

BetFan

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Pos	Service Name	Points
1st	 Super Lucky 15	182.49
2nd	 On The Nod	118.31
3rd	 Betfairway	105.00
4th	 Fantastic Eights	103.15
5th	 World Soccer Pro	87.51
6th	 Winners 15	69.99
7th	 Northside Racing	46.71
8th	 Racing Investment	45.78
9th	 Value Finder	40.23
10th	 Fold4Gold	38.04

TODAY'S FREE SPORTS BETTING TIPS...

[Racing Investment](#)

Win Bet - 14:25 Newbury - Cloudy Dream @ 9/4

[Factor Seven Racing](#)

Win Bet - 13:50 Newbury - King Uther @ 11/2

[The Secret Handicapper](#)

Win Bet - 15:15 Warwick - Thomas Crapper @ 7/1

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Rick's Sports Betting: Sports Betting Exchanges - By Rick Elliott

In 2001 sports betting changed for ever with the emergence of the first betting exchange. Betfair set the ball rolling and this operator still dominates the betting exchange market. Several other firms have tried to gain market share but Betfair is the go-to exchange due to the number of leagues, events and markets on which customers can place back and lay bets.

As part of Rick Elliott's Betting World I have extensive experience of exchange betting and can highlight the dos and don'ts. The most important factor to bear in mind is that we are talking about per-to-peer betting which means that for every winner there must be a loser. Traditional bookmakers make money by offering advantageous odds but exchanges profit from charging commission on winning bets.

There is a common fallacy that bookmakers always make money. There are phrases in popular language such as 'you never see a poor bookie' and 'the bookies are not often wrong' It's true you don't see a poor bookie because the losing ones go out of business. A bookmaker can be wrong 50% of the time and still make money due to the theoretical profit margin in the odds.

Betting exchanges allow us to play the role of the bookmaker by accepting or laying bets. This is not an easy route to a fortune because it's a brutal business. If your odds are slightly out of kilter with the market you will be destroyed so you must proceed with caution when laying bets on a betting exchange. Your odds will be exposed and before long you could run up a liability and have no chance of balancing your book.

A betting exchange is a marketplace that brings together backers and layers at mutually beneficial odds. Any market is dependent on the law of supply and demand. If the supply exceeds demand there will be a price adjustment and the back price will go up. If demand exceeds supply there will be a price adjustment and the lay price will go up. At the same time there will be a corresponding move on the other side of the market. When the two forces reach a stage of equilibrium bets will be matched.

Backers and layers have differing opinions and both wish to express their confidence in being right with hard cash. When the price is right for a backer and layer bets are matched for an agreed amount. In some cases only part of an offer may be matched at an agreeable price. The market readjusts so some of the bet stays in abeyance until the price is again agreeable to both parties. You have to take care with your lay and back offers and the amount you are prepared to risk because transactions are fast.

An efficient betting exchange must have enough liquidity to attract plenty of backers and layers. The new betting exchanges will always be at a disadvantage to Betfair due to the lack of liquidity. Customers know there will be liquidity in Betfair's market which feeds upon itself. Good levels of liquidity attract customers who generate more

liquidity. This is a cycle that other betting exchanges have difficulty in breaking. Some of Betfair's competitors pump money into a market to create liquidity artificially but this strategy is not sustainable.

You can trade your bets on a betting exchange to guarantee a profit when the market moves in your favour or minimise a loss when it moves the other way. In-play trading with a betting exchange led to an explosion in live events offered by traditional bookmakers. The cash out facility available with regular bookmakers is akin to closing a bet on a betting exchange but the odds can move for or against you and that movement determines if you have made a profitable or non-profitable bet.

Today's Sports Betting Preview - By Rick Elliott

Goals Galore At Wembley Today

Tottenham and Arsenal have not had a fixture at Wembley since the stadium was transformed from an antiquated relic to a modern arena. The Twin Towers were replaced by the Arc and now Tottenham have replaced Arsenal as the top dogs in north London. The clubs are going in opposite directions and while Mauricio Pochettino is in demand Arsenal Wenger could be signing on at the unemployment office at the end of the season. The outcome of today's fixture will go a long way to determining his fate and it doesn't look too good for the longest-serving manager in the Premier League. Today his nine lives could run out.

Derby matches are not exact sciences and form can go out of the window but this is a meeting that the higher-placed team in the table should win. Tottenham are one place and four points ahead of their opponents in this fixture. They are unbeaten in six starts in the Premier League while Arsenal have lost two of their last four matches. However, regardless of relative league positions Arsenal often score in this derby. They have found the net in 44 of the last 46 meetings with Tottenham who have scored 51 goals in 26 Premier League matches as have Arsenal. The logical bet is TOTTENHAM to win and BOTH TEAMS TO SCORE at [9/4 with Ladbrokes](#).

Worth An Each-Way Dabble At 33/1

The principle race meeting today is over the jumps at Newbury which stages two important trials for the Cheltenham Festival and the richest handicap hurdle in Britain. The Betfair under several titles was first run in 1963 and only two horses have won it and then prevailed in the Champion Hurdle the following month. The winner has been aged five or six every year since 2005 and over the last eight years no winner has carried more than 11 stone two pounds. MOON RACER is a past winner of the Champion Bumper and could be a blot on the handicap so is worth an each-way dabble at [33/1 with William Hill](#).

Player Performance Market - Fantasy Cricket Meets Sports Betting

- By Dave Owens

I am sure most Sports fans have at some stage or other indulged in fantasy football. Where you select a team of players who earn points for you in various ways such as the scoring of goals, assists for a goal, clean sheets for your keeper and defenders.

This style of grading a player's performance on how he has performed has been adopted by some betting sites and offered as a market to bet on. Most notably Bet365 but also available at 888, Unibet, and Paddy Power as well.

The premise is quite simple the bookmaker will offer a points total on a player and will offer up two options to bet on of Over or Under the designated line offered by the bookie. Points are scored in the following fashion.

1 point per run, 20 points per wicket, 10 points per catch, 25 points per stumping. Stakes refunded on non-selected players.

As such Bet365 would offer you a line on usually 6 players with an example being:

David Warner
Under 30.5 points - 1.83
Over 30.5 points - 1.83

This is obviously a very different style of market to the more traditional markets offered on cricket. It does have low odds but also obviously has only the two scenarios/runners in the market of the player either being over or under the line offered.

Despite the low odds on offer there is certainly value to be had in some instances when the market has been priced up a few days in advance and information comes to light after the initial lines have been on the site to be bet on.

An example of this occurred in the recent Ashes series between Australia and England. Moeen Ali is a genuine all-rounder who was England's number 1 (and only spinner) and was selected to bat at No 7. Over the 5 day test match Moeen was offered as (3 days in advance)

Over 115.5 - 1.83
Under 115.5 - 1.83

The day before the Test match Moeen had damaged his hand in training and it was reported that he could well be playing as a straight batsman with not being able to bowl or have limited bowling he could manage with his injury. This news now made

the line offered by Bet365 totally wrong with it being based on the likelihood of Moeen taking some wickets over the course the match (20 points per wicket). Moeen was out of form with the bat and batting at 7 would also get limited opportunity to make the big scores needed to challenge the line being offered and making it a very strong bet on Under 115 points for the match.

As is quite often the case being selective and waiting for opportunity is the key to making this market work. This can also happen in 20/20 cricket where the market is priced up and is available before late news of a change in batting order where a bowler who bats lower down the order with limited opportunity of scoring points through runs is likely to be moved up the order to bat in the top 3 and now has excellent opportunity to score points with bat and bowl.

An example of this was the excellent West Indian spinner Sunil Narine, who had hardly been seen with the bat for his various T20 sides due to being selected at 8 or 9 in the order was to be given the opportunity to open the batting due to an injury to Chris Lynn. This now made the overs bet on Sunil Narine excellent value with the change in circumstance and the original line (with him expected to bat low or not at all changing quiet dramatically).

I am going to add these style of bets as and when value becomes available on them as they offer a clear edge when opportunity arises

My Cricket Council service has been proofed daily to BetFan since the 10th November 2017 and it has in that time made +293 Points Profit.

Click the link below it would be a pleasure to have you on board and taking your share of the profits being made.

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Declan's Eye-Catchers - By Declan O'Donoghue

DRUMACOO (Michael Hourigan) Back in Ireland now and while not the force of old, can still win plenty of races. Looked unlucky at Fairyhouse where a dreadfully slow jump at the last proved costly.

FARCLAS (Gordon Elliott) Ran a blinder in the Spring Juvenile in what was just his second race for his new handler. They were sure he would turn the tables with Espoir D'Allen which he certainly did, but found the very smart Mr Adjudicator a shade too good this time. Looks an each way steal at 12/1 for the Triumph.

JENNYS MELODY (Simon Crawford) Much improved, made a very bright start over fences but might need three miles to really shine.

INVITATION ONLY (Willie Mullins) A brave effort in the Flogas and while he appeared to jump slightly right on a few occasions, that doesn't really add up as he has won twice at left handed Navan.

Still any jumping issues tend to be found out at Cheltenham, and perhaps the Ryanair Gold Cup (formerly the Powers) at Fairyhouse on Easter Sunday - which surprisingly his trainer has never won - might be a juicy alternative to a visit to the Cotswolds.

MONALEE (Henry de Bromhead) Bounced back with a superb round of jumping at Leopardstown. Front running won't be as easy in a grueller like the RSA though. For one so inexperienced at the time, he ran a cracker in the Albert Bartlett last year yet the trip found him out a bit. A year older now that may not be an issue, but the JLT could be a better option just the same.

MONTALBANO (Willie Mullins) Finally a clear round and a victory after two falls and certainly not short of ability. Will be much better when the ground dries out. Won at the Punchestown Festival last year and that looks a realistic target again next April. Probably best at the minimum trip.

SCHOOL BOY DAYS (Noel Meade) A half brother to Finians Oscar. Should appear in a bumper soon but won't race over hurdles until after May 1.

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