

SPORTS TECH INDUSTRY UPDATE

OCTOBER 2021



Gregory Bedrosian
CEO & Managing Partner



Eric Ward
Partner



Michael Metzger
Partner



NORTHRIDGE
DRAKE STAR TRACK

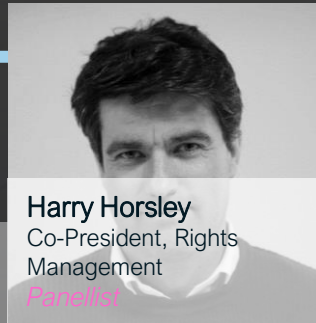
Missed our Webinar? Watch now via [this link](#)

Beyond the Game: NEW SPORTS FORMATS

WEDNESDAY, 20TH OCTOBER 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



Yanni Andreopoulos
CEO at SeaBird, CCO &
CMO at E1 Series
Panelist



SPORTS TECH MARKET MAP

OCTOBER 2021



SPORTS TECH KEY HEADLINES

OCTOBER 2021



M&A AND SECTOR VALUATIONS

- October showed landmark M&A activity with **15 deals** announced and a record **\$7.1bn in disclosed deal activity**, now totaling **103 deals** and **\$16.1bn in disclosed deal activity for 2021¹**
 - **Penn National Gaming** acquired the remaining stake in **Score Media and Gaming** for **\$2bn**
 - **Slinger Bag** acquired connected camera platform **Playsight** for **\$82m**
 - **The Ironman Group** acquired **FulGaz** for an undisclosed amount



FUNDRAISING

- Fundraising activity slowed down in October with a total of **32 deals** and **\$719m in disclosed funding**, now totaling **256 rounds** and **\$7.4bn in disclosed funding for 2021¹**
 - **Mindbody** raised **\$500m** of PE Growth capital led by **Sixth Street Partners**
 - **GreenPark Sports** raised **\$31m** of **Series B** funding in a round led by **Terraform Capital**
 - **FitOn** raised **\$18m** of **Series B** funding in a round led by **Delta-v Capital**



SPORTS TECH INDUSTRY NEWS

- **Drive by DraftKings** closes a **\$60m SportsTech VC fund**
- **Sharp Alpha Advisors** close a **\$10m Sports Betting fund**
- Ticketing technology leader **SeatGeek** to go public via **\$1.4bn** deal with **Billy Beane-backed SPAC**



ESPORTS INDUSTRY NEWS

- Twitch viewership hours watched rose this month, up 8.1% vs. September

(1) Pitchbook and Drake Star Proprietary Research

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



SPONSORSHIP

- **Fanatics** have teamed up with the **International Olympic Committee** to create the first permanent ecommerce platform for the Olympic Games
[SportsProMedia, Oct 28, 2021](#)
- **National Women's Soccer League** expansion team **Angel City** have partnered with US payroll software and data company **Payscale**
[SportsProMedia, Oct 21, 2021](#)
- **NBA** snaps up **Coinbase** as first crypto partner
[SportsProMedia, Oct 20, 2021](#)
- **Bundesliga** join **Sorare's** NFT revolution
[SportsProMedia, Oct 7, 2021](#)



OTT PROVIDERS

- **OneFootball** and **Eleven Sports** secure live matches from nine European soccer leagues
[SportsProMedia, Oct 22, 2021](#)
- **MLB** is planning an in-market OTT streaming service
[SportsProMedia, Oct 18, 2021](#)
- **Women's Tour de France** signs up **Discovery** and **NTT** as their broadcast and tech partners
[SportsProMedia, Oct 15, 2021](#)
- Sports technology company **Sportradar** has signed a deal with the **Big Ten Network** to relaunch the B1G + DTC subscription service
[SportsProMedia, Oct 11, 2021](#)



FAN ENGAGEMENT

- F1's **McLaren Racing** has partnered with feedback management software **Medallia** to analyse fan feedback
[Sporttechie, Oct 22, 2021](#)
- **Champions League** viewers in Brazil and Mexico get two-screen **TikTok** experience
[SportsProMedia, Oct 14, 2021](#)
- **Fanatics** could enter US regional sports network market
[SportsProMedia, Oct 12, 2021](#)
- **ICC** turns to **Sportradar** for fan engagement opportunities
[SportsProMedia, Oct 11, 2021](#)



SPORTS TECH KEY HEADLINES

BY SUBSECTOR



BETTING

- **Flutter** opens a new £15m Leeds betting tech and innovation hub
[SportsProMedia, Oct 22, 2021](#)
- **Nascar** becomes **Fubo Sportsbook's** first motorsport series partner
[SportsProMedia, Oct 15, 2021](#)
- **NHL, Turner** and **DraftKings** agree on a wide-ranging betting and fantasy partnership
[SportsProMedia, Oct 14, 2021](#)



SPORTS VENUES

- **NHL** uses cloud to pair 4K video and puck data in real-time
[SportsProMedia, Oct 28, 2021](#)
- Seattle Kraken's Climate Pledge Arena brings **Amazon's** checkout-free tech to the **NHL**
[SportsProMedia, Oct 25, 2021](#)
- **Alibaba** details cloud communication, AI training and ticketing tech for sporting events
[SportsProMedia, Oct 22, 2021](#)



ESPORTS

- Chinese streamer and AI firm invest in effort to boost domestic **Dota 2** scene
[SBJ, Oct 29, 2021](#)
- **Ninjas in Pyjamas** and **Aser Ventures** create joint venture **Shinobi Sports**
[SBJ, Oct 21, 2021](#)
- **TropiCaos** taps **Horizm** for commercial data and predicts a new boom for esports
[SBJ, Oct 21, 2021](#)



TWITCH ESPORTS VIEWERSHIP

HOURS WATCHED INCREASE THIS MONTH, UP 8.1% VS. SEPTEMBER

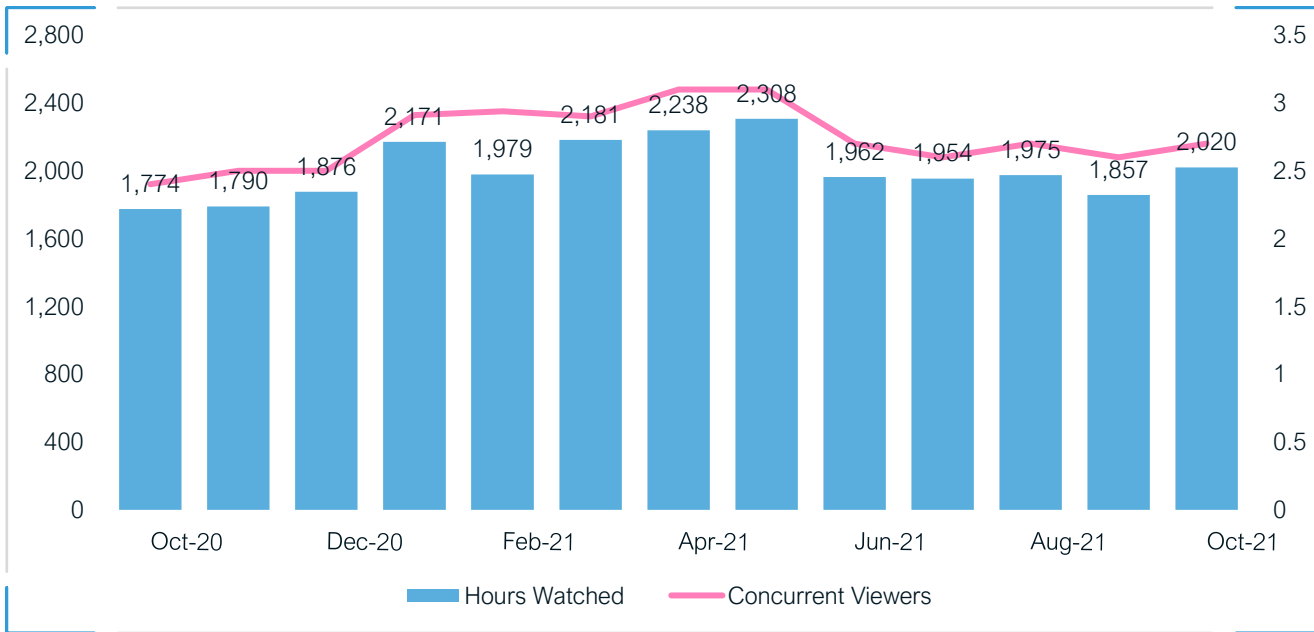
5.0%↑
2.7m
Average Concurrent Viewers

8.1%↑
2.0bn
Hours Watched

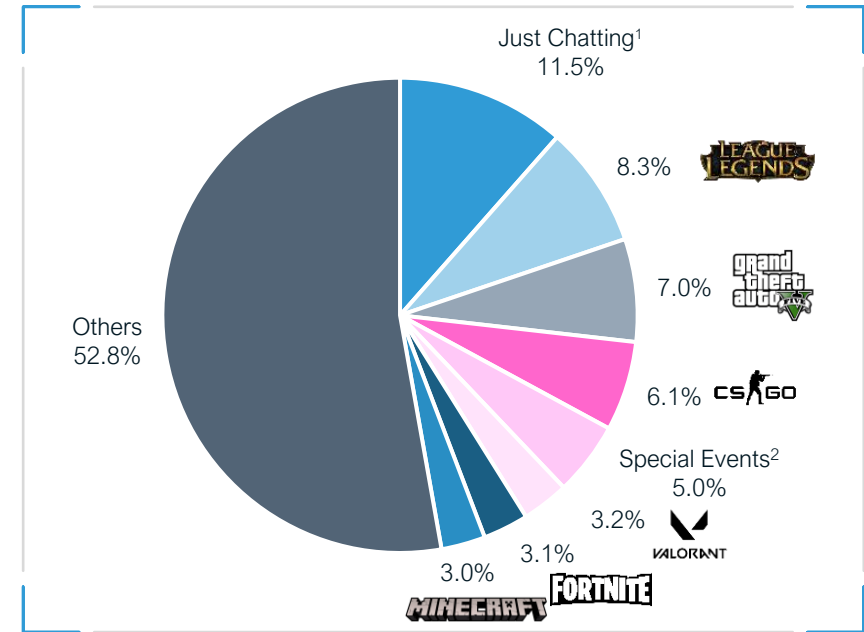
-4.0%↓
92K
Average Concurrent Channels

-2.3%↓
7.3m
Active Streamers

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



Hours Watched by Game/Esport
(Last 7 Days)
























Source: Twitch Tracker, as of November 1, 2021

(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
(2) The 'Special Events' category is targeted for both streamers and fans. It includes charity events and an inside peak at upcoming games

SELECTED M&A DEALS OF THE MONTH

15 DEALS AND \$7.1BN IN DISCLOSED DEAL ACTIVITY IN OCT-21

 <p>\$2bn ACQUISITION by</p> 	<p>DATE October 19th, 2021</p> <p>DEAL DESCRIPTION Penn National Gaming acquired the remaining stake in Score Media and Gaming for \$2bn via a combination of cash and stock. The acquisition fortifies Penn National Gaming's digital media and gaming strategy</p>	<p> 2012</p> <p> 416</p> <p> Digital Media</p> <p> B2C</p>	<p> TORONTO</p> <p>BUSINESS DESCRIPTION Developer of digital media and sports betting products. Its media app, theScore, delivers fans highly-personalised live scores, news, stats and betting information from their favourite teams, leagues and players. The company also has a sports betting app, theScore Bet, and also creates and distributes digital content through its various platforms</p>	<p>KEY PERSONNEL John Levy – Founder & CEO Alvin Lobo – CFO</p> <p>KEY SHAREHOLDERS n.a.</p>
 <p>\$82m ACQUISITION by</p> 	<p>DATE October 12th, 2021</p> <p>DEAL DESCRIPTION Slinger acquired Playsight for \$82m via a combination of stock and earnout. The acquisition expands Slinger's footprint into the global tennis market, enhances its R&D and AI video capabilities, and taps into automated production and live streaming</p>	<p> 2014</p> <p> 61</p> <p> Data & Analytics</p> <p> B2B</p>	<p> ISRAEL</p> <p>BUSINESS DESCRIPTION Developer of a sports analytics platform designed to power the sports world with Smart AI and connected camera technology. The company's platform connects the next generation athletes with its immersive video, analytics and live streaming sports technology and changes how sports are coached, played and consumed at the elite level</p>	<p>KEY PERSONNEL Chen Shachar – Co-Founder & CEO Asaf Mitzna – COO Eran Hertz – CFO</p> <p>KEY SHAREHOLDERS n.a.</p>
 <p>Undisclosed ACQUISITION by</p> 	<p>DATE October 21st, 2021</p> <p>DEAL DESCRIPTION The Ironman Group acquired FulGaz for an undisclosed amount. The acquisition of FulGaz allows The Ironman Group to continue its growth into the connected fitness space, the FulGaz platform will enable users to cycle on virtual Ironman courses</p>	<p> 2014</p> <p> 6</p> <p> Athlete Performance</p> <p> B2C</p>	<p> MELBOURNE</p> <p>BUSINESS DESCRIPTION Developer of an indoor virtual cycling application intended to bring realistic riding experience to life. The company uses cutting-edge technology and video content from various routes across the world, helping cyclists train better. The company offers users a curated library of more than 1,500 virtual routes across 40 countries, with the augmented reality technology supplemented by 4K video content</p>	<p>KEY PERSONNEL Mike Clucas – Global VP, Digital Sport Experiences</p> <p>KEY SHAREHOLDERS n.a.</p>

 Year founded  Employees  Sub-sector

Source: Similar Web, Capital IQ, Pitchbook, LinkedIn, Company Websites

SELECTED FUNDRAISING DEALS OF THE MONTH

32 DEALS AND \$719M IN DISCLOSED FUNDRAISING ACTIVITY IN OCT-21



\$500m
PRIVATE PLACEMENT
Led By



DATE
October 13th, 2021

DEAL DESCRIPTION
Mindbody raised \$500m of development capital led by Sixth Street Partners, following its acquisition of ClassPass. The funds will be used to accelerate the company's growth and build upon product innovations made over the pandemic period

 2001

 **SAN LUIS OBISPO**

 1,613


 Venue Software

 B2B


BUSINESS DESCRIPTION
Developer of business management software for yoga and pilates studios, fitness facilities, spas, salons and other retail clients. The company's technology platform allows wellness industry clients to discover and book fitness, beauty and integrative health services and industry-leading software for business growth and management

KEY PERSONNEL
Josh McCarter – CEO
Sunil Rajasekar – President & CTO

KEY SHAREHOLDERS
 



\$31m
PRIVATE PLACEMENT
Led By



DATE
October 22nd, 2021

DEAL DESCRIPTION
GreenPark Sports raised \$31m of Series B funding in a round led by Terraform Capital. The funds will be used to accelerate the product development roadmap and accelerate its plans for NFTs and its vision of a multi-sport metaverse

 2018

 **LOS ANGELES**

 74

 Esports

 B2C

BUSINESS DESCRIPTION
Developer of digital mobile games designed to create a virtual sports environment. The company's games engage digitally native fans with their favourite sports, teams and athletes as well as free-to-play mobile games that are played over the top of sporting events, enabling sports and eSports fans to play with other users and enjoy digital gaming experiences

KEY PERSONNEL
Ken Martin – Co-Founder & CEO
Chad Hurley – Co-Founder & Chairman

KEY SHAREHOLDERS
 
 



\$18m
PRIVATE PLACEMENT
Led By



DATE
October 12th, 2021

DEAL DESCRIPTION
FitOn raised \$18m of Series B funding in a round led by Delta-v Capital. The funds will be used to enable the company to grow its team, build out key positions and continue its fast pace of releasing new products

 2018

 **LOS ANGELES**

 31

 Athlete Performance

 B2C

BUSINESS DESCRIPTION
Developer of a fitness application designed to provide group fitness workouts. The company's application facilitates inviting friends and talking with them while working out, helps track calories and heart rate, and allows sharing collective stats, photos and progress

KEY PERSONNEL
Lindsay Cook – Co-Founder & CEO
Russell Cook – Co-Founder & President

KEY SHAREHOLDERS
 


TOP 10 DISCLOSED M&A TRANSACTIONS

YTD 2021

103 Deals for a total of \$16.1bn

Company	Country	Subsector	Deal amount	Acquirer	Acquirer Country	Date
 MOONTON		Esports	\$4.0bn	 字节跳动		Mar-21
 playtech SOURCE OF SUCCESS		Sports Betting	\$3.7bn			Oct-21
 theScore		Digital Media	\$2.0bn			Oct-21
 GOLDEN NUGGET		Esports & Sports Betting	\$1.6bn			Aug-21
 steelseries		Esports	\$1.3bn			Oct-21
 OpenBet		Sports Betting	\$1.2bn	ENDEAVOR		Sep-21
 enlabs		Esports	\$436m			Mar-21
 LiveU		OTT	\$400m	 GLOBAL ALTERNATIVE ASSET MANAGEMENT		Jul-21
 SWEAT		Athlete Performance	\$300m			Jul-21
 ACTION		Sports Betting	\$240m			May-21

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

TOP 10 DISCLOSED FUNDING ROUNDS

YTD 2021

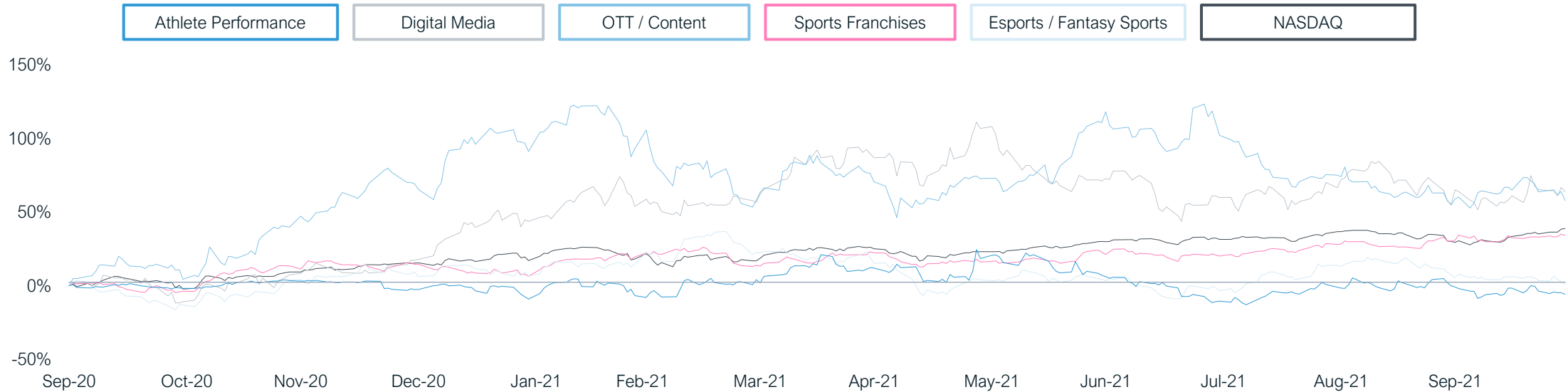
256 Deals for a total of \$7.4bn

Company	Subsector	Country	Deal amount	Lead Investor(s)	Date
	Esports		\$1bn Later Stage VC	Sony, Park West Asset Management, KKR	Apr-21
	Fantasy Sports		\$680m Series B	Softbank	Sep-21
	Venue Software		\$500m PE Growth	Hinge Capital, Sixth Street Partners, Vista Equity Partners	Oct-21
	Fantasy Sports		\$400m	TCV, D1 Capital, Falcon Edge Capital	Mar-21
	Coaching & Preparation		\$360m Series F	Softbank Group, Vision Fund	Jan-21
	B2C Commerce		\$337m PE Growth	Softbank Group, Vision Fund	Aug-21
	B2C Commerce		\$320m PE Growth	MLB Advanced Media, Silver Lake Management, Thrive Capital	Mar-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

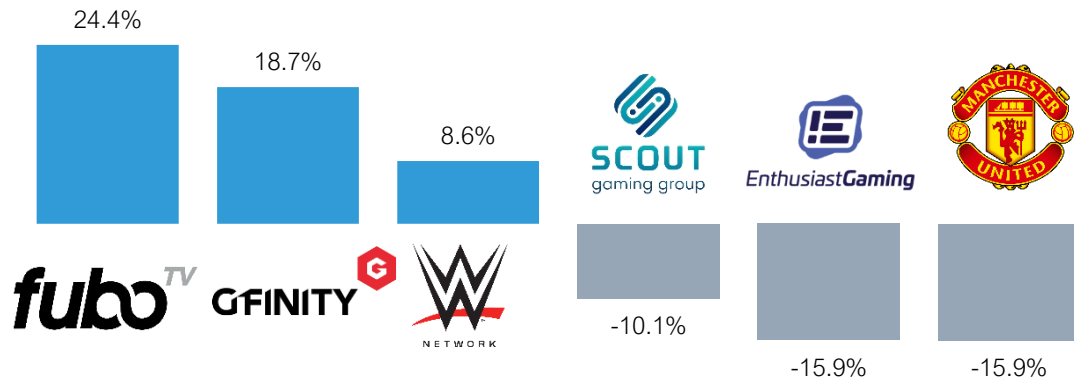
Note: Month to month discrepancy due to Pitchbook backdating and re-categorisations

SHARE PRICES STABLE VS. SEPTEMBER

WITH DIGITAL MEDIA AND OTT / CONTENT IN THE LEAD



Top 3 Risers & Fallers October 2021¹



KEY HIGHLIGHTS

- FubtoTV's (+24.4%) stock rose this month amid a landmark partnership where sports provider AT&T will launch its games via the FuboTV platform
- WWE's (+8.96%) share price has continued to gain momentum as the Company released their Q3 2021 results
- Manchester United's (-15.9%) stock fell as Kevin Glazer Irrevocable Exempt Family Trust and the Edward S. Glazer Irrevocable Exempt Trust, (which own a combined 25% of shares outstanding), announced the sale of 9.5m shares in a secondary offering

Source: Capital IQ as of October 29th 2021. Market Cap weighted
Represents the Stock Price Change Between September 30th 2020 – October 29th 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

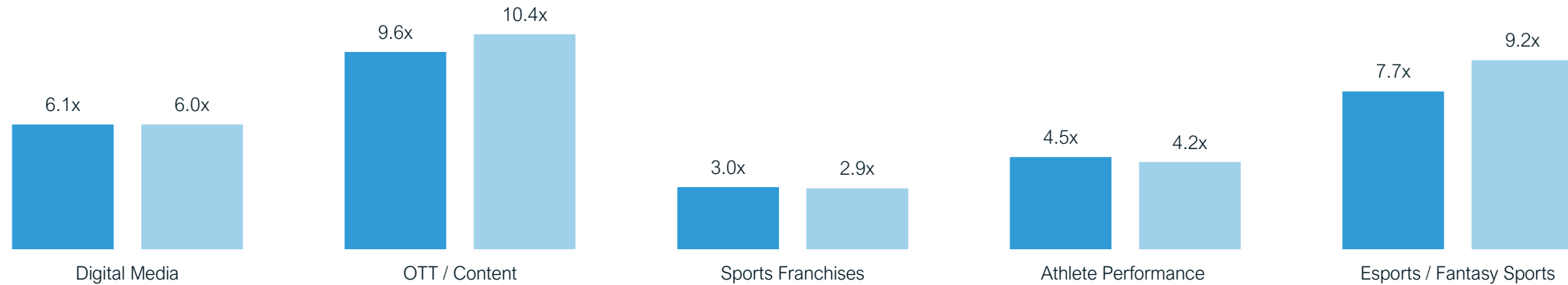
SECTOR VALUATIONS BROADLY STABLE

WITH OTT / CONTENT RISING VS. SEPTEMBER

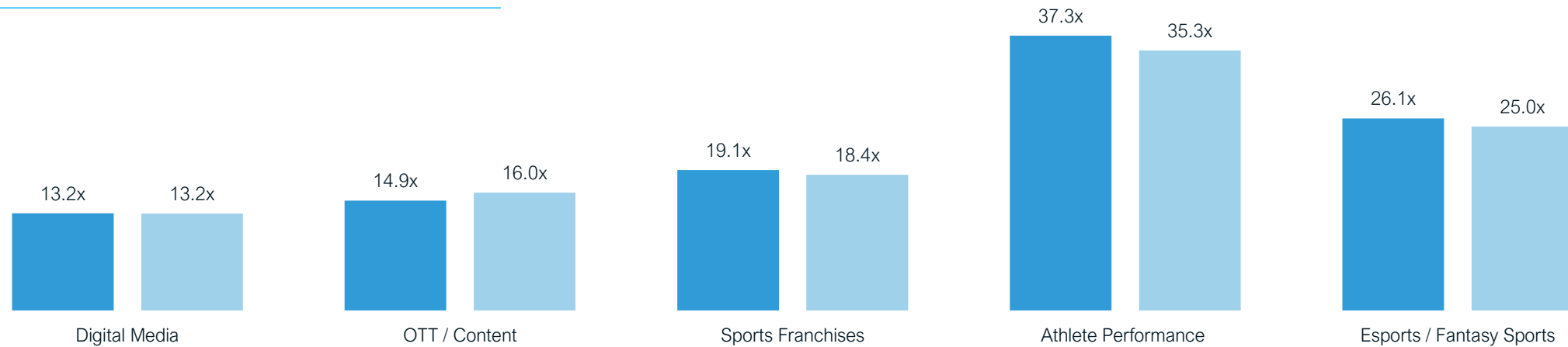


Median TEV / 2021E Revenue

■ 30 September 2021 ■ 29 October 2021



Median TEV / 2021E EBITDA



Source: Capital IQ as of November 1st 2021

PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

<p>BLOOM</p> <p>PRIVATE PLACEMENT</p> <p>DASSAULT SYSTEMES</p> <p>bpi france swisscom Habert Dassault Finance</p> <p>Social media analytics platform</p> 	<p>LIGHTSTREAM</p> <p>SALE TO</p> <p>CS THE VITEC GROUP</p> <p>CREATIVE SOLUTIONS</p> <p>Video Game / Content Live Streaming</p> 	<p>BLAST</p> <p>PRIVATE PLACEMENT</p> <p>VEKSTFONDEN CREANDUM HEARTCORE MAKI.VC + Private Investors</p> <p>Esports</p> 
<p>CODEMASTERS</p> <p>AAA Game Developer</p> <p>HAS ACQUIRED</p> <p>SLIGHTLYMAD STUDIOS</p> 	<p>Onefit</p> <p>SALE TO</p> <p>URBAN SPORTS CLUB</p> <p>a portfolio company of partech VENTURES</p> <p>Sports and Fitness Marketplace</p> 	<p>CLEENG</p> <p>Sell your videos, Live & On-Demand</p> <p>PRIVATE PLACEMENT</p> <p>WALVIS</p> <p>Video eCommerce</p> 
<p>PRIVATESPORTSHOP</p> <p>PRIVATE PLACEMENT</p> <p>pechel INDUSTRIES</p> <p>Online Sports Retail</p> 	<p>new moove</p> <p>SALE TO</p> <p>FitnessFirst</p> <p>Online Fitness & Healthy Living</p> 	<p>21 SPORTS GROUP</p> <p>EQUITY PRIVATE PLACEMENT</p> <p>Consortium of Select Investors</p> <p>Online Sports Retail</p> 

Contact the Sports Tech Deal Team



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



Edward Page 

edward.page@drakestar.com

DRAKE STAR PARTNERS

A LEADING GLOBAL TECH SPECIALIST 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



*Partner Offices

In the USA, Drake Star Securities LLC is regulated by FINRA and is a member of SIPC. Drake Star UK Limited is an appointed representative of Kession Capital Ltd which is authorised and regulated by the Financial Conduct Authority.