



BetTube is Launching its Public Beta

MUNICH - The first website for betting on viral videos is launching its beta version on Wednesday, 27th of November. BetTube has been redesigned to be the place to watch and bet on upcoming videos before they go viral.

The Game

Users can bet that a YouTube video will go viral. All user submitted videos are ranked in a chart. A user wins if the video he/she bet on makes it into the top 10 within 12 hours of the bet. Each bet is essentially a prediction of the future and BetTube aggregates these predictions into a chart of videos that are likely to go viral in the near future.

To make it easy to find upcoming videos, BetTube features data visualisations that allow users to spot trending videos early. In this way BetTube is not only for gamblers - it is also a great place to watch new videos by YouTube's biggest stars.

Currently BetTube allows gambling with play money, real money gambling will be enabled in the future. Users can sign up for free and start gambling right away.

The Company

BetTube launched its alpha version at the Launch Festival in San Francisco in March 2013. Since then users have placed tens of thousands of bets. The company was founded in Munich, Germany by Clemens Ley. Prior to working on BetTube, Clemens graduated from Oxford University with a PhD in Computer Science.



The Business Model

BetTube will provide in-app-purchases, for example BetTube will sell play money for real money. A second revenue stream will come from premium features. An example would be private betting rounds in which users are competing against their friends or colleagues, whereas in the free version users compete against randomly selected players.

Once real money gambling is enabled, BetTube will make money in the same way that casinos make money from poker tournaments today: BetTube will keep a small amount of money from every pot played.

The Competition

The concept of BetTube bears similarities to social bookmarking sites like [Reddit](#) or [Digg](#). In contrast to BetTube, a video is featured highly on these sites if their respective community likes the video right now. On the other hand, a video is featured highly on BetTube if the YouTube community (which has a much broader audience) will like it in the future. Being based on predictions, BetTube is able to feature videos before they appear on other sites.

Prediction markets like [iPredict](#) or [IEM](#) also allow users to make bets on future events. However, none of these sites are specialised on video content. BetTube can optimise its user interface to leverage the excitement associated with videos.

Finally, there are numerous online casinos. These concentrate on classic casino games and sports betting, and do not allow users to bet on videos.

The Market

BetTube is working at the intersection of two fast growing markets - online video and online gambling. With over 1 Billion monthly unique visitors, YouTube is the third most visited website worldwide. 72 hours of video are uploaded to YouTube every minute, and this number has doubled in less than three years. In 2011, YouTube had more than 1 trillion views or around 140 views for every person on Earth [1].

The online gambling market has been growing by an annual average of 18% since 2010 [2] and the online gambling industry had a net worth of \$30 Billion in 2012 [3]. With online gambling becoming legal in parts of the US and other countries, this number will surely increase further in the years to come [4, 5].

Summary

The first website for betting on YouTube videos has been reinvented. It is now easier than ever to bet that a video will go viral. BetTube is not only for gamblers - it is also a great place to watch the newest videos by YouTube's biggest stars.

Media Coverage

United States: [BestTechie](#), [What's New on the Net](#), [AZ Online Casinos](#), [casino.org](#), [Reviewed Casinos](#), [Casino Meister](#)

United Kingdom: [Casinos Online](#), [Casino Daily News](#)

Germany: [Werben und Verkaufen](#), [Braunschweiger Zeitung](#), [Content Marketing](#), [Automaten Blog](#), [Buchmacher.bz](#), [Games and Business](#), [Games and Sports](#), [Wettzentrale](#)

Brasil: [Revista Maneira](#), [Diario Comercio Industria & Servicios](#), [Exame](#)

France: [atelier.net](#), [Paper Blog](#)

Italy: informatione.it

Spain: [Tragaperras Tragamonedas](#)

Mexico: [Elsexenio](#)

Portugal: [Tek Sapo](#), [Multimedia Com Todos](#)

Greece: [Stoixima Online](#)

Sources

[1] [YouTube Press Statistics](#)

[2] [Online Gambling Quarterly Report Q3 2013](#)

[3] [Analyzing the Global Online Gambling Industry](#)

[4] [KPMG: Online Gambling - A Gamble or a Sure Bet?](#)

[5] [New York Times: Tech Industry Sets Its Sights on Gambling](#)

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