

Online Horse Betting

The internet has revolutionized the way we think, we communicate and has touched almost every aspect of our lives, thus the advent of online horse betting. This is much more than the standard betting taken online, it has become almost a way of life for persons who have mastered the skill of making a steady stream of revenue from this activity.

What's so different about online horse betting that sets it apart from other gambling methods? First of all, for those of you who don't already have an idea of what standard gambling is, here is a short walkthrough.

In a typical offline manner, horse betting is made by placing a bet on a specific horse anticipating that it will win the race. Every horse has its own specific odds, which represent the probability that the respective horse will cross the finishing line first. If your anticipation is correct, you get a profit which is directly proportional to the odds of the horse and the amount of money you were willing to stake.

Ok, no real mystery in this, you might say. Online betting has taken things further, much further. You can practically bet on any event in almost any sport, from anywhere in the world, and easier than ever, with a click of your mouse. You could be from the UK betting on the Australian horse races, anything is possible.

This has been made a reality by the betting exchanges, out of which Betfair is the most notorious of them all. A betting exchange is a website that acts as an intermediary between gamblers with opposing views. It is not the bookmaker, it is just an intermediary, remember that. Betfair takes a percentage which is usually 5% out of every profiting bet, so here's where the company draws its finances from.

If the company doesn't play the bookmaker, this means that you can do that yourself. This is possible by laying an event, which means that you bet that the respective event will not happen. Predicting that an event will not happen is far easier than trying to look for a potential winner that may or may not win the race in the end.

However, it is easy to get carried away by lay betting, especially if you are a beginner. The truth is that one unsuccessful lay can wipe out the bulk of your profits, so this is the reason why you should pay attention to what you are laying, at what odds, and what you are staking.

In the end, it is your experience that is going to prove decisive in your long term gambling success. With a bit of research, a lot of composure and maybe even a little bit of luck, you can turn online horse betting into a very profitable business.

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