

# FairPlay Sports Media Minimises Real-Time In Play Operational Costs with Diffusion

How FairPlay Sports Media uses Diffusion to remove the burden on their servers and deliver excellent service experience for their customers



## Sector

iGaming/Sports Betting

## Key Figures

- Founded 1999
- Formerly Oddschecker
- 1,700+ employees
- 100M+ monthly users
- Offer sports betting

## Company Profile

Launched in the UK in 1999 (formerly Oddschecker), FairPlay Sports Media is a global sports media, technology, and data company that sits at the intersection of digital content, personalised betting experiences, and AI-driven analytics. FairPlay operates an extensive network of betting comparison and fan engagement platforms.

FairPlay Sports Media's mission is to make betting fairer, more transparent, and more engaging—for both the user and the operator—by blending deep data, smart tech, and powerful storytelling.

<https://fairplaysportsmedia.com/>

## Executive Summary

The FairPlay Sports Media flagship product, infamously known as Oddschecker, required high volume scalability for both user connectivity and data delivery during peak sporting events. As a trusted source for betting odds, price updates, offers, and promotions; FairPlay Sports Media needed deliver their event-driven data in real-time to be successful. They chose to handle their real-time data requirements and help with the off-load burden of back-end systems. Diffusion helped them to...



Reliably deliver real-time betting odds to customers at zero latency



Manage volatility in usage simultaneously across sporting events



Remove the burden of back-end servers while improving performance

***“Since plugging in Diffusion, the popular event days have been just like any other day.”***

Matt Robinson, CTO,  
FairPlay Sports Media

## Challenge

Innovation in technology and keeping ahead of the competition were two critical goals for the organisation. In a fiercely competitive market, with a passionate and engaged target audience, there is no room for shortcomings. FairPlay Sports Media Group's decision to deploy Diffusion was driven by the need to...

- Service to hundreds of thousands of users, during peak sporting events
- Manage volatility in usage simultaneously across sporting events
- Off-load burden on back-end systems

With bookmakers reliant on FairPlay Sports Media, quality assurance is fundamental to maintaining their services and assure customer retention and loyalty. Their in-house platform was neither reliable nor scalable. Therefore, during important, high-volume events, such as Cheltenham or the Grand National, they experienced database related problems and frequent system failures resulting in very high support costs for these peak events. They simply couldn't afford to continue to have these challenges.

**100M+**

Monthly users

**17M+**

Weekly data updates

**100+**

Media & betting partners

**50,000+**

Monthly covered events

## The Solution

FairPlay Sports Media chose Diffusion to unburden their back-end database, eliminate their high support costs, and assure efficient and cost-effective data delivery over the Internet to their end-users. Diffusion's ability to intelligently and securely manage real-time data and user connections makes Diffusion the ideal solution. Diffusion offers substantial savings on bandwidth and infrastructure, enabling FairPlay Sports Media to efficiently deliver information to different devices, via sometimes challenging Internet connections, always sending only the most up-to-date and relevant real-time data.

Matt Robinson, CTO, explains, "If I think back to the Grand National, we would have our entire IT team in, contingency plans set up the week before, we'd be monitoring everything that moved, and inevitably around 11 or 12 o'clock things would start slowing down as the site got busier, and we'd have to start trying to reduce load, switching stuff off just to keep the site alive and deal with it as best we could. Since plugging in Diffusion, the popular event days have been just like any other day".

***"Since plugging in Diffusion, sometimes we see prices update faster than the operator's site, which is incredible".***

Matt Robinson, CTO  
FairPlay Sports Media

Since integrating Diffusion, FairPlay Media's users benefit from not having to wait for whole pages of odds information to refresh because Diffusion's proprietary delta-data streaming efficiently updates only what is required to be updated resulting in a reliable and efficient real-time service and engaging user experience. Diffusion has also reduced the load on their back-end systems and databases while improving performance.

## DIFFUSION

### Diffusion in a Nutshell

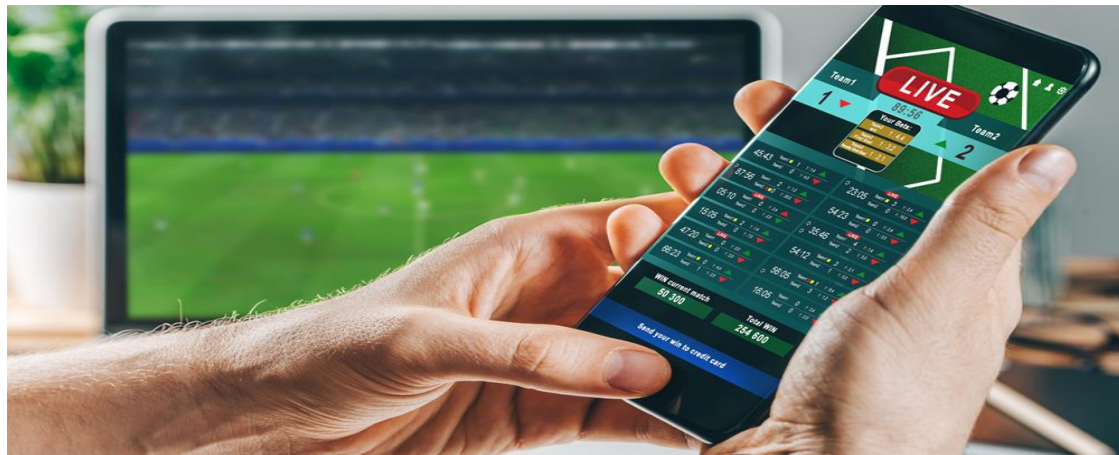
Distributes time-critical data feeds at speed, on a global scale, saving our customers time and money.

- Patented Innovation:**  
Transforming data delivery with patented technology
- Edge Optimised:**  
Empowering industries with real-time edge ready solutions
- Feature-Rich Excellence:**  
Empowering powerful applications with a feature-rich platform
- Cost Efficiency Without Compromise:** Save egress costs by up to 80%+ whilst improving application performance
- Reduce time to market:**  
Drastic reduction in development, days instead of months
- Scalability and Power:**  
High performance, reduced bandwidth by up to 90%+, and delivery of scalable, future proofed, solutions
- Security:** Precise role-based access control and data filtering that enables hyper personalisation of data streams

*“In-Play is a major challenge to all bookmakers – and this is where Diffusion really stands out. We get prices direct from bookmakers, such as Bet365 and William Hill, enabling the bookmakers who have Diffusion to stream prices directly to our Diffusion instance bypassing our databases and all additional processes”.*

Matt Robinson, CTO

FairPlay Sports Media



## Results and Future

FairPlay Media enjoyed a phenomenal 80% growth in the two years following adoption of Diffusion. They currently boast 100M unique on-site visits per month and are hailed as one of the best betting sites in the industry. Busy periods, where prices are updated every second, used to put a significant load on the system. Diffusion has removed this burden on their servers and delivers excellent service experience for their customers.

Diffusion enables organisations to build more efficient web, mobile and IoT applications with real-time data delivery services, creating immensely sticky customer experiences, enforcing brand loyalty, and reducing operational costs, in this case with Google Cloud Platform as the baseline for the deployment. With Diffusion, organisations can do more with less.

FairPlay Sports Media will continue to expand Diffusion across new mobile platforms. The business will also be expanding internationally, working with DiffusionData to target new markets and audiences.

**DIFFUSION DATA**  
Data Distribution Framework

### About Us

DiffusionData are pioneers in the world of real-time data distribution. The company provides infrastructure software to customers that use fast-moving data streams. The software is delivered as a cloud, on-premise or hybrid solution to companies worldwide, in sectors such as financial services, iGaming, retail, transportation, health and digital media.

[Try Diffusion Cloud for free!](#)