

# Bragg Gaming Group

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## Bragg Gaming's new content rich GiveMeSport website proving fast and furious

Bragg Gaming Group (CVE:BRAG) (OTCMKTS:BRGGF) revealed Tuesday that its GiveMeSport subsidiary's re-designed web platform is giving its "top fans" something they've always wanted — faster page speeds to watch videos and content.

In a statement, Rick Waterlow, managing director at GiveMeSport said: "We reached out to our top fans and asked them what they wanted to see in their sports news, and then developed an entirely new editorial strategy and platform to respond to their feedback. We also prioritized the speed of the new platform and optimized for mobile — no more waiting for video and enhanced content to load."

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The publisher said the new editorial strategy went into the works in the first half of 2019 and is already getting results. In June, unique monthly users soared 221% to 95 million across platforms, compared to 29 million in January 2019. The redesign has also lifted Facebook video views, while expanding Instagram followers.

GiveMeSport has Facebook's most popular sports page with over 25 million likes, a million ahead of US sports broadcaster ESPN, according to the company.

The bulk of GiveMeSport's revenues are generated through direct advertising, thanks to the high volume of traffic its website gains from Facebook and other social media networks.

The GiveMeSport website carries exclusive player and manager interviews, providing fans with up-to-date features, match previews and match reviews. It covers football, boxing, cricket, Formula 1, golf, tennis, rugby, athletics and has a GMSWomen newsroom.

Waterlow said GiveMeSport's reader is "knowledgeable" and wants "insightful content" that provides in-depth analysis on a wide range of sports. He pointed out that they also want "a variety of formats — from short humorous pieces to more serious" in-depth articles.

"We've redesigned our editorial process to create content that readers want to read and engage with, and which encourages people to return to the site regularly," he added.

The Bragg Gaming Group was established in 2018 to identify online gaming opportunities with a focus on both B2B and B2C gaming companies. In addition to GiveMeSport, Bragg Gaming includes gaming content aggregator Oryx Gaming, and UK-focused sportsbook GiveMeBet.

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**Price:** 0.22

**Market Cap:** \$17.57 m

### 1 Year Share Price Graph



January 2019 July 2019 January 2020

### Share Information

**Code:** BRAG

**Listing:** TSX-V

**52 week High Low**  
0.86 0.18

**Sector:** Leisure, gaming and gambling

**Website:** [www.bragg.games](http://www.bragg.games)

### Company Synopsis:

*Bragg was established in 2018 through two initial acquisitions. We specialize in identifying online gaming opportunities with a focus on both B2B and B2C gaming companies.*

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