

Issue 263

Saturday 25th August 2018

BetFan

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
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TODAY'S FREE SPORTS BETTING TIPS...

The Football King

Wolves v Man City 12:30 - Home or Draw @ 3/1

Each Way Hits

Cartmel 15:20 - Fair Exchange @ 8/1 Each Way Bet

Equine Equity

Killarney 14:35 - Court Artist @ 8/1 Win Bet

Rick's Sports Betting: Championship Clubs Chasing The Premier League Riches - By Rick Elliott

The English Premier League is the most lucrative domestic football league in the world. There has been a 20-team format who play on a home and away basis since the first season in 1992-93. The bottom three teams at the end of the season are relegated to the Championship. The potential drop in revenue is massive and parachute payments are designed to soften the blow. Even so it's a nightmare scenario if a club loses their Premier League status and the Championship is a tough league.

The second tier in English football has 24 teams so there are 48 fixtures during the regular season. The league consists of former Premier League clubs who are trying to get back in the top division and upwardly mobile clubs who have been promoted from further down the hierarchy. There is a third group of outfits who have found their natural level in the old second division. The respective TV deals highlight the disparity in income and indicate why the Premier League is the Holy Grail.

In February 2018 five of the seven packages for live coverage of the Premier League were sold for a total of £4.46 billion. As part of the agreements Sky will pay £9.22 million for each live match which is in fact a lower figure than in the previous deal. The deal means there will be 200 live matches from 2019 to 2022. That seems like saturation coverage but the hunger for live matches is not abating. The income for each club is why playing in the Premier League is a golden bullet. The numbers also explain why the Championship is competitive and difficult for betting purposes.

In terms of potential and buying power there is little to choose between the best 10 teams in the Championship. There are no banker bets and no easy games. The incentive for promotion is huge and some clubs invest with the sole intention of gaining promotion to the Premier League. Match betting on the Championship is fraught with danger in the early months of the season because promotion through league position or via the playoffs is a feasible target for many clubs. Income from television pales into insignificance alongside the Premier League TV money.

One of the current deals for the Championship is the £600 million pounds Sky will pay to show any midweek match live. There are eight midweek dates and any match can be shown live. From 2019 teams will be able to live stream any match that Sky are not broadcasting live. There will be 96 matches in total which equates to £625,000 per match compared to more than £9 million each Premier League for live coverage. Those figures provide a big clue to why

Premier League chairman will never agree to reducing the number of teams from 20 to 18.

At the start of the 2018/19 Championship season Stoke and West Brom were the first and second favourites to win the title. Both clubs are newly relegated and are desperate for an immediate return to the Premier League. There has been a massive recruitment drive at Nottingham Forest which could pay dividends with promotion after a 20 year absence from the Premier League. The TV money alone would mean the investment has been justified as the returns will be huge.

Today's Sports Betting Preview - By Rick Elliott

Will The Owner Of Brighton FC Be Happy Or Sad Today?

The Ebor is the richest Flat handicap in Europe and two well off men will become wealthier if the horse they train and own wins the highlight of the fourth and final day of the York August meeting. Stratum is trained by Willie Mullins and owned by Anthony Bloom. The former is the perennial champion trainer in Ireland and the latter owns Brighton Football Club.

Bloom is apparently a successful bettor on sport and has managed to build a small but high quality string of horses that run on the Flat. Predicting the winner of a 20-runner competitive handicap is not easy but STRATUM could be a Group horse running in a handicap. Mullins and Bloom are proven winners and their horse can be backed at 7/2 with **Ladbrokes** to win the Ebor.

Your guess is as good as mine about where Bloom will be today. The Ebor is run at 3.40 and Brighton kick-off away to Liverpool at 5.30. The train or driving won't hack it and if even if Bloom has a private jet there aren't too many places to land it in Anfield. I'll be backing Stratum to win today and "Id love it" (as a Man United fan) to see Brighton win. However, they are almost six times the price of Stratum who is trying to win one of the hardest handicaps of the season to assess. You can back BRIGHTON to beat Liverpool at 22/1 with **Coral**.

One of the upwardly mobile clubs in the Premier League host the wealthiest outfit today. A few years ago Wolves would be 100/1 to beat Manchester City even at home. However, they are one of the best teams to be promoted from the Championship and there is a wealthy Chinese backer behind the scenes. Home advantage might not be enough to beat the champions but Wolves can avoid defeat and the DRAW is on offer at 5/1 with **William Hill**.

Erratic England – Entertaining if Not Reliable - By Dave

Owens

The England V India test series is fascinatingly poised at 2-1 to the home side with two games left with India earing a fine win at Trent Bridge to make the final two games of big interest to all. In three games England have shown their full repertoire of looking like a top-class side to being totally outplayed on their home territory in the space of a few weeks. The first test was a classic with both sides playing outstanding cricket with England pipping it in on the final morning. England then had the idea conditions at Lords in the second but utilised them perfectly to hammer India and provoke talk of England whitewashing India with the visitors looking totally ill at ease against the moving ball.

As has been the case with England for a few years, the only thing they can be relied on with them is their inconsistency culminating in India producing a demolition job of England in the third test with the home side inexplicably losing all 10 wickets in a single session of play. Its not just the results themselves that has saw big fluctuation with England being talked of as having very big selection problems with players such as Curran and Woakes performing excellently and the returning Stokes causing a good selection headache but just one game later, massive speculation as to what side England should play in the fourth test with a misfiring top order not managing runs in the series and looking vulnerable throughout.

The big surprise in the third test was the Indians seamers trumping their English counterparts in what has always been the home sides strength in seaming and swinging bowling conditions. With Indian quicks managing to bowl at a quicker pace and extract more help from the surface. Its this factor which has been the biggest cause for excitement for India in the coming games and going forward for overseas tours with their lack of potency away from their spin attack that has held them back in recent years.

There is a feeling that the last match could well have seen a decisive shift in the momentum of the series and been a big psychological blow landed by India in not just the victory but the manner and style with which it was achieved.

Both sides have world class players in their line ups and excellent bowling line ups, especially in helpful conditions provided. They also have flawed batting line ups who are equally likely to blow up at any time. All of which has provided excellent if unpredictable cricket and two such volatile teams are sure to produce the same for the rest of the series.

Click the link below it would be a pleasure to have you on board.

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Trackside In Ireland - By Declan O'Donoghue

The opening day at Killarney on Wednesday was, surprisingly perhaps, an afternoon meeting which obviously delighted stable staff who could get home much earlier than usual.

However it was back to the more normal evening meeting on Thursday, and the Dermot Weld team, delighted with Eziyra's Yorkshire Oaks third earlier in the day, had further cause for celebration.

Zuenoon, while favourite on many morning lists, was easy enough to back at 7/2 and proved best in an exciting three way photo finish.

Declan McDonogh was seen to good effect as the colt met traffic problems late on but prevailed by a head from Cardini.

Champion jockey Colin Keane had excelled the day before in getting reserve High Altitude home on the far rail when it appeared they were badly struck for room.

He had to be quite resourceful again now on 10/1 shot Lady Boomerang who beat 3/1 jolly Global Pass in the mile handicap.

Her trainer John Geoghegan said "That was a big difference from her last run at Sligo where she was very keen and I had never seen her pull like that before."

"Colin got her settled here and she could have pulled out of it along the rails but she was good and tough" added the popular veteran Kildare trainer.

John Murphy is probably still best known for Queen Mother Champion Chase winner Newmill, but he mainly operates on the flat and has a particularly good strike rate at this scenic lakeside track.

He won the days feature race, the KWD Kingdom Gold Cup, with 14/1 shot Brazos and Murphy said: "He has a massive engine, is genuine but lazy."

"The blinkers helped him today and he could go for the Irish Cesarewitch."

As expected Wicklow Brave, a versatile sort who has tasted glory at the Cheltenham Festival and in the Irish St Leger, turned the big amateur race into a procession.

The bookies certainly took no chances on Patrick Mullins' mount and he was returned 1/25! Talk about a long odds on jolly.

His trainer Willie Mullins also provided the best backed horse of the day in Cap D'Aubois in the concluding beginners chase.

Early morning 5/2 had been hoovered up and at the track he opened up 2/1.

By the off he was a 5/4 hot pot and, while we often see Ruby Walsh creep through the field, when he does lead a long way out he is rarely, if ever, reeled in.

He went to the front here at the fifth, and the Rich Ricci owned gelding was always going to score from there.

The bookies had been having the better of things overall but you could say Cap D'Aubois was a late equaliser!

Not for the first time, Ruby proved a diamond for punters under siege.

FIESOLE 5/1 (won 4/1), Fairyland 9/4 (w 6/4), Cap D'aubois 5/2 (w 5/4), Falcon Eight 13/8 (w evens) and Pleasure Dome 11/8 (w 11/10) kept the pot simmering nicely for Declan's Irish Racing Service as did each way gems Jaime Sommers 14/1 (placed 15/2), Koybig 10/1 (pl 4/1) and Eziyra 10/1 (pl 8/1).

Many so called "Irish experts" on the tipping scene have never even been to Ireland, let alone go racing there.

Get your info from a true insider who is right at the heart of the action and who has over 30 years experience.

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