

# *Online Promotion for Betting Services*

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**Abstract:** *In 776 BC the concept of sports betting was born in Ancient Greece. At that time, several types of competitions were played: the Olympics, the Phytic games in Delphi, the Isthmic games in Corinth or Nemea, and various people bet on these events from the desire to earn money easily. Thus, after the end of the Roman era, the betting method was also transmitted to the Middle Ages during the tournaments. The noblemen trained their servants about the strategy and the amounts they would bet, and the win was entirely for the nobles. Beginning with the 17th century, especially in 1780, sports betting developed a lot in England and the great revolution in the field of sports betting began; given this, we can say that England is the founder of sports betting even though it has existed since Antiquity. Sports bets are played around the world, but in Europe they have the biggest impact, also having a major tradition of doing so. From a different point of view, bookmakers are organizations that publish odds, analyse various sports events, accepting sports bets from bettors and incurring all their losses, and the need to offer certain amounts if the bettor wins the bet. Betting tickets can be simple or combined. The simple ones contain only one event and the combined ones may contain more events. They also have different peculiarities that can be played in a predefined or combined system, and in order to win, all events on the ticket must be winning. Combined bets are used if you want to earn a higher amount with a small investment.*

**Keywords:** *betting tickets, sport betting, bookmaker, odds.*

## **1. Introduction**

We can say that in Romania the phenomenon has been increasing since 2002, with the arrival of the football pools.

Below we will list the licensed bookmakers in Romania: Sportingbet, Unibet, Netbet, Winmasters, 888, Betfair, Fortuna, Casa Pariurilor, Stanleybet, Mozzart, Betano, Maxbet, Superbet and Betarena.

There are many people who ask the following question: "Is it really possible to earn money constantly from sports bets so that you can make a living?" I often hear people outside the phenomenon who say that most of the bettors are degenerate people who spend their money on gambling and that sports bets are for the less well-off people who dream of getting the score of their lives.

## **2. Research method**

The truth is that there are very few who even manage to generate a steady income from sports bets so that they can only live out of this activity without the need to have a job. Of course, there are a lot of bettors who win a betting ticket from time to time, but they do not manage to win constantly, and the winning tickets are based on luck rather than on a well-established strategy. Such people fail to make long-term profit.

In fact, statistically, at the end of a calendar year, 93% of bettors who played consistently during that year end up on minus, and only 7% earn profit. Some of them have caught incredible tickets that have earned them consistent gains, while others have just got a good year without necessarily being extraordinary bettors. Of the 7%, probably 6% will not be on the plus side next year, so we are talking about a small group of players who make constant profits from bets. But still this is possible.

We will talk a bit about Bwin even if this online betting house no longer offers services in Romania. Bwin has provided some interesting statistics for university research.

According to these statistics, about 80% of the earnings generated by the bookmakers are due to the amounts lost by 10% of the bettors. On the other hand, 80% of the bettors' earnings are achieved by only 5% of them. The statistics are based on the 2007-2009 period of time. You might say that these data are rather part of the distant past, but research from other studies shows that these percentages have not changed much.

### **3. Expert sources consulted**

Statistics also show that those who bet less earn more. And that is quite logical: you will get better results if you focus on a small number of sports events. This means that you can carefully analyse the chosen matches and limit yourself to quality, not quantity. However, it should be noted that the most successful bettors, those who can be considered the "elite" of online bets, devote their life to sports betting in order to get the best possible results.

The morale of the story: sports bets made to generate a steady gain are not a simple dream. It is really something hard to reach, which is not within everyone's reach and requires a lot of work and talent. All successful bettors agree on one thing: luck is important, but it matters very little in the case of professional bettors.

I will present below the manner in which we can be effective through the project "One Match a Day".

If you had bet all the suggestions of the tips provided by specialists in the "One Match a Day" project, individually, with the same stake on each ticket - RON 25, from the beginning of this year to today, at this point you would have had RON 651 extra in your pocket, and if you had played stakes of RON 100 a day, you would have had

2,604 RON more today in your account without changing your tips and without tackling another betting strategy.

On the other hand, if you had rated your tips and eventually anticipated some surprises and played a progressive money management strategy, your profit could have been several times higher at this point.

In addition, no tax is charged for online bets when you place a ticket or when you win. Tax on virtual bets is charged only for individual withdrawals without counting the number of tickets won, the turnover or the fact that you have made a profit or not. In addition, you always have the option to pay only 1% of the withdrawals, as long as you do not withdraw more than RON 66,750 at once, representing the first threshold for gambling taxation in Romania.

Another great advantage of betting on the internet is the possibility to close the bets before they are over. The Cash Out feature can help you secure a pre-term earning to end with emotions and avoid any possible surprise that may come later or reduce loss when you see things are not going in the right direction and realize that you have no real chances to win. Even if you are at work, on vacation or in bed, you can Cash Out or you can play other bets on your mobile phone wherever you are, provided you have an active Internet connection.

Once you open a new account at an online betting site, the operator will ask you for a copy of your ID card and a recent utility invoice stating your identity, age, and address. Online betting agencies are only subject to the requirements of the state, which wants to have such evidence to combat money laundering and to prevent gambling among minors. Verification will also help in monitoring your earnings so you can be properly taxed by ANAF.

You must understand that if you do not complete the verification process within 30 days of registration, the online bookmaker is legally obliged to close your account and transfer the existing balance to the state treasury. It is advisable to try and send

those documents right after you open your account and not leave it until the last minute.

I will present below a Superbet campaign: *“Bonus for the first deposit”*

The new customers of Superbet (D.ONJN – Decision of the National Gambling Office 1562 / August 25th, 2016) receive a welcome bonus consisting of a 50% non-risk bet within the limit of RON 250. This means that if your first bet is a lose, you get back half the stake as a bonus.

Offer terms and conditions

- The first bet must be placed on a minimum stake of 10 RON to qualify for this promotion.
- The bet can be placed on both sports events (pre-match and live) as well as non-sports events such as lottery or virtual bets.
- If the bet is a lose you get back as a bonus half the stake within the limit of RON 250.
- The bonus must be rolled 5 times at odds of 1.50 in maximum 30 days.

Example: You place a first bet of RON 500. If this is a win you will not receive any bonus but you can enjoy the accumulated winnings. If the bet is a lose, the agency gives you back RON 250, and you have to run RON 1,250 before you can apply for a withdrawal.

#### **4. Conclusions**

It is important to bet online so you always have access to the best odds on the market. Playing at a single agency will make it very difficult in the long run to make a huge profit.

Those few percentages won or lost on each bet can even represent the difference between profit or loss.

## Webography

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