

# BetUS Leads Entertainment Betting with Exclusive Novelty Markets

**Novelty betting** is a unique yet increasingly popular market found at BetUS, and our menu of quirky, pop culture props encompasses everything from the world of entertainment to artificial intelligence and a vast range of trending topics in between. It is just another example of how BetUS sets itself ahead of the competition.

## Where Pop Culture Meets Betting: BetUS Leads the Way

Many people are unaware of how novelty betting works or that it even exists. But at BetUS, we have found that some of our customers want more diversity in their betting options. And for that reason, we created a market that caters specifically to topics other than traditional sports that are easily found on our sports betting menu.

**Novelty bets** encompass a wide range of topics, all of which are outside the realm of competitions played on the field of battle. **Entertainment topics** have their own section too and run the gamut from props on actors' personal lives to film, television, and music award shows. We have odds listed on nominees to win Academy Awards, Emmys, and Grammys.

Those are among some of the most popular categories for those who prefer to **bet on novelty** props, but they are just one among many markets listed under the masthead of **novelty betting sites** like BetUS. Our growing portfolio of novelty props also includes the following:

- Trending political, social, and pop culture topics
- Royal family-related events
- Reality television and competition series
- The world of commerce and business acquisitions
- Artificial Intelligence
- Climate and weather-related events

- Geopolitical topics and political races
- The Final Frontier: Space

Our **menu of novelty props** is growing every day and constantly evolving to meet the needs of this increasingly popular market. BetUS understands that many of our customers enjoy our comprehensive sports betting menu and Racebook, while others flock to our online casino platform that features our expansive library of over 1,000 online slot games from the leading software developers.

However, we have also listened to our customers who have requested an opportunity to wager on topics discussed around office water coolers. And for that reason, we have created a unique niche to serve those customers via our **novelty betting** section.

Our entertainment and **novelty props** are fun, intriguing, and unique to the gaming industry. We strive to provide the most comprehensive collection of novelty betting opportunities available, and we invite everyone to explore this quirky alternative to traditional sports betting by exploring all facets of our entertainment betting menu.

## **FAQS**

### **What is novelty betting?**

Most traditional sportsbooks do not carry novelty betting props; however, BetUS not only offers them, but we also embrace the concept by continually adding to our expansive list, allowing our customers more options.

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Under that umbrella, a dedicated section of entertainment props can also be found, and some examples include odds on actors, directors, and movies to win Academy Awards. Odds are also available on the Emmy Awards, ESPY Awards, and Hugo Awards under the entertainment category.

### **What is a novelty prop bet?**

An example of a novelty prop bet is “Will social media platform X be banned in any European country in 2026?” Yes +300. Another example is “Will OpenAI Release a Social Network Before December 31st, 2026?” Yes +350.

### **How to bet on novelty props?**

Betting on novelty props is as simple as betting on a baseball game. Moneylines are available on all questions, and it is as simple as clicking on the topic and making a wager.

## **About BetUS**

BetUS (pronounced “*Bet U.S.*”) is the original online sportsbook, celebrating its 30<sup>th</sup> season serving sports fans this year. A global pioneer established in 1994 and licensed internationally, BetUS provides a safe and secure place for sports wagering to more than one million customers around the world.

***For journalists in the U.S.:*** *We understand the importance of integrity in journalism and wish to affirm that utilizing our insights, data or quotes in your reporting aligns with and is protected by your First Amendment rights, even in states where sports betting has not explicitly been made legal. The information we provide is intended to enhance your audience's enjoyment of their favorite sports. It is up to each individual to discern if or how local laws apply to them, particularly in terms of their use of international sportsbooks. BetUS.com has thousands of customers from countries around the globe, operates under a recognized jurisdiction's license and adheres to responsible gaming practices as it celebrates its 30<sup>th</sup> season in business.*