

SPORTS TECH INDUSTRY MARKET MAP

2020



B2C B2B

Rights Owners



Digital Media Platforms / Content



Sports OTT Content Owners



Sports Service Providers



Fan Engagement Content Providers



Fan Engagement Service Providers



Venue / CRM / Organizational Software



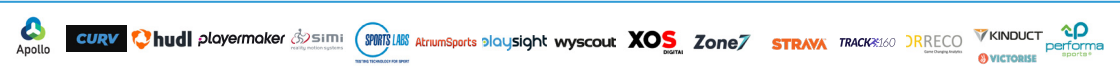
Commerce



Data / Analytics



Performance Analytics



Digital Sports Agencies



Sponsorship Measurements



Wearables



Esports / Fantasy Sports



Consumer Sports



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