



PlaySmart – ‘PlaySmart Presents: PROLINE+, A Play-By-Play’ – PROLINE+

Text Onscreen:

PlaySmart Presents:
PROLINE+
A Play-By-Play

Voiceover:

PlaySmart Presents: PROLINE+, A Play-By-Play.

Text Onscreen:

Betting on PROLINE+ is an exciting way to enjoy the sports you love.

Voiceover:

Betting on PROLINE+ is an exciting way to enjoy the sports you love.

Text Onscreen:

You can keep bets simple.

Voiceover:

You can keep bets simple, like...

Text Onscreen:

Who will win/lose?

Voiceover:

...who will win or lose?

Text Onscreen:

Or dive deep into teams, players and stats.



Voiceover:

Or dive deep into teams, players and stats.

Video:

A screen displays the PROLINE+ website landing page.

Text Onscreen:

PROLINE+ lets you play online on your favourite devices.

Voiceover:

PROLINE+ lets you play online on your favourite devices.

Video:

Tablet displays the PROLINE+ website landing page.

Text Onscreen:

Time for the play-by-play.

Voiceover:

Ready to go? Here comes the play-by-play.

Text Onscreen:

Part 1

The Playing Field

(Sports you can bet on)

Voiceover:

We'll start with the sports you can bet on.

Video:

A tablet displays images of football, hockey, basketball soccer and tennis.

Text Onscreen:

With PROLINE+ you can bet on: Football, hockey, basketball, soccer, tennis, and more!

Voiceover:

With PROLINE+ you can bet on: football, hockey, basketball, soccer, tennis and more!

Video:

Displays a clipboard and a stopwatch.

Text Onscreen:

Coach's Quiz

True or False

Can you bet on both Canadian and American football?

Voiceover:

Time out for a Coach's Quiz. True or false. Can you bet on both Canadian and American football?

Text Onscreen:

True!

You can bet on all major leagues.

Voiceover:

True! PROLINE+ allows betting on both professional leagues. Time for Part 2.

Text Onscreen:

Part 2

The Rules

(Sports Betting Basics)

Voiceover:

Now we'll cover betting basics.

Text Onscreen:

Sports are unpredictable.

Voiceover:

Sports are unpredictable.

Text Onscreen:

Which means a lot of outcomes to bet on.

Voiceover:

Which means a lot of outcomes to bet on.

Text Onscreen:

Who will win/lose?

Voiceover:

Like who will win, or lose?

Text Onscreen:

By how much?

Voiceover:

By how much?

Text Onscreen:

Who will score the winning goal?

Voiceover:

Who'll kick the winning field goal or sink the winning basket?

Text Onscreen:

These are just a few examples.

Voiceover:

These are just a few examples.

Text Onscreen:

Every bet comes with its own specific odds.



Voiceover:

Every bet comes with its own specific, dynamic odds that can change over time.

Text Onscreen:

The odds may change during a live event.

Voiceover:

If betting on a live event, the odds may change during that game.

Video:

Displays Moneyline bet odds on a tablet. An arrow points to Detroit having the odds of 3.30, and Buffalo having the odds of 1.35.

Text Onscreen:

PROLINE+ works with professional sports analysts to set odds.

Voiceover:

PROLINE+ works with professional sports analysts to set these odds.

Video:

Displays a clipboard and a stopwatch.

Text Onscreen:

Coach's Quiz
True or False
Can you bet on who will win an award show?

Voiceover:

Time out for another Coach's Quiz! True or False. PROLINE+ even lets you bet on novelty events like award shows.

Text Onscreen:

True! If there's competition involved, chances are you can bet on it.

Voiceover:

True! If there's competition involved, chances are you can bet on it.

Text Onscreen:

Part 3
The Markets
(What you can bet on)

Voiceover:

Now it's time to look at how PROLINE+ groups the things you bet on.

Text Onscreen:

Markets are what you bet on.

Voiceover:

Markets are the things you can bet on. Why are they called that? That's for another video.

Text Onscreen:

PROLINE+ has hundreds of markets to bet on.

Voiceover:

PROLINE+ has hundreds of markets to bet on.

Text Onscreen:

#1 Moneyline

Voiceover:

Moneyline is the most basic.

Text Onscreen:

Moneyline
A bet based on the odds of who will win a game, match or race.

Voiceover:

This is a bet based on the odds of who might win or lose a game, match or race. Simple.

Video:

Displays Moneyline bet odds on a tablet. Detroit has the odds of 3.30, and Buffalo has the odds of 1.35.

Text Onscreen:

#2 Point Spread

Voiceover:

Point Spread

Text Onscreen:

Point Spread

A bet on whether a team wins or loses by the number of handicap points assigned to the favoured team.

Video:

Displays a Point Spread of 6.5 on a tablet. Buffalo has -6.5 with the odds of 1.91. Detroit has +6.5 with the odds of 1.91.

Voiceover:

A bet on whether a team wins or loses by the number of handicap points assigned to the favoured team. With PROLINE+, you can even bet on the Point Spread for different times in the game.

Text Onscreen:

#3 Over/Under

Voiceover:

Over/Under

Text Onscreen:

Over/Under

A bet on whether a team wins or loses by a certain number of points.

Video:

A tablet displays an assigned point number of 50.5. Both the 'Over' and 'Under' odds are set at 1.91.

Voiceover:

This is a bet on whether the combined total score of a game goes over or under a certain number.

Text Onscreen:

And there are Prop Bets

Voiceover:

And if you want to get way into the game, there's also Prop Bets.

Text Onscreen:

Prop Bets
A bet on events that happen during a sporting event.

Video:

A tablet displays a Prop Bet for 'Will there be overtime?'. The odds for 'Yes' is 3.20. The odds for 'No' is 1.33.

Voiceover:

A Prop Bet covers everything else that goes on in a game. Like, will the game go into overtime? That's a type of Prop Bet.

Video:

Displays a clipboard and a stopwatch.

Text Onscreen:

Coach's Quiz
Which market lets you bet on a total score?

Voiceover:

Coach's Quiz time. Which market lets you bet on a total score?

Text Onscreen:

Coach's Quiz

Which market lets you bet on a total score?

- A. Moneyline
- B. Over/Under
- C. Point Spread

Voiceover:

Spot it?

Text Onscreen:

B. Over/Under

Voiceover:

B. Over/Under. One of hundreds of markets you'll find on PROLINE+, along with new options like Asian Handicap, Winning Margin, Futures, and more.

Text Onscreen:

Part 4

The Action

(Knowing the bet types)

Voiceover:

Now we're in the home stretch. Time for the different bet types.

Text Onscreen:

PROLINE+ has different bet types

TIP: Check PROLINE+ to see all available bet types.

Voiceover:

PROLINE+ has different betting options.

Text Onscreen:

Single Bet
Parlay
System

Voiceover:

Single Bet. Parlay and System.

Text Onscreen:

Single Bet
A bet on the outcome of a single game, match or race.

Voiceover:

Single Bet is the simplest bet. One bet in one market, on one game or event.

Text Onscreen:

This is a Single Bet:

Voiceover:

This is what a Single Bet looks like.

Video:

Displays a tablet with a betslip. One pick is highlighted on the right and is reflected onto the betslip on the left.

Text Onscreen:

Parlay
Two or more picks rolled into one bet.

Voiceover:

A Parlay is a combination of 2 or more picks in any market.

Text Onscreen:

This is a Parlay Bet:
TIP: Parlays of 4 or more receive a Combiboost multiplier.

Voiceover:

It looks something like this.

Video:

A tablet displays a bet slip with two picks highlighted on the left. Two Single Bets are reflected onto the bet screen, thus reflecting a 2 pick Parlay. The two Single Bets are highlighted in green.

Text Onscreen:

To win, every pick in the Parlay has to be a winner.

Voiceover:

To win, it's all or nothing. Every pick in the Parlay has to win for you to win.

Text Onscreen:

System: A pre-configured bet comprised of 3 to 8 selections

Voiceover:

And there are System Bets - pre-configured bets made up of 3 to 8 selections.

Text Onscreen:

This is a System Bet:

Video:

Displays three picks being selected on the left of the screen. Displays a series of System Bets on the right with a \$5 wager placed on the Trixie. The screen zooms in on the Total Wager amount of \$20, with the total return of \$66.

Text Onscreen:

System bets multiply your original bet and can pay out big if they win.

Voiceover:



With a System Bet, any amount you wager gets multiplied for a chance at a larger payout. That also means a larger loss if your System Bet loses. You can dive deeper into System Bets at PlaySmart.ca

Text Onscreen:

Coach's Quiz
True or False
If you bet more, you'll win more.

Voiceover:

*We made it – final coach's quiz:
True or False
If you bet more, you'll win more.*

Text Onscreen:

False
No bet is a guaranteed win.

Voiceover:

False! More bets might mean more chances to win, but as every fan knows, anything can happen in sports, so your best bet is to play to have fun.

Text Onscreen:

Learn more at PlaySmart.ca

Voiceover:

Continue your learning about sports betting at PlaySmart.ca

Video:

Closes off with the OLG and PlaySmart logos.