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Resumo:

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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 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 'vaquejadas' 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 market, galera.bet decided to be a master sponsor of the Circuito Sertanejo, which includes the Barretos party, the largest in the country, bringing together 1 million people per year. This is a similar strategy to that adopted in football, as the brand sponsors Series A.

By entering

rodeos, the company's idea is not only to diversify the operation, but also to

reinforce its positioning as an entertainment and fun business, and not just betting. Furthermore, it wants the rodeo audience to have galera.bet as their preferred platform for betting on any sport, differentiating itself from the many others that mark the fierce competition in football. "The guy who goes to the rodeo also has a favorite team and will also bet on the games."

The flood of bets that appear in football, in fact, has already caused problems for galera.bet that go beyond the fight for attendance. The platform is fighting a legal battle with the CBF to enforce its exclusive sponsorship contract in Series A, because the confederation even included other brands in advertising pieces that should only have galera.bet.

The platforms have invested so

much in advertising that only one of the 40 teams that are part of the first and second division, Cuiabá, does not have a website as a sponsor on the uniform. The advance, driven by a law at the end of 2024 that opened the doors to this market, led the Chamber to approve another law this year to create regulation, which will still pass through the Senate.

One of the most relevant measures is the imposition of a fee of R\$30 million on sites to be able to operate, which should remove smaller platforms from the market, which do not have the cash to do so, leaving only the largest in the race, such as galera.bet, which will continue to have football as its most important market.

The entry barrier, in fact, could help the company led by Sabiá have an easier path to consolidating itself in the rodeo market.

Before that, however, the company is facing

the challenge of building a long database of past rodeos that will allow it to create algorithms that calculate prizes with the highest possible level of accuracy in relation to the odds, and updated automatically. If this is already well understood in football, in rodeos there is still a legacy of statistics to be built. The work began months ago and involves game science experts from Insper and UFPE.

The most sensitive

part, however, will be creating mechanisms that prevent manipulation, an issue that gained strength with the Parliamentary Commission of Investigation (CPI) that investigates cases involving football players. Just as on grass there are bets that involve facts that can be easily manipulated by a single person — such as a yellow card —, in rodeos there are situations as simple as deciding whether the rider will fall prematurely or not.

To prevent problems like these, galera.bet intends to use techniques that are already used in football, such as knowing in depth the athletes' history, to understand when there is something that is out of the ordinary for that professional and could represent evidence of manipulation, and monitor unusual movements of money on the platform. "It is in our interest to prevent these things from happening, because if there is manipulation, it is the platform that loses money."

Source: Pipeline / Valor

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Seja bem-vindo à Bet365, brazino777 logo casa de apostas esportivas online. Aqui, você encontra as melhores opções de apostas em brazino777 logo futebol, basquete, tênis e muito mais.

A Bet365 é uma das casas de apostas mais confiáveis e respeitadas do mundo. Com mais de 20 anos de experiência, oferecemos uma ampla gama de mercados de apostas, odds competitivas e recursos exclusivos para ajudá-lo a ter sucesso. Se você é novo nas apostas esportivas, não se

preocupe! Nossa plataforma fácil de usar e nosso atendimento ao cliente 24 horas por dia, 7 dias por semana, tornarão brazino777 logo experiência tranquila e agradável. Além disso, oferecemos um bônus de boas-vindas generoso para novos clientes, para que você possa começar a apostar imediatamente. Não perca tempo, crie brazino777 logo conta na Bet365 hoje mesmo e aproveite a emoção das apostas esportivas!

pergunta: Quais são os esportes disponíveis para apostar na Bet365?

resposta: Oferecemos uma ampla gama de mercados de apostas, incluindo futebol, basquete, tênis, futebol americano, hóquei no gelo e muito mais.

Early history\n\n Associao Chapecoense de Futebol were only founded in 1973, following the merger if Atletico Chapecoense and Independente. Based in the city of Chapeco, in the southern state of Santa Catarina, the club won its first title just four years later, in 1977, beating local rivals Avai.

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Muitos usuários de antidepressivos podem parar de usá-los com o apoio do GP e acesso a linhas de helpline

Um estudo sugere que quase metade dos usuários de longo prazo de antidepressivos poderia parar de tomar a medicação com o apoio de seu médico de família e acesso a linhas de helpline via internet ou telefone.

Os cientistas descobriram que mais de 40% das pessoas envolvidas na pesquisa que estavam bem e sem risco de recaída conseguiram interromper os medicamentos com conselhos de seus médicos.

Eles também descobriram que os pacientes que podiam acessar suporte online e psicólogos por telefone tiveram taxas mais baixas de depressão, sintomas de abstinência menores e relataram bem-estar mental melhor.

Benefícios da interrupção do uso de antidepressivos

- Maior número de pacientes interrompendo os medicamentos sem necessidade de terapia intensiva cara.
- Eliminação do risco de efeitos colaterais graves para pacientes que tomam antidepressivos por longos períodos e têm preocupações com a interrupção.
- Apoio online e telefônico são custo-efetivos para o NHS.
- Melhora os resultados dos pacientes e reduz a carga sobre os serviços de saúde primária enquanto as pessoas interrompem o uso de antidepressivos.

Metodologia do estudo

Foram recrutados 330 adultos que tomavam a medicação há mais de um ano para um primeiro episódio de depressão ou mais de dois anos para uma recorrência da doença.

Os participantes foram divididos em dois grupos: um recebeu conselhos de seu médico de família e acesso a linhas de helpline via internet ou telefone, enquanto o outro recebeu apenas o cuidado usual.

Grupo	Número de participantes	Taxa de sucesso
Apoio do GP e helpline	165	44%

Cuidado usual 165 36%

A taxa de sucesso foi maior no grupo que recebeu o apoio do GP e acesso à helpline (44%) do que no grupo de cuidado usual (36%).

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