

# On the exchanges

## Game, set and match to traders

Peter Webb serves up another way to make money trading on major sporting events

**M**aking money by trading sports is all about volatility, the movement in odds. Lay at a lower price than you can back at and you will make money. The bigger the gap between your lay bet and your back bet the bigger the profit.

One of the most volatile and therefore potentially profitable in-play sports is Tennis. There are many reasons why Tennis odds are so volatile.

One key reason for this is that the unique scoring system lends itself well to significant changes of fortunes for the players.

You can go from being 2-0 up to 2-3 down, just by failing to hold your serve once. Failing to hold your serve could be down to a fluke or a bad call that goes against you at just the wrong moment. Matches can also last, in theory at least, for infinity.

This means the chance of a large swing in odds are much more likely. One of the longest matches in recent times went to 102 games before a victor was eventually found and there have been many matches lasting over six hours!

The upshot of this is that the chance of a large shift in odds is much more likely in Tennis.

In order to profit from these swings in odds you need to understand where the odds are going and what creates the key moves in a Tennis match.

### Stosur v Schiavone - Match Odds

Betting on: Samantha Stosur  
Total matched on this event: £8,556,021  
Betting summary - Volume: £7,730,835  
Last price matched: 1.95

#### Price/Volume over time



Inverse Axis

The information on this page may be slightly delayed.

1.87		£1,766
1.88		£1,270
1.89		£193
1.90	£100	£35,286
1.91		£3,163
1.92		£10,912
1.93		£3,942
1.94	£1	£3,265
1.95		£252
1.96		£17,494
1.97		£265
1.98	£5	£70,438
1.99		£2,870
2.00		£21,750
2.02		£34,091
2.04		£2,275
2.06	£15	£10,003
2.08		£487
2.10		£173
2.12		£900
2.14	£9	
2.16		£62
2.18		£1,205

How do you do that? Fortunately help is now at hand as the team here at Bet Angel have invented a completely new and unique tool to help you profit from Tennis, the rather aptly named 'Tennis Trader'.

Best of all it's free if you are a Bet Angel subscriber.

Tennis Trader allows you to model and profile each match and identify key moments in a match at a glance. Using it you can identify key moments where your upside profit is at its highest and your downside potential low.

Statistics are very useful but psychology and fitness also play an important part. Struggling to hold serve and then seeing three aces blasted past you in the next game is very demoralising no matter how well you have played or how unlucky you have been.

Therefore, probabilities of winning game can vary quite a bit from game to game. To cope with this Tennis trader has a clever calibration function that allows you to keep up with the changing fortunes of players.

There are other factors that you can take account of. There is evidence that

winning the previous point, game, or set increases the chances of winning the next.

This statistic is no doubt generated at least in part to the underlying psychology of getting the upper hand over your opponent. There is also strong evidence of a "first game effect."

More specifically, the first game of a match is the hardest one in which to break serve. Lots of sports related guidance is based more on myth than reality but this fact is academically proven. Players who have conceded the first two sets, also tend to perform better at the start of the third set.

At that point it's a do or die situation for the player so they may as well give it a good go.

If you want to profit from Tennis then the best entry into the market is a break of serve. Breaks of serve are obviously key turning points in a match and if the break occurs, the odds will move rapidly.

Using Tennis Trader I looked at two players who were evenly matched and priced at evens, or 2.00 in digital odds. If the server wins his first game in the match, their odds will drop to 1.91, if

# in association with Bet Angel

Player	Server	Sets	Games	Points	Tie-break Points	Predicted Odds	Probability of winning Game	Probability of winning Set	Probability of winning Match
<b>Current Score</b>									
Marcel Granollers	+	0	0	0	0	3.11	14.7%	40.3%	32.2%
Marcos Baghdatis	+	0	0	0	0	1.48	85.3%	59.7%	67.8%
<b>✓ Marcos Baghdatis Wins Game</b>									
Marcel Granollers	●	0	0	0	0	3.27	80.4%	35.5%	30.6%
Marcos Baghdatis		0	1	0	0	1.44	19.6%	64.5%	69.4%
<b>✓ Marcel Granollers Wins Game</b>									
Marcel Granollers	●	0	1	0	0	2.39	80.4%	67.9%	41.8%
Marcos Baghdatis		0	0	0	0	1.72	19.6%	32.1%	58.2%

they lose serve, the odds will drift to 2.53. I have based these odds on a five set tiebreaker match.

Wind the model forward to the fifth set and if the server is broken the odds will drift to 4.56. You can see that anticipating what will cause that break of serve is the key to successfully trading a tennis match.

Whether your cue is fitness, psychological or statistically based; a break in serve is always going to be significant. As you can see, breaks of serve occurring later in the match have a much more pronounced effect on the market odds, especially when the match is a close one.

So if you are aiming to get the largest possible movement, a close match in the final set is where you will find the biggest opportunities.

Earlier sets also present opportunities, but these are much less profitable as they are less volatile, but you are likely to be taking on less risk at this point in the match. Ultimately your activity in the market should be dictated by how much risk you are willing to take.

As an example, in a competitive match you would expect both players to try and play out of their skin.

But, you could also expect that both would try to avoid doing anything stupid

in the first set. It's important to get off to a good start, but it's equally important not to blow it early on. So a game of cat and mouse, probing your opponent and holding serve, is a quite likely occurrence in a big match.

If the match goes to 4-4 in the first set, then an opportunity will open up in the ninth game. At this point if you can break the serve of your opponent you then serve for the set.

So stepping up your game, trying a few tight or tricky shots will pay exceptional dividends in the ninth game. If the game is 30-30, you are only potentially two points away from being a set up.

If your opponent sends the first serve out, then you can step inside the baseline and look to get only one point from your target. This game would be very significant given the right circumstances.

You can look to the French open Women's final for evidence of what happens if serve is broken in that ninth game.

What Tennis Trader will do is tell you what the potential up and downside is. In this case you could have taken the risk of small downside for a massive payoff.

While breaks of serve are always important, some are more important than others. There are many similar

points throughout a match. There is clear evidence that 'reading' the match, watching it closely and understanding all the dynamics, allows you to pin point key moments more precisely.

A lot of Tennis traders carefully examine previous rounds and performances which can give clues to players state of mind at certain points in a match.

Seeing how often a player who loses their first set goes on to win or vice versa, can tell you a lot about their ability to fight back or snatch defeat from the jaws of victory.

They can also help identify slow or fast starters. You also need to look at the court surface. Clay favours fitter, younger, players who are shot makers. Grass favours a power, serve and volley game.

As tennis is one of the most volatile sports in terms of odds movement, it makes for an excellent trading market. The only downside you have with Tennis is that matches can last for very long periods of time.

However, Tennis still remains one of the most popular sports trading markets. Now with the Tennis trader, the odds profiling tool, you can now take advantage of all the opportunities in the market while carefully managing your risk.