

Working Paper Series in Marketing

Betfair.com: Five Technology Forces Revolutionize Worldwide Wagering.

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Abstract:

The online betting exchange Betfair.com has not only revolutionized sports and racing wagering, it has won export and innovation awards and had its founder listed as one of the world's major innovators in Time magazine. It has also however attracted the attention of sports bodies, major competitors and governments, who seem uncertain about how to deal with this revolutionary player, as well as customers globally, who are attracted by the far superior value proposition the firm offers. In this paper we describe the Betfair business model, and use five technological forces to explain its strategic success. These forces are generalizable, and can be used to explore the impact of technology on any industry.

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