

MG - The Unified Odds Feed



This section describes some of the main benefits of using the unified odds feed over the legacy live odds and life cycle of odds products.

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Modern technology

Unified feed uses AMQP for providing clients with lightweight messages through and a restful API for requesting additional information.

Lightweight messages

Unified Feed provides a different message logic than our legacy feeds, providing easier to read and manage messages for our clients. This applies to how odds, markets, probabilities and more are represented in the feed. The same information is provided with improved performance, easier to understand logic and less configurations to worry about.

Multiple producers, one feed

Unified feed combines all our odds producers into a single feed, a single point of entry for all information about both pre-match odds and live odds. Unified Feed also includes, but is not limited to our virtual sport products, BetPal, Numbers Betting, etc.

New configuration and monitoring interface

All the configuration and monitoring for Unified Feed is done within our newly introduced Betradar CTRL interface. We can also provide you with training for the new interface.

XML configurations as standard

Unified feed provides most of the legacy Live Odds configurations as standard, and additional information outside the feed can be accessed from the API when needed instead.

Redesigned markets set

Unified feed introduces a new set of markets which includes rapid markets, player markets, outright markets. Markets are shared across all producers. Mappings towards legacy feeds market IDs are available via API.

Legacy feeds vs. Unified Odds Feed quick comparison

The below table highlights some important differences between our legacy products and the unified odds feed:

Topic	Life Cycle of Odds	Live Odds	Unified Odds Feed
Credentials	Client key and password	Depends on the method of delivery	Token
Methods of delivery	Socket connection	FTP / HTTP push / pull	AMQP + restful API
Available products	Pre-match	Live betting	Pre-match Live betting BetPal Virtuals (Gaming) Numbers Betting ...
SDK	Java / .NET Bookmaker SDK		Java / .NET Unified Feed SDK
Configuration and monitoring interface	in.betradar.com		Betradar CTRL (ctrl.betradar.com)
Sport events	Match, outright, 3-ball	Match	Match, Stage, Season, Simple tournament, Draw, Lottery
Pre-match to live transition	No transition (only pre-match)	No transition (only live)	Seamless transition
Betting markets	Own list of markets (own ids)	Own list of markets (own ids)	Newly introduced markets set with new ids (mappings towards LCoO and LO available)
Market Statuses	No statuses	Active / inactive	Active Suspended Deactivated Settled Handed over Cancelled
Market settlement	Only post-match	Only in-play	In-play Post-match
Market lines	SpecialBetValue	SpecialOddsValue	Specifiers
Outright markets	Special events	N/A	Special markets belonging to seasons or simple tournaments
Message Types	N/A	Alive Odds change Bet stop Bet start Bet settlement Rollback bet settlement Bet cancel Rollback bet cancel	Alive Snapshot complete Fixture change Odds change Bet stop Bet settlement Rollback bet settlement Bet cancel Rollback bet cancel
Replay server	N/A	Available	Available
Recovery	Initiated from in.betradar.com manually	Current requests	Initiated via UF API

CTRL interface

Betradar Ctrl is a new bookmaker system designed to meet the increasing challenges of bookmakers to be faster and more effective in their operations. The system that has been developed in close coordination with our customers provides a full suite of the most wanted features, and zero that are non-essential. In fact, two critical factors shaped its entire development: *speed* and *control*. Combined with our equally new Unified Odds Feed, Betradar Ctrl is the fastest system in the market when it comes to odds delivery, comparison, change and processing.

Info



Should you need help for using CTRL environment, you can use the following page <https://integration.web.ctrl.betradar.com/help/tutorial> (accessible only with CTRL credentials).

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