



The NASCAR And nVue Announce Sports Betting And Forecast Data Partnership

NASCAR and nVue have announced a breakthrough multi-year partnership to develop an intra-race micro-betting market and predictive content for ethnic fans across the country. As part of the agreement, NASCAR will work with innovative micro-betting technology company nVue as an official micro-betting data and technology provider.

The combination of NASCAR's aggressive efforts to drive innovation and enhance the fan experience combined with nVue's expertise in expertise has led to a successful strategic collaboration. [파친코](#)

"This collaboration is typical of a shared vision to entertain fans and enhance the racing experience," said Joe Solosky, director of sports betting. "We're excited to combine our racing products with expertise like nVue to deliver micro-bets to NASCAR fans in the future."

As an official micro-betting partner, nVue will work directly with the league to design and develop intra-race odds to deliver to NASCAR fans through sportsbooks and operators. Unlike traditional betting markets that focus on race-ending results, the intra-race market will include unique betting windows such as stage results, qualifying, pit road betting opportunities, etc. nVue will utilize official live race track data and historical race data points to generate predictions and odds for each race and driver. These newly developed betting opportunities offer thousands of additional ways for fans to participate during a single race.

Kelly Pracht, CEO and co-founder of nVue, said, "nVue is excited to work with the NASCAR team to build a future of cross-race betting and live engagement to please fans over the next few years." She went on to say, "It's a great game. nVue offers a real - time predictive sports platform designed for microbets and media, while NASCAR offers mind sharing and scope for the league ready to revolutionize the level - up fan experience. We expect the industry's first collaboration to be significantly beneficial not only to sportsbooks and media, but also to our knowledgeable NASCAR foundation and new fans."