

2022 SMART BETTING CLUB AWARDS REPORT

THE BEST OF THE BETTING & TIPPING WORLD



AS VOTED BY YOU!



SMART BETTING CLUB

2022

SBC BETTING & TIPSTER AWARDS

Welcome to this Free Smart Betting Club (SBC) Awards Report featuring the results of votes cast by SBC members and website visitors in March and April 2022

The [Smart Betting Club](#) is an independent subscription service dedicated to helping its members **make their betting a success**. Primarily this is through our incisive tipster reviews & tipster profit reports on the experts to follow to do just that.

Mindful of the demand amongst many who bet to find quality tipsters they can turn to and rely upon to turn a profit – SBC is here to help provide a trusted and independent outlet to help you source expert betting advisors.

Always taking a long-term approach to our analysis of the results of any tipster service, our reviews contain odds availability tracking, monte carlo simulation results, betting bank/staking advice, exchange suitability analysis and much more besides.

In terms of making your betting a success, when you consider that just 2% of the general betting public normally make a profit of some kind, **the fact that 72.48% of SBC members reported a profit for the last 12 months¹** – this suggests we continue to hit our targets. A further 8% of members reported they broke even over the same period.

Beyond tipster reviews, SBC's goal is also dedicated to revealing the truth on the betting world itself – be it the

places you bet or the resources, websites & podcasts that help you make informed betting decisions.

Therefore to recognize those making a positive impact for punters, each year we now publish these Awards to help showcase the very best (and sometimes worst when it comes to bookmakers) of both the betting & tipping world.

Inside this report you can read a detailed rundown on the free tipsters, websites, bookmakers and a lot more besides that you rated over the past 12 months.

Perhaps it was the expert or website that made you a stack of profit, the bookmakers or exchanges you liked to bet with or even the betting writers, podcasts or video creators providing great content.

These awards are important as they are based on the [fundamental SBC principles of honesty, fairness and independence](#), with no bookmaker affiliations or advertising requirements to cloud opinions. No monetary rewards were sought or given to any of those nominated or that won in any of the categories put forward.

As such, these Awards represent the true judgement of the general betting public and SBC members on what is out there of merit.

¹ This stat of 72.48% is based on the results of a members survey from April 2022 where we asked the question "How much money did you win or lose betting in the past 12 months?"

72.48% of all respondents answered that they had made a profit with a further 8.26% reporting to have broken even over the same period. 19.27% of members posted a loss. Naturally we would like to help 100% of SBC members make a profit, yet that is not always realistic for a number of reasons, such as length of time following, adherence to staking plans and patience and discipline to stick with a tipster or strategy long enough to reap the rewards.

Your 10 Categories

In this free report you can read the results of the following categories:

- Best Free Tipster
- Best Betting Website
- Best Betting Data Resource * New For 2022
- Best Bookmaker
- Worst Bookmaker
- Best Betting Exchange
- Best Betting Podcast
- Best Betting Writer
- Best Betting Video Content
- Best Betting Expert* New For 2022

A Gold, Silver or Bronze Award was given in each category based on the percentage share of votes received.

You can read the exact breakdown of votes cast plus a summary of who won what and where you can find out more.

Save 10% On SBC Membership

Keen to road-test out a Smart Betting Club membership and see the difference we can make to your betting?

You can save 10% on the cost of membership by using the coupon code 2022AWARDS during the checkout process.

[Subscribe Now](#)

YOUR BEST Free Tipster



DARYL CARTER
(GG.com)



BEN COLEY
(Sporting Life)



HUGH TAYLOR
(At The Races)

The Gold Award for Best Free Tipster went to [Daryl Carter](#) who tips and writes for both GG.com and Betfair and who has enjoyed tremendous success in recent times. Daryl picked up 18.17% of the votes and is developing quite a reputation in tipping circles!

Next, the Silver Award went once again this year to Sporting Life's resident Golf Tipster, [Ben Coley](#). Ben had a phenomenal 2021 and continues to build up his profitable record and following thanks to his excellent tips and insightful golf betting columns.

Finally, the Bronze Award went to perennial book-makers scourge, Hugh Taylor who continues to post regular profits for followers of his At The Races column.

A big well done to all who featured in this category including the likes of Andrew Mount, Mark O'Haire and Tony Calvin who between them picked up over 25% of the votes cast – proof as to how competitive this section was!

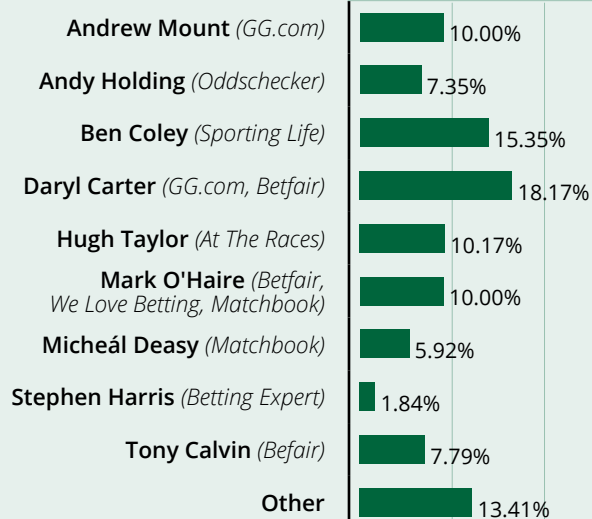
Last Year's Results:

Gold: *Mark O'Haire*

Silver: *Hugh Taylor*

Bronze: *Ben Coley*

How You Voted



100%

YOUR BEST BETTING WEBSITE



ODDSCHECKER.COM



GEEGEEZ.CO.UK



RACINGPOST.COM

The contest for the Best Betting Website Award was a very close call indeed with the odds comparison website – [Oddschecker](#) doing just enough to take the Gold Award with 17.83% of your votes. Oddschecker continues to set the standard when it comes to helping punters find the best value odds from a wide range of bookmaking firms.

After 5 years of winning the Gold Award, [GeeGeez.co.uk](#) came up just short this year but still should be mightily proud of the 16.52% of votes they received to pick up the Silver Award. Geegeez continue to build on their reputation as one of the very best racing websites – whether it be form study, analysis, news or betting insight – there is plenty to sink your teeth into and make you a better bettor.

Taking the Bronze Award this year was racing and betting heavyweight [The Racing Post](#) with 13.02% of your votes. Providing a plethora of form analysis, tips, information and media content, they remain a firm favourite of many in the betting world.

Notable mentions this year must go to several other nominees including At The Races (4th) and Betting. Betfair (5th) with 10.55% and 9.19% of the votes respectively.

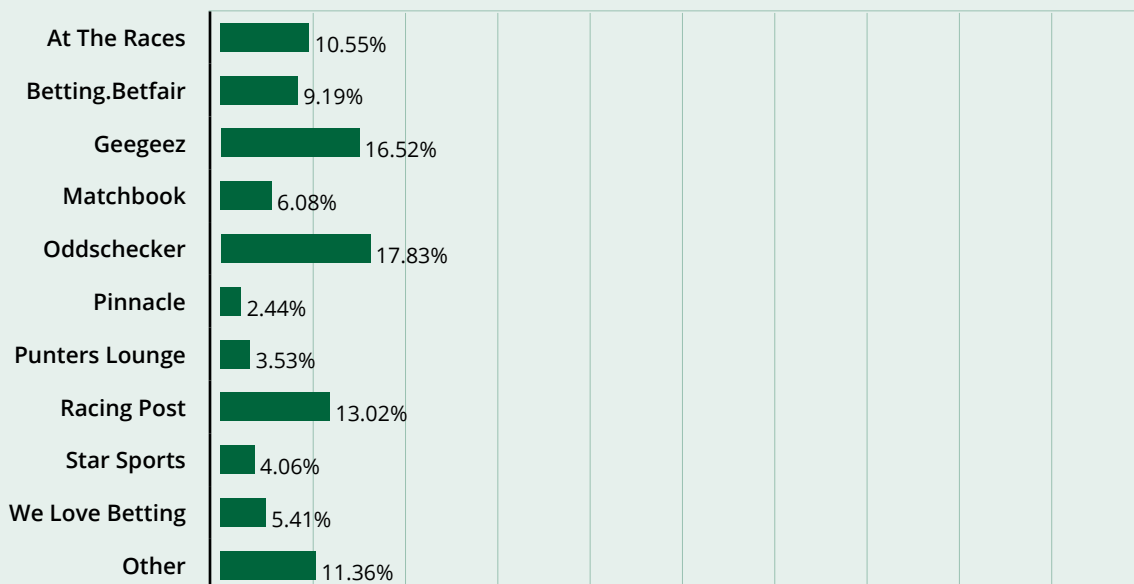
Last Year's Results:

Gold: *Geegeez*

Silver: *We Love Betting*

Bronze: *Matchbook*

How You Voted



100%

YOUR BEST BETTING DATA RESOURCE



GEEGEEZ.CO.UK



**PROFORM
RACING**



WHO SCORED

A brand new category this year was that of Best Betting Data Resource as we sought to highlight the growing number of websites and services providing detailed information and statistics to help punters with their betting.

Scooping the Gold Award for this first time in this category was the excellent [GeeGeez.co.uk](https://www.geegeez.co.uk) service led by Matt Bisogno. GeeGeez Gold is a subscription based service offering premium horse racing tools, stats and tools to help find value bets and is very highly rated – taking 25.62% of all votes.

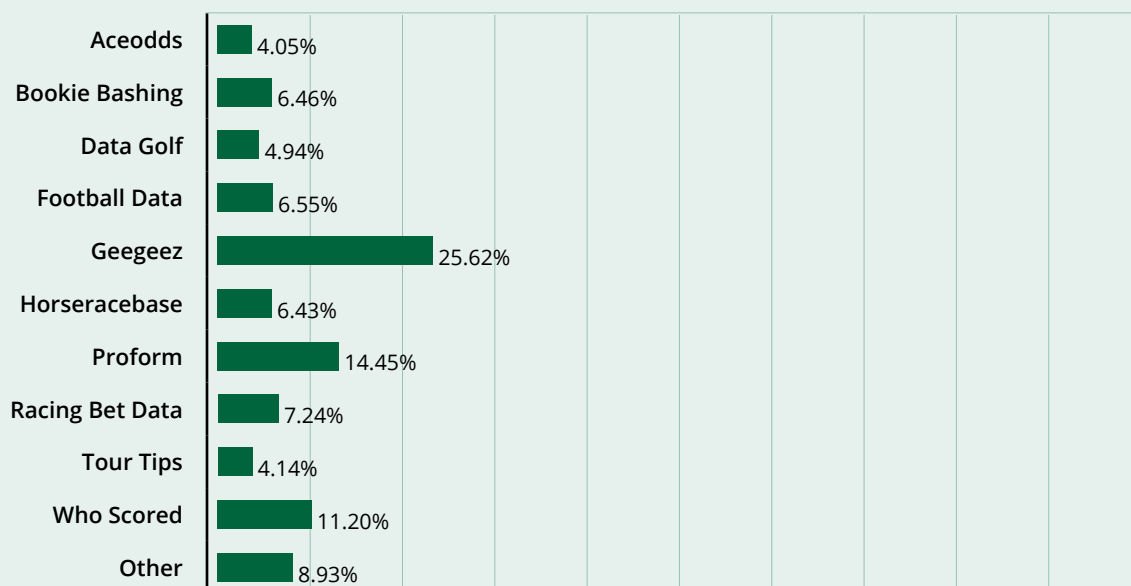
Another much loved racing data resource and one regular referenced by professional punters is [Pro-form Racing](https://www.proformracing.com) who took Silver with 14.45% of all votes. Proform offers a plethora of form analysis tools, race replays, guides and systems for racing fans.

Finally, the Bronze Award with 11.20% of the vote went to the football resource [Whoscored.com](https://www.whoscored.com) – who offer a huge database of football stats, line-up predictions, ratings and much more for lovers of the beautiful game.

Last Year's Results:

New category

How You Voted



100%

YOUR BEST BETTING PODCAST



**BETFAIR'S
'BETTING ONLY
BETTOR' RACING**



**MATCHBOOK
BETTING
PODCAST**



**RACING POST
'POSTCAST'**

The Betting Podcast scene has exploded in recent years with more and more shows and experts to choose from when it comes to finding engaging content, tips and analysis to help you with your betting.

The Gold Award with 22.58% of all votes went to [Betfair's 'Betting Only Bettor' Racing](#) podcast, featuring the talented trio of Hugh Cahill, Tony Calvin and Kevin Blake who provide tips, analysis and insight into all the best racing action.

Taking the Silver Award in 2022 is [Matchbook](#) who continue to publish a wide range of podcasts on all manner of sports from Football to Racing, NFL and Greyhounds. Led by Aidan O'Sullivan and featuring the likes of Mark O'Haire and top football journalist, Jonathan Wilson they polled 18.67% of all your votes.

Finally, the Bronze Award with 15.28% of the votes went to the popular 'Postcast' series from the Racing Post.

It's also worth a tip of the hat to a relative newcomers on the podcast scene this year including The Barstewards Enquiry who picked up 8.80% of your votes. A few names put forward in the 'other' category and not nominated included the likes of the GG Weekend podcast, SBK Betting podcast and Under Starters Orders podcast – again underlining the strength of depth in the podcast world!

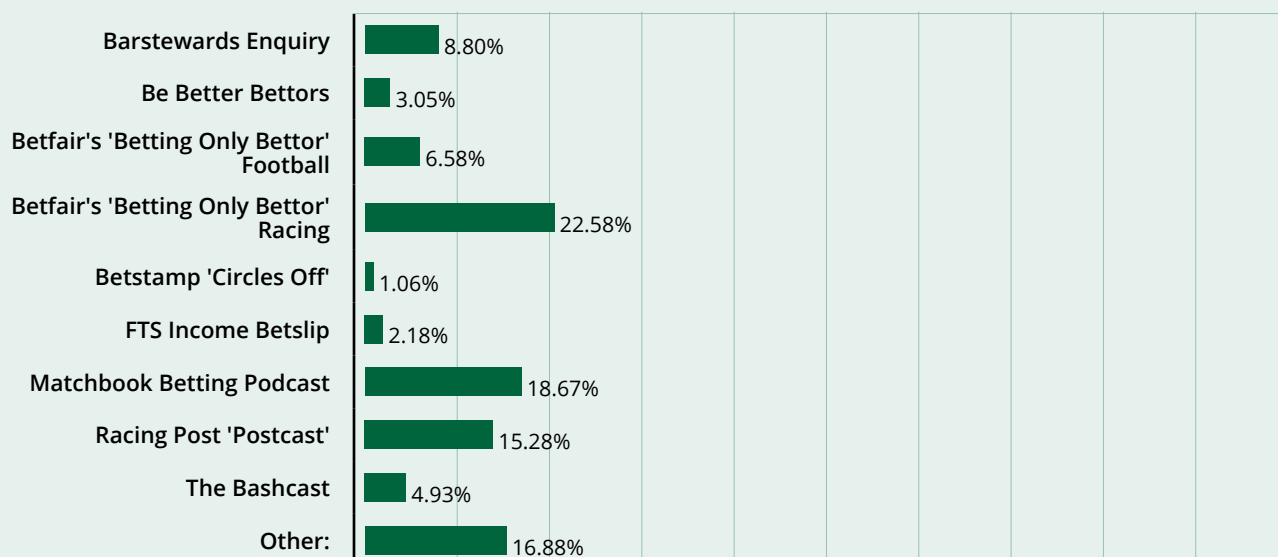
Last Year's Results:

Gold: *Matchbook*

Silver: *Betfair*

Bronze: *The Racing Post*

How You Voted



100%

Everything You Need To Make Money Betting Using Tipsters

To help you improve your betting profits, we regularly publish a series of reports and magazines exclusively available to Smart Betting Club members.



[Check out more on some of the latest publications](#)

YOUR BEST BETTING VIDEO CONTENT



RACING POST



SPORTING LIFE



STAR SPORTS

A category into its 2nd year in these Awards is that of the Best Betting Video Content creator and with more and more video now being published in the betting world, its one becoming quite competitive.

Taking the Gold Award for the 2nd year running though was the betting industry outlet – the [Racing Post](#) who took 23.88% of your votes. Regular videos such as 'What A Shout' on horse racing or 'The Sweet Spot' with Steve Palmer on golf are proving to be very popular.

Just behind in 2nd spot with 23.52% of your votes was another major betting site in the form of [Sporting Life](#) who continue to publish a huge amount of quality

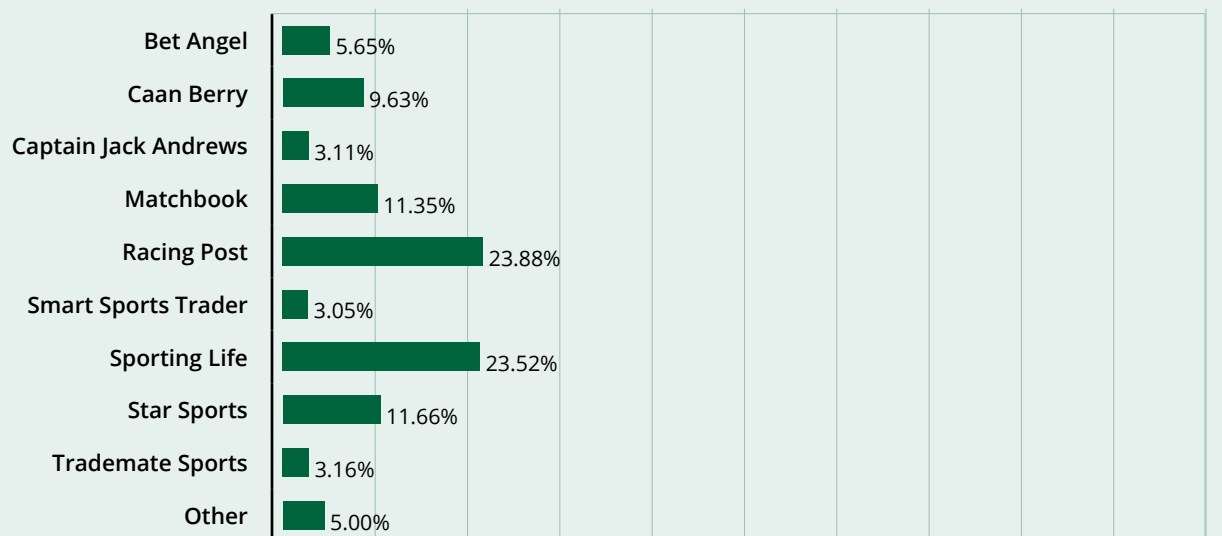
video content. Viewers can find engaging videos featuring insight, analysis and tips on a range of sports from Horse Racing to Golf and Darts and Snooker.

Scooping Bronze once again this year was independent bookmaker, Star Sports, which is richly deserved given some of the quality video content they have published of late. Their regular '[Betting People](#)' videos feature a who's who of the betting world, including recent interviews with the likes of Victor Chandler, Nick Goff and Harry Findlay.

Last Year's Results:

New category

How You Voted



100%

YOUR BEST BETTING WRITER



KEVIN BLAKE



LYDIA HISLOP



MATT BISOGNO

Top racing pundit, [Kevin Blake](#) jumped from Bronze last year to take the Gold Award in 2022 by taking 21.25% of the vote in this hard fought category. Kevin writes for Betfair and At The Races as well as appearing on the former's racing podcasts and ITV's Racing coverage.

The Silver Award went to another outstanding writer and broadcaster, [Lydia Hislop](#), who pens columns and articles for both the Sporting Life and Racing TV. Lydia also co-presents the very popular Road To Cheltenham TV series.

Not far behind Lydia with 15.10% of the votes was [Matt Bisogno](#) from GeeGeez who took the Bronze Award. Matt pens regular insightful articles on all topics relevant to betting and racing on the [Geegeez blog](#).

Notable mentions must also go to Mark O'Haire, Simon Rowlands and Simon Nott who all polled good numbers with 11.98%, 9.3% and 9.02% of the votes respectively.

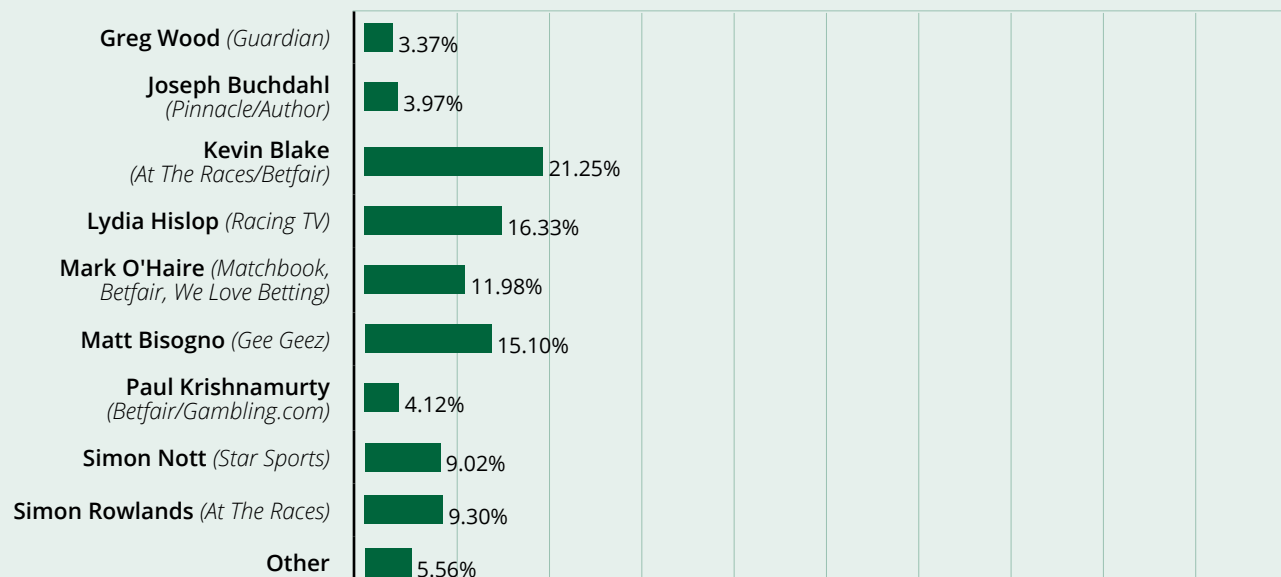
Last Year's Results:

Gold: Matt Bisogno

Silver: Mark O'Haire

Bronze: Kevin Blake

How You Voted



100%

YOUR BEST BETTING EXPERT



NEIL CHANNING



NICK GOFF



TOM BROWNLIE

Another new category for 2022 is that of Best Betting Expert – one we introduced to highlight those people you look up to and respect the most when it comes to profitable punting.

It was perhaps little surprise to see the highly respected betting pundit, [Neil Channing](#) take the Gold Award with 19.06% of your votes. As well as being a very successful poker player with more than 3m made in lifetime winnings, he is also a punter of repute on everything from Golf to Horse Racing and NFL. Neil has also been a very vocal commentator and influencer on the topic of the ongoing UK Gambling Review.

The Silver Award went to [Nick Goff](#) who having left his role as the head of football at Ladbrokes/Coral is now a full time professional punter. Nick is a must-follow on

Twitter and his recent [Star Sports video interviews](#) are well worth watching.

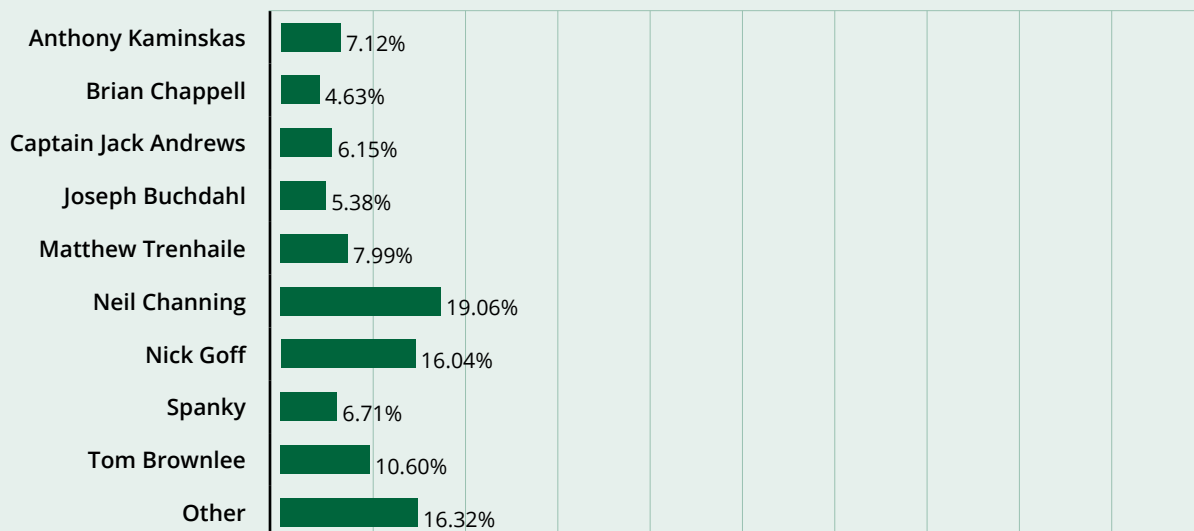
Bronze with 10.60% of the votes went to Bookie Bash-ing founder, [Tom Brownlee](#) who also hosts the superb Bashcast podcast. Tom is a professional punter and advantage player who derives his income from betting.

Outside of this trio, there were also plenty of votes for professional punter, Anthony Kaminskas, industry veteran, Matthew Trenhaile and US-based expert, Spanky. In the 'other' category, several of you put forward Gold Free Tipster, Rory Delargy, the Racing Post's Tom Segal and Mark O'Haire.

Last Year's Results:

New category

How You Voted



100%

YOUR BEST BOOKMAKER



BET365



**PADDY
POWER**



SKYBET

Betting behemoth, [Bet365](#) once again took the Gold Award for best bookmaker with a clear margin of victory at 36.13% of your votes. They continue to set the standard against which many bookmakers are judged these days with a huge number of markets, livestreaming, value odds and a slick betting experience.

The battle for Silver was a much closer contest and one ultimately taken by [Paddy Power](#) who polled 15.28% of your votes. Best known for its off-the-wall adverts and marketing campaigns, they continue to be one of the go-to firms for many punters.

Just behind with 15.07% of the voting was [Skybet](#), another firm with a heavy advertising presence and plenty of markets and betting boosts to attract customers.

It's worth a note here to say that even those at the top of the pile also received several nominations in the other section for the 'worst bookmaker' category. An indication, if it were needed of the divisive nature of bookmaking, specifically when it comes to those who have accounts closed for winning!

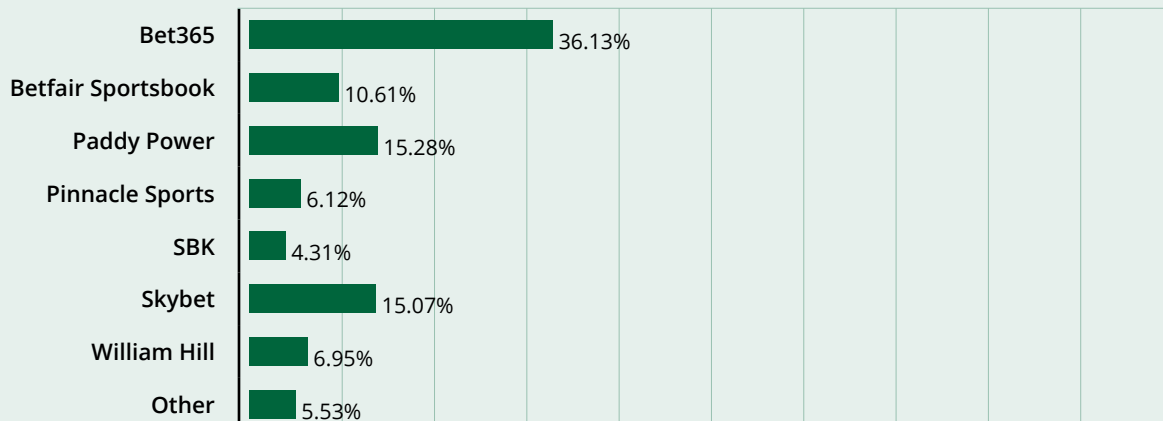
Last Year's Results:

Gold: *Bet365*

Silver: *Betfair Sportsbook*

Bronze: *Pinnacle*

How You Voted



100%

YOUR BEST BETTING EXCHANGE



BETFAIR



MATCHBOOK

There continue to be just 4 major betting exchange options available across the UK and Europe and it was perhaps little surprise to see the [Betfair Exchange](#) take Gold with 64% of the votes cast.

What was notable however was the reduction once again in market share for Betfair, who are showing signs of letting their monopoly of the exchange market slip. In 2021, Betfair polled 70.69% of the votes, so

lost a further 6.5% over the past 12 months as Betdaq in-particular made up ground.

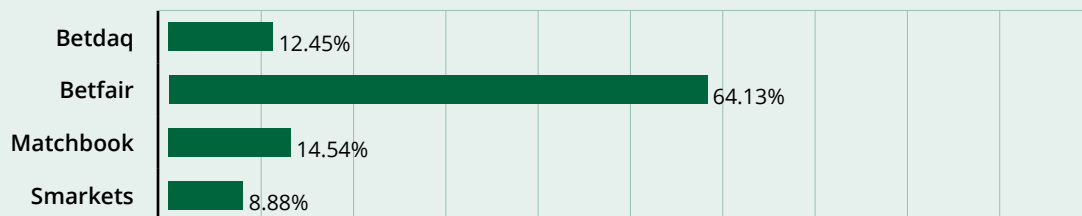
[Matchbook](#) took Silver with 14.54% of the vote, whilst the biggest growth came from [Betdaq](#) who went from 3% to 12.45% in third position.

Last Year's Results:

Gold: *Betfair* (70%)

Silver: *Matchbook* (16%)

How You Voted



100%

YOUR WORST BOOKMAKER



LADBROKES



BETFRED



CORAL

Once again we had a repeat winner in the Worst Bookmaker category with [Ladbrokes](#) taking the Gold Award for the 6th year in a row! It really takes an extraordinary level of ineptitude to continually rank so poorly amongst punters with more than 1 in 5 of you (20.22%) rating them the worst

There was a change in the Silver position with the self-styled 'Bonus King' [Betfred](#) taking 12.11% of your votes as the next worst. Betfred continue to rank very poorly on several metrics and are one of the most complained about bookmakers out there.

Dropping down a spot into Bronze this year was [Coral](#), who scooped 11.08% of the votes and beat BoyleSports in a photo finish (they polled just 0.02% more). Coral are part of the Entain Group who also own Ladbrokes, Bwin, Sportingbet and Party Poker.

A word too for 4th placed, [Boylesports](#) who SBC have seen several complaints about over the past 12 months, including instances of credit checks being run against punters who request to withdraw their fund.

It is worth noting how competitive this category often is – Ladbrokes aside, with very little separating 2nd place Betfred (12.11%) with 7th placed 888sport (8.69%). A telling stat about the lack of love many punters have for so many bookmakers in the modern betting world.

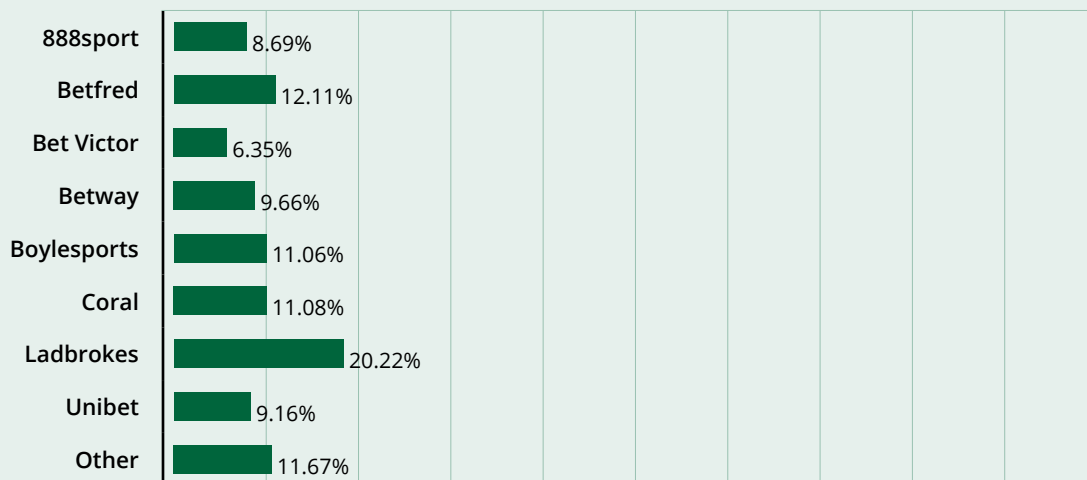
Last Year's Results:

Gold: *Ladbrokes*

Silver: *Coral*

Bronze: *888 Sport*

How You Voted



100%

READ MORE AWARD WINNERS!

For those of you interested in **reading more** on the 2022 SBC Awards results, including who won the prizes for several vital 'Best Tipster' categories, you can access all of this with our **SBC members only Awards Report**.

The full 2022 SBC Awards Report reveals the Gold, Silver & Bronze Award winners for:

- The Best Horse Racing Tipster
- The Best Sports Tipster
- The Best Golf Tipster
- The Best Overall Tipster

If interested in reading this full SBC Awards Report, you can gain instant access with a [Smart Betting Club membership](#).

Peter Ling
Smart Betting Club
Owner/Founder



If you have any questions on the Awards or Smart Betting Club membership, you can contact me directly via pete@smartbettingclub.com

HOW THE SMART BETTING CLUB CAN HELP YOU!

Established in May 2006, the Smart Betting Club is a **100% independent** source for reporting upon, reviewing and monitoring the world of betting advice.

We can help point you in the direction of the **best tipsters, strategies and guidance for making money betting** via the following:

- [SBC Magazines](#) – Gain full access to regular SBC magazines, which feature our massively detailed and independent tipster reviews – famed for their insight and for uncovering the very best betting tipsters out there.
- [SBC Tipster Profit Reports](#) – Published several times a year, these unique reports contain

our latest tipster ratings, including 'Hall of Fame' recommendations and at a glance comparative league tables on over 50 different of the most profitable tipsters.

- [Pro Betting Fundamentals](#) – Get your betting off to the best possible start with these expert guides: 'The Pro Gambler Blueprint' and 'Get The Betting X-Factor'. Designed to help you get the winning betting mindset needed to make it pay long-term and bet like a professional.
- [Bet Diary Pro](#) – Looking for real-life guidance on how to make a profit betting with tipsters? Follow the 'Bet Diary Pro', a weekly blog penned by profitable punter, Rowan Day on the tipsters he uses and the money he is making following them in.

- [Free Tipsters](#) – SBC membership brings exclusive, free access to several top performing betting tipsters who provide their advice via both the members-only tipping forum and via direct email.
- [Massive Tipster Savings](#) - Benefit from huge savings deals on many of the best tipsters exclusively to SBC. Save more than the cost of SBC membership in the first place!

Plus, not forgetting you can also access our outstanding 17 year back catalogue full of past reviews, features and profitable betting advice.

All of the above also comes with a no-quibble [money back guarantee](#).

For more information and subscribe links please visit www.smartbettingclub.com

DISCLAIMER & COPYRIGHT NOTICE

The views expressed within this article are based on the authors experience alone. Any money used within the products or services mentioned is done so at the risk of the individual. If you are affiliated with any of the services mentioned and have any questions regarding the points we raise, we welcome your correspondence.

The Smart Betting Club is for information & education purposes only and does not represent financial advice. There is a risk of loss in betting. Past performance is not indicative of future results. It is our intention to be as accurate in fact, detail and comment as possible. However, we cannot be held responsible for any error in detail, accuracy or judgment whatsoever.

Literary copyright for this document and all the articles herein are held by Fortuna Publishing Limited.