



# SPORTS TECH INDUSTRY UPDATE

JULY 2021



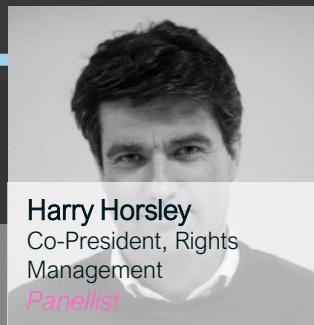
SAVE THE DATE [HERE](#) FOR OUR UPCOMING WEBINAR

# Beyond the Game: NEW SPORTS FORMATS

WEDNESDAY, 15TH SEPTEMBER 3PM BST | 4PM CET | 10 AM EST



**Roger Mitchell**  
Executive Advisor  
*Moderator*



**Harry Horsley**  
Co-President, Rights  
Management  
*Panelist*



**Charlie Dewhurst**  
Commercial Strategy  
Director  
*Panelist*

...STAY TUNED  
FOR FURTHER  
ANNOUNCEMENTS ON GUEST  
SPEAKERS AND OUR PANEL  
MODERATOR...

# SPORTS TECH INDUSTRY MARKET MAP – JULY 2021



In the USA, all securities are transacted through Drake Star Securities LLC. In the USA, Drake Star Securities LLC is regulated by FINRA and is a member of SIPC. Drake Star UK Limited (FRN 942020) is an appointed representative of Kession Capital Ltd (FRN582160) which is authorised and regulated by the Financial Conduct Authority. © 2016 Drake Star Partners Limited.

# SPORTS TECH KEY HEADLINES

JULY 2021



## M&A and Sector Valuations

- M&A activity has gained momentum in July with **11 deals** announced and **\$979m in disclosed deal activity**, now totaling **65 deals** and **\$6.2bn in disclosed deal activity for 2021<sup>1</sup>**
  - iFit acquired **SWEAT**, via its financial sponsor **Pamplona Capital Management**, for **\$300m**
  - **The Carlyle Group** acquired **LiveU** from **Francisco Partners**
  - **Flutter Entertainment** announced its agreement to sell its affiliate subsidiary company **Oddschecker**, for **\$215.2m** to **Bruin Capital**
- M&A activity has already picked up in August
  - **DraftKings** acquired **Golden Nugget Online Gaming** for **\$1.56bn**
  - **Penn National Gaming** acquired **TheScore** for **\$2bn**



## Fundraising

- Fundraising activity continues to soar through July with a total of **13 deals** and **\$699m in disclosed funding**, totaling already **154 rounds** and **\$4.8bn in disclosed funding for 2021<sup>1</sup>**
  - **Sorare** closed on **\$532m** of venture funding from **SoftBank Group**
  - **Genvid** raised **\$113m** of Series C venture funding in a deal led by **Valor Equity Partners** and **Atreides Management**
  - **Cityrow** raised **\$12m** of Series A venture funding in a deal led by **JW Asset Management**



## Sports Tech Industry News

- Research led by SportsTechX reveals investment crosses all-time high and crosses **\$5bn** in **6 months** of 2021
- **Tennis Australia** launches sports VC fund
- **NBA** starts invest in Sports-Card Marketplace **Dibbs**



## Esports Industry News

- **Twitch** viewership falls this month, down **0.4%** vs. June

# SPORTS TECH KEY HEADLINES

## BY SUBSECTOR



### DIGITAL MEDIA

- **Seven partners with Twitter for Tokyo Olympics**  
[SportsProMedia, July 19, 2021](#)
- **F1's Aston Martin agrees TikTok content deal**  
[SportsProMedia, July 16, 2021](#)
- **Burnley FC Women to live stream games on TikTok**  
[SportsProMedia, July 1, 2021](#)



### OTT PROVIDERS

- **Barstool Sports to stream Arizona Bowl after expansive rights acquisition**  
[SportsProMedia, July 28, 2021](#)
- **Amazon and CBC agree Canadian live streaming deal for Tokyo 2020**  
[SportsProMedia, July 22, 2021](#)
- **Stats Perform scores exclusive streams and stats deal with Badminton World Federation**  
[IGamingBusiness, July 20, 2021](#)
- **The Hundred secures Indian coverage with Fancode streaming deal**  
[SportsProMedia, July 19, 2021](#)

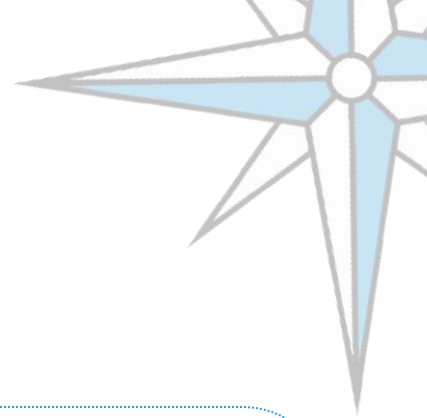


### FAN ENGAGEMENT

- **Draftkings adding NFT Exchange in first major push beyond gaming**  
[Sportico, July 21, 2021](#)
- **Shohei Ohtani signs with Fanatics for memorabilia and collectibles**  
[SportsProMedia, July 21, 2021](#)

# SPORTS TECH KEY HEADLINES

## BY SUBSECTOR



### DATA & ANALYTICS

- **Rush Street Interactive** pens exclusive data deal with **GTG Network**  
*IGamingBusiness, July 29, 2021*
- **SportsDataIO** and **Catena Media** have agreed to extend their data partnership for 10 years  
*FloridaNewsTimes, July 22, 2021*
- **Genius Sports** signs up to Canadian soccer data and content deal with **Mediapro Canada**  
*IGamingBusiness, July 15, 2021*



### VENUES & SMART STADIUMS

- **DraftKings** to launch betting-themed sports bars  
*SportsProMedia, July 30, 2021*



### ESPORTS

- **Wolves** continue esports push with **Evil Geniuses** partnership  
*SportsProMedia, July 29, 2021*
- **Gen.G** takes Puma esports partnership global  
*SportsProMedia, July 26, 2021*

# TWITCH ESPORTS VIEWERSHIP

HOURS WATCHED FALLS THIS MONTH, DOWN 0.4% VS. JUNE



-3.8%↓ 2.6m

Average Concurrent Viewers

-0.4%↑ 2.0bn

Hours Watched

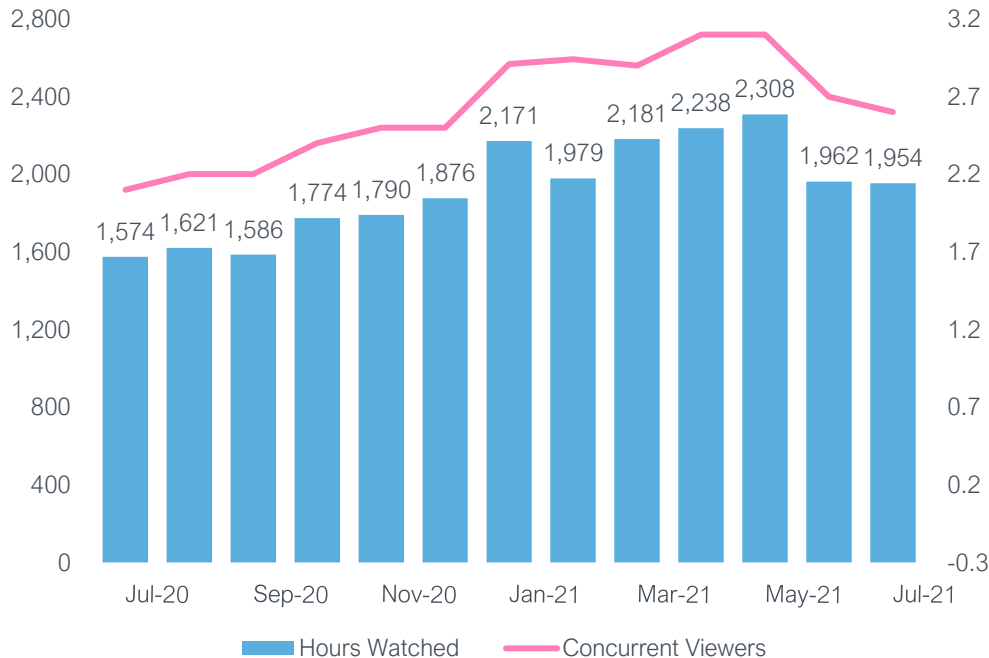
-0.1%↓ 102K

Average Concurrent Channels

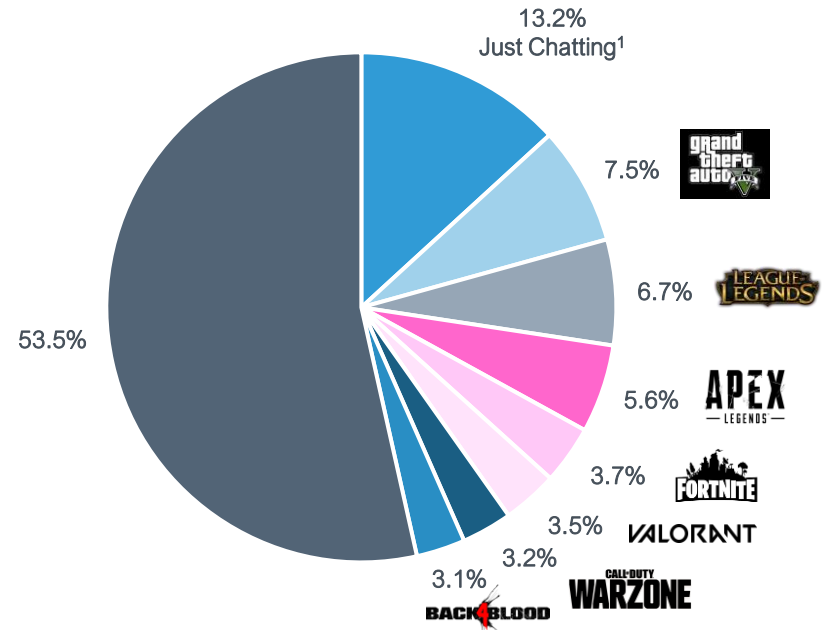
0.6%↑ 8.3m

Active Streamers

**Concurrent Viewers (m) & Hours Watched (m)**  
**July 2020 – July 2021**



**Hours Watched by Game/Esport**  
**(Last 7 Days)**

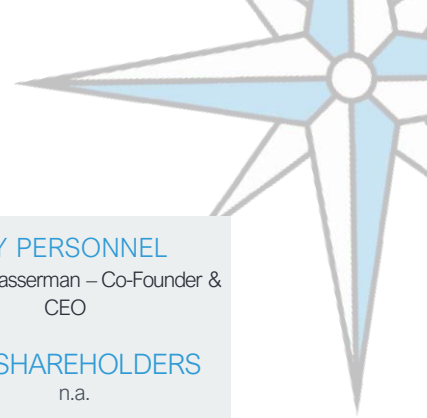


(1) The 'Just Chatting' category is intended for casual streams that don't fall under 'talk shows', or between gameplay when a streamer is taking a break to chat to their viewers.

Source: Twitch Tracker, as of August 10, 2021

# SELECTED M&A DEALS OF THE MONTH

11 DEALS AND \$979M IN DISCLOSED DEAL ACTIVITY IN JUL-21




**\$400m+**  
SALE TO

**THE CARLYLE GROUP**  
GLOBAL ALTERNATIVE ASSET MANAGEMENT

**DATE**  
July 20, 2021

**DEAL DESCRIPTION**  
The Carlyle Group acquired LiveU from Francisco Partners, another PE firm that acquired LiveU just two years ago for \$200m. LiveU will be used to record and transmit thousands of hours of events from the Tokyo Summer Games


2006  
270  
OTT  
B2B  
Web Traffic 379.98k

  
**NEW JERSEY**


**BUSINESS DESCRIPTION**  
Provider of live video streaming for television, mobile, online and social media

**KEY PERSONNEL**  
Shmulk Wasserman – Co-Founder & CEO

**KEY SHAREHOLDERS**  
n.a.




**\$300m**  
SALE TO



**DATE**  
July 13, 2021

**DEAL DESCRIPTION**  
SWEAT was acquired by iFit, via its financial sponsor Pamplona Capital Management, through a \$300m LBO on July 13, 2021


2015  
90  
Athlete Performance  
B2C  
Web Traffic 354.85k

  
**PARKSIDE**


**BUSINESS DESCRIPTION**  
Operator of online health and fitness platform intended to empower women through fitness

**KEY PERSONNEL**  
Tobi Pearce – Co-Founder & CEO

**KEY SHAREHOLDERS**  
n.a.



**\$215m**  
SALE TO



**DATE**  
July 13, 2021

**DEAL DESCRIPTION**  
Flutter Entertainment announced its agreement to sell its affiliate subsidiary company Oddschecker, for \$215.2m to Bruin Capital. Oddschecker Will Be Bruin's 23rd Principal or Add-on Investment

1999  
1,500  
Sports Betting  
B2C  
Web Traffic n.a.

  
**LONDON**

**BUSINESS DESCRIPTION**  
Operator of online betting and gaming platform, which enables customers to bet on various sports and offers a digital destination for odds comparison

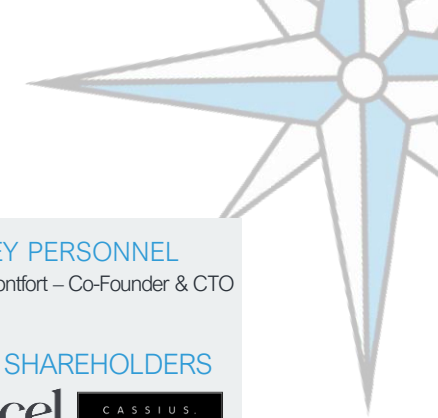
**KEY PERSONNEL**  
Nick Barnett – CFO

**KEY SHAREHOLDERS**  
n.a.



# SELECTED FUNDRAISING DEALS OF THE MONTH

13 DEALS AND \$699M IN DISCLOSED FUNDRAISING IN JUL-21



**sorare**

---

**\$532m**  
PRIVATE PLACEMENT  
*Led By*  
**SoftBank**

**DATE**  
July 13, 2021

**DEAL DESCRIPTION**  
Sorare closed on \$532m of an undisclosed targeted amount of venture funding from SoftBank Group. Atomico, Eurazeo, Blisce and other undisclosed investors also participated in the round. Sorare will use the funding for the non-fungible token to grow

**2018**  
31  
Fantasy Sports  
B2C  
Web Traffic 1.40m

**PARIS**

**BUSINESS DESCRIPTION**  
Developer of a blockchain-based fantasy football platform designed to let managers trade official digital collectibles

**KEY PERSONNEL**  
Adrien Montfort – Co-Founder & CTO

**KEY SHAREHOLDERS**  
**Accel** CASSIUS  
**FABRIC VENTURES**  
**CONSENSYS**

**genvid**

---

**\$113m**  
PRIVATE PLACEMENT  
*Led By*  
**VALOR EQUITY PARTNERS** **ATREIDES MANAGEMENT**

**DATE**  
July 15, 2021

**DEAL DESCRIPTION**  
Genvid raised \$113m of Series C venture funding in a deal led by Valor Equity Partners and Atreides Management. 12 other investors also participated in the round. The new funding will be used in large part to establish Genvid Entertainment LLC

**2016**  
80  
Esports  
B2B  
Web Traffic n.a.

**NEW YORK**

**BUSINESS DESCRIPTION**  
Provider of an interactive streaming engine intended to integrate games into e-sports broadcasts

**KEY PERSONNEL**  
Jacob Navok – CEO

**KEY SHAREHOLDERS**  
**COBALT CAPITAL** **LIGHTSHED**  
**LUT+** **THIRD POINT VENTURES**

**CITYROW**

---

**\$12m**  
PRIVATE PLACEMENT  
*Led By*  
**JW ASSET MANAGEMENT**

**DATE**  
July 28, 2021

**DEAL DESCRIPTION**  
Cityrow raised \$12m of Series A venture funding in a deal led by JW Asset Management. Sol Global Investments and K2 Global also participated in the round. Cityrow intends to use the funds for adding live-streaming classes to its current on-demand content selection

**2014**  
70  
Athlete Performance  
B2C  
Web Traffic n.a.

**NEW YORK**

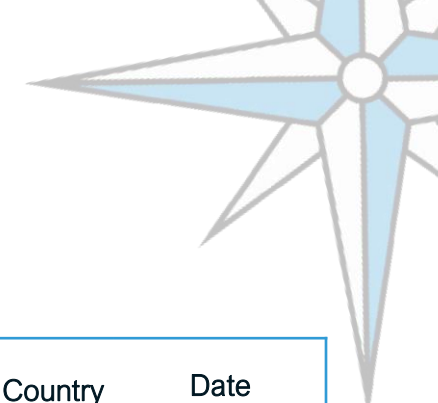
**BUSINESS DESCRIPTION**  
Operator of a health and fitness studio intended to specialize in increased aerobic capacity and efficiency of the body using water-rower row machines

**KEY PERSONNEL**  
Helaine Knapp – Founder & CEO

**KEY SHAREHOLDERS**  
**SGI** **K2**  
**The Fund CircleUp**

# TOP 10 DISCLOSED M&A TRANSACTIONS

YTD 2021



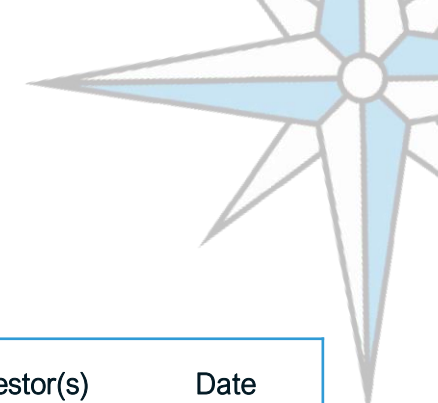
65 Deals and \$6.2bn disclosed

Company	Country	Subsector	Deal Size	Acquirer	Acquirer Country	Date
 MOONTON		Esports	\$4.0bn	 字节跳动		Mar-21
		Esports	\$436m			Mar-21
		OTT	\$400m+	 THE CARLYLE GROUP GLOBAL ALTERNATIVE ASSET MANAGEMENT		Jul-21
		Athlete Performance	\$300m			Jul-21
		Sports Betting	\$240m	 BC BETTER COLLECTIVE		May-21
		Sports Betting	\$215m	 BRUIN CAPITAL		Jul-21
		Data & Analytics	\$200m	 genius sports GROUP		May-21
		Esports	\$90m			Mar-21
		Fan engagement	\$50m			Mar-21
		Esports	\$43m			Jun-21

Note: Month to month discrepancy due to Pitchbook backdating and re-categorisations

# TOP 10 DISCLOSED FUNDING ROUNDS

YTD 2021

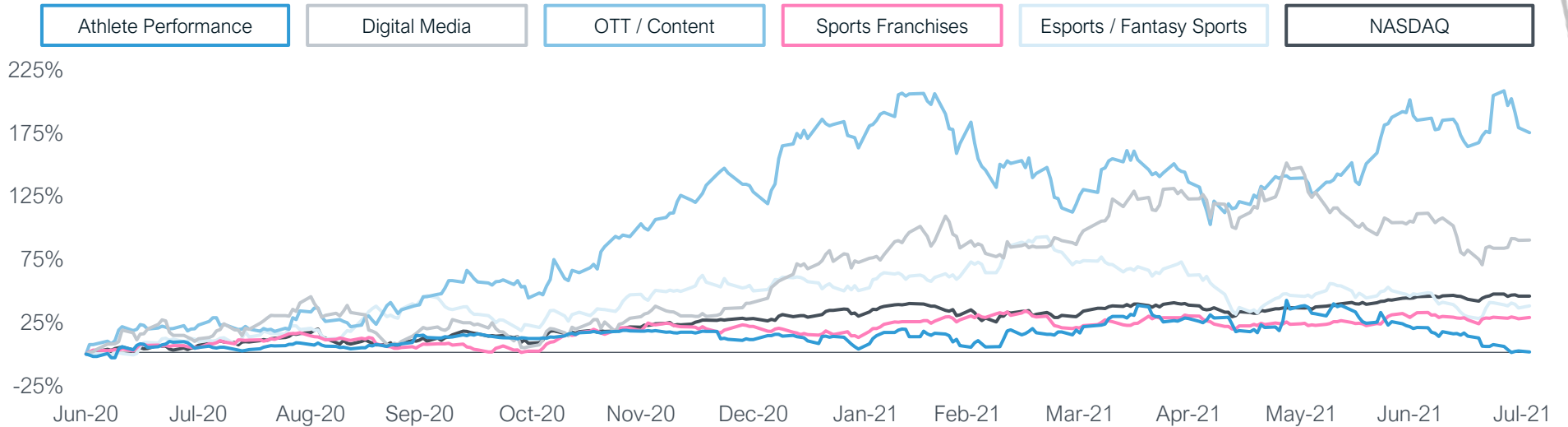
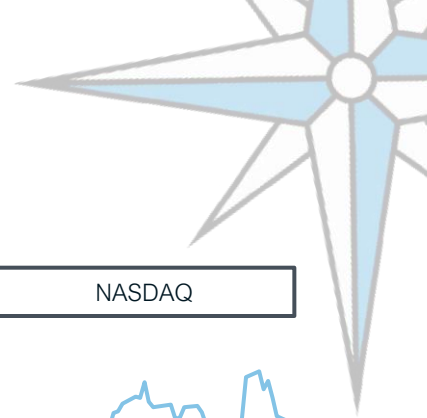


154 Deals and \$4.8bn disclosed

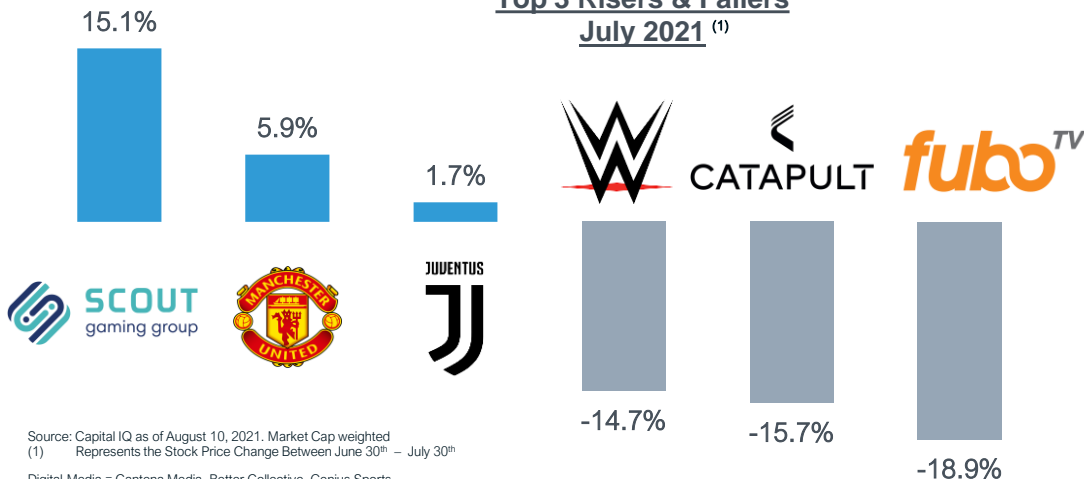
Company	Subsector	Country	Deal amount	Lead Investor(s)	Date
	Esports		\$1bn Later Stage VC	Sony, Park West Asset Management, KKR	Apr-21
	Fantasy Sports		\$532m Later Stage VC	SoftBank	Jul-21
	Fantasy Sports		\$400m	TCV, D1 Capital, Falcon Edge Capital	Mar-21
	Coaching & Preparation		\$360m Series F	Softbank Group, Vision Fund	Jan-21
	Fan Engagement		\$305m Later Stage VC	Coatue Management	Mar-21
<b>FITURE</b>	Athlete Performance		\$300m Series B	All-Stars Investments	Apr-21
<b>TONAL</b>	Athlete Performance		\$250m Series E	L Catterton, Cobalt Capital, Delta-V Capital	Mar-21
<b>TEMPO</b>	Athlete Performance		\$220m Series C	Softbank Group	Apr-21
	Digital Media		\$150m Series B	Sequoia	Feb-21
	Esports		\$113m Series C	Valor Equity Partners, Atreides Management	Jul-21

Note: Month to month discrepancy due to Pitchbook backdating and re-categorisations

# SHARE PRICES FALLING VS. JUNE WITH SPORTS FRANCHISES REMAINING STABLE



## Top 3 Risers & Fallers July 2021 <sup>(1)</sup>



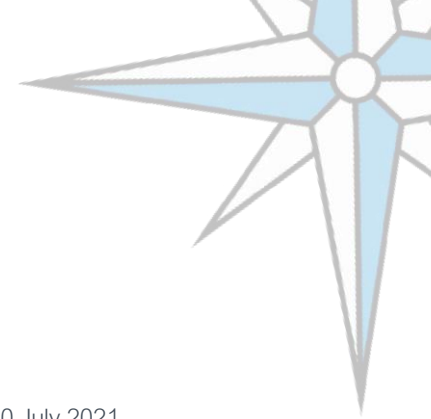
## KEY HIGHLIGHTS

- Scout Gaming Group's (+15.1%) share price surged in July after announcing the launch of its fantasy sports product with multi-product online gaming brand, Betsson Brazil
- Fubo TV's (17.8%) stock fell last month following an overall drop for the OTT / Content companies

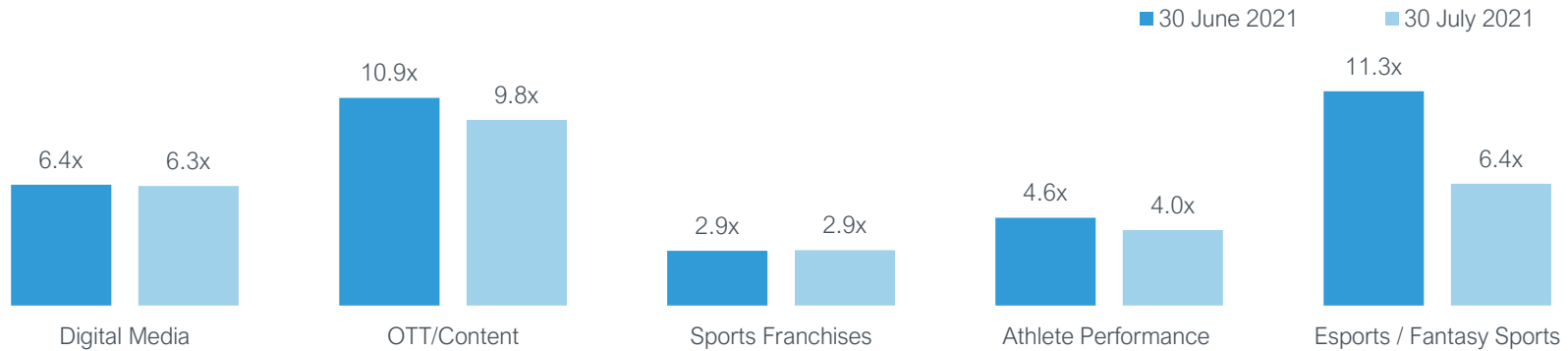
Source: Capital IQ as of August 10, 2021. Market Cap weighted  
(1) Represents the Stock Price Change Between June 30<sup>th</sup> - July 30<sup>th</sup>

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  
Esports / Fantasy Sports = Enthusiast Gaming Holdings, Draft Kings, Scout Gaming, Flutter Entertainment, Gfinity, Super League Gaming

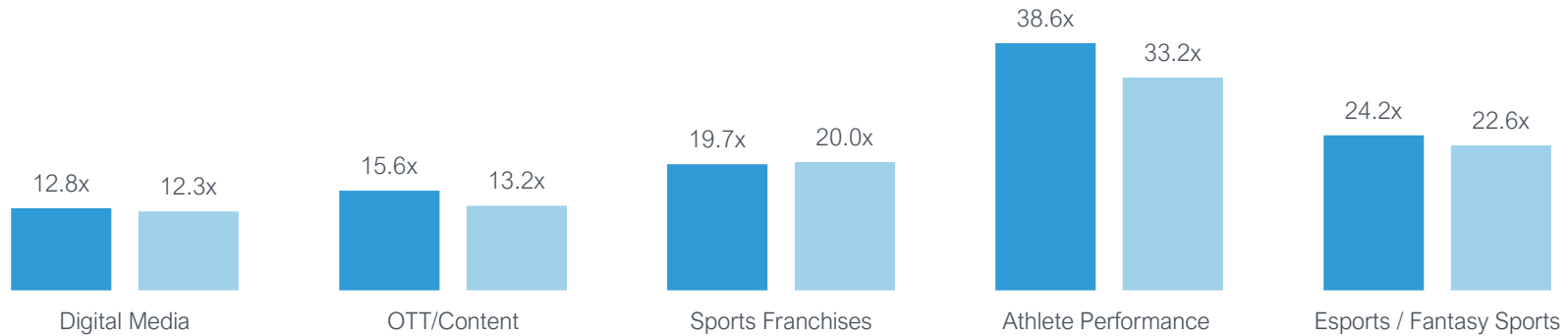
# SECTOR VALUATIONS SLIGHTLY DOWN VS. JUNE WITH SPORTS FRANCHISES BROADLY STABLE



## Median TEV / 2021E Revenue



## Median TEV / 2021E EBITDA

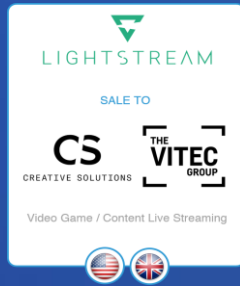


Source: Capital IQ as of July 30, 2021



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  
 Esports / Fantasy Sports = Enthusiast Gaming Holdings, Draft Kings, Scout Gaming, Flutter Entertainment, Gfinity, Super League Gaming

# PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

## Contact The Sports Tech Deal Team



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



**BLAST**  
PRIVATE PLACEMENT  
**VEKSTFONDEN**  
**CREANDUM** **NETCORE**  
**MAKI.VC** + Private Investors  
Esports



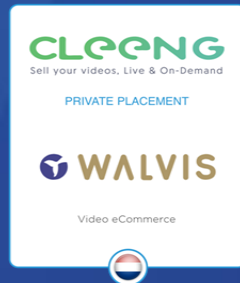
**CODEMASTERS**  
FORMERLY **DIRT** **DIRT**  
AAA Game Developer  
HAS ACQUIRED  
**SLIGHTLYMAD STUDIOS**




**Onefit**  
SALE TO  
**URBAN SPORTS CLUB**  
a portfolio company of  
**partech** **IN 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





**newmoove**  
SALE TO  
**FitnessFirst**  
Online Fitness & Healthy Living



**21 SPORTS GROUP**  
EQUITY PRIVATE PLACEMENT  
Consortium of Select Investors  
Online Sports Retail



Gregory Bedrosian, CEO & Managing Partner

[gregory.bedrosian@drakestar.com](mailto:gregory.bedrosian@drakestar.com)

+1 212 508 7111

New York



Eric Ward, Partner

[eric.ward@drakestar.com](mailto:eric.ward@drakestar.com)

+44 20 7112 7777

London



Michael Metzger, Partner

[michael.metzger@drakestar.com](mailto:michael.metzger@drakestar.com)

+1 310 696 4001

Los Angeles



Mathilde Deschamps 

[mathilde.deschamps@drakestar.com](mailto:mathilde.deschamps@drakestar.com)

In the USA, all securities are transacted through Drake Star Securities LLC. In the USA, Drake Star Securities LLC is regulated by [FINRA](#) and is a member of [SIPC](#). Drake Star UK Limited (FRN 942020) is an appointed representative of Kession Capital Ltd (FRN582160) which is authorised and regulated by the [Financial Conduct Authority](#). © 2016 Drake Star Partners Limited.

# DRAKE STAR PARTNERS

## A LEADING GLOBAL TMC 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



In the USA, all securities are transacted through Drake Star Securities LLC. In the USA, Drake Star Securities LLC is regulated by [FINRA](#) and is a member of [SIPC](#). Drake Star UK Limited (FRN 942020) is an appointed representative of Kession Capital Ltd (FRN582160) which is authorised and regulated by the [Financial Conduct Authority](#). © 2016 Drake Star Partners Limited.

\*Partner offices