



SPORTS TECH

INDUSTRY UPDATE

MARCH 2022

NEW YORK | LONDON | PARIS | MUNICH | SAN FRANCISCO | LOS ANGELES



**GREGORY
BEDROSIAN**

CEO & MANAGING
PARTNER



**ERIC
WARD**

MANAGING
PARTNER



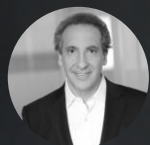
**MICHAEL
METZGER**

PARTNER

DRAKE STAR ACTS AS EXCLUSIVE FINANCIAL ADVISOR TO WILDMOKA ON ITS SALE TO BACKLIGHT, A NEWLY CREATED MEDIA TECH COMPANY BACKED BY PSG



Eric Ward
Managing Partner



Gregory Bedrosian
Managing Partner & CEO



Wildmoka is a leading SaaS platform for video production and hyper-distribution

- Wildmoka is used by top-tier sports and news broadcasters to **streamline video editing, multi-versioning and hyper-distribution** to all digital destinations
- Wildmoka's **Digital Media Factory** empowers non-technical-savvy content owners to create an **unlimited amount of live streams, highlight reels and near-live clips**, at speed and scale
- Content can be **distributed in one-click** to multiple digital channels including web, mobile, OTT and social networks

"Scaling the business beyond what we've achieved required quite some work on market sizing, on GTM strategy around this market expansion. We felt that Drake Star would add the most value in helping us on this particular challenge."



Cristian Livadiotti, Co-Founder & CEO,
Wildmoka

Transaction Summary

- **Backlight** led the \$200m+ investment in **Wildmoka** and four other media technology companies
- Backlight is a media technology company backed by a leading growth equity firm, **PSG**
- The acquisition supports Backlight's pursuit of additional add-on acquisitions of technology platforms that serve the **media content lifecycle**
- Joining Backlight will allow Wildmoka to **accelerate the pace of its innovation** and **synergise with other Backlight companies**
- The transaction marks the **next stage of Wildmoka's growth story**

"Dedicated, thorough, and relentless, led from the top by Eric and Greg. **We felt that our project was their project, that they were part of the Company.** They did not handle this as a side project, but with a lot of dedication."



Thomas Menguy, Co-Founder & CTO,
Wildmoka

SPORTS TECH MARKET MAP

MARCH 2022

● B2C

● B2B

RIGHTS OWNERS



DIGITAL MEDIA PLATFORMS / CONTENT



SPORTS OTT CONTENT OWNERS



SPORTS SERVICE PROVIDERS



FAN ENGAGEMENT CONTENT PROVIDERS



FAN ENGAGEMENT SERVICE PROVIDERS



SPORTS TECH MARKET MAP

MARCH 2022

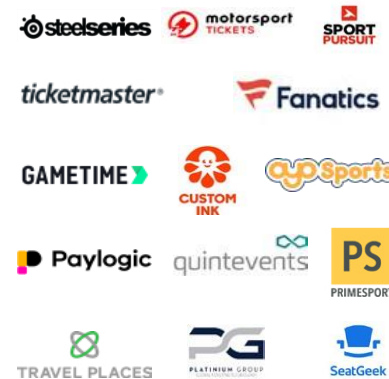
B2C

B2B

VENUE / CRM / ORGANISATIONAL SOFTWARE



COMMERCE



DATA / ANALYTICS



PERFORMANCE ANALYTICS



DIGITAL SPORTS AGENCIES



SPONSORSHIP MEASUREMENTS



WEARABLES



ESPORTS / FANTASY SPORTS



CONSUMER SPORTS



SPORTS TECH KEY HEADLINES

MARCH 2022



M&A AND SECTOR VALUATIONS

M&A activity in March grew with **16 deals** announced and **\$213m** in disclosed deal activity

- **Team Finest** acquired esports club **Monaco eSports** for **\$10m**
- **Sportizon** acquired online esports and gaming platform **Kayzr** for an undisclosed amount
- **rSchoolToday** acquired high school sports platform **VNN** for an undisclosed amount



FUNDRAISING

Fundraising activity in March reached a total of **48 deals** and **\$2.2bn** in disclosed funding

- **FanCraze** raised **\$100m** in a Series A round led by **B Capital Group** and **Insight Partners**
- **Mojo** raised **\$75m** in a Series A round led by **Thrive Capital**
- **Lucra Sports** raised **\$10m** in a Series A round led by **Raptor Group**



SPORTS TECH INDUSTRY NEWS

Barcelona confirms expansive four-year **€280m Spotify** sponsorship deal

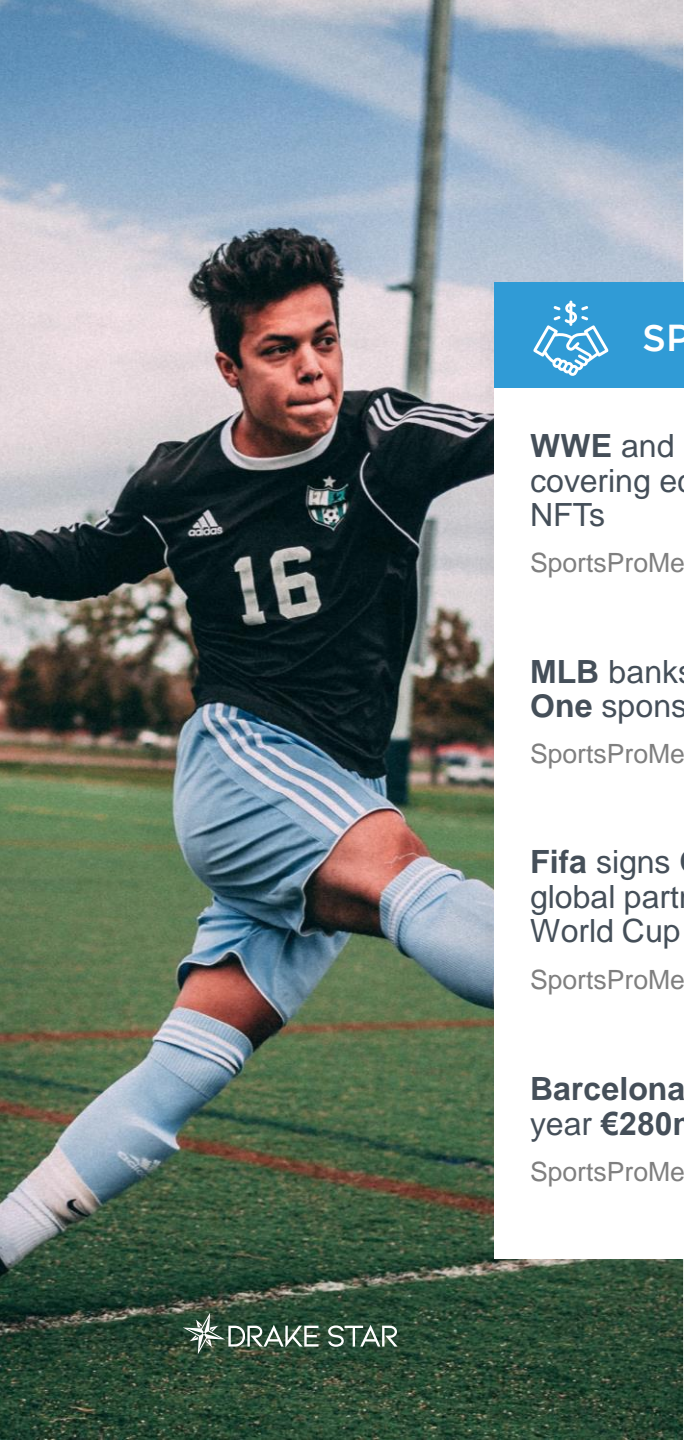
Apple makes its first major move into live sports broadcasting with **MLB** streaming rights deal

Real Madrid connect with **Cisco** for Santiago Bernabéu stadium technology overhaul



ESPORTS INDUSTRY NEWS

Twitch viewership hours watched fell in March, down **2.8%** vs. February



SPORTS TECH KEY HEADLINES

BY SUBSECTOR



SPONSORSHIP

WWE and Fanatics ink broad deal covering ecommerce, collectibles and NFTs

SportsProMedia, Mar 29, 2022

MLB banks five-year **\$125m Capital One** sponsorship deal

SportsProMedia, Mar 28, 2022

Fifa signs **QatarEnergy** deal to fill final global partner slot ahead of 2022 World Cup

SportsProMedia, Mar 28, 2022

Barcelona confirms expansive four-year **€280m Spotify** sponsorship deal

SportsProMedia, Mar 16, 2022



OTT PROVIDERS

Tata Communications returns to **Formula One** to deliver networking and broadcast boost

SportsProMedia, Mar 16, 2022

Discovery makes boxing play with **Probellum** multi-fight rights deal

SportsProMedia, Mar 11, 2022

Apple makes its first major move into live sports broadcasting with **MLB** streaming rights deal

SportsProMedia, Mar 8, 2022

US Soccer broadcast rights head to **Turner** in eight-year deal worth up to **\$216m**

SportsProMedia, Mar 2, 2022



FAN ENGAGEMENT

NFL developing in-house streaming service

SportsProMedia, Mar 29, 2022

NFL and **StatusPro** launch US major sport's first licensed VR game

SportsProMedia, Mar 24, 2022

HSBC enters the **metaverse** to engage fans and boost sports partnerships

SportsProMedia, Mar 17, 2022

PwC predicts **NFTs** could mark major shift in fan engagement over next five years for sports organisations

SportsProMedia, Mar 16, 2022

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



BETTING

Lucra Sports raises **\$10m** to expand social betting platform

SportsProMedia, Mar 31, 2022

Oak View Group planning **\$3bn** Las Vegas sports and entertainment district including arena, casino, and hotel

SportsProMedia, Mar 31, 2022

Americans to bet as much as **\$3.1bn** during **NCAA** March Madness tournament

SportsProMedia, Mar 15, 2022

Stats Perform launches blockbuster range of products to **'light up sportsbooks'**

SportsProMedia, Mar 2, 2022



SPORTS VENUES

5G broadcast tech **'is ready'** to power in-stadium applications

SportsProMedia, Mar 31, 2022

Boston Red Sox set **Fenway Park** carbon neutral goal with **Aspiration** link-up

SportsProMedia, Mar 31, 2022

Real Madrid connect with **Cisco** for Santiago Bernabéu stadium technology overhaul

SportsProMedia, Mar 18, 2022

Super Bowl fans generated 32.1TB of Wi-Fi data at **SoFi Stadium**

SportsProMedia, Mar 4, 2022



ESPORTS

U.S. Marines deepen **Halo** esports sponsorship as series debuts

SBJ, Mar 24, 2022

Fnatic appoints former **Premier League** and **Arsenal** execs to senior leadership team

Esports News, Mar 22, 2022

Astralis exacerbates expansion efforts, nets **\$5.2m** loss in 2021

SBJ, Mar 11, 2022

Los Grandes looks to boost team revenue with acquisition of tech outfit **GEMU**

SBJ, Mar 3, 2022

TWITCH ESPORTS VIEWERSHIP

TWITCH ESPORTS ACTIVITY WAS DOWN ACROSS THE BOARD IN MARCH

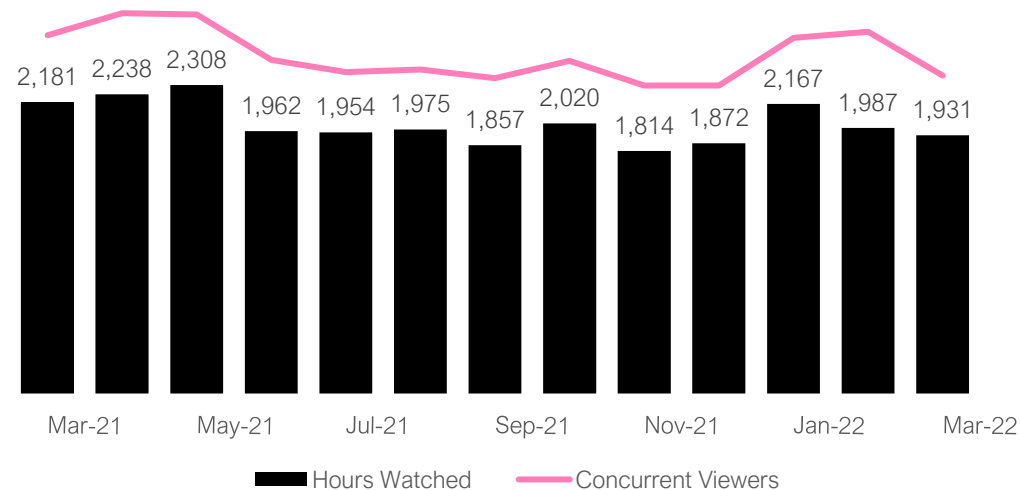
↓
2.6M
AVERAGE
CONCURRENT
VIEWERS
-11.9%

↓
1.9B
HOURS
WATCHED
-2.8%

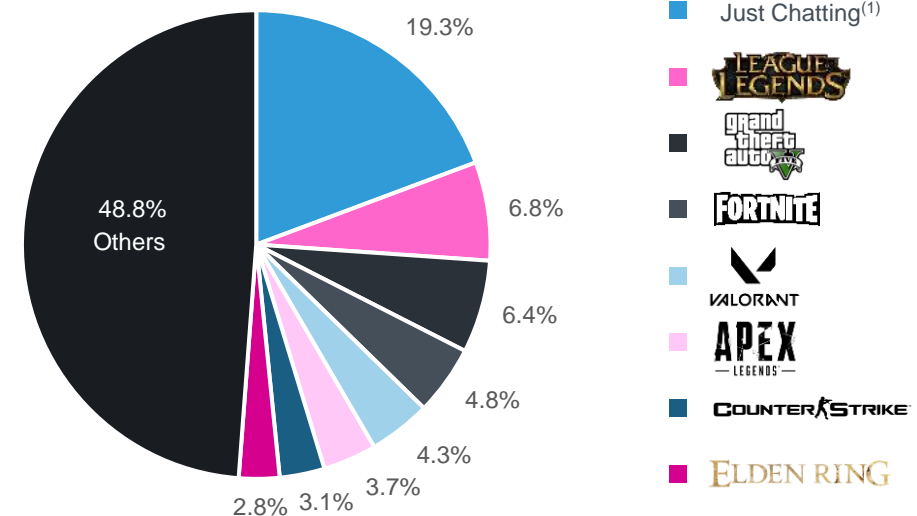
↓
98K
AVERAGE
CONCURRENT
CHANNELS
-7.4%

↓
8.1M
ACTIVE
STREAMERS
-4.3%

CONCURRENT VIEWERS (M) & HOURS WATCHED (M)
MAR 2021 - MAR 2022



HOURS WATCHED BY GAME/ESPORT
(LAST 7 DAYS)



Source: Twitch Tracker, as of April 10th, 2022

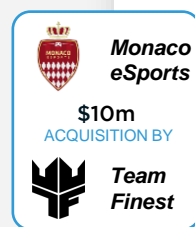
Note: Percentage changes refer to current month vs prior month

(1) The 'Just Chatting' category is intended for casual streams that don't fall under 'talk shows', or between gameplay when a streamer is taking a break to chat to their viewers

SELECTED M&A DEALS OF THE MONTH

16 DEALS AND \$213M IN DISCLOSED DEAL ACTIVITY
IN MAR-22

 Year Founded
  Employees
  Sub-sector
  Total Website Visits



DEAL DESCRIPTION

Monaco eSports was acquired by Team Finest for \$10m. The acquisition is a geographical expansion move for Israel-based Team Finest

March 14th, 2022

 2014
 3
 Esports
 <50k

BUSINESS DESCRIPTION

 Monaco
 Operator of an electronic sports club based in Monaco. The company is engaged in the training and scouting of esports talents, enabling the game players to get professional training and events opportunities

KEY PERSONNEL

Boris Fiederov – Founder & President
 Romain Ducloux – COO

KEY SHAREHOLDERS



DEAL DESCRIPTION

Kayzr was acquired by Sportizon for an undisclosed amount. Sportizon, a sports marketing agency, will be able to use Kayzr to integrate esports initiatives into brand strategies for clients

March 16th, 2022

 2016
 9
 Esports
 <50k

BUSINESS DESCRIPTION

 Gent
 Provider of an online gaming platform designed to organise esports and gaming competitions. The company's platform lets esports participants get involved in league-like competitions with online qualifiers via live stream and offline finals on big events, enabling gamers to get brand attention while competing

KEY PERSONNEL

Freek Borghgraef – Co-Founder
 Jasper Dansercoer – Co-Founder
 Joris De Koninck – Co-Founder





KEY SHAREHOLDERS



DEAL DESCRIPTION

VNN was acquired by rSchoolToday for an undisclosed amount. The combined company will provide software to athletic and activities departments in 40% of US high schools

March 1st, 2022

 2012
 193
 Software
 <50k

BUSINESS DESCRIPTION

 Grand Rapids
 Operator of a sports news network that facilitates communication between high school athletic departments, parents and athletes. The company's online platform automatically synchronises schedules, game results, articles, photos, forms and sends alerts, enabling high school athletic directors to create media coverage for athletic events

KEY PERSONNEL





















Richard Ehrman – CEO
 John Stchur – CFO
 Romy Glazer – CMO

KEY SHAREHOLDERS



SELECTED FUNDRAISING DEALS OF THE MONTH

48 DEALS AND \$2.2BN IN DISCLOSED FUNDRAISING ACTIVITY IN MAR-22

 <p>\$100m PRIVATE PLACEMENT LED BY</p> 	<p>DEAL DESCRIPTION</p> <p>FanCraze is raising a \$100m Series A round in a deal led by B Capital Group and Insight Partners. Cristiano Ronaldo and Mirae Asset Global Investments are also participating in the round</p> <p>March 18th, 2022</p>	<p> 2021</p> <p> 19</p> <p> NFT</p> <p> 217k</p>	<p>BUSINESS DESCRIPTION  Mumbai</p> <p>Developer of an NFT platform built for exclusive cricket digital collectibles. The company acts as a marketplace by facilitating the buying, selling, and trading of these officially licensed digital cricket collectibles</p>	<p>KEY PERSONNEL</p> <p>Anshum Bhambri – Co-Founder & CEO Kushagra Kohli – Co-Founder Sundar Raman – Co-Founder</p>	<p>KEY SHAREHOLDERS</p> <p>COATUE SAMSUNG NEXT SEQUOIA TIGERGLOBAL</p>
 <p>\$75M PRIVATE PLACEMENT LED BY</p> 	<p>DEAL DESCRIPTION</p> <p>Mojo raised a \$75m Series A round in a deal led by Thrive Capital, at a pre-money valuation of \$150m. Tiger Global Management and other undisclosed investors also participated in the round</p> <p>March 9th, 2022</p>	<p> 2021</p> <p> 49</p> <p> Sports Betting</p> <p> <50k</p>	<p>BUSINESS DESCRIPTION  New York</p> <p>Developer of an online sports betting platform designed to give fans a new way to cash in on their sports knowledge. The company offers a 'stock market' where fans can buy and sell professional athletes at specific values based on their on-field performances</p>	<p>KEY PERSONNEL</p> <p>Vinit Bharara – Co-Founder & CEO Bart Stein – Co-Founder & COO Alexander Rodriguez – Co-Founder Marc Lore – Co-Founder</p>	<p>KEY SHAREHOLDERS</p> <p>TIGERGLOBAL</p>
<p>LUCRA</p> <p>\$10m PRIVATE PLACEMENT LED BY</p> 	<p>DEAL DESCRIPTION</p> <p>Lucra Sports is raising a \$100m Series A round led by Raptor Group. 9 other investors are also participating in the round. The funds will be used to invest in the product, legal and compliance functions</p> <p>March 30rd, 2022</p>	<p> 2019</p> <p> 21</p> <p> Fan Engagement</p> <p> <50k</p>	<p>BUSINESS DESCRIPTION  Palo Alto</p> <p>Developer of a peer-to-peer sports wagering app created for fans to compete with their friends. The company's platform allows the user to create highly customisable and quick touch player vs. player contests to send to a friend, group, or the company's public feed</p>	<p>KEY PERSONNEL</p> <p>Dylan Robbins – Founder & CEO Michael Madding – CSO ⁽¹⁾ Edward Psyk – CTO</p>	<p>KEY SHAREHOLDERS</p> <p>SEVENTYSIX CAPITAL toy VICTRESS CAPITAL</p>

TOP 10 DISCLOSED M&A TRANSACTIONS

2022 YTD

58 DEALS FOR A TOTAL OF \$88.2BN

COMPANY	COUNTRY	SUBSECTOR	DEAL AMOUNT	ACQUIRER	ACQUIRER COUNTRY	DATE
		Gaming & Esports	\$68.7bn			Jan-22
		Gaming & Esports	\$12.7bn			Jan-22
		Gaming & Esports	\$3.6bn			Jan-22
		Esports	\$1.1bn	 		Jan-22
		Digital Media	\$550m			Jan-22
		Commerce	\$500m			Jan-22
		Commerce	\$470m			Jan-22
		Commerce	\$250m			Feb-22
		Digital Media	Undisclosed			Apr-22

TOP 10 DISCLOSED FUNDING ROUNDS

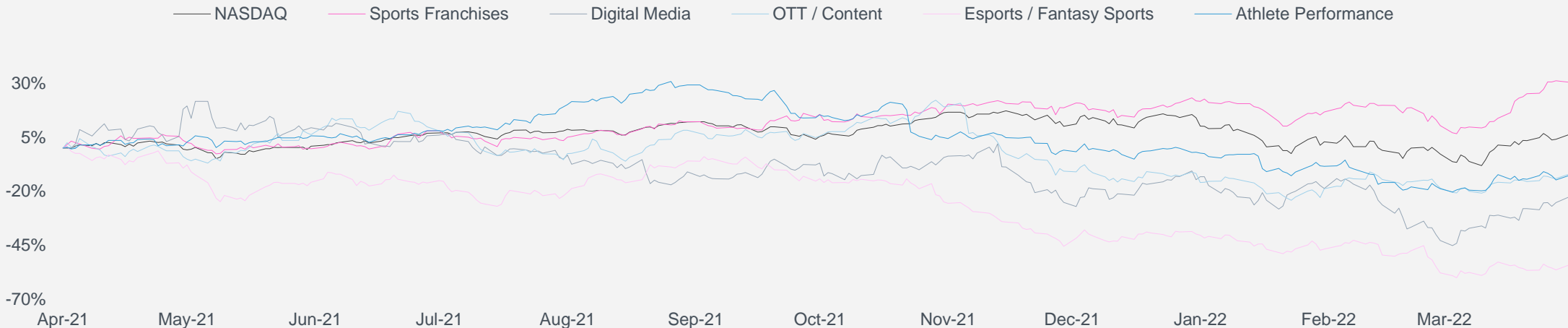
2022 YTD

160 DEALS FOR A TOTAL OF \$3.6BN

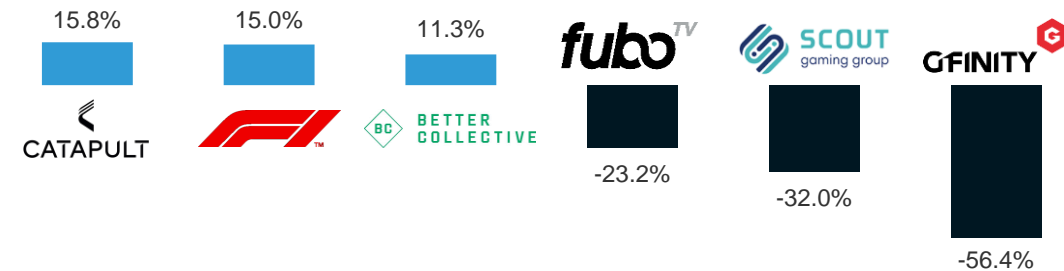
COMPANY	SUBSECTOR	COUNTRY	DEAL AMOUNT	LEAD INVESTOR(S)	DATE
 Fanatics	Commerce		\$1.5bn	National Football League	Mar-22
 IMMUTABLE	NFT		\$200m	Temasek Holdings	Mar-22
 Autograph	Commerce		\$170m	Andreessen Horowitz, Kleiner Perkins	Jan-22
 zupee	Esports & Play-to-Earn		\$102m	Nepean Capital, Tomales Bay Capital, WestCap Group	Jan-22
 FanCraze	NFT		\$100m	B Capital Group, Insight Partners	Mar-22
 Parametrix.ai 超参数	Software		\$100m	Sequoia Capital China	Jan-22
 WSC Sports	Digital Media		\$100m	Ion Asset Management	Feb-22
 MOJO	Online Betting		\$75m	Thrive Capital	Mar-22
 PortalOne	Esports & Streaming		\$60m	Tiger Global Management	Jan-22
 UNDERDOG FANTASY	Fantasy Sports		\$55m	Corner Ventures	Jan-22

SHARE PRICES RELATIVELY STABLE VS. FEBRUARY

WITH SPORTS FRANCHISES IN THE LEAD



TOP RISERS & FALLERS: MARCH 2022 VS FEBRUARY 2022 ⁽¹⁾



KEY HIGHLIGHTS

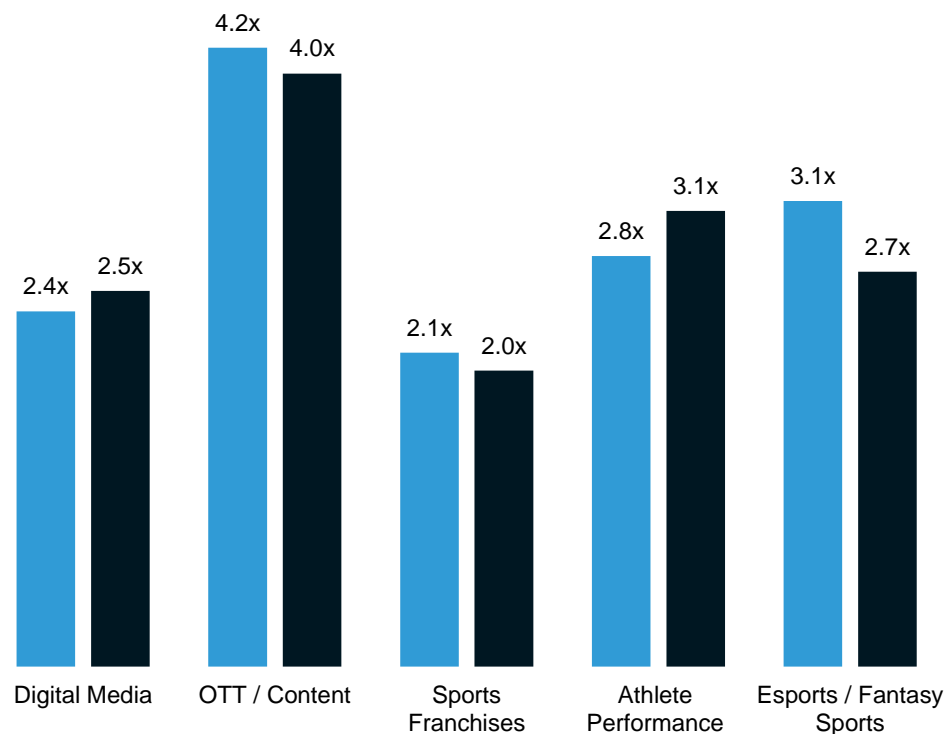
Catapult Group International's (+15.8%) stock rose in March after it released new product features and signed an exclusive, multi-year deal to supply analysis solutions to the Australian Football League

Formula One Group's (+15.0%) stock rose in March due to strong year end results. Formula One also partnered with Lenovo to enhance its operational technology

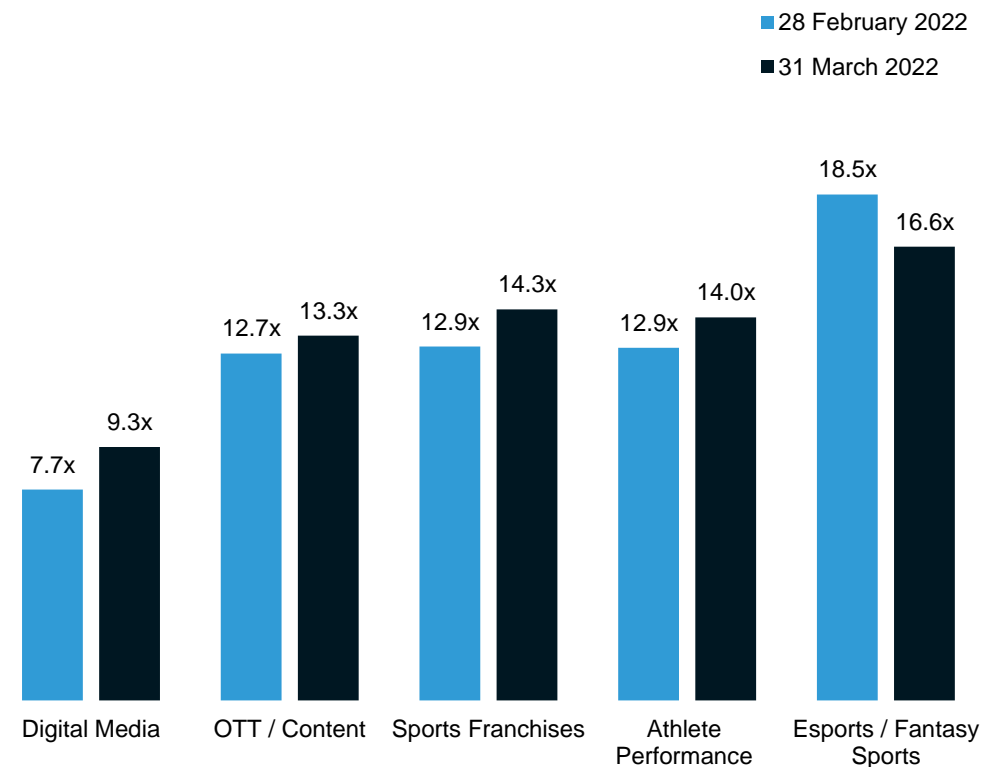
Gfinity's (-56.4%) stock fell in March as it announced that full year revenue may be below market expectations due to a slower than anticipated return to live esports events

SECTOR VALUATIONS SLIGHTLY HIGHER VS FEBURARY

MEDIAN TEV / 2022E REVENUE



MEDIAN TEV / 2022E EBITDA



PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

CONTACT THE SPORTS TECH DEAL TEAM



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PARTNER | LOS ANGELES

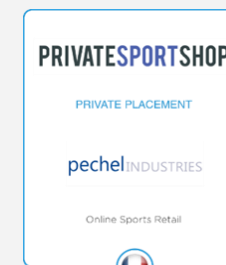
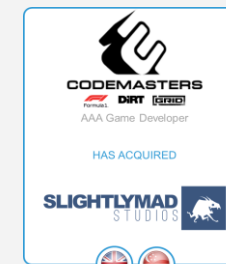
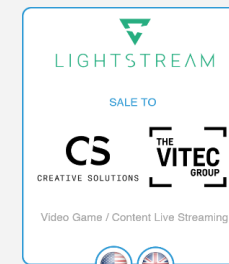
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EDWARD PAGE 

ANALYST

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A LEADING GLOBAL TECH M&A INVESTMENT BANK

400+

TRANSACTIONS COMPLETED

70%

CROSS-BORDER DEALS

100+

BANKERS

10*

OFFICES GLOBALLY



NEW YORK



LONDON



MUNICH



SINGAPORE*



SAN FRANCISCO



DUBAI*



LOS ANGELES



PARIS



BERLIN



GENEVA

*Including partner officers



DRAKE STAR

BELIEVE IN INNOVATION
CHANGE THE WORLD

