

Live Streaming (LC)



Documentation content

Welcome to the integration documentation for our Live Streaming products.

Here you find everything needed for integrating the Sportradar streaming products.

With Betradar's adaptable Live Streaming, you'll receive dedicated, award-winning* live streaming solutions that fulfil your customers' demands for accurate information, betting stimulation, and match visualisation – all through the broadest media rights portfolio of sports events in the industry. Highly flexible and diverse, our Live Streaming solutions open up new turnover potential and offer your customers an immediate incentive to follow the match action.

Live Channel Online (LCO) & Live Channel Retail Flex API (LCR Flex)

Live Sports video content – alongside your in-play betting offering – is key to increasing turnover by strengthening your customers' bet-stimulation, retention and loyalty. Not only can live pictures within your in-play betting offering help increase visit duration to your online or mobile service, it enables punters to follow the flow of a match from a single source – helping to ensure they'll place even more bets as they watch the events directly connected to your live odds.

Live Channel Retail (LCR)

Live sports content is essential for your betting shop – leading to more betting options for your clients and improved turnover for your business. Using Betradar's Live Channel Retail you can significantly boost live sports coverage in your shop with interesting live events from our outstanding and highly flexible media rights portfolio. By offering events that aren't usually broadcast on traditional channels, Live Channel Retail can help increase your revenues on pre-match and in-play betting – whenever you're open for business. You can also increase awareness to your brand by creating your own Live Channel Retail. Our customisation options let you add your own logo, match your shops colours, and even include your own channel trailer and marketing video.

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