



# SPORTS TECH

## INDUSTRY UPDATE

MAY 2022

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



**GREGORY  
BEDROSIAN**

CEO & MANAGING  
PARTNER



**ERIC  
WARD**

MANAGING  
PARTNER



**MICHAEL  
METZGER**

PARTNER

# SPORTS TECH MARKET MAP

MAY 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

MAY 2022

● B2C

● B2B



# SPORTS TECH KEY HEADLINES

MAY 2022



## M&A AND SECTOR VALUATIONS

M&A activity in May concluded with **15 deals** announced and **\$1.6bn in disclosed deal activity**

- **Hudl** acquired physical activity monitoring company **WIMU** for an undisclosed amount
- **Generation Esports** acquired esports company **Military Gaming League** for an undisclosed amount
- **IMG Arena** acquired sports video analytics company **Signality** for an undisclosed amount



## FUNDRAISING

Fundraising activity in May reached a total of **28 deals** and **\$431m in disclosed funding**

- **Pixellot** raised **\$161m** in a Series D round led by **PSG**
- **WIN Reality** raised **\$49m** in a Series A round led by **Lago Innovation Fund**; **Spectrum Equity** also participated in the round
- **OxeFit** raised a **\$20m** angel round from **7 individual investors** including **Dak Prescott, Dez Bryant** and **Dustin Johnson**, among others



## SPORTS TECH INDUSTRY NEWS

**TikTok** becomes **Women's Euro 2022** global sponsor

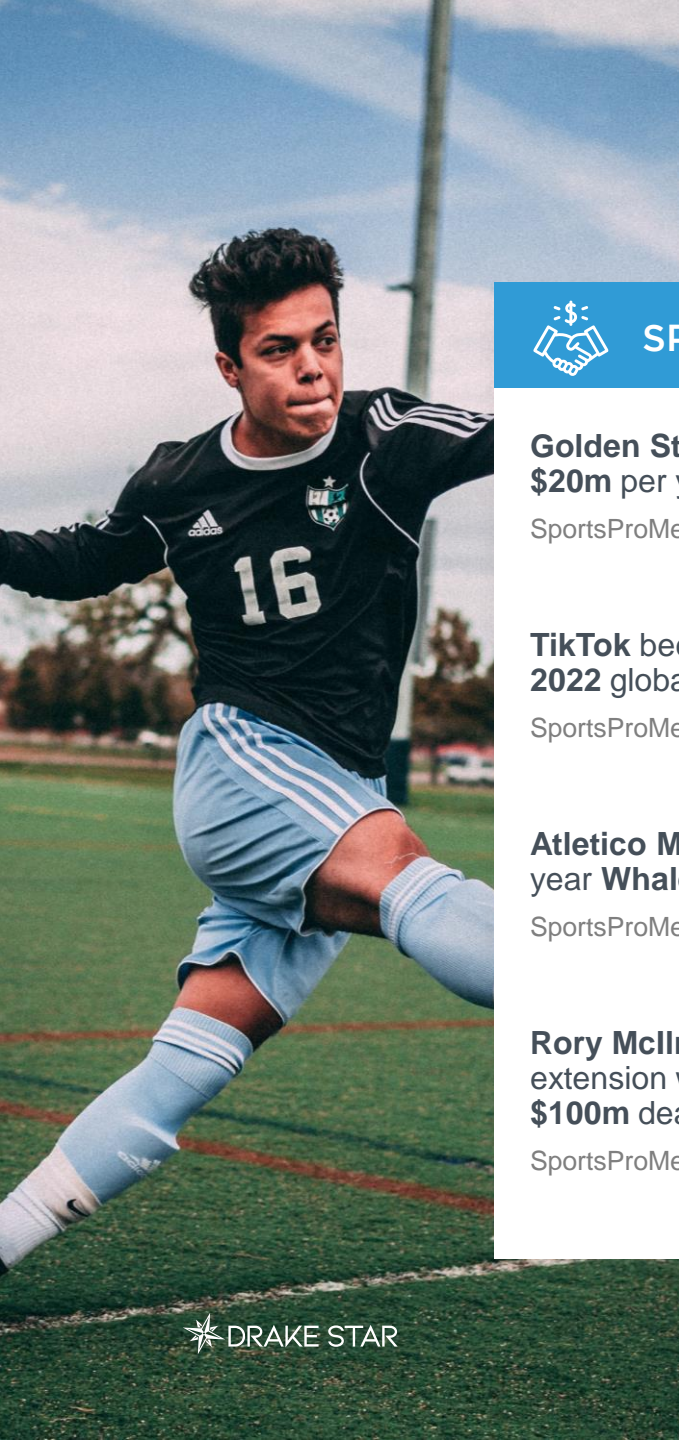
**NFL** will launch officially licensed NFT-based mobile game in 2023

**EA Sports** and **FIFA** call full time on video game partnership after three decades



## ESPORTS INDUSTRY NEWS

**Twitch** viewership hours watched increased in May, up **1.3%** vs. April



# SPORTS TECH KEY HEADLINES

## BY SUBSECTOR



### SPONSORSHIP

**Golden State Warriors** extend **\$20m** per year Rakuten deal

SportsProMedia, May 24, 2022

**TikTok** becomes **Women's Euro 2022** global sponsor

SportsProMedia, May 13, 2022

**Atletico Madrid** agree on a **€42m** per year **WhaleFin** shirt sponsorship

SportsProMedia, May 4, 2022

**Rory McIlroy** inks multi-year extension with **TaylorMade** (signed **\$100m** deal in 2017)

SportsProMedia, May 4, 2022



### OTT PROVIDERS

**NFL** in-house streaming service to launch in July

SportsProMedia, May 27, 2022

**EPremier League** viewership on **NBC** up **21%** for 2021/22 season

SportsProMedia, May 26, 2022

**F1** and **Netflix** renew **Drive to Survive** for 2022 and 2023 seasons

SportsProMedia, May 6, 2022

**Sinclair** to soft launch **Bally Sports+** streaming service in Q2

SportsProMedia, May 6, 2022



### FAN ENGAGEMENT

**Roland Garros** using digital to engage fans as **Amazon Prime's** exclusive matches attract criticism

SportsProMedia, May 31, 2022

**NFL** will launch officially licensed NFT-based mobile game in 2023

SportsProMedia, May 26, 2022

**Sportradar**: 'The end goal is to turn fan engagement into fan monetization'

SportsProMedia, May 18, 2022

Why the sports industry can no longer ignore **TikTok** if it wants to attract **Gen Z**

SportsProMedia, May 6, 2022

# SPORTS TECH KEY HEADLINES

BY SUBSECTOR



## BETTING

**Premier League** clubs could face betting sponsorship ban

SportsProMedia, May 23, 2022

**Belgium** could ban all sports gambling ads by 2022

SportsProMedia, May 10, 2022

**DraftKings** reports **\$417m** revenue for Q1 2022

SportsProMedia, May 9, 2022

**NFT** betting firm **Stakes** raises **\$5.3m** to build out social wagering platform

SportsProMedia, May 4, 2022



## SPORTS VENUES

**Washington Commanders** agree to buy **\$100m** site for new **Virginia stadium**

SportsProMedia, May 25, 2022

**AFL** crowds fall to lowest in **26 years** as Covid concerns linger

SportsProMedia, May 25, 2022

**Real Madrid** announce **€360m Sixth Street** and **Legends** agreement

SportsProMedia, May 20, 2022

**Old Trafford** marks start of **Verizon's** drive to bring US stadium tech to Europe and Asia

SportsProMedia, May 6, 2022



## ESPORTS

**Andreessen Horowitz** launches **\$600m** games fund

SBJ, May 18, 2022

**Creative Artists Agency (CAA) Sports** signs up esports giant **T1 Entertainment and Sports**

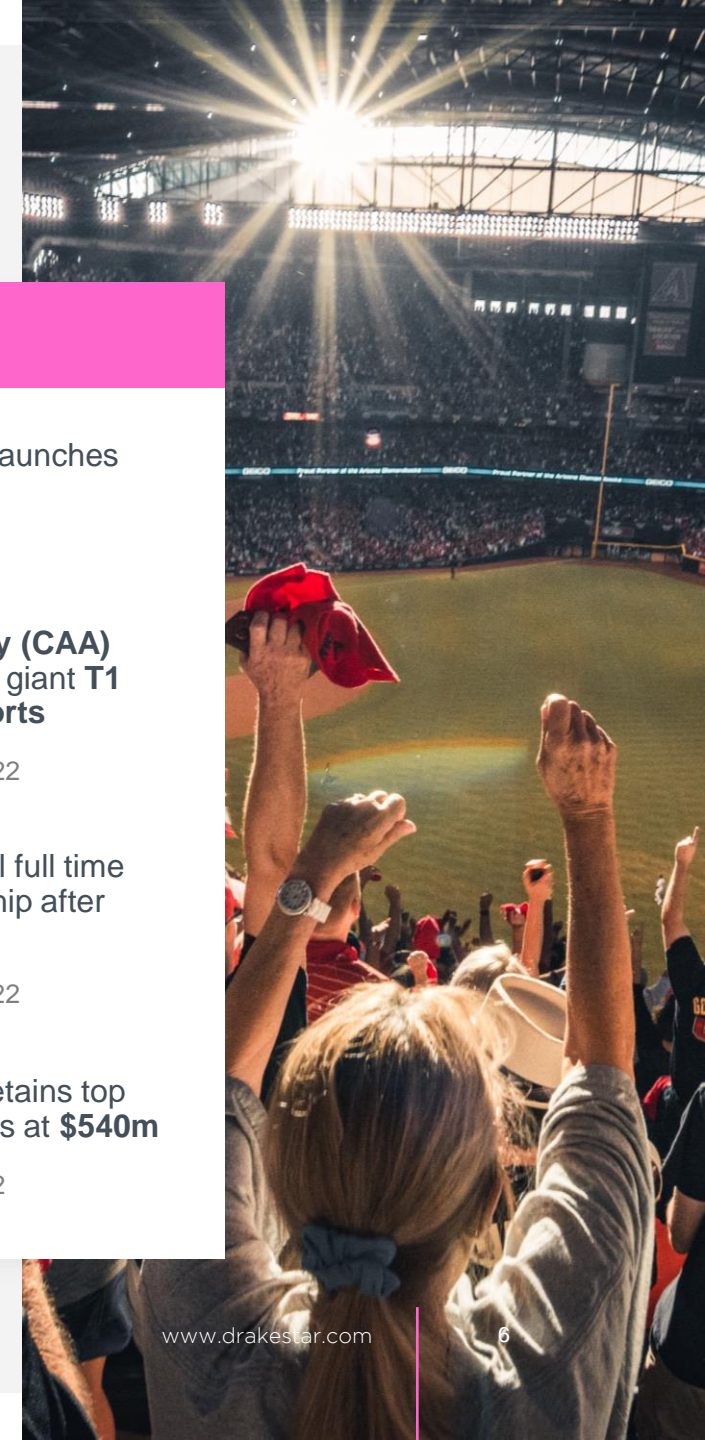
SportsProMedia, May 13, 2022

**EA Sports** and **FIFA** call full time on video game partnership after three decades

SportsProMedia, May 11, 2022

**Team SoloMid (TSM)** retains top spot in esports valuations at **\$540m**

SportsProMedia, May 9, 2022



# TWITCH ESPORTS VIEWERSHIP

HOURS WATCHED INCREASED SLIGHTLY THIS MONTH, UP 1.3% VS. APRIL

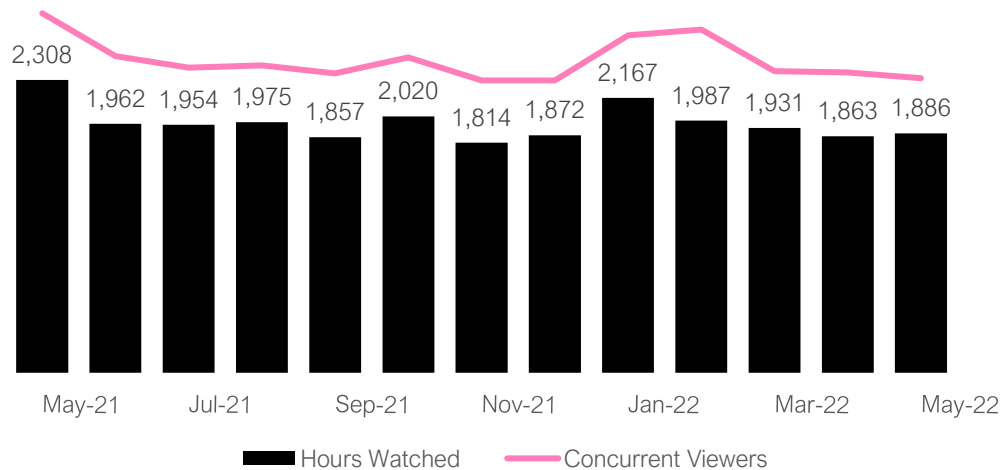
↓  
**2.5M**  
AVERAGE  
CONCURRENT  
VIEWERS  
-2.0%

↑  
**1.9B**  
HOURS  
WATCHED  
1.3%

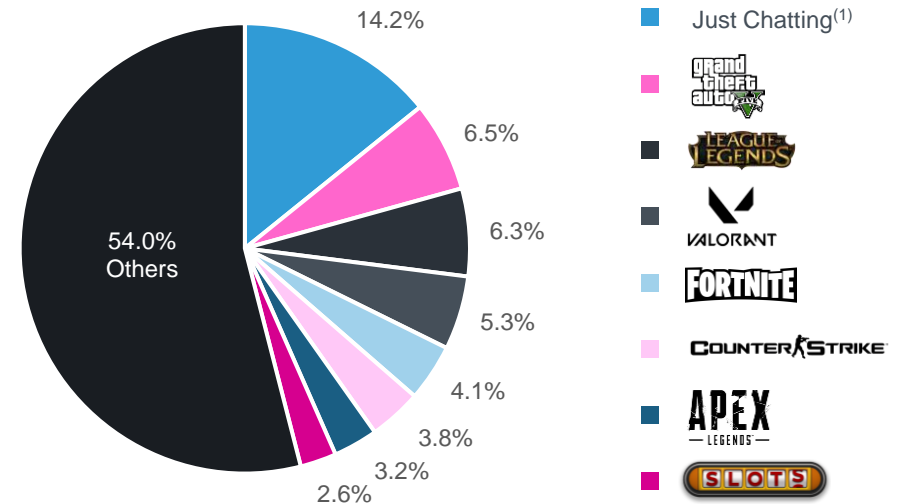
↓  
**87K**  
AVERAGE  
CONCURRENT  
CHANNELS  
-6.3%

↓  
**7.3M**  
ACTIVE  
STREAMERS  
-5.6%

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



HOURS WATCHED BY GAME/ESPORT  
(LAST 7 DAYS)



Source: Twitch Tracker, as of June 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

15 DEALS AND \$1.6BN IN DISCLOSED DEAL ACTIVITY IN MAY-22

Year Founded
 Employees
 Sub-sector
 Total Website Visits



## DEAL DESCRIPTION

WIMU was acquired by Hudl via its financial sponsor Bain Capital Tech Opportunities. The acquisition will allow WIMU to significantly scale operations via Hudl's global reach

May 19<sup>th</sup>, 2022

2008

35

Wearables

<5k

## BUSINESS DESCRIPTION

Almeria

Developer of a system that offers real-time physical activity monitoring. The company combines both hardware and software offerings to provide a vertically integrated platform to analyse sports performance. The analytics contribute to the improvement and optimisation of the sports training process

## KEY PERSONNEL

Isabel Pérez Segura – CEO  
 Carlos Padilla Sorbas – Founder, Technical Director and R&D  
 Gorka Jiménez – CMO and Key Account Manager

## KEY SHAREHOLDERS



Via financial sponsor



## DEAL DESCRIPTION

Military Gaming League was acquired by Generation Esports for an undisclosed amount. The acquisition allows Generation Esports' to expand into the Armed Forces segment

May 16<sup>th</sup>, 2022

2018

3

Esports

<5k

## BUSINESS DESCRIPTION

Winchester

Developer of an esports gaming league intended to bring the ex-military family into the world of esports. The company offers gaming experience to heroes who consist of active duty, reserve, national guard service members and veterans

## KEY PERSONNEL

Daniel Ball – Co-Founder & CEO  
 Travis Williams – Co-Founder

## KEY SHAREHOLDERS



## DEAL DESCRIPTION

Signaligy was acquired by IMG Arena, a subsidiary of Endeavor, for an undisclosed amount. The acquisition will enable IMG Arena to build an upgraded data collection system for insights across sports

May 16<sup>th</sup>, 2022

2016

21

Data / Analytics

5.1k

## BUSINESS DESCRIPTION

Linköping

Developer of an AI tool designed to help in real-time analysis of sports videos. The company's AI tool utilises deep learning algorithms to generate insights on real-time tracking data from sports events. The platform can track player and ball movement and analyse live streams to provide data insights

## KEY PERSONNEL

Mikael Rousson – Co-Founder & CEO  
 Michael Hoglund – Co-Founder

## KEY SHAREHOLDERS



Subsidiary of





# SELECTED FUNDRAISING DEALS OF THE MONTH

28 DEALS AND \$431M IN DISCLOSED FUNDRAISING ACTIVITY IN MAY-22

Year Founded
 Employees
 Sub-sector
 Total Website Visits

**Pixellot**  
 \$161m  
 PRIVATE PLACEMENT  
 LED BY  
**PSG** PROVIDENCE STRATEGIC GROWTH

## DEAL DESCRIPTION

Pixellot raised a \$161m Series D round led by PSG, at a pre-money valuation of \$339m. The funds will be used to expand its activity in Asia and Latin America

May 30<sup>th</sup>, 2022

2013  
 182  
 Video  
 18.9k

## BUSINESS DESCRIPTION

Petah Tikva  
 Developer of broadcast video capture and production devices designed to provide an affordable alternative for live coverage of events. The company's devices help in automating video production by deploying a multi-camera system that covers an entire scene, instead of the traditional method of using several manned cameras

## KEY PERSONNEL

Alon Werber – CEO  
 Peter Schon – CFO  
 Gal Oz – CTO & Co-Founder  
 Elad Manishviz – CRO <sup>(1)</sup>  
 Dor Shahaf – Chief Architect & Director of Edge Computing

## KEY SHAREHOLDERS



**WR**  
 WIN REALITY  
 \$49m  
 PRIVATE PLACEMENT  
 LED BY  
**LA GO** SPECTRUM EQUITY

## DEAL DESCRIPTION

WIN Reality raised a \$49m Series A round from Lago Innovation Fund and Spectrum Equity at a pre-money valuation of \$90m. The funds will be used to accelerate WIN Reality's product innovation

May 19<sup>th</sup>, 2022

2018  
 55  
 Training  
 85k

## BUSINESS DESCRIPTION

Austin  
 Developer of a virtual reality-based training tool designed to offer athlete evaluation and development in baseball and softball. The company's tool helps players to build their hitting approach, improve pitch recognition and sharpen swing decision skills before stepping on the field, enabling users to quantify performance potential and transfer training improvements into the competition

## KEY PERSONNEL

Dan O'Dowd – Co-Founder & Chairman  
 Chris O'Dowd – Co-Founder & CEO  
 Ryan Bennett – COO

## KEY SHAREHOLDERS



**OXEFIT**  
 \$20m <sup>(2)</sup>  
 PRIVATE PLACEMENT  
 LED BY  
 7 individual investors

## DEAL DESCRIPTION

OxeFit raised an estimated \$20m angel funding round from 7 individual angel investors. The funds will be used to add new functionalities, along with new workout content and engagement tools

May 10<sup>th</sup>, 2022

2019  
 68  
 Training  
 66k

## BUSINESS DESCRIPTION

Plano  
 Software-enabled training machine providing movement and performance tracking, advanced coaching and analytics. The company's fitness ecosystem offers opportunities to connect, collaborate and transform health for the consumer, athlete, military personnel, and clinical rehab markets

## KEY PERSONNEL

Rab Shanableh – Chairman & CEO  
 Peter Neuhaus – CTO  
 Jeff Blake – CRO <sup>(1)</sup>  
 Janet Woolman – CBO & CPO <sup>(3)</sup>  
 Darnell Jones – CSO <sup>(4)</sup>

## KEY SHAREHOLDERS



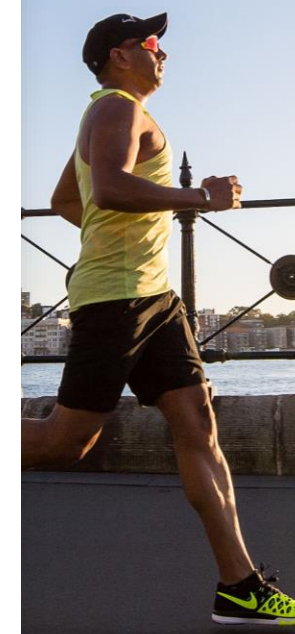
**+10x individual angel investors including Dustin Johnson, Dak Prescott and Dez Bryant**

# TOP 10 DISCLOSED M&A TRANSACTIONS

2022 YTD

86 DEALS FOR A TOTAL OF \$90.4BN

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
		Esports	\$470m			Apr-22
		Commerce	\$250m			Feb-22
		Digital Media	Undisclosed			Apr-22



# TOP 10 DISCLOSED FUNDING ROUNDS

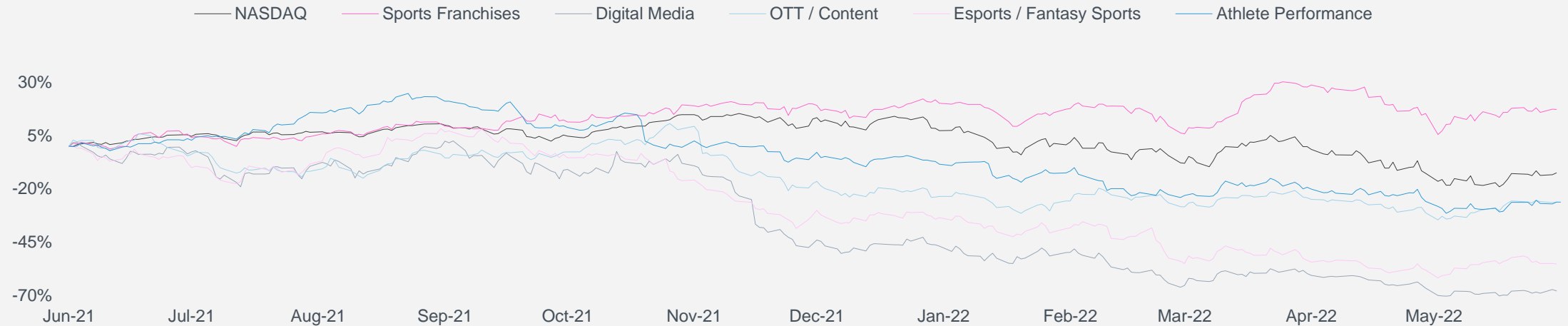
2022 YTD

229 DEALS FOR A TOTAL OF \$7.1BN

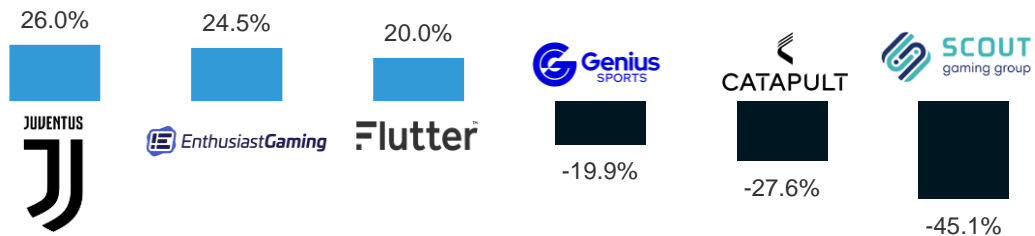
COMPANY	SUBSECTOR	COUNTRY	DEAL AMOUNT	LEAD INVESTOR(S)	DATE
 Fanatics	Commerce		\$1.5bn	National Football League	Mar-22
 ONEFOOTBALL	Digital Media		\$300m	Liberty City Ventures	Apr-22
 iMUTABLE	NFT		\$200m	Temasek Holdings	Mar-22
 Autograph	Commerce		\$170m	Andreessen Horowitz, Kleiner Perkins	Jan-22
 Pixellot	Sports Analytics & Video		\$161m	Providence Strategic Growth	May-22
KINEXON	Sports Analytics		\$130m	Thomas H. Lee Partners	Apr-22
 RARIO	NFT		\$120m	Dream Capital	Apr-22
 zuppee	Esports & Play-to-Earn		\$102m	Nepean Capital, Tomales Bay Capital, WestCap Group	Jan-22
 FanCraze	NFT		\$100m	B Capital Group, Insight Partners	Mar-22
 WSC Sports	Digital Media		\$100m	Ion Asset Management	Feb-22

# SHARE PRICES BROADLY FLAT VS. APRIL

WITH SPORTS FRANCHISES IN THE LEAD



## SHARE PRICE PERFORMANCE: MAY 2022 VS APRIL 2022 <sup>(1)</sup>



## KEY HIGHLIGHTS

**Juventus FC's** (+26.0%) stock rose in May after it secured a Champions League spot, guaranteeing itself an important stream of income for next year; Paul Pogba also agrees return from Man. United

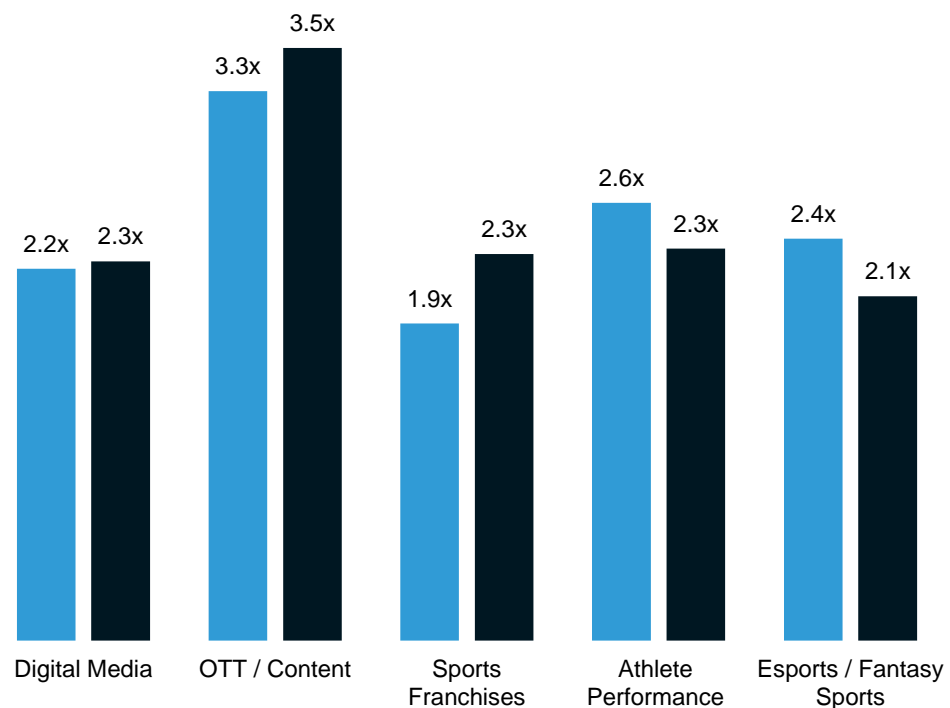
**Enthusiast Gaming's** (+24.5%) stock rose in May due to strong Q1-22 results led by a 57% revenue growth increase and a 127% gross profit increase

**Scout Gaming Group's** (-45.1%) stock fell in May after it announced a 10% drop in Q1-22 revenue; its B2C revenue was impacted by the war in Ukraine with most of its users coming from Eastern Europe or Russia

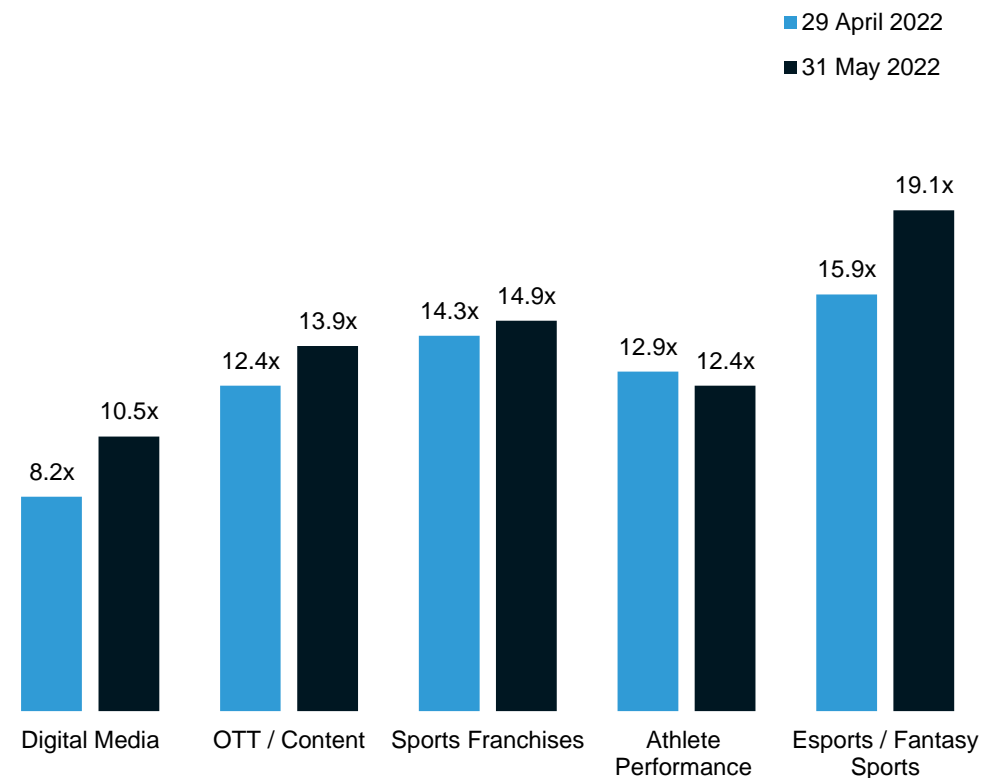
Source: Capital IQ as of June 07, 2022. Market Cap weighted  
 (1) Represents the Stock Price Change Between March 31, 2022 – April 29, 2022  
 Digital Media = Cantena Media, Better Collective, Genius Sports  
 OTT/Content = WWE, The Madison Square Garden Sports Corp, Roku, FuboTV  
 Sports Franchises = Manchester United, Ajax, Juventus, Borussia Dortmund, Formula One Group  
 Athlete Performance = Catapult Sports, Garmin  
 Esports / Fantasy Sports = Enthusiast Gaming Holdings, Draft Kings, Scout Gaming, Flutter Entertainment, Gfinity, Super League Gaming

# SECTOR VALUATIONS BROADLY HIGHER VS APRIL

## MEDIAN TEV / 2022E REVENUE



## MEDIAN TEV / 2022E EBITDA



Source: Capital IQ as of June 07, 2022  
 Digital Media = Cantena Media, Better Collective, Genius Sports  
 OTT/Content = WWE, The Madison Square Garden Sports Corp, Roku, FuboTV  
 Sports Franchises = Manchester United, Ajax, Juventus, Borussia Dortmund, Formula One Group  
 Athlete Performance = Catapult Sports, Garmin  
 Esports / Fantasy Sports = Enthusiast Gaming Holdings, Draft Kings, Scout Gaming, Flutter Entertainment, Gfinity, Super League Gaming

# PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

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WILDMOKA  
SALE TO  
BACKLIGHT  
a portfolio company of  
PSG  
Sports Tech / Enterprise SaaS



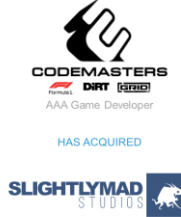

BLOOM  
PRIVATE PLACEMENT  
DASSAULT SYSTEMES  
bpi france swisscom Habert Dassault Finance  
Social media analytics platform


LIGHTSTREAM  
SALE TO  
CS THE VITEC GROUP  
CREATIVE SOLUTIONS  
Video Game / Content Live Streaming





BLAST  
PRIVATE PLACEMENT  
VEKSTFONDEN  
CREANDUM  
MAKL.VC \* Private Investors  
Esports



CODEMASTERS  
AAA Game Developer  
HAS ACQUIRED  
SLIGHTLYMAD STUDIOS  
URBAN SPORTS CLUB  
a portfolio company of partech VENTURES  
Sports and Fitness Marketplace





Onefit  
SALE TO  
URBAN SPORTS CLUB  
a portfolio company of partech VENTURES  
Sports and Fitness Marketplace

CLEENG  
Sell your videos, Live & On-Demand  
PRIVATE PLACEMENT  
WALVIS  
Video eCommerce

PRIVATESPORTSHOP  
PRIVATE PLACEMENT  
pechel INDUSTRIES  
Online Sports Retail




new moove  
SALE TO  
Fitness First  
Online Fitness & Healthy Living



# 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