



Betaland keeps growing in September

A double digit growth rate in the online gambling and a new live streaming offer with more than 1.000 monthly events: OIA Services LTD (owner of the brands Betaland and Enjoybet) keeps growing with positive results and new initiatives to strengthen its offer.

After the extraordinary data in August, OIA forecasts a 35% growth rate in September, confirming its market position in the top ten of the Italian online gambling industry. These results also confirm the strategy and effort made by OIA in both the commercial and product development domain: the recent initiatives move in the same direction such as a wider retail and online offer of the Betaland TV Channel. “Our customers”, Michele Sprovieri, OIA Services LTD Managing Director “could see Bundesliga and LegaPro matches as well as many other sport events. We now have online bingo in our product portfolio and we keep working for a wider and more performing sport betting offer and to add new features to our websites and shop infrastructures”.

Moreover, OIA finalized the transition towards the cloud framework in collaboration with KPNQuest, one of the most important provider in this field. This solution allows to use an innovative technology which is at the avant-garde of the Italian regulated gambling. “I am very proud of this innovation because it leads OIA in the elite of the gaming industry in Italy from a perspective which is too often neglected or not carefully looked upon. All these achievements – Sprovieri explains – confirm the quality of our efforts and investments in the last year. The risk policy, based on high & balanced odds, is also paying off in terms of growth and profitability. I am happy to thank all our partners that are playing a major role in achieving these results. We stay happy and hungry to do our best every day and move forward”.