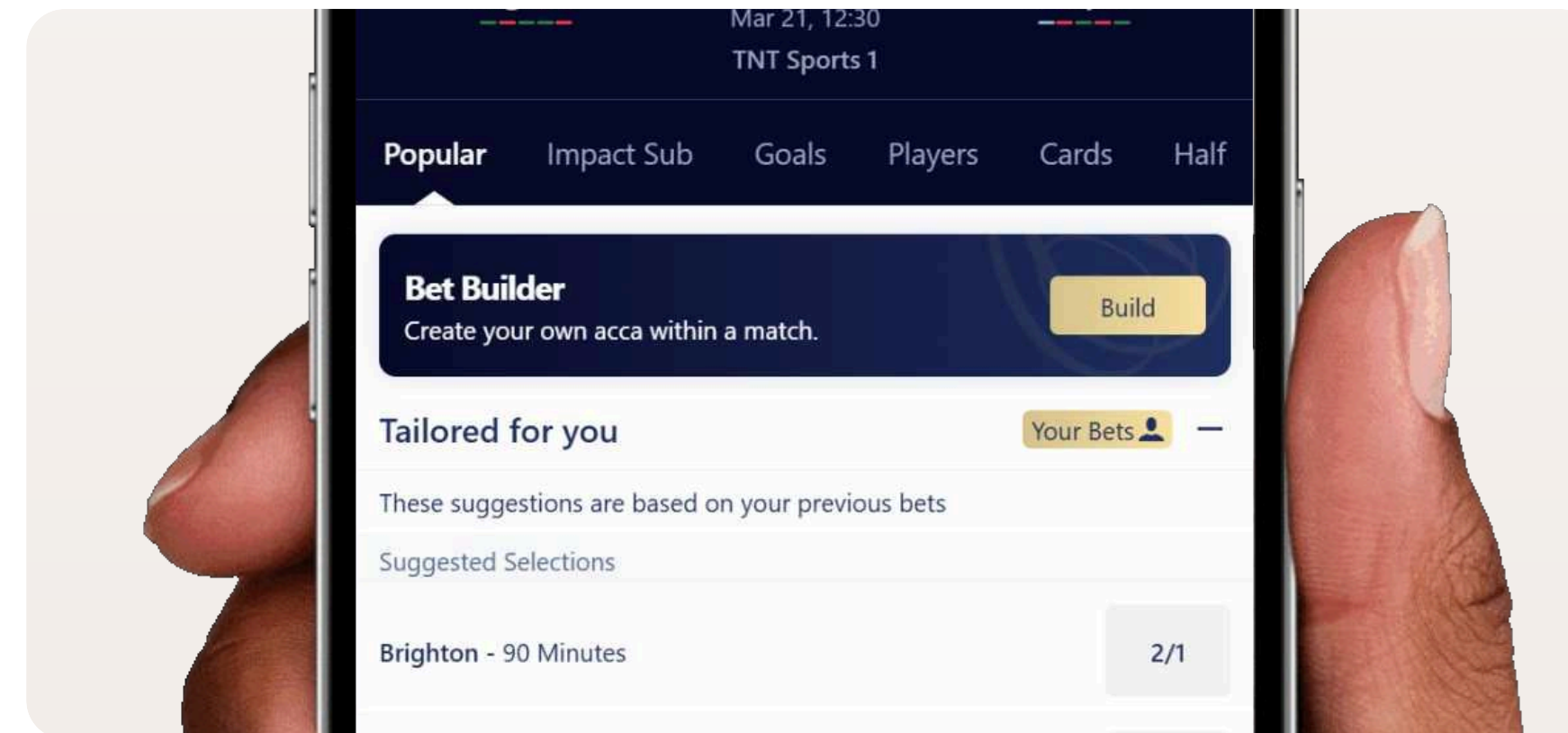
Every market, promo and menu personalised as play unfolds



20+
Use cases

+1.5m
Events per minute

50m
Monthly
recommendations



Front-end Personalisation

Recommendations can surface preferred options easily, and guide player discovery



Out-of-Session Campaigns

Recommendations are available to marketing systems to enrich off-site communications

Content Recommendations

We build every recommendation around the individual player — their own history and preferences



< 100ms

- Player logs on
- Anthem API provides player level personalisation for the whole site/app
- Every menu, every promo, every section;
Market level personalisation for every event, in real time;
Truly real-time personalisation for in-play betting;
- Experience delivered

