

bonus betobet

British-based gambling company

Sky Betting & Gaming is a British-based gambling company, owned by Flutter Entertainment, with headquarters in Leeds, West Yorkshire and offices in Sheffield & Solihull. Sky Betting & Gaming consists of five core brands: Sky Bet, Sky Vegas, Sky Casino, Sky Poker and Sky Bingo.

In 2024, Sky plc sold an 80 per cent stake in the company to CVC Capital Partners for £600 million, with Sky retaining a 20% stake in the company and agreeing to a long-term licence of the Sky brand.

In 2024, CVC and Sky (then in the process of being acquired by Comcast) agreed to sell Sky Betting & Gaming to The Stars Group for £3.4 billion, which was then acquired by Flutter Entertainment in 2024. Flutter continues to use the Sky name and logo, which are now owned by Comcast.

Sky Bet [edit] Sky Bet logo used since September 2024. Sky Bet is the sports betting division of Sky Betting & Gaming, with the majority of its operations run from Leeds.

History [edit] Sky Bet's origins lie in B Sky's acquisition of Sports Internet Group in July 2000 which included the small telephone and online sports betting based company Surrey Sports, alongside two other companies: Planet Football and Opta Index. Surrey Sports was rebranded in July 2002 to create Sky Bet. The company grew in December 2006 when established online betting companies totalbet and ukbetting were consolidated into Sky Bet after B Sky's purchase of 365 Media Group.

Sky Vegas [edit] Sky Vegas logo used since September 2024. Sky Vegas is the company's primary online casino division. Sky Vegas is licensed and regulated by the Alderney Gambling Control Commission (AGCC) (GCB). Until 12 April 2011, Sky Vegas had a dedicated TV channel of the same name on Sky channel 86 4 (which was formerly Tj T* BT /F1 12 Tf 50 24 Td (called 'Sky Vegas')

Sky Bet.