

brazino o jogo da galera

Already established in Brazil as a great supporter of sports, with emphasis on sponsoring the Brasileirão Series A, galera.bet will start accepting, from January 2024, bets on rodeos. With the football market already flooded with around a thousand betting sites vying for the attention of fans willing to place their bets, one of the main players in this segment in Brazil understood that the time has come to diversify the business and be present in other arenas. "There are already people doing this, but irregularly and in smaller rodeos. The sites are so small that the odds are manually adjusted as bets arrive," says the CEO of galera.bet, Marcos Sabiá. Sabiá, however, recognizes that the undertaking involves a certain risk, precisely because almost no one does it and also because there is little information that allows to estimate the size of the potential audience to be estimated. Even in countries where there is already a more mature rodeo betting market such as the United States and Canada there is little open data from those who operate, which also makes any type of projection for Brazil difficult. What encourages galera.bet to make this bet is the country culture that is rooted in Brazil, not only due to the rodeos and vaquejada sports that are popular in the interior, but also due to the success of the songs and the money that agribusiness generates. "There are around 70 million people who live the agricultural lifestyle and country culture. Not by chance, there is always country music in the top 5 most listened to on Spotify," he highlights. galera.bet, which currently has 3 million users on its platform, will be the first Playtech brand to enter this segment. In Brazil, there are around 100 rodeos that are organized by the PBR, the main international league in the category. As part of the plan to join this ma