



PlaySmart – PROLINE+ FOOTBALL BETTING GUIDE

Video: The PROLINE+ logo and copy animates into frame. The next frame transitions into screen.

Text on Screen:

PLAYSMART PRESENTS
FOOTBALL BETTING GUIDE
NEW
PROLINE+

Voiceover:

Football season is a big time for betting. Thinking about putting money down on next Sunday's game? This is your gridiron guide to placing bets on PROLINE+.

Video: Headline and copy appear on screen and each bet example animates in.

Text on Screen:

17 GAMES A WEEK
18 WEEK SEASON
BET ON TOUCHDOWNS
BET ON INTERCEPTIONS
BET ON FIELD GOALS

Voiceover:

With so many games packed into each week of the season, there are hundreds of football outcomes you can place bets on. PlaySmart is here to show you how.

Video: Copy appear on screen and each example animates in.

Text on Screen:

WHAT TO KNOW
MARKETS
BET TYPES
BASIC STRATEGIES

Voiceover:

Before placing your bets, here's what you need to know to get ready for game day: Markets, Bet Types, and a few basic strategies.

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Text on Screen:

MARKETS
THE OUTCOMES YOU BET ON

Voiceover:

Markets are the outcomes you bet on, like who will win or lose, or which team will score the next touchdown. Let's look at a few of the hundreds of markets available to you on PROLINE+.

Video: The next frame transitions in as the copy appears. Additional copy animates into frame.

Text on Screen:

WHO WILL WIN?
MONEYLINE
A BET BASED ON THE ODDS OF WHO WILL WIN A GAME

Voiceover:

Moneyline is your most basic market. This is a bet on the odds of who might win or lose a game.

Video: The PROLINE+ webpage animates into frame. The odds change through red and green highlights to show they are dynamic.

Text On Screen:

PROLINE+ website not exactly as shown.

Voiceover:

The odds of who might win or lose are represented in green text on PROLINE+.

Video: The next frame transitions in as the copy appears. Additional copy animates into frame as an odds example increases in the top right-hand corner.

Text On Screen:

POINT SPREAD
A BET ON WHETHER A TEAM WINS OR LOSES BY THE NUMBER OF HANDICAP POINTS ASSIGNED TO THE FAVOURED TEAM

Voiceover:

Point Spread is another popular market. It's a bet on whether a team wins or loses by a certain number of points, based on a handicap assigned to the favoured team.

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Text On Screen:

FAVOURITE
UNDERDOG

Voiceover:

Point Spreads help even the “playing field” when it comes to betting. Since the favourite is expected to win, they need to win by more than a certain amount. Since the underdog is expected to lose, a bet on them could still win if they don't lose by too much.

Video: The next frame transitions in as the copy appears.

Text On Screen:

OVER UNDER

A BET ON WHETHER THE COMBINED TOTAL SCORE OF A GAME GOES OVER OR UNDER A CERTAIN NUMBER

Voiceover:

Over/Under markets are a bet on whether the combined total score of a game goes over or under a certain number. With PROLINE+, you can even bet on this and many other markets at different times in the game. As in, what's the Over/Under going to be at half-time?

Video: The next frame transitions in as the copy appears.

Text On Screen:

PROP BETS

A BET ON EVENTS THAT HAPPEN DURING A SPORTING EVENT

Voiceover:

And then there are Prop Bets, a type of market that covers everything else that goes on in a game. Like who will score the first touchdown or win the coin flip.

Video: The next frame transitions in as the copy appear.

Text On Screen:

GET TO KNOW YOUR BET TYPES

SINGLE | PARLAY | SYSTEM

TIP: CHECK PROLINE+ TO SEE ALL AVAILABLE BET TYPES

Voiceover:

PROLINE+ has different bet types, or ways to combine your market bets onto a bet slip.

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Text On Screen:

PLACE A SINGLE BET
BET ON THE OUTCOME OF A SINGLE GAME

Voiceover:

The simplest bet is a Single Bet. That's one bet on one market.

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Text On Screen:

OR MAYBE A PARLAY BET
A PARLAY BET IS TWO OR MORE SELECTIONS ROLLED INTO ONE BET

Voiceover:

A Parlay Bet is two or more selections rolled into one bet.

Video: The next frame transitions in as the copy appears.

Text On Screen:

OR A SYSTEM BET
A SYSTEM BET IS A PRE-CONFIGURED BET COMPRISED OF 3 TO 8 SELECTIONS

Voiceover:

Finally, a System Bet is a pre-configured bet comprised of 3 to 8 selections.

Video: The next frame transitions in as the copy appears.

Text On Screen:

FOOTBALL IS UNPREDICTABLE
COMMON STRATEGIES

Voiceover:

Football is unpredictable and no bet is a guarantee. Here's some common strategies to consider when making your picks.

Video: Headline appears on screen. Additional copy then animates in.

Text On Screen:

COMMON STRATEGIES
CHECK FOR LINEUP CHANGES
KNOW THE TEAMS
SET A BANKROLL
CONSIDER HOME VS. AWAY

Voiceover:

Check for lineup changes, know the teams, set a bankroll, and consider who's playing home versus away.

Video: The next frame transitions in as the copy appears.

Text On Screen:

COMMON STRATEGIES

CHECK FOR LINEUP CHANGES

KNOWING THE LINEUPS LEADING INTO A GAME CAN HELP YOU MAKE AN INFORMED BET

Voiceover:

Check for Lineup Changes. Some players have a big impact on the field, so knowing who's in or out for the game is key.

Video: The next frame transitions in as the copy appears.

Text On Screen:

COMMON STRATEGIES

KNOW THE TEAMS

LOOK FOR RELIABLE STATISTICS TO HELP INFORM WHO YOU THINK WILL WIN OR LOSE

Voiceover:

Know the Teams. If one team has better statistics in key areas like passing, turnovers, or field goals, then they might outperform in their next matchup.

Video: The next frame transitions in as the copy appears.

Text On Screen:

COMMON STRATEGIES

SET A BANKROLL

SET YOUR PROLINE+ SPORTS SPEND LIMIT TO PREVENT OVERSPENDING

Voiceover:

Set a Bankroll. Deciding on a budget is a great way to prevent over-spending. You can set a customized Sports Spend Limit on OLG.ca.

Video: The next frame transitions in as the copy appears.

Text On Screen:

COMMON STRATEGIES

CONSIDER HOME VS. AWAY

CHECK THE TRAVEL SCHEDULES TO SEE IF EITHER TEAM IS AT AN ADVANTAGE



Voiceover:

Consider who's playing home versus away. Home field advantage can mean energetic fans and less travelling, which could impact the outcomes of a game.

Video: The next frame transitions in as the copy appears.

Text On Screen:

COMMON STRATEGIES

FOOTBALL IS UNPREDICTABLE

ANYTHING CAN HAPPEN EVEN WHEN YOU DO YOUR RESEARCH

Voiceover:

These strategies might help you decide on your picks, but remember in football, anything can happen—even when you do your research.

Video: The next frame transitions in as the copy and OLG logo appears.

Text On Screen:

VISIT [PLAYSMART.CA](https://www.playsmart.ca) TO LEARN MORE!

Voiceover:

Now that you know some football betting basics for PROLINE+, you can learn even more at [PlaySmart.ca](https://www.playsmart.ca).

Video: The PlaySmart logo animates in and the screen fades to black.