Volume 14: We talk to nVenue President & COO Quinton Singleton

Can you give us some detail on the genesis of nVenue? How did it start and how has it evolved since then?

nVenue has been at the forefront of live and micro market products for the global gaming industry since day one for this product set. nVenue, along with the one competitor in the industry that was acquired by DraftKings, are the two technology companies that developed the first machine learning and artificial intelligence for real-time betting markets.

Delivering live/micros requires significant investment and deep expertise in ML/AI, which cannot be developed quickly. With our team's decades of experience in supercomputing, ML/AI, sports, and gaming, we developed our B2B enterprise platform for leagues, media, and sports betting. In our initial alpha test, we synced our data analytics and predictions with live media and broadcasts in real-time, focusing on how and where consumers first interact with sports.

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We then deployed our industry-leading product suite of live and micro markets for the global sports betting industry, providing operators, platforms and data companies with a vast array of new betting products. Additionally, we're the only B2B live/micro data company that is a partner with U.S. league organizations.

For those that are unfamiliar, can you give some insight into your predictive modeling? How does your enterprise AI/ML technology transform raw data into live predictions, odds, and interactive betting and media content?

The scale of our B2B enterprise platform is pretty outstanding.

Our platform processes trillions of raw data points from sporting events and generates billions of real-time predictions. We then tailor specific product sets for our league, media and sports betting partners, where each partner uses our data differently to enhance their operations; leagues leverage it for digital properties, media companies for live broadcasts, and sports betting operators for betting markets.

MLB is a great example of nVenue's technology in action. In the context of the 2024 World Series, our models evaluated Ohtani's high home run probabilities by integrating a wide array of data inputs. For instance, Ohtani's postseason performance improvements entering the World Series were dynamically reflected in our live/micros and recalibrated in real-time.

We delivered thousands of distinct live/micro betting opportunities per MLB game, with probabilities updating in milliseconds to align with the pace of live events. Our models are engineered not just to predict outcomes but to explain why they occur, using advanced slicing techniques to account for factors such as count-specific trends, game context, and individual player tendencies. For Ohtani, this meant delivering accurate predictions for outcomes for every at bat, such as a home run, strikeout, or stolen base, and converting those predictions into real-time live/micro markets during the Series.

nVenue is currently live with MLB, NFL, NBA, and NASCAR. Can you give us some color on the development process for introducing new sports? How do you expand your technology to work with this new data?

Designed with a modular architecture, our platform adapts quickly and efficiently to process data for any sport, enabling us to meet the growing demand from our customers across both U.S. and international sports.

When introducing a new sport, the platform's accuracy and scalability enable rapid deployment of new predictions and live/micro markets. This enables our engineering and product teams to focus on fine-tuning the ML and AI models to account for the nuances of each sport, and also curating contextual and relevant markets for our customers and bettors.

What is the implementation process like for leagues and media partnering with nVenue? How do you integrate your analytics into their platforms, and ensure reliability and low-latency delivery during live games?

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Our platform and expertise in ML/AI are crucial for delivering real-time betting markets. Before deploying this technology, achieving this was challenging due to the inherent latency in media/broadcast and the multiple hops through operator and supplier distribution channels required to deliver live predictions on broadcast or, in the case of betting, live/micro markets to bettor's mobile devices. For instance, during the 2024 World Series, bettors worldwide could bet in real time during games held in New York and Los Angeles.

How do you convince traditional sports organizations and media companies to allow nVenue to fill this technological gap they're facing? Have you had any challenges collaborating with these groups, or convincing them to partner?

nVenue's B2B enterprise platform for live/micro markets has been recognized as an industry leader by league, media/broadcast, and global sports betting partners due to its unique and difficult-to-replicate technology.

This recognition has resulted in consistent inbound global demand for nVenue's data products (and no convincing required).

Our partnership with the NBA serves as a prime example of how we make a meaningful impact. During the NBA Finals on International League Pass last season, nVenue introduced an engaging alternative scoreboard, mirroring the dynamic nature of basketball as a game of runs. The question was simple: which team would be the next to score the next 15 points? Without marketing or prizes, viewers who participated stayed engaged 60% longer than passive viewers. I think metrics from our varying media integrations and of course, our sports betting handle speak volumes to both broadcast and betting partners.

As a leader in sports analytics, nVenue has been at the forefront of AI and ML innovation. How do you keep a competitive edge, and what sets you apart from other players in the market?

We maintain our competitive edge by constantly innovating and expanding our product offerings, while actively seeking and incorporating feedback from our customers regarding the sports and products that are most valuable to their operations. Our advanced technology is a key factor that distinguishes us from emerging competitors attempting to follow us in this space. By staying ahead of the curve in terms of technological advancements, we can offer our clients cutting-edge solutions that give them a competitive advantage in their respective markets.

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What has been critical to your growth so far, and what are the key drivers for user growth you will focus on going forward?

Our success is driven by the fact that we have the industry-leading team in supercompute and ML/AI, as well as our customer-centric approach. We work closely with our partners in the league, media, and sports betting industries to leverage our technology and gaming expertise to meet current and future customer data needs.

How do you ensure your data continuously aligns with the needs of fans, sportsbooks and other partners in the industry?

We're seeing that technological advances are being made across the ecosystem to bring together a live, real-time sports experience to anyone, anywhere in the world - and nVenue is positioned at the center of that ecosystem delivering each of our partners in the sports ecosystem the ability to leverage our data for their different use cases.

nVenue has partnered with NASCAR, which is generally an underserved betting market. I'm curious, how do you view the potential of other niche sports betting compared to traditional sports? Do you see significant opportunities in these markets, or do you plan to target more traditional sports first?

NASCAR is an incredible partner and a prime example of the untapped potential in underserved betting markets. On a per-event basis, NASCAR boasts some of the highest viewership among U.S. sports, making it an ideal league for innovation and growth in sports betting. However, part of the historical underdevelopment in this sector stems from the need for advanced supercompute technology to process data in real time for a league that moves at speeds of hundreds of miles per hour. Traditional methods used for betting markets simply couldn't deliver the level of speed and precision required, until now.

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For NASCAR, we've developed technology capable of dynamically generating live and micro-betting markets in real time, such as predicting whether Tyler Reddick will win the next stage or if Bubba Wallace will finish in the top 10. This capability not only enhances fan engagement but also unlocks new revenue streams for leagues and sportsbooks.

Our platform is designed to efficiently serve both mainstream and niche sports, especially those that have been overlooked due to perceived economic constraints. By optimizing operational efficiency for our customers, we are fostering a thriving betting ecosystem for sports like NASCAR.

What is next for nVenue? Are there opportunities or partnerships you are focusing on, and how do you see your business evolving in 2025 and beyond?

We initially commercialized our live/micros products internationally across numerous operators and jurisdictions in 2023-24. Since then, there continues to be strong demand for nVenue's product, and I find this to be an indicator of industry demand for more betting content that's able to deliver real-time engagement across the consumer life cycle.

The strong demand for nVenue's products since our initial international commercialization of live/micros products in 2023-2024 across numerous operators and jurisdictions indicates that the industry desires more real-time betting content that can deliver consistent engagement throughout the consumer lifecycle.

Our live/micro products, which can deliver higher margins, will be essential factors in generating revenue growth for the industry in 2025. Additional commercial deals and league announcements are expected early this year.

I'd love to get your thoughts on the role of sports analytics and micro betting in the larger sports betting ecosystem. Do you see advanced analytics and micro betting as disrupting traditional betting, or complementing it? How do you see these innovating the industry over time?

Machine learning and artificial intelligence are rapidly becoming key factors in the global gaming industry's next major technological advancement (akin to the move of gaming to PCs and then mobile devices).

At nVenue, our ML/AI enterprise platform provides operators, platforms, and data aggregators worldwide with a breadth and depth of betting markets that were previously unavailable. This new premium content enables the

industry to drive the next phase of growth and deliver real-time engagement with sporting events worldwide. As such, it complements the sector. Our ML/AI enterprise platform closes the loop on consumer engagement, providing analytics and data for leagues and media partners to connect live events with media and digital properties, entertainment, and gaming. Our partners are using our ML/AI technology to deliver the next wave of real-time, innovative fan engagement with live sporting events, from anywhere in the world.

When you get a chance to step away, what do you like to do in your free time to relax?

When I'm able to get away, I prioritize spending time Team Singleton: traveling, sports and, of course, all types of gaming.

Question for Joel: Thank you for taking the time to discuss nVenue, it has been an interesting discussion. With all my questions for you, I'd like to offer you the same opportunity. Go ahead and ask me anything you want on the industry.

How would you forecast the importance of live/micros betting products to the next phase of the sports betting sector?

Quinton thanks for participating with us in The Next, this has been a very thoughtful and informative discussion. I definitely see live/micro market betting products continuing to gain momentum over the next couple of years particularly as the core customer continues to mature and their increased comfort with advanced wagering products expands. Clearly multi-leg parlays have been the rage and to the extent players feel like there is opportunity for high risk/high reward payouts on these bets, some of the concerns around latency are further addressed, and the industry properly markets these options, the market should continue to build. I definitely look forward to seeing more of these options available and with the French Open coming up, I'd love to be firing in some in-play tennis bets on the next Sinner or Shelton serve being an ace or a fault would be quite fun.

Quinton Singleton - Biography
Quinton has spent the last decade driving innovations in sports betting, scaling products that have transformed both early-stage startups and multinational companies. One year ago he joined nVenue as President and COO, an AI-powered micro-betting engine built for live sports, unveiling its first NASCAR micro-bets at Daytona 500 last year. Quinton is now leading the company into its most commercially impactful year yet, with plans to onboard hundreds of new customers and launch its next fundraising round. His business achievements are equally impressive, having closed over $750 million in M&A deals, including high-profile sales of NYX Gaming Group and Bet.Works. His track record and forward-thinking vision for the global gaming industry led to his nomination by Gaming Intelligence as one of the Hot 50 gaming executives in 2025.

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