

I bwin

Austrian online betting brand

bwin Interactive Entertainment AG, formerly known as Betandwin, is an Austrian online betting brand acquired by Entain PLC. The group operated under international and regional licences in countries like Gibraltar, the Amerindian reserve of Kahnawake (Canada), and Belize; and Germany, Italy, Mexico, Croatia, Austria, France,[2] and the United Kingdom in Europe. Bwin offered sports betting, poker, casino games, and soft and skill games, with most revenue coming from poker and sports betting. bwin had over 20 million registered customers in more than 25 core markets. Competence centres were located in Vienna, Stockholm, and Gibraltar.[3]

The company provided services for its subsidiaries such as marketing, finance, and administration, corporate communications, controlling, and IT services. All operational activities were managed by licensed subsidiaries. It was listed on the Vienna Stock Exchange from March 2000 until the company's merger with PartyGaming plc in March 2011, forming Bwin.Party Digital Entertainment. That company was purchased by GVC Holdings in February 2024; GVC continues to use bwin as a brand.

[History \[edit \]](#)

Beginning with 12 employees in its founding in 1997, bwin was formerly known as "betandwin" until 2006. The company launched its first online gambling site in 1998, focusing on the growing sports betting market. One of the most important developments in the company's history was the launch of its live betting product, developed in-house, allowing players to place bets on sporting events while the actual event was taking place. The firm's initial public offering at the Austrian Stock Exchange took place in March 2000.

Betandwin acquired Simon Bold (Gibraltar) in June 2001 and changed