



SPORTS TECH INDUSTRY UPDATE

MARCH 2021

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

DRAKE TALKS: Beyond the Game THE RISE OF THE SPORTS TECH **SPAC**

WEDNESDAY, 9TH JUNE 3PM BST | 4PM CET | 10 AM EST

SPORTS TECH INDUSTRY MARKET MAP – MARCH 2021

□ B2C □ B2B

Rights Owners

Digital Media Platforms / Content

Sports OTT Content Owners

Fan Engagement Content Providers

Venue / CRM / Organisational Software

Commerce

Data / Analytics

Performance Analytics

Digital Sports Agencies

Sponsorship Measurements

Wearables

Esports / Fantasy Sports

Consumer Sports

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SPORTS TECH KEY HEADLINES

MARCH 2021



M&A and Sector Valuations

- M&A activity has gained momentum in March with **10 deals** announced and **\$140m in disclosed deal activity**, although still a slow start to 2021, totaling **17 deals** and **\$142m in disclosed deal activity**¹
 - **Spotify** acquired **Betty Labs**, the creators of **Locker Room** for **\$50m**
 - **Draft Kings** acquired **VSIN (Vegas Sports Information Network)**
 - Multinational broadcaster **Eleven Sports** acquired sports media company **Team Whistle**
 - **Sportradar** acquired **Fresh Eight** and **Synergy Sports**
 - **FuboTV** acquired **Victory** to accelerate the launch of its Fubo Sportsbook
- Already this month, **Microsoft** is in discussions with **Discord** for an acquisition of over **\$10bn**



Fundraising

- Fundraising activity continues to soar through March with a total of **22 rounds** and **\$1.1bn in disclosed funding**, totaling already **58 rounds** and **\$1.9bn in disclosed funding for 2021**¹
 - **Dream Sports**, closed a **\$400m** funding round led by **TCV, D1 Capital** and **Falcon Edge Capital**
 - **Dapper Labs**, maker of the NBA's Top Shot digital collectibles, secured **\$305m** funding led by **Coatue**
 - **Tonal** added **\$250m** of new funding led by **L Catterton, Cobalt Capital, Delta-V Capital**
- Already in April
 - **Softbank** invests **\$100m** in Fitness startup **Tempo**
 - **DraftKings** seeks to raise **\$1bn** in debt capital



Sports Tech Industry News

- **Sportradar** valued at **\$10bn** in deal with **Boehly-led SPAC**
- **InStudio Ventures** and **leAD Sports & Health Tech Partners** create a **\$5m** fund
- **Banco Santander** and **GSIC** powered by **Microsoft** launch **FootballCan 2041**



Esports Industry News

- Global esports revenues to hit almost **\$1.1bn** in 2021

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



VENUE & STADIUMS

- **Nascar and DoorDash** partner in multi-year deal to increase fan engagement and give back to communities of race facilities
[SportsProMedia, Mar 1, 2021](#)
- **Boston Celtics' TD Garden** fitted with **Amazon's** 'Just Walk Out' technology
[SportsProMedia, Mar 30, 2021](#)



OTT PROVIDERS

- **Major League Rugby** teams up with RugbyPass for new streaming service
[SportsProMedia, Mar 17, 2021](#)
- **F1** on course to reach **1bn** fans in 2022 with 16-35 audience on the rise - due to interest in series
[SportsProMedia, Mar 26, 2021](#)
- **MotoGP** set for **Amazon** documentary series, to mirror F1's "Drive to Survive" Netflix series
[SportsProMedia, Mar 30, 2021](#)

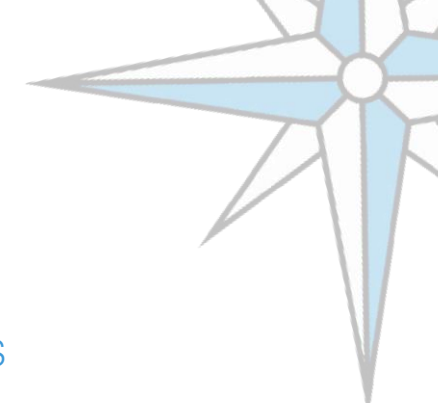


SPORTS BETTING

- **UFC and DraftKings** agree 'US\$350m' betting deal
[SportsProMedia, Mar 4, 2021](#)
- **MSG Entertainment** agrees deal for **MSG Networks** to explore sports gambling opportunity
[SportsProMedia, Mar 9, 2021](#)
- **Bally** gambling firm named authorised gaming operator of **North American baseball league**
[SportsProMedia, Mar 19, 2021](#)
- **Miami Open** serves up **Betway** as sports betting partner
[SportsProMedia, Mar 22, 2021](#)

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



FAN ENGAGEMENT

- **WAVE.tv** partners with **FanDuel** to acquire new customers through social media
SportsProMedia, Mar 3, 2021
- **Aston Martin Cognizant Formula One Team** announced a multi-year partnership with **Crypto.com**
SportsProMedia, Mar 3, 2021
- **IQONIQ's IQQ Tokens** - blockchain takes fan engagement to the next level
PRNewswire, Mar 18, 2021
- **Manchester City** team up with **Socios.com** to launch the \$CITY fan token
CityAM, Mar 19, 2021



DATA & ANALYTICS

- **Red Bull Racing** taps **Oracle** for data-led fan experiences
SportsProMedia, Mar 25, 2021

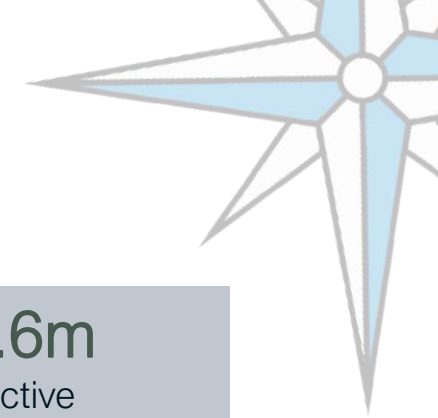


ESPORTS

- Global esports revenues to hit almost **\$1.1bn** in 2021
SportsProMedia, Mar 9, 2021
- **Motorsport** to acquire all remaining shares of **704Games**
SportObserver, Mar 15, 2021
- **Ferrari** expands official Esports Series for 2021
Autosport, Mar 16, 2021
- **Tiger Woods** has signed an exclusive partnership with **2K** to appear in the **PGA Tour 2K** title
SportsProMedia, Mar 17, 2021

TWITCH ESPORTS VIEWERSHIP

HOURS WATCHED UP 9% VS. FEBRUARY



0.5%↓ 2.9m

Average Concurrent Viewers

9%↑ 2.2bn

Hours Watched

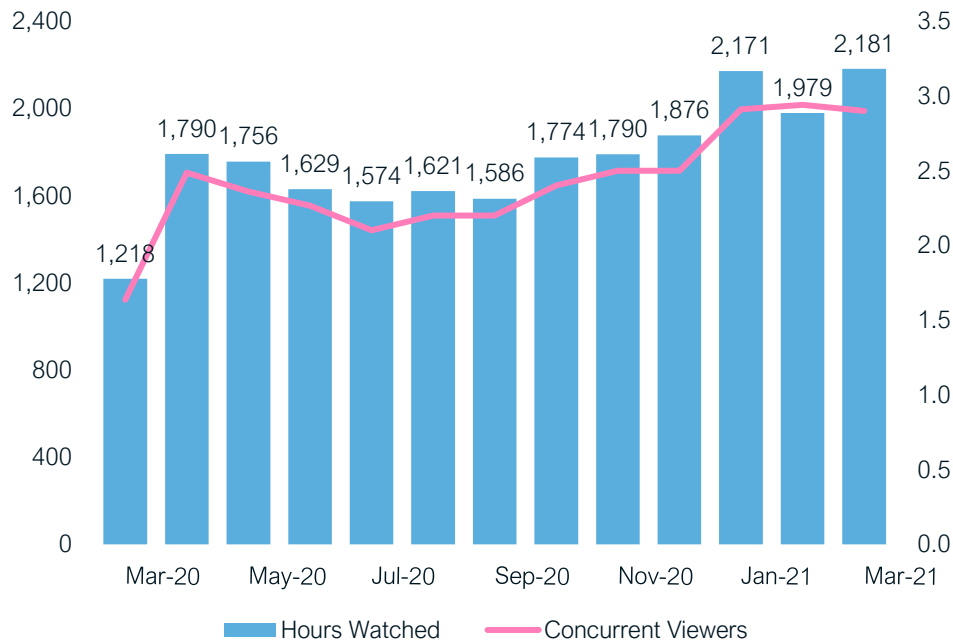
5%↓ 117K

Average Concurrent Channels

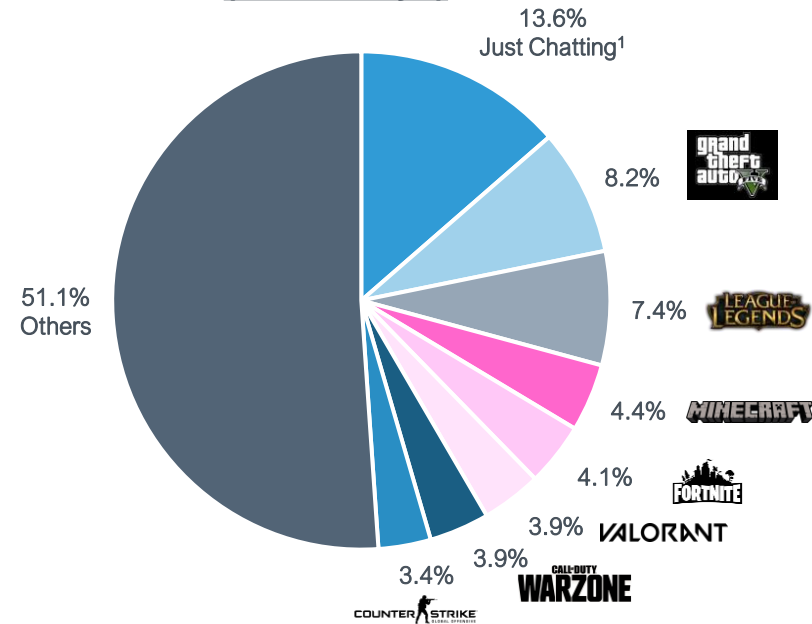
0.9%↑ 9.6m

Active Streamers

Concurrent Viewers (m) & Hours Watched (m)
March 2020 – March 2021



Hours Watched by Game/Esport
(Last 7 Days)

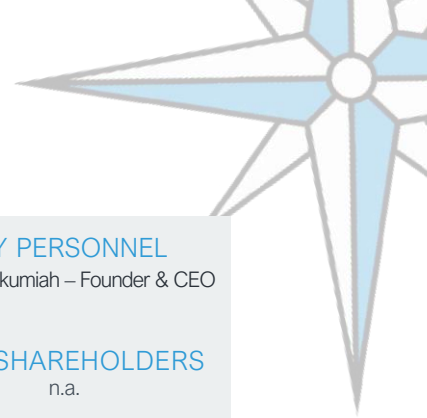



(1) The 'Just Chatting' category is intended for casual streams that don't fall under 'talk shows', or between gameplay when a streamer is taking a break to chat to their viewers.


Source: Twitch Tracker, as of April 12, 2021

SELECTED M&A DEALS OF THE MONTH

10 DEALS AND \$140M IN DISCLOSED DEAL ACTIVITY IN MAR-21


\$50m
SALE TO



DATE
March 31, 2021

DEAL DESCRIPTION
Spotify acquired Betty Labs, the creators of Locker Room for \$50m. This acquisition builds on Spotify's "future formats of audio" and will accelerate entry into the live audio space


2018
13
Digital Media
B2C
Web Traffic n.a.


LOS ANGELES


KEY PERSONNEL
Howard Akumiah – Founder & CEO

BUSINESS DESCRIPTION
Focused on creating the next generation of interactive live sports experiences, Betty Labs operates Locker Room, a live audio app changing the way fans talk about sports

KEY SHAREHOLDERS
n.a.




Undisclosed
SALE TO



DATE
March 31, 2021

DEAL DESCRIPTION
Draft Kings acquired VSIN (Vegas Stats & Information Network) for an undisclosed amount. The companies plan to fully integrate VSIN's current employee base, including on-air talent, into a 2,600-person global workforce

2017
43
Betting
B2C
Web Traffic n.a.


LAS VEGAS


KEY PERSONNEL
Brian Musburger – CEO
Alex Weiss – Director, Corporate Development & Strategy at DraftKings

BUSINESS DESCRIPTION
VSIN develops, produces and distributes more than 18 hours of live linear sports betting content each day, including news, analysis and data

KEY SHAREHOLDERS
n.a.



Undisclosed
SALE TO



DATE
March 29, 2021

DEAL DESCRIPTION
Multinational broadcaster Eleven Sports acquired sports media company Team Whistle as part of their plans to grow business in North America. The deal follows Eleven's recent acquisition of streaming company MyCujoo in November 2020

2009
131
Digital Media
B2C
Web Traffic n.a.


NEW YORK

KEY PERSONNEL
Wasif Khan – CFO & Executive Vice President, Operations

BUSINESS DESCRIPTION
The company's network produces and publishes a range of sports-focused videos and offers branded content and advertisements to sponsors

KEY SHAREHOLDERS
n.a.

SELECTED FUNDRAISING DEALS OF THE MONTH

22 DEALS AND \$1.1B IN DISCLOSED FUNDRAISING IN MAR-21





\$400m
PRIVATE PLACEMENT
Led By
TCV **D1 CAPITAL PARTNERS**
FALCON EDGE CAPITAL

DATE
March 25, 2021

DEAL DESCRIPTION
Dream Sports, which owns online fantasy sports platform Dream 11, closed a \$400m funding round led by TCV, D1 Capital Partners and Falcon Edge Capital. Dream11's valuation shot up to nearly \$5bn, almost doubling in 6 months


2008
700+
Fantasy Sports
B2C
Web Traffic n.a.


MUMBAI

BUSINESS DESCRIPTION
Developer of an online fantasy sports platform designed for Indian sports fans to actively engage with and showcase knowledge of the sports they love

KEY PERSONNEL
Harsh Jain – Co-Founder & CEO
Bhavit Sheth – Co-Founder & COO

KEY SHAREHOLDERS
Tencent 腾讯




\$305m
PRIVATE PLACEMENT
Led By
COATUE

DATE
March 31, 2021

DEAL DESCRIPTION
Dapper Labs, maker of the NBA's Top Shot digital collectibles, secured \$305m funding, with a reported valuation at \$2.6bn. The investment firm Coatue led the round, which also included Michael Jordan, Kevin Durant's Thirty Five Ventures and 30+ professional athletes

2018
138
Fan Engagement
B2C
Web Traffic 270.3K


VANCOUVER

BUSINESS DESCRIPTION
A platform using blockchain-enabled apps enabling fans to access new forms of digital engagement and track their ownership securely

KEY PERSONNEL
Roham Gharegozlou – CEO

KEY SHAREHOLDERS
Ag Ventures Alliance **BOLT VENTURES**
DREAMERS VC
FloemCapital

TONAL

\$250m
PRIVATE PLACEMENT
Led By
Cobalt CAPITAL **DRIVE-VC CAPITAL**
CATTERTON

DATE
March 31, 2021

DEAL DESCRIPTION
Tonal added \$250m of new funding in a Series E round valuing the startup at \$1.6bn. Tonal will use the funds to market its strength-training product, grow its catalog of streamed fitness classes and invest further in operations and scaling its business to meet increased demand

2015
281
Athlete Performance
B2C
Web Traffic 1.1M


SAN FRANCISCO

BUSINESS DESCRIPTION
Developer of a digital fitness platform designed to deliver a smooth weightlifting experience using magnets and electricity

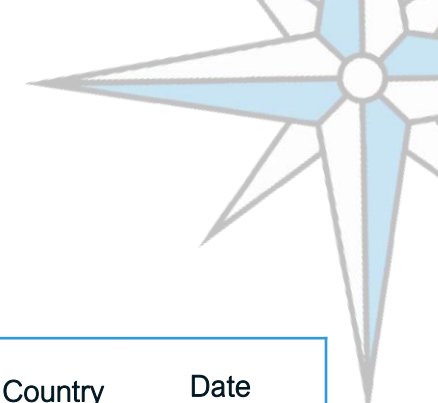
KEY PERSONNEL
Aly Orady – Founder & CEO

KEY SHAREHOLDERS
SAPPHIRE VENTURES **Evolution Media**
Mayfield **SHASTA VENTURES**

Source: Similar Web, Pitchbook, LinkedIn, Company Websites

TOP 10 DISCLOSED M&A TRANSACTIONS

YTD 2021



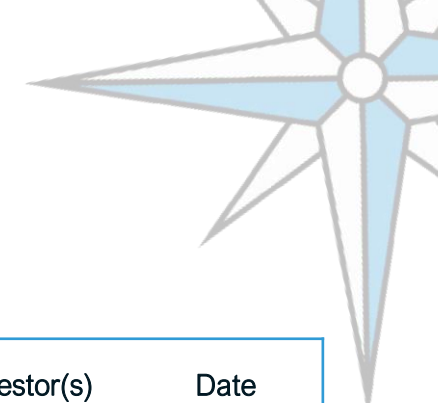
17 Deals and \$142m disclosed

Company	Country	Subsector	Deal Size	Acquirer	Acquirer Country	Date
		Esports	\$90m	Bally		Mar-21
		Broadcasting / Media Platform	\$50m	Spotify		Mar-21
		Esports	\$2m	Intema Solutions		Feb-21

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

TOP 10 DISCLOSED FUNDING ROUNDS

YTD 2021

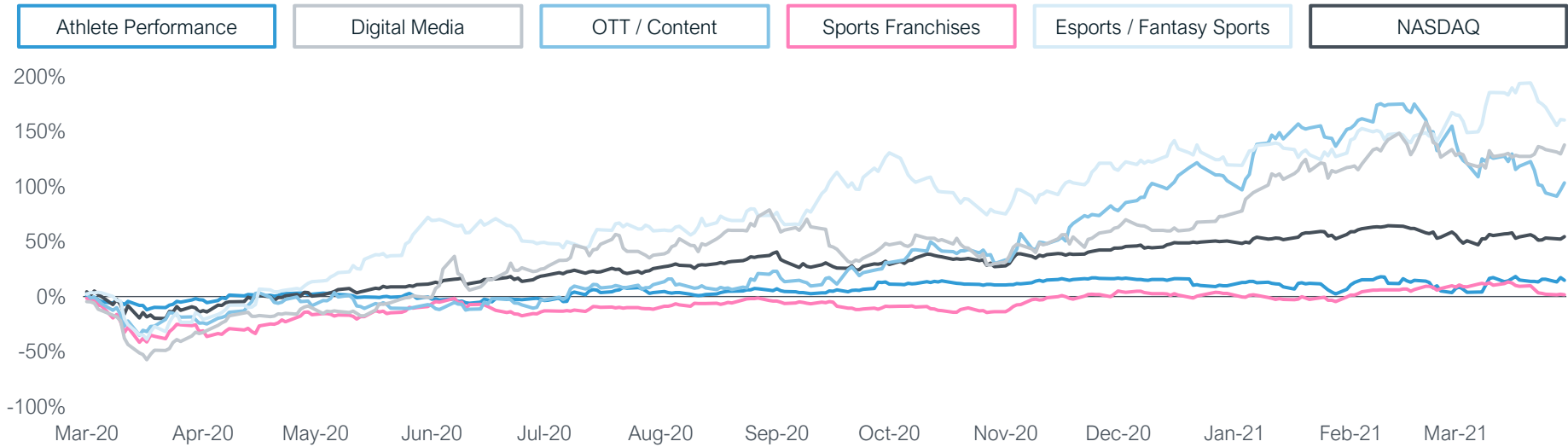
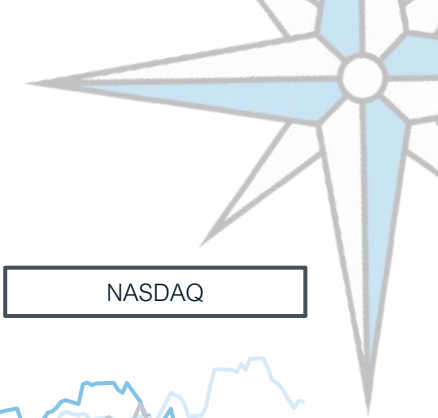


58 Deals and \$1.9bn disclosed

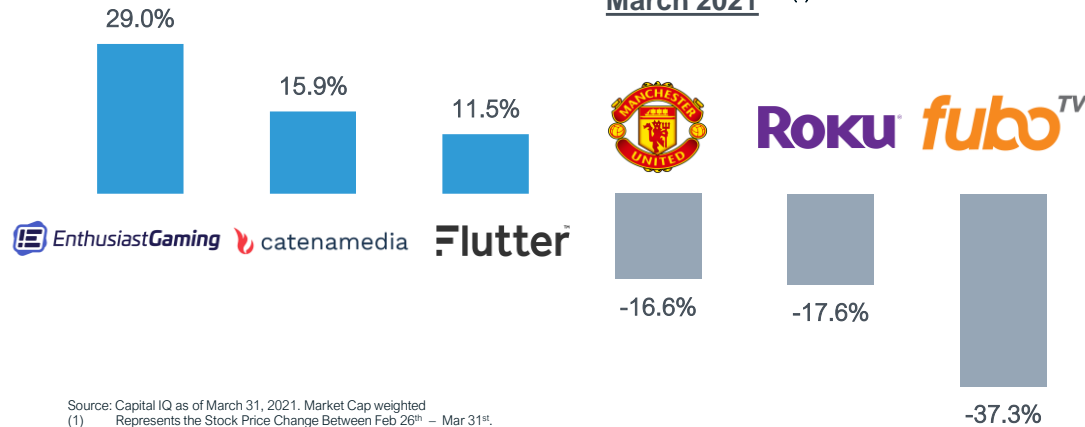
Company	Subsector	Country	Deal amount	Lead Investor(s)	Date
 DREAM SPORTS	Fantasy Sports		\$400m	TCV, D1 Capital, Falcon Edge Capital	Mar-21
 keep	Coaching & Preparation		\$360m Series F	Softbank Group, Vision Fund	Jan-21
 Dapper	Fan Engagement		\$305m Later Stage VC	Coatue Management	Mar-21
T O N A L	Athlete Performance		\$250m Series E	L Catterton, Cobalt Capital, Delta-V Capital	Mar-21
 Jocket OUTDOOR MEDIA	Digital Media		\$150m Series B	Sequoia	Feb-21
 MPL MOBILE PREMIER LEAGUE	Esports		\$95m Series D	Composite Capital Partners, Moore Ventures	Feb-21
 VSPN 英雄体育	Esports		\$60m Series B+	Prospect Avenue Capital	Jan-21
 sorare	Fantasy Sports		\$48m Series A	Benchmark Capital, Accel	Feb-21
 TEAMENVY	Esports		\$40m Series C	Grey Television	Mar 21
Alt	Fan Engagement		\$31m Series A	Seven Oracy Six	Mar 21

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

SHARE PRICES BROADLY STABLE VS. FEBRUARY



Top 3 Risers & Fallers March 2021 ⁽¹⁾



KEY HIGHLIGHTS

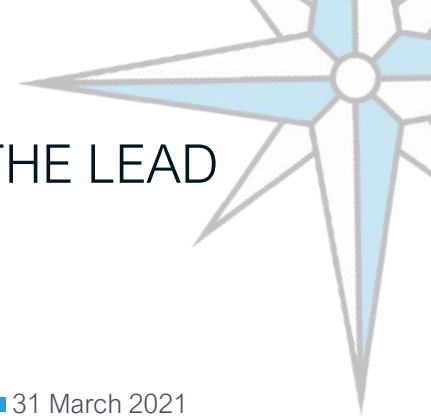
- **Enthusiast Gaming** (+29.0%) was the top riser last month after reporting a new partnership with TikTok and the acquisition of Icy Veins for \$8m
- **Flutter's** (+11.5%) stock soared due to rumours that the company is looking to list a small shareholding in its FanDuel division

Source: Capital IQ as of March 31, 2021. Market Cap weighted
 (1) Represents the Stock Price Change Between Feb 26th – Mar 31st.

Digital Media = Catena Media, Better Collective
 OTT/Content = WWE, MSG Networks, The Madison Square Garden Company, 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

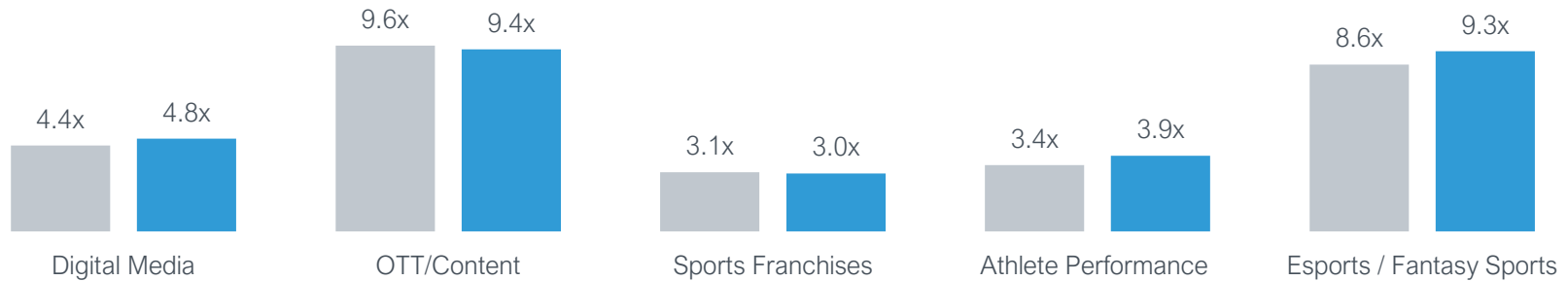
SECTOR VALUATIONS BROADLY UP VS. FEBRUARY

WITH DIGITAL MEDIA, ATHLETE PERFORMANCE & ESPORTS IN THE LEAD

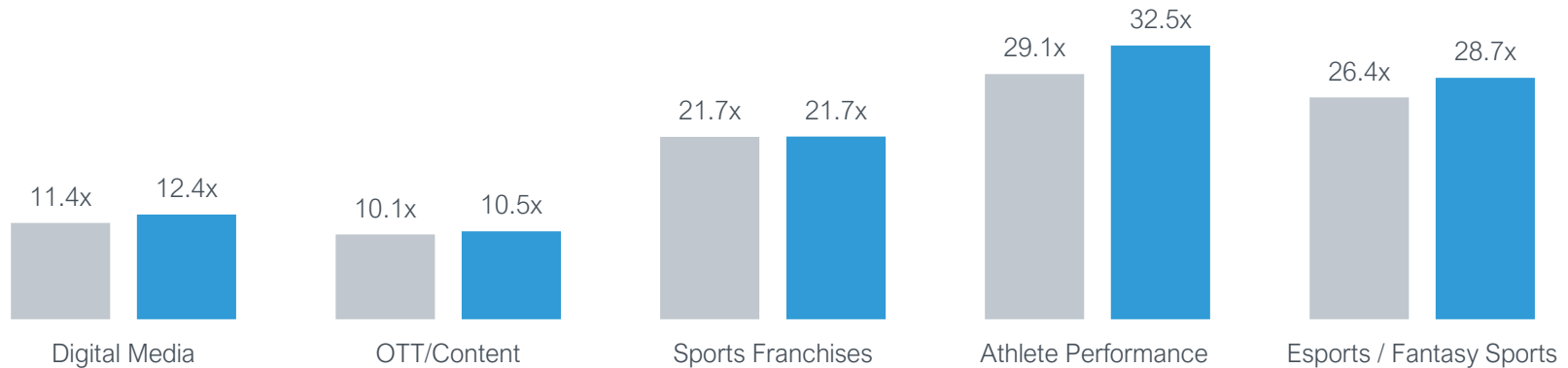


Median TEV / 2021E Revenue

■ 26 February 2021 ■ 31 March 2021



Median TEV / 2021E EBITDA



Source: Capital IQ as of March 31, 2021

Digital Media = Cantena Media, Better Collective
 OTT/Content = WWE, MSG Networks, 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

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PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

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Video Game / Content Live Streaming



BLAST

PRIVATE PLACEMENT

VÆKSTFONDEN

CREANDUM **NETCORE**

MAKI.VC + Private Investors

Esports



CODEMASTERS

FORMERLY **DIFT** **GRIP**

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HAS ACQUIRED

SLIGHTLYMAD STUDIOS



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PRIVATESPORTSHOP

PRIVATE PLACEMENT

pechel INDUSTRIES

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Consortium of Select Investors

Online Sports Retail




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70%
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9
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FRANCISCO



LOS ANGELES



PARIS



BERLIN



GENEVA



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