



SPORTS TECH

INDUSTRY UPDATE

FEBRUARY 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

FEBRUARY 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

FEBRUARY 2022

 B2C

 B2B



SPORTS TECH KEY HEADLINES

FEBRUARY 2022



M&A AND SECTOR VALUATIONS

February's M&A activity slowed with **11 deals** announced and **\$273m in disclosed deal activity**

- **Intema Solutions** acquired esports betting and marketing company **Livestream** for **\$17m**
- **KORE Software** acquired sports analytics company **Hookit** for an undisclosed amount
- **Clupik** acquired sports management software company **Esportter** for an undisclosed amount



FUNDRAISING

February's fundraising activity reached a total of **28 deals** and **\$272m in disclosed funding**

- **WSC Sports** raised **\$100m** in a Series D round led by **Ion Asset Management**
- **Wave Sports + Entertainment** raised **\$27m** in a Series B round led by **TZP Group**
- **RUN.EDGE** raised **\$7m** in a funding round led by **KDDI Ventures Program, ASICS Ventures Corporation** and **CIP Capital**, among others



SPORTS TECH INDUSTRY NEWS

Blockchain sports sponsorship spend to reach **\$5bn** by 2026

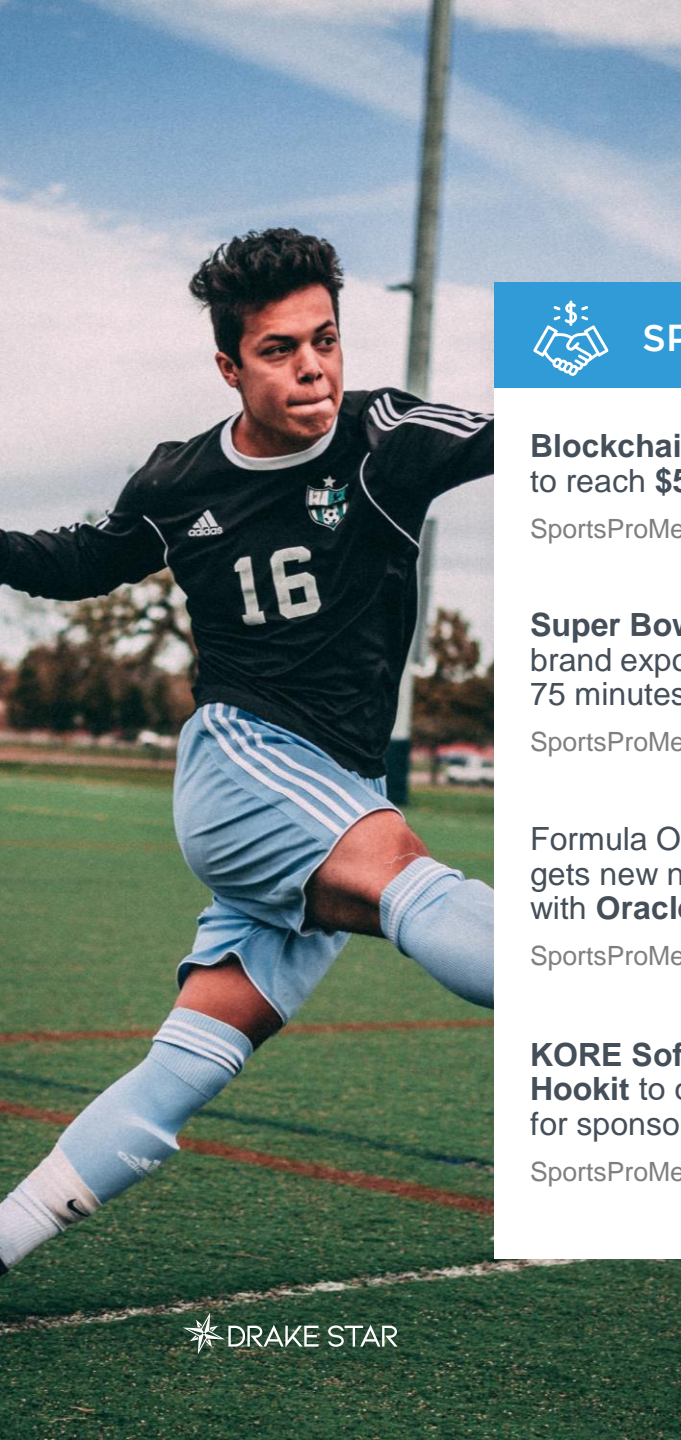
Chelsea have become the first Premier League club to enable a **5G stadium**

Discovery and **BT Sport** to create UK sports broadcasting joint venture



ESPORTS INDUSTRY NEWS

Twitch viewership hours watched fell in February, down **8.3%** vs. January



SPORTS TECH KEY HEADLINES

BY SUBSECTOR



SPONSORSHIP

Blockchain sports sponsorship spend to reach **\$5bn** by 2026

SportsProMedia, Feb 23, 2022

Super Bowl delivers **\$170m** worth of brand exposure for sponsors in over 75 minutes of screen time

SportsProMedia, Feb 15, 2022

Formula One team Red Bull Racing gets new name in **\$300m** sponsor deal with **Oracle**

SportsProMedia, Feb 10, 2022

KORE Software's acquisition of **Hookit** to create a "one-stop shop" for sponsorship market

SportsProMedia, Feb 8, 2022



OTT PROVIDERS

Pixellot deal gives German amateur soccer clubs access to **video analysis** and **streaming tech**

SportsProMedia, Feb 22, 2022

OBS says cloud tech has driven more efficient, flexible, and creative **Beijing 2022 broadcasts**

SportsProMedia, Feb 18, 2022

Buzzer signs up **DAZN** as first multi-sport broadcast partner bringing its boxing content to mobile devices

SportsProMedia, Feb 17, 2022

Discovery and **BT Sport** to create UK sports broadcasting joint venture

SportsProMedia, Feb 3, 2022



FAN ENGAGEMENT

NHL and **TikTok** sign deal for tailgate parties and exclusive content

SportsProMedia, Feb 24, 2022

Formula One team **Alpine** and **Binance** agree on a fan token partnership

SportsProMedia, Feb 16, 2022

McLaren F1 creates **Roblox** fan experience to celebrate car launch

SportsProMedia, Feb 11, 2022

Super Bowl engagement to be driven by stadium roof tweets and digital NFL clothing

SportsProMedia, Feb 1, 2022

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



BETTING

MLS and **IMG Arena** closing in on expanded deal to cover betting and media partner data globally

SportsProMedia, Feb 11, 2022

New York mobile sportsbooks collect record **\$1.62bn** in first month

SportsProMedia, Feb 9, 2022

Short-form live video platform **Buzzer** adds **FanDuel** odds and intelligent betting notifications

SportsProMedia, Feb 9, 2022

Cleveland Cavaliers and **Fubo Gaming** agree to deal for Rocket Mortgage FieldHouse sportsbook

SportsProMedia, Feb 9, 2022



SPORTS VENUES

Chelsea have become the first Premier League club to enable a **5G stadium**

SportsProMedia, Feb 18, 2022

Wembley Stadium taps **Oak View Group** for new sponsorship opportunities

SportsProMedia, Feb 11, 2022

SoFi Stadium strikes ten-year **Tappit** partnership

SportsProMedia, Feb 10, 2022

NFL selects **Munich** to host Germany's first ever regular season game

SportsProMedia, Feb 10, 2022



ESPORTS

Evo fighting game championship sees **Nintendo** pull support for its games

SBJ, Feb 28, 2022

FTX expands esports presence with **Nerd Street Gamers** deal

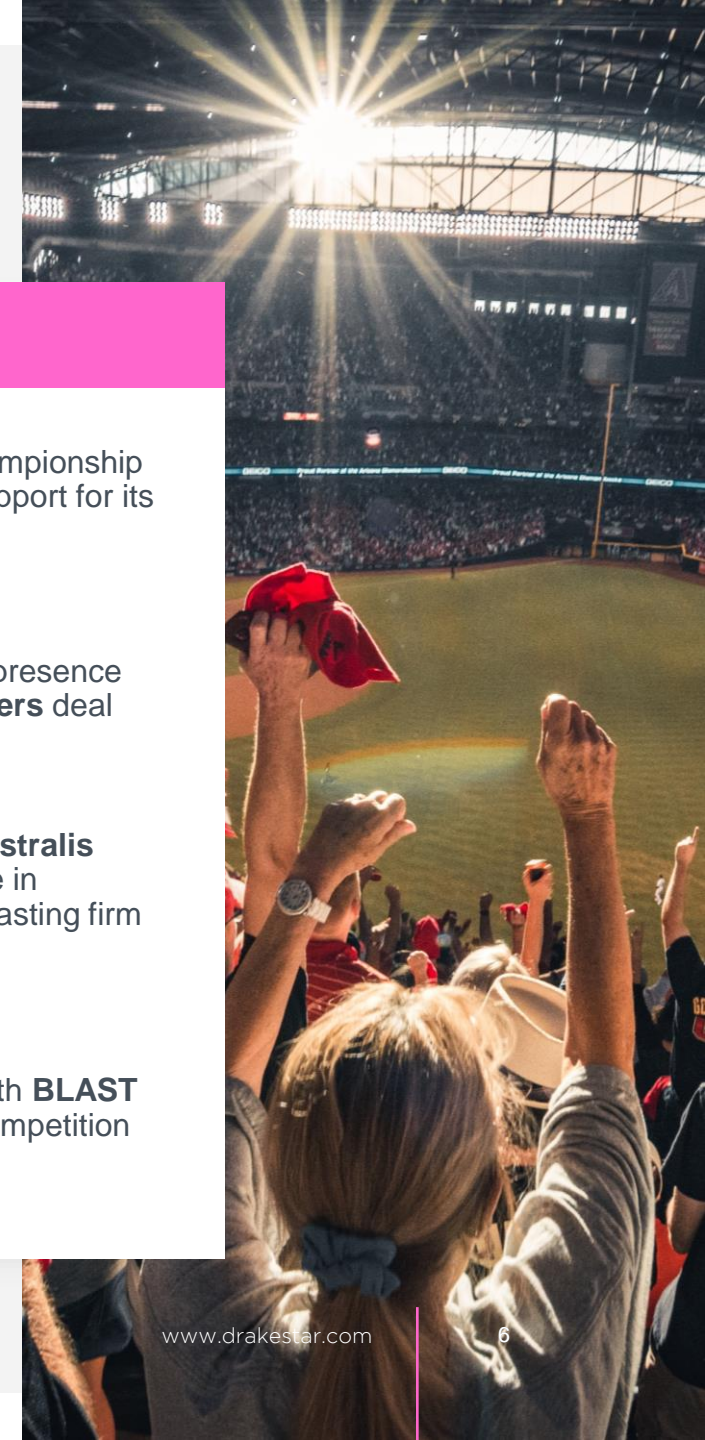
SBJ, Feb 17, 2022

Esports organization **Astralis** acquires majority stake in production and broadcasting firm **Pixel.tv**

SBJ, Feb 10, 2022

EA Sports partners with **BLAST** for Premier League Competition

SBJ, Feb 8, 2022



TWITCH ESPORTS VIEWERSHIP

HOURS WATCHED DECREASED THIS MONTH, DOWN 8.3% VS. JANUARY

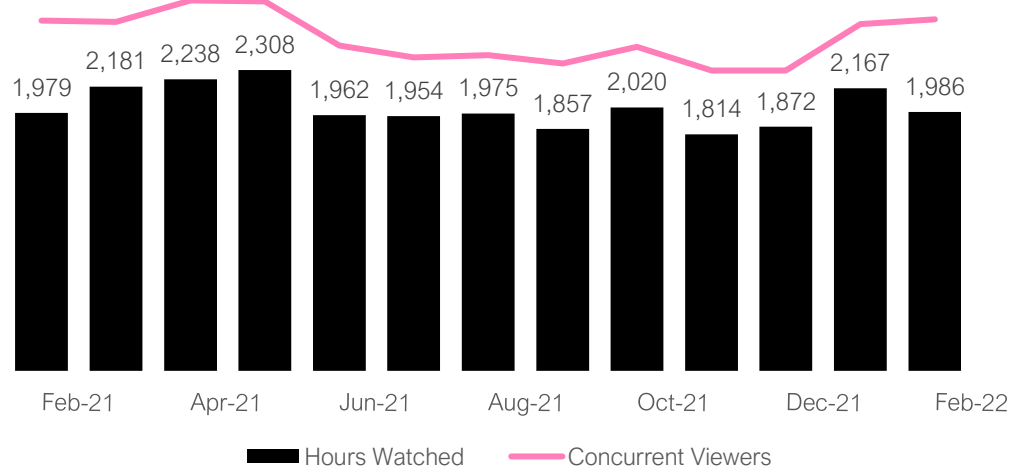
↑
3.0M
AVERAGE
CONCURRENT
VIEWERS
1.5%

↓
2.0B
HOURS
WATCHED
-8.3%

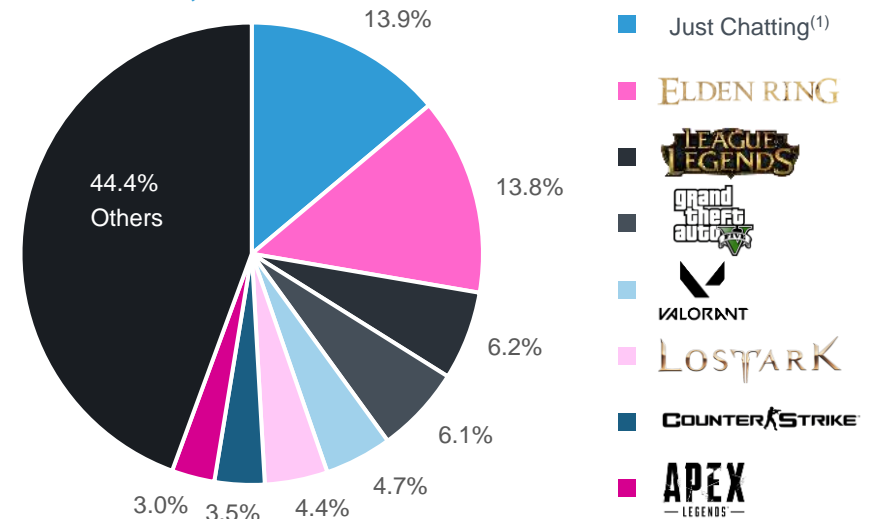
↑
105K
AVERAGE
CONCURRENT
CHANNELS
0.3%

↓
8.4M
ACTIVE
STREAMERS
-1.4%

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



HOURS WATCHED BY GAME/ESPORT
(LAST 7 DAYS)



Source: Twitch Tracker, as of March 2nd, 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

11 DEALS AND \$273M IN DISCLOSED DEAL ACTIVITY IN FEB-22

Year Founded
 Employees
 Sub-sector
 Total Website Visits



\$17m
ACQUISITION BY



DEAL DESCRIPTION

Intema Solutions acquired Livestream Ltd for \$17m. The acquisition will make Intema Solutions a leader in esports betting and will help it expand into new markets in North America

February 18th, 2022

2016

9

Esports

<50k

BUSINESS DESCRIPTION

Nicosia
Livestream's flagship product LOOP.BET is a developer of a licensed server-based real-money gaming platform of esports betting. The platform has over 450,000 registered users and is a partner of several esports events and teams. Livestream also offers esports marketing, advertising, tournament branding and operations services

KEY PERSONNEL

Peter Zhalov – CEO
Pavel Busel – CTO

KEY SHAREHOLDERS




Undisclosed
ACQUISITION BY



DEAL DESCRIPTION

Hookit was acquired by KORE Software, via Serent Capital, for an undisclosed amount. The acquisition will allow KORE Software to enhance the capabilities of its sponsorship management platform

February 8th, 2022

2001

54

Data / Analytics

<50k

BUSINESS DESCRIPTION

San Diego
Developer of a sports analytics platform designed to expand sponsorship value through data insight and computer vision. The platform analyses overall engagement and brand promotion, including social media mentions, hashtags, keywords and logos within photos and videos, enabling brands to maximise sponsorship investments

KEY PERSONNEL

Scott Tilton – Co-Founder & CEO
Sam Simkin – CFO
Dave Lin – CTO
Robert Kraus – Co-Founder & CPO

KEY SHAREHOLDERS




Undisclosed
ACQUISITION BY



DEAL DESCRIPTION

Clupik acquired Esportter for an undisclosed amount. The acquisition will increase Clupik's client portfolio and obtain greater reach in Spain and Latin America

February 1st, 2022

2017

2

Software

<50k

BUSINESS DESCRIPTION

Seville
Developer of a sports management software designed to help sports clubs carry out integral management. The company's software permits users to add, edit or delete any event while notifying all members at once. The platform also allows payment collection, enabling users to easily manage their day-to-day working of the club

KEY PERSONNEL

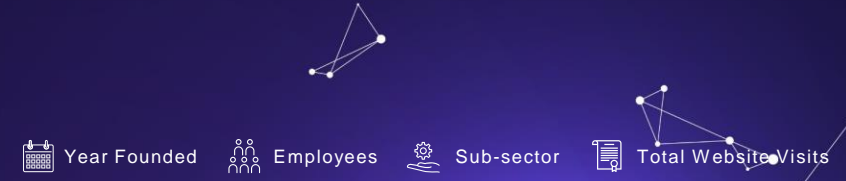
Beñat Bengoetxea - Founder & CEO

KEY SHAREHOLDERS



SELECTED FUNDRAISING DEALS OF THE MONTH

28 DEALS AND \$272M IN DISCLOSED FUNDRAISING ACTIVITY IN FEB-22




\$100m
 PRIVATE PLACEMENT
 LED BY


DEAL DESCRIPTION

WSC Sports raised a \$100m Series D round to expand its AI-driven sports highlights solution into new locations, sports and platforms. It is expanding its short-form video tool into OTT, betting and broadcasting

February 15th, 2022


 2008

 261

 Digital Media

 <50k

BUSINESS DESCRIPTION

 Givatayim
 Operator of a workflow automation platform designed to maximise sports content. The platform analyses live sports, breaking down each game event, creates customised short-form video content, and publishes it to any digital destination, enabling sports media-right owners, coaching staff, and sports associations to engage their fans

KEY PERSONNEL

Daniel Shichman – Co-Founder & CEO
 Hy Gal – Co-Founder & COO
 Aviv Arnon – Co-Founder & CBDO
 Shmulik Yoffe – CTO

KEY SHAREHOLDERS





\$27m
 PRIVATE PLACEMENT
 LED BY



DEAL DESCRIPTION


WSE received a \$27m Series B funding to launch and scale new and existing media brands, talent-led original shows and programs, with a renewed focus on betting, real life experiences and its proprietary tech

February 19th, 2022


 2017

 188

 Digital Media

 <50k

BUSINESS DESCRIPTION



 Santa Monica
 Operator of a sports media company intended to create and distribute sports related content for digitally native fans. The company's network of diversified digital media properties span across platforms including Snapchat, Instagram, TikTok, Facebook and YouTube providing a global audience of sports fans with monthly sports entertainment

KEY PERSONNEL

Brian Verne – Founder & CEO
 Rich Battista – Executive Chairman of the Board of Directors
 Kevin Senet – SVP Finance & Analytics
 Shari Summers – EVP of Operations

KEY SHAREHOLDERS




\$7m
 PRIVATE PLACEMENT
 LED BY


DEAL DESCRIPTION


RUN.EDGE raised \$7m to scale PITCH BASE and FL-UX, its sports video analysis products, globally and into other industries such as the education and enterprise sectors

February 3rd, 2022


 2018

 10

 Digital Media

 <50k

BUSINESS DESCRIPTION

 Tokyo
 Developer of a sports video analysis technology designed to turn sports scenes into valuable user experiences. The company's UX-based core technology offers video search and analysis services to the sports field in real-time, thereby enabling users to edit and analyse video data efficiently

KEY PERSONNEL

Atsushi Oguchi – CEO
 Tomoyuki Adachi – Director

KEY SHAREHOLDERS

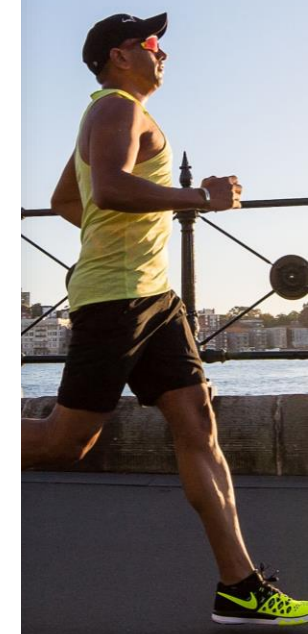


TOP 10 DISCLOSED M&A TRANSACTIONS

2022 YTD

42 DEALS FOR A TOTAL OF \$88.0BN

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
		Commerce	\$250m			Feb-22
		Esports	\$17m			Feb-22
		Content	\$1m			Feb-22



TOP 10 DISCLOSED FUNDING ROUNDS

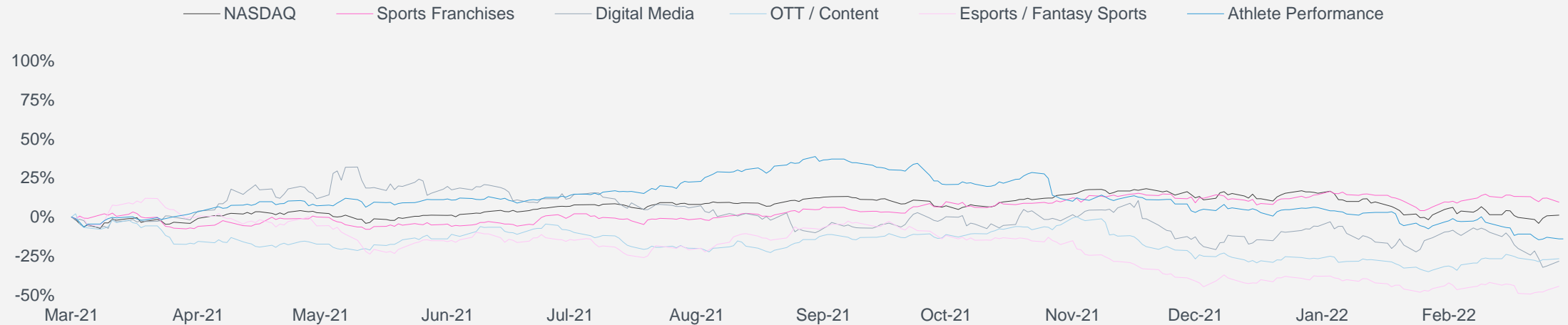
2022 YTD

112 DEALS FOR A TOTAL OF \$1.4BN

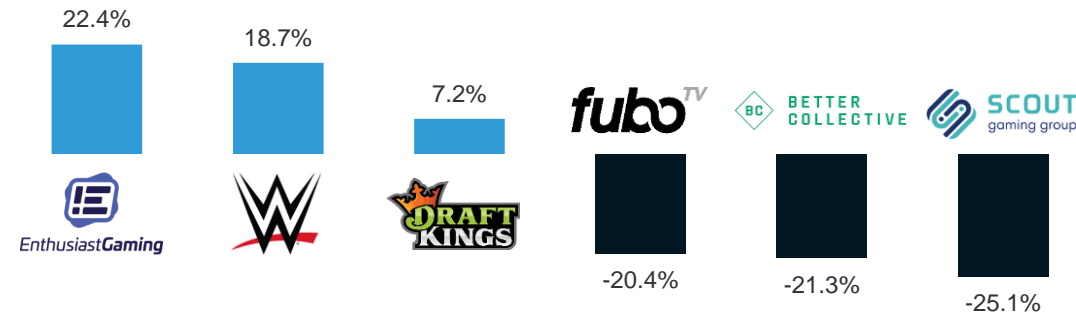
COMPANY	SUBSECTOR	COUNTRY	DEAL AMOUNT	LEAD INVESTOR(S)	DATE
 Autograph	Commerce		\$170m	Andreessen Horowitz, Kleiner Perkins	Jan-22
 zupee	Esports & Play-to-Earn		\$102m	Nepean Capital, Tomales Bay Capital, WestCap Group	Jan-22
 Parametrix.ai 超参数	Software		\$100m	Sequoia Capital China	Jan-22
 WSC Sports	Digital Media		\$100m	Ion Asset Management	Feb-22
 PortalOne	Esports & Streaming		\$60m	Tiger Global Management	Jan-22
 UNDERDOG FANTASY	Fantasy Sports		\$55m	Corner Ventures	Jan-22
 YAHAHA	Software		\$50m	Undisclosed	Jan-22
 SMART SCORE	Software		\$42m	Iconiq Capital	Jan-22
 FCF	Esports		\$40m	Animoca Brands, Delphi Digital	Jan-22
 Rei do Pitaco	Fantasy Sports		\$32m	Bullpen Capital, D1 Capital Partners, Kaszek, Left Lane Capital	Jan-22

SHARE PRICES SLIGHTLY DOWN VS. JANUARY

WITH SPORTS FRANCHISES IN THE LEAD



TOP RISERS & FALLERS: FEBRUARY 2022 VS JANUARY 2022 ⁽¹⁾



KEY HIGHLIGHTS

Enthusiast Gaming's (+22.4%) stock rose in February as it saw positive results from its latest study with Nielsen on the company's social reach, and stronger than expected Q4 2021 earnings (\$56.9m actual vs. \$51.9m expected)

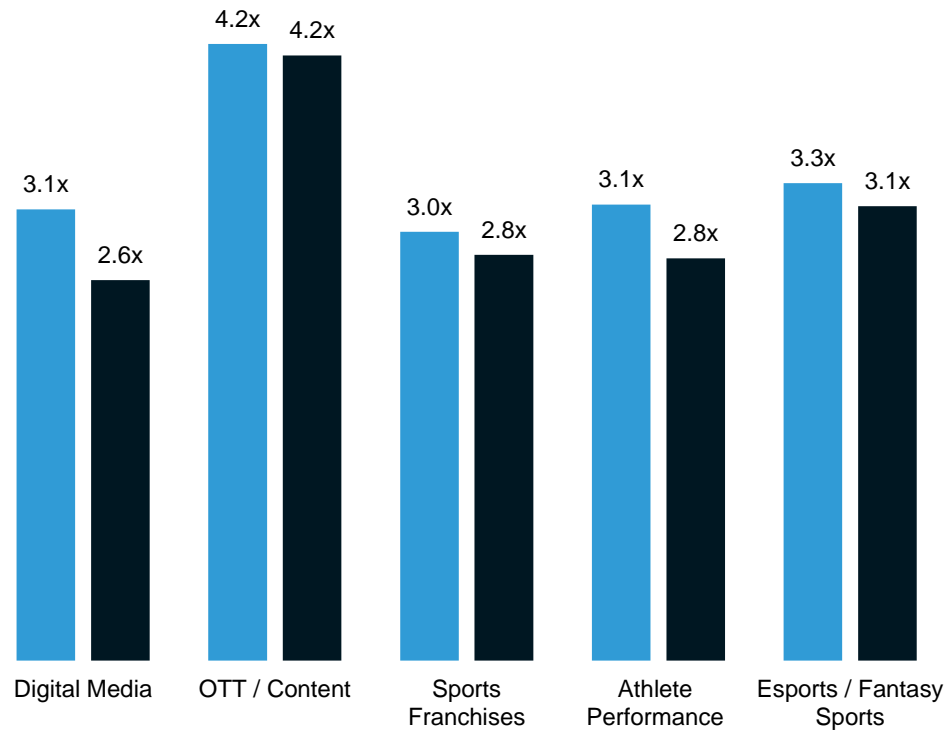
WWE's (+18.7%) stock rose in February after releasing the highest revenues recorded in its history for FY2021 at \$1.1bn

Scout Gaming Group's (-25.1%) stock fell in February due to continued cash burn with less than 1 year of cash runway left

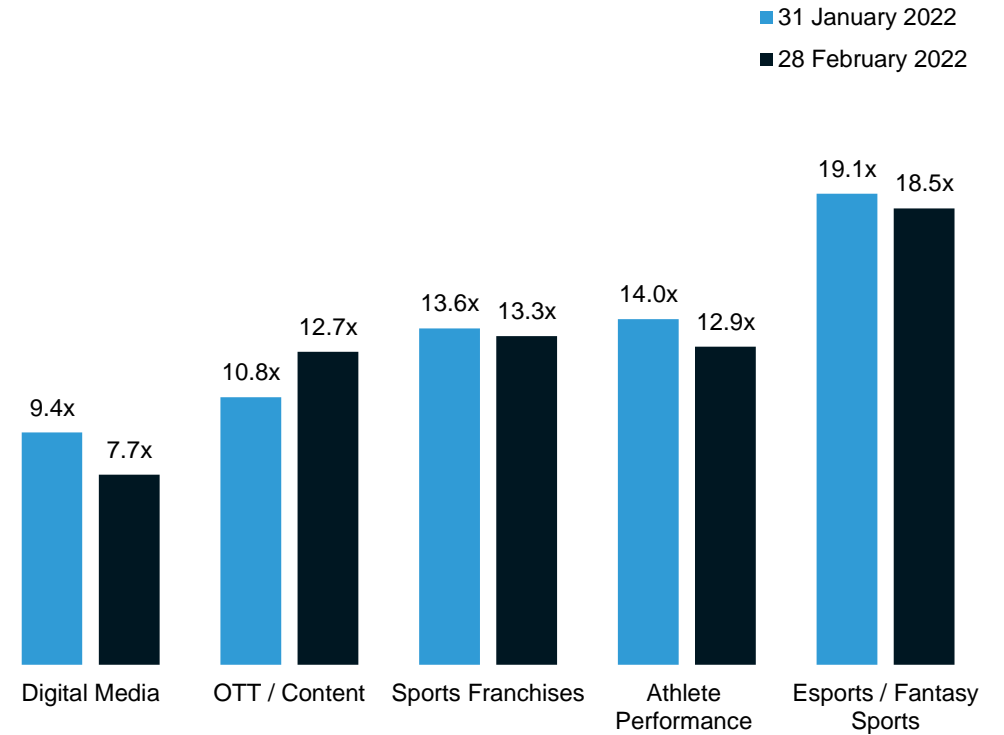
Source: Capital IQ as of March 01, 2022. Market Cap weighted
 (1) Represents the Stock Price Change Between January 31, 2022 – February 28, 2022
 Digital Media = Cantena Media, Better Collective, Genius Sports
 OTT/Content = WWE, The Madison Square Garden Sports Corp, Roku, FuboTV
 Sports Franchises = 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 LOWER VS JANUARY

MEDIAN TEV / 2022E REVENUE



MEDIAN TEV / 2022E EBITDA



Source: Capital IQ as of February 03, 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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BLOOM

PRIVATE PLACEMENT




Social media analytics platform




LIGHTSTREAM

SALE TO



CREATIVE SOLUTIONS

Video Game / Content Live Streaming



BLAST

PRIVATE PLACEMENT





Esports



CODEMASTERS

AAA Game Developer

HAS ACQUIRED

Onefit

SALE TO




Sports and Fitness Marketplace




CLEENG

Sell your videos. Live & On-Demand

PRIVATE PLACEMENT




Video eCommerce




PRIVATESPORTSHOP

PRIVATE PLACEMENT




Online Sports Retail




new moove

SALE TO



Online Fitness & Healthy Living




:21 SPORTS GROUP

EQUITY PRIVATE PLACEMENT

Consortium of Select Investors

Online Sports Retail



A LEADING GLOBAL TECH M&A INVESTMENT BANK

400+

TRANSACTIONS COMPLETED

70%

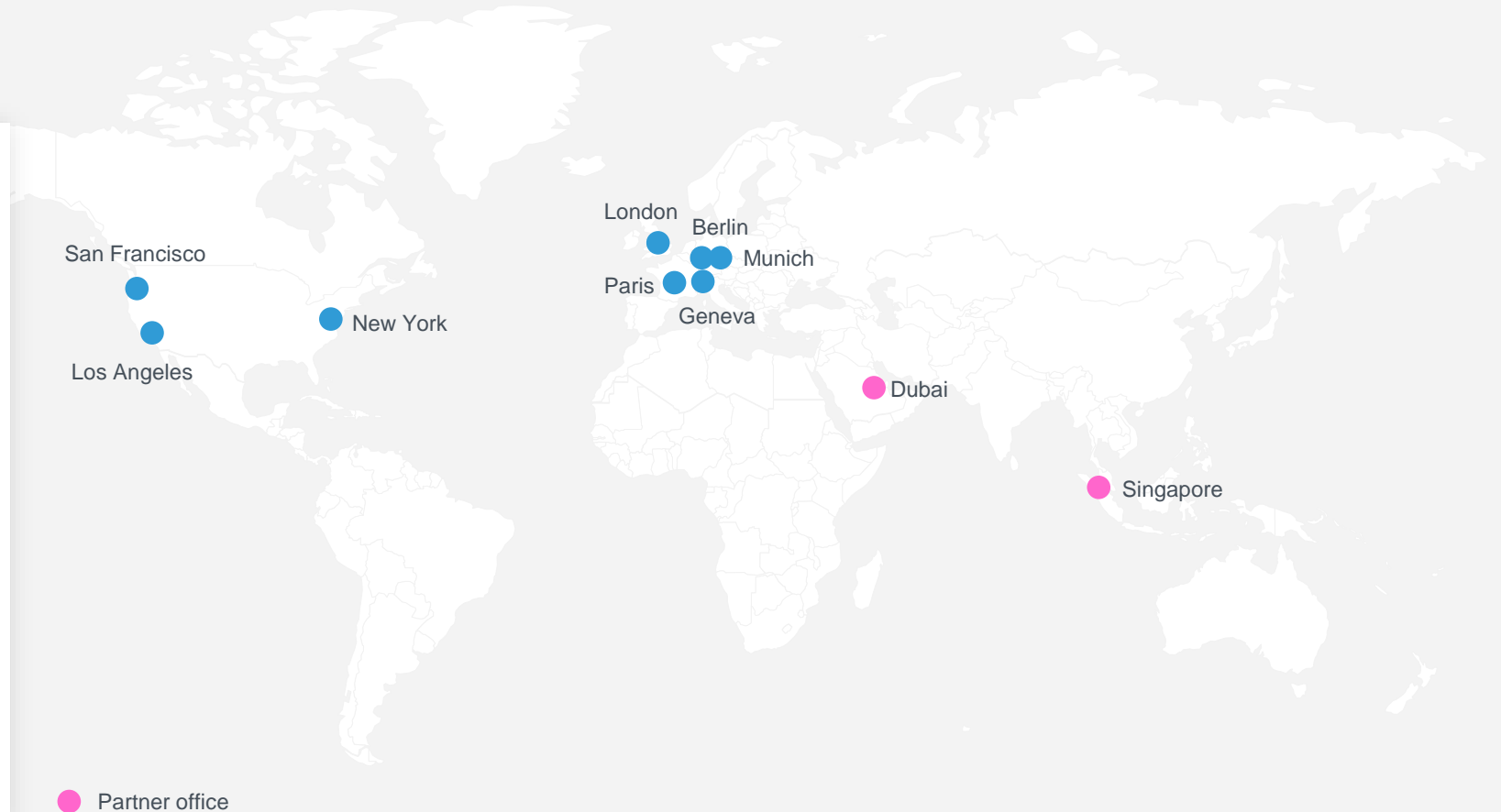
CROSS-BORDER DEALS

100+

BANKERS

10*

OFFICES GLOBALLY



*Including partner officers



DRAKE STAR

BELIEVE IN INNOVATION
CHANGE THE WORLD

