

banca betesporte com br

Australian online bookmaker (founded 1993)

Sportsbet is an online gambling company owned by Flutter Entertainment, primarily targeting the Australian market. Sportsbet is licensed as a corporate bookmaker in the Northern Territory under the Racing and Betting Act 1993 (NT). Sportsbet is headquartered in Melbourne and seeks to operate within the boundaries set by multiple Australian regulatory authorities at a federal and state level. This regulation involves varying restrictions on products and promotional activities that can be offered by licensed corporate bookmakers in Australia. The company was acquired by Paddy Power in December 2010, and since February 2024, it has been owned by Flutter Entertainment.

History [edit]

The business name Sportsbet Australia was first registered in 1994, with domain name registered in 1999. In May 2009, 51% was acquired by Paddy Power, who continued brand name and company operation as a separate entity, while offering additional services. The takeover allowed to acquire rival betting company International All Sports Limited for 27.2 million euros. In March 2011, Paddy Power took full ownership of Sportsbet. Paddy Power and British rival Betfair agreed terms for a merger on 8 September 2024. The business is owned 52% by the former Paddy Power shareholders and 48% by the former Betfair shareholders. The merger was completed on 2 February 2024. On 5 April 2024, it was announced that 650 jobs in United Kingdom and Ireland would be lost at the company. On 6 March 2024, Paddy Power Bet Fair announced that it would rebrand as Flutter Entertainment, pending shareholder approval at the company's annual general meeting in May. Flutter was originally th