



# Sports Betting Companies have a New Type of Clientele with Reality TV Viewers

LazerWager, December 15, 2007

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PR9.NET December 15, 2007 - San Jose, Costa Rica. - Offshore Sports and Live Dealer Casino wagering site LazerWager ([www.lazerwager.com](http://www.lazerwager.com)) released that the numbers of people wanting to bet on reality shows has increased dramatically this year.

Reality Television has been around since the late 1940s or on the modern since did not really catch on until the 1970s with the PBS "An American Family" which was about a family going thru a divorce. Reality TV shows then began to branch into many other types of reality shows like dating, special living environments and even completion style reality shows.

The last few years of television have seen an amazing increase in competition Reality Shows starting with, Survivors which is now in its 15th season where the contestants are in China, American Idol which has branched into Latin American Idols, and European Idol to Dancing with the Stars which recently ended and had one of the highest viewer rating for its entire season.

These television Competition Reality Shows have been always been rated in the top ten most viewed shows according to Nielsen Ratings and Sports Betting companies such as LazerWager are also seeing an upward trend in people wanting to place a bet on the outcome of these Reality Shows.

"Back in 2001, the gambling industry thought that betting on such television shows was just a fad and offered wagers on television shows for the occasional client who wanted to make a funny bet." Said Nina Pendleton a spokesperson for LazerWager said. "This year we have seeing a 32% increase in customers wanting to bet on a Reality TV Competition type show."

The phenomena of Reality Competition popularity keeps increasing and even the Television Writers Guild which is currently on strike admit that their jobs could be in jeopardy because of the increased popularity of Reality Shows which in general, do not use writers.

It's these viewers that are creating a new type of gambler. We are talking about the avid Reality Competition viewers who after years of watching the program think they are able to predict the outcome of the show.

The number of Reality Shows has increased dramatically this past decade and this in turn has created a new type of gambler, the gambler that wants to place a bet on the outcome of the program. In light of this upward trend, LazerWager has started to rethink part of its business model.

"Before we just wanted to focus our attention to sports viewers and casino players." Nina Pendleton. "Now we have to rethink our strategy to include the millions of Reality Show viewers who do want to place a wager on the outcome of their favorite TV program."

Reality Shows like The Amazing Race, America's Next Top Model and more is a big money maker not just for the television station and its sponsors but for Sports betting companies as well. Many Sports Betting companies have already adopted Reality Show betting as part of their business model and LazerWager is not about to be left behind.

For more info contact Ms. Pendleton at [pr@lazerwager.com](mailto:pr@lazerwager.com)

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## About LazerWager

... LazerWager ( [www.lazerwager.com](http://www.lazerwager.com)) based in San Jose, Costa Rica with corporate offices in Cyprus, is an online sports, casino and entertainment gambling website backed by over 50 years experience in the online gambling industry. They offer sports and race book betting, Live Dealer and digital casino software, odds on various news, entertainment and current events as well as exciting free content. LazerWager abides by all rules and regulations related to online gaming.

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