



SPORTS TECH INDUSTRY UPDATE

MAY 2021



SPORTS TECH INDUSTRY MARKET MAP – MAY 2021



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SPORTS TECH KEY HEADLINES

MAY 2021



M&A and Sector Valuations

- M&A activity has picked up in May with **6 deals** announced and **\$451m in disclosed deal activity**, now totaling **45 deals** and **\$5.1bn in disclosed deal activity for 2021¹**
 - **The Action Network** reached a definitive agreement to be acquired by **Better Collective** for **\$240m**
 - Sports data and technology company **Genius Sports** agreed to acquire **Second Spectrum** for **\$200m**
 - Sports data and broadcast solutions company **Sportradar** entered into an agreement to acquire **InteractSport**
 - **Enthusiast Gaming** acquired gaming technology and data platform **Tabwire** for **\$11m**



Fundraising

- Fundraising activity continues to soar through May with a total of **21 rounds** and **\$220m in disclosed funding**, totaling already **113 rounds** and **\$4.0bn in disclosed funding for 2021¹**
 - Fitness ring maker **Oura** raised **\$100m** in Series C funding led by **The Chernin Group** and **Elysian Park**
 - Digital sports platform **FanCode** raised **\$50m** from parent company **Dream Sports' investment arm**
 - **Metafy**, a distributed startup building a marketplace to match gamers with instructors, raised **\$8.75m**
- **Fundraising activity has already picked up in June**
 - Esports startup **VSPN** secures Series B2 financing round led by **Morgan Stanley**



Sports Tech Industry News

- **New York Giants** claimed NFL's first crypto sponsorship with **Grayscale** deal
- **Nielsen** is invested in a new ratings platform
- **European Tour** teamed with **Zoom** for virtual experiences
- **Extreme E** launched a **Twit** channel with One Earth Rising



Esports Industry News

- **Twitch** viewership continues to rise with hours watched up **3%** vs. April
- Japan's esports market is set to grow from **\$55.6m** in 2019 to **\$139.5m** in 2023

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



SPONSORSHIP

- **MotoGP** extends **Facebook** *[MotoGP, May 28, 2021](#)*
- **New York Giants** claim NFL's first crypto sponsorship with Grayscale deal *[SportsProMedia, May 6, 2021](#)*



OTT PROVIDERS

- **NBA** to Broadcast Games on **Twitch** *[EsportsObserver, May 31, 2021](#)*
- **TikTok** to live stream **Extreme E's** Senegal race *[SportsProMedia, May 27, 2021](#)*
- **Extreme E** launches **Twitch** channel with **One Earth Rising** *[BlackBookMotorSport, May 25, 2021](#)*

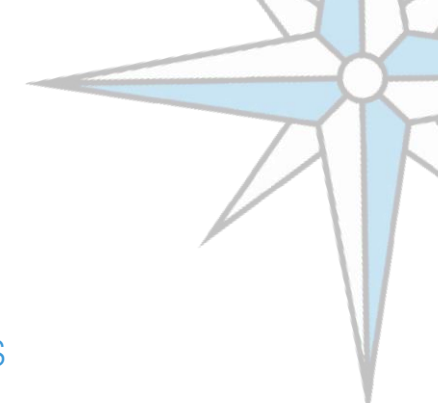


SPORTS BETTING

- **WNBA** signs up **PointsBet** for sports betting partnership *[SportsProMedia, May 24, 2021](#)*
- **PGA Championship** agrees **IMG Arena** betting data deal *[SportsProMedia, May 19, 2021](#)*

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



VENUES & SMART STADIUMS

- **European Tour** teams with **Zoom** for virtual experiences
SportsProMedia, May 11, 2021
- **Oak View Group** taps **Verizon** for 5G at new **Islanders** and **Kraken** arenas
SportsProMedia, May 11, 2021



DATA & ANALYTICS

- **Nielsen** is investing in a new ratings platform
SportsProMedia, May 25, 2021
- Tech firm **Genius Sports** wins data partnership with **NBA's Basketball Africa League**
SportsProMedia, May 17, 2021

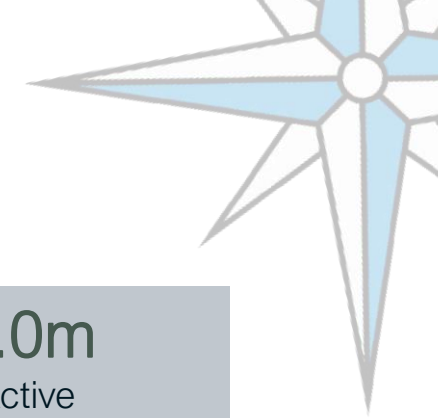


ESPORTS

- **F1's** 2021 esports qualifiers draw 494k gamers
BlackBookMotorSport, May 26, 2021
- **Tencent** Reports 17% Increase in Game Revenues, Nets **\$7.74bn** Profit for Q1 2021
EsportsObserver, May 21, 2021
- Japan's esports market set to grow from **\$55.6m** in 2019 to **\$139.5m** in 2023
SportsProMedia, May 14, 2021

TWITCH ESPORTS VIEWERSHIP

HOURS WATCHED CONTINUES TO RISE, UP 3% VS. APRIL



-0.2% ↓ 3.1m

Average Concurrent Viewers

3% ↑ 2.3bn

Hours Watched

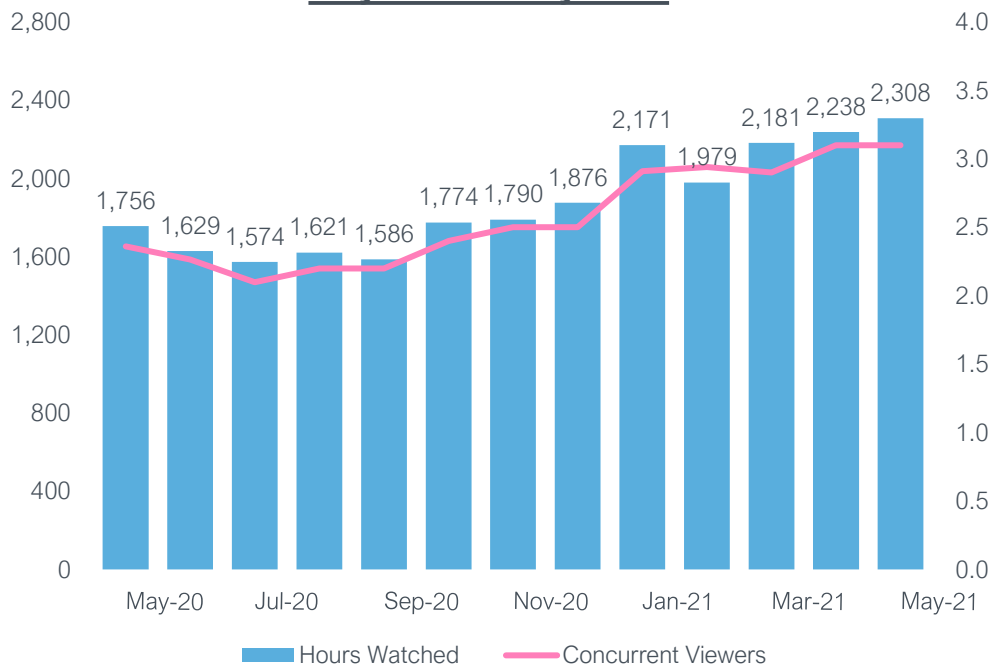
-5% ↓ 110K

Average Concurrent Channels

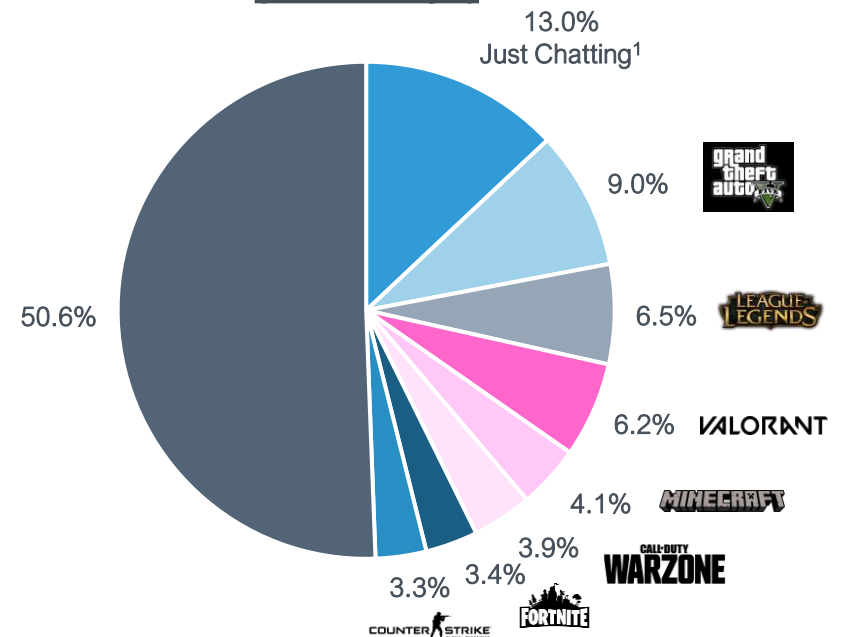
-4% ↑ 9.0m

Active Streamers

Concurrent Viewers (m) & Hours Watched (m)
May 2020 – May 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 June 2, 2021

SELECTED M&A DEALS OF THE MONTH

6 DEALS AND \$451M IN DISCLOSED DEAL ACTIVITY IN MAY-21



ACTION ✓

\$240m
SALE TO

BETTER COLLECTIVE

DATE
May 3, 2021

DEAL DESCRIPTION
The Action Network reached a definitive agreement to be acquired by Better Collective for \$240m. In support of the transaction, Nordea Bank provided debt financing to the company. The acquisition will speed up Better Collective's expansion in the US

2017
104
Data & Analytics
B2C
Web Traffic 2.77m

NEW YORK

BUSINESS DESCRIPTION
Operator of a sports betting, analysis and media company intended to make sports fans smarter about betting and daily fantasy sports

KEY PERSONNEL
Patrick Keane – CEO

KEY SHAREHOLDERS
n.a.

Second Spectrum

\$200m
SALE TO

genius sports

DATE
May 6, 2021

DEAL DESCRIPTION
London-based sports data and technology company Genius Sports announced its second acquisition in the space of a week to purchase data tracking and visualisation specialist Second Spectrum. The deal expected to close in Q2 2021 will be paid in cash and Genius stock

2013
176
Fan Engagement
B2C
Web Traffic n.a.

LOS ANGELES

BUSINESS DESCRIPTION
Developer of a gaming machine learning software enabling fans and media companies to engage with players and sports

KEY PERSONNEL
Rajiv Maheswaran – Co-Founder & CEO

KEY SHAREHOLDERS
n.a.

InteractSport

Undisclosed
SALE TO

sportradar

DATE
May 11, 2021

DEAL DESCRIPTION
Sports data and broadcast solutions company Sportradar entered into an agreement to acquire InteractSport, a sports data and technology company with depth and expertise in cricket

2000
27
Digital Media
B2C/B2B
Web Traffic n.a.

WEST MELBOURNE

BUSINESS DESCRIPTION
Australia's leading provider of digital and web-based sports administration and management solutions for over 4m participants and 20k sports organisations

KEY PERSONNEL
Sam Taylor – CEO
Rob Knee – COO

KEY SHAREHOLDERS
n.a.

SELECTED FUNDRAISING DEALS OF THE MONTH

21 DEALS AND \$220M IN DISCLOSED FUNDRAISING IN MAY-21



OURA

\$100m
PRIVATE PLACEMENT
Led By

ELYSIAN PARK **tcg**

DATE
May 4, 2021

DEAL DESCRIPTION
Oura raised \$100m Series C led by The Chemin Group and Elysian Park (the Dodgers' investment arm), bringing the wearable company's total funding up to \$148.3m. New investors include Temasek, JAZZ Venture Partners and Eisai

2013
321
Athlete Performance
B2C
Web Traffic 1.11m

OULU

BUSINESS DESCRIPTION
Developer of a wellness wearable ring designed to track and improve the quality of sleep and performance of athletes

KEY PERSONNEL
Petteri Lahtela – Co-Founder
Harpreet Singh Rai – CEO

KEY SHAREHOLDERS
BEDFORD RIDGE CAPITAL **TEMASEK**
metaplanet **JAZZ VENTURE PARTNERS**

FANCODE

\$50m
PRIVATE PLACEMENT
Led By

D DREAM SPORTS

DATE
May 28, 2021

DEAL DESCRIPTION
Digital sports platform FanCode raised \$50m from parent company Dream Sports' investment arm. The funding will be used to enhance existing offerings and invest in sports tech innovations as FanCode's user base scales to 100m sports fans by July next year

2019
90
OTT & Digital Media
B2C
Web Traffic 810.60k

MUMBAI

BUSINESS DESCRIPTION
India's premier digital sports destination providing fans a highly personalised experience across content, community, and commerce

KEY PERSONNEL
Yannick Colaco – Co-Founder
Prasana Krishnan – Co-Founder

KEY SHAREHOLDERS
D1 CAPITAL PARTNERS **CHRYSCAPITAL**
TCV **FALCON EDGE CAPITAL**

METAFY

\$8.75m
PRIVATE PLACEMENT
Led By

Seven. Seven. Six. **dem** **FORERUNNER**

DATE
May 6, 2021

DEAL DESCRIPTION
Metafy, a distributed startup building a marketplace to match gamers with instructors, raised \$8.75m through a combination of Series 1 and Series 2 seed funding. Metafy will use the funding to grow its team, currently a team of 18 with a monthly burn rate of around \$80k

2020
21
Esports
B2B
Web Traffic 120.12k

PITTSBURGH

BUSINESS DESCRIPTION
Metafy is a platform that enables the best players in the world to monetise their talent through 1:1 coaching and courses

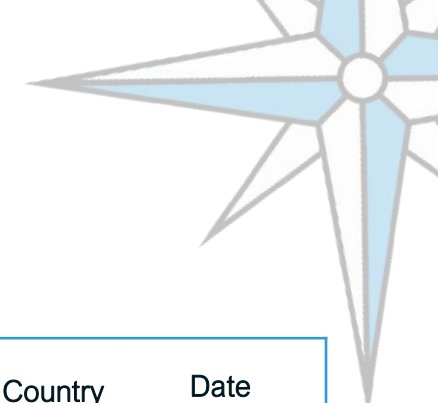
KEY PERSONNEL
Joshua Fabian – Co-Founder & CEO

KEY SHAREHOLDERS
ENTRÉE CAPITAL **M25**
OVO FUND **Musha Ventures**



















Source: Similar Web, Pitchbook, LinkedIn, Company Websites

TOP 10 DISCLOSED M&A TRANSACTIONS

YTD 2021



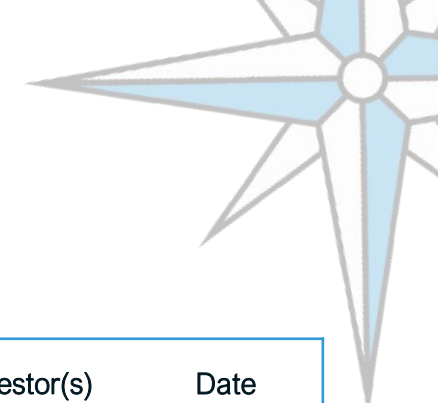
45 Deals and \$5.1bn disclosed

Company	Country	Subsector	Deal Size	Acquirer	Acquirer Country	Date
ACTION 		Data & Analytics	\$240m	Better Collective		May-21
 Second Spectrum		Fan Engagement	\$200m	Genius Sports		May-21
		Esports	\$90m	Bally		Mar-21
Betty Labs.		Broadcasting / Media Platform	\$50m	Spotify		Mar-21
TV		Esports	\$11m	Enthusiast Gaming		May-21
		Esports	\$2m	Intema Solutions		Feb-21
		Esports	\$0.3m	Intema Solutions		Apr-21

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

TOP 10 DISCLOSED FUNDING ROUNDS

YTD 2021



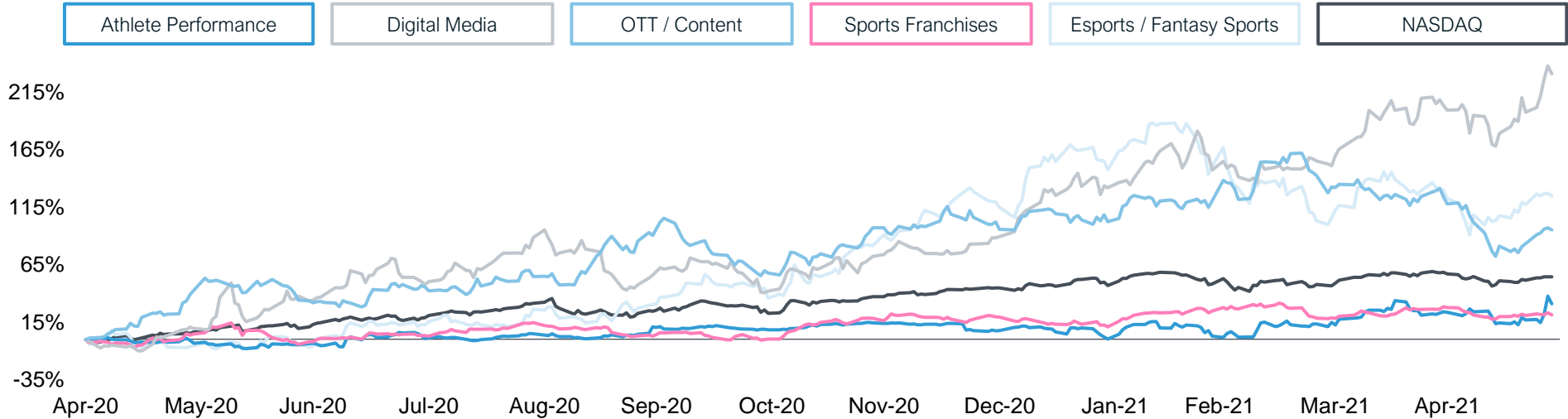
113 Deals and \$4.0bn disclosed

Company	Subsector	Country	Deal amount	Lead Investor(s)	Date
	Esports		\$1bn Later Stage VC	Sony, Park West Asset Management, KKR	Apr-21
	Fantasy Sports		\$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
FITURE	Athlete Performance		\$300m Series B	All-Stars Investments	Apr-21
TONAL	Athlete Performance		\$250m Series E	L Catterton, Cobalt Capital, Delta-V Capital	Mar-21
TEMPO	Athlete Performance		\$220m Series C	Softbank Group	Apr-21
	Digital Media		\$150m Series B	Sequoia	Feb-21
OURA	Athlete Performance		\$100m Series C	The Chernin Group, Elysian Park	May-21
	Esports		\$95m Series D	Composite Capital Partners, Moore Ventures	Feb-21

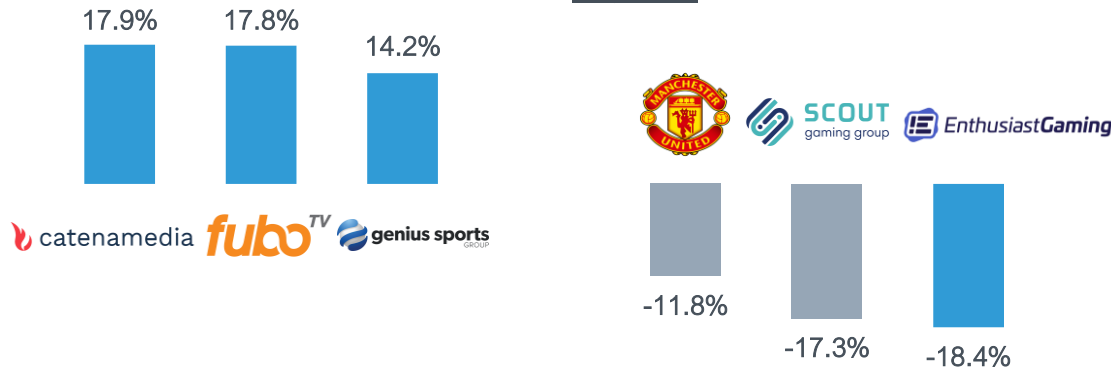
Note: Month to month discrepancy due to Pitchbook backdating and re-categorisations

SHARE PRICES RISING VS. APRIL

WITH DIGITAL MEDIA, ESPORTS, OTT AND ATHLETE PERFORMANCE ON THE RISE



Top 3 Risers & Fallers May 2021 ⁽¹⁾



KEY HIGHLIGHTS

- **Catena Media's** (+17.9%) share price continued to surge in May after announcing record Q1 revenue and earnings
- **FuboTV's** (17.8%) stock soared over the last month, having announced the company's strongest quarter results coupled with ongoing momentum such as announcement on app improvements
- **Genius Sports** (+14.2%) gained momentum after announcing strong Q1 results and two acquisitions (FanHub and Second Spectrum for \$200m) in May

Source: Capital IQ as of May 28, 2021. Market Cap weighted
(1) Represents the Stock Price Change Between Apr 30th – May 28th

Digital Media = Catena Media, Better Collective, Genius Sports
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

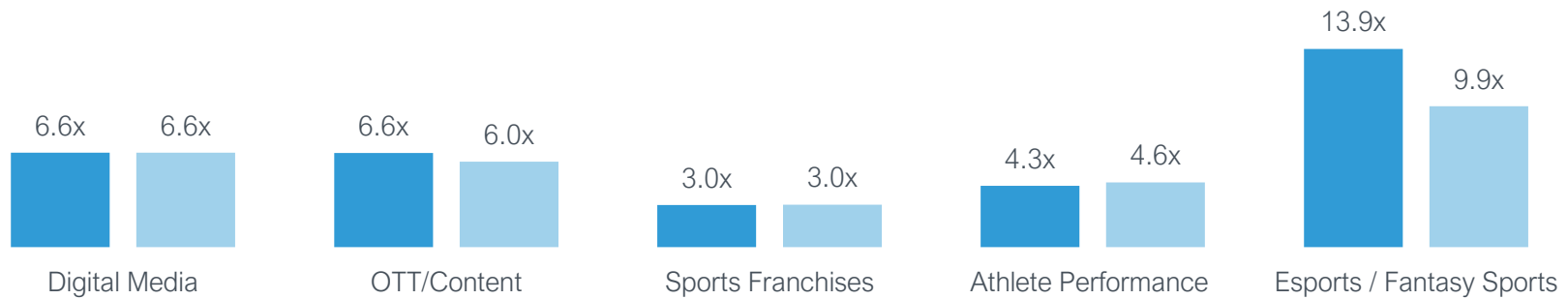
SECTOR VALUATIONS BROADLY STABLE VS. APRIL

WITH DIGITAL MEDIA & ATHLETE PERFORMANCE VALUATIONS SLIGHTLY RISING

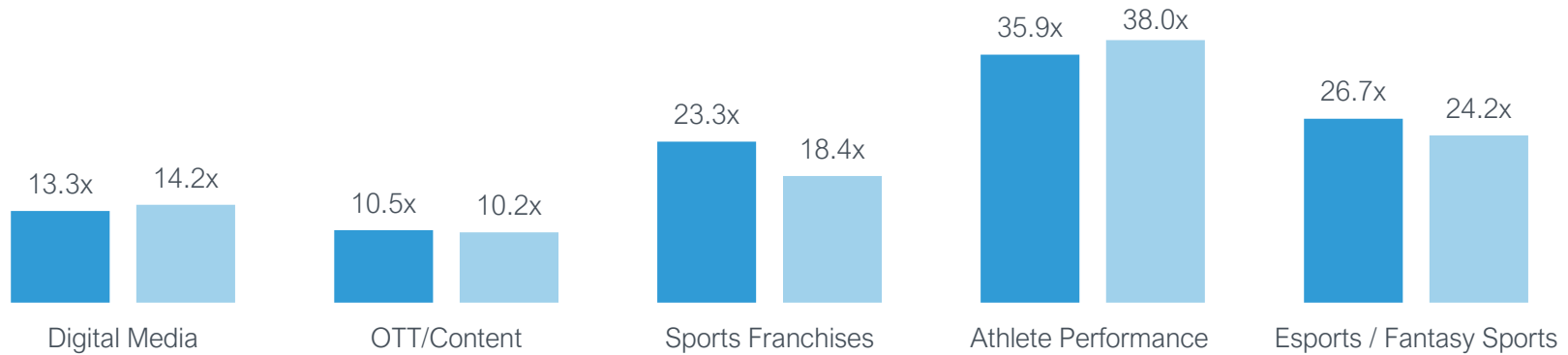


Median TEV / 2021E Revenue

■ 30 April 2021 ■ 28 May 2021



Median TEV / 2021E EBITDA



Source: Capital IQ as of May 28, 2021

Digital Media = Cantena Media, Better Collective, Genius Sports
 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
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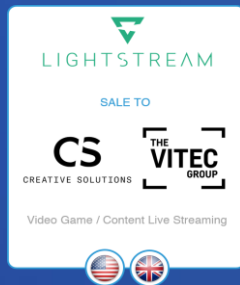
SAVE THE DATE [HERE](#) FOR OUR UPCOMING WEBINAR

DRAKE TALKS: **Beyond the Game** NICHE VS. MAINSTREAM SPORTS

WEDNESDAY, 8TH SEPTEMBER 3PM BST | 4PM CET | 10 AM EST

PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

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Gregory Bedrosian, CEO & Managing Partner

gregory.bedrosian@drakestar.com

+1 212 508 7111

New York



Eric Ward, Partner

eric.ward@drakestar.com

+44 20 7112 7777

London



Michael Metzger, Partner

michael.metzger@drakestar.com

+1 310 696 4001

Los Angeles



Mathilde Deschamps 

mathilde.deschamps@drakestar.com



James Burrow 

james.burrow@drakestar.com

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70%
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DEALS

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9
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LOS ANGELES



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GENEVA



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