





























There Has Been A Flurry Of Acquisitions As More States Legalize Online Sports Betting

DATE	COMPANY	TARGET	SECTOR	PRICE <i>(millions)</i>	DESCRIPTION
August 2021			Tech	<i>Undisclosed</i>	Real-time audience engagement solutions for live events, gamified second screen experiences and interactive livestreams
August 2021			Operator	<i>Undisclosed</i>	Seattle start-up that operates a leading esports betting platform
August 2021			Operator	\$1,560	Leading online gaming company that was first to bring Live Dealer and Live Casino Floor to the U.S. online gaming market
August 2021			Operator	\$2,000	Digital sports media company offering sports scores, data, news, and sportsbook offerings via emerging and established platforms
July 2021			Sport League	<i>Undisclosed</i>	Premier professional beach volleyball organization and host of the longest-running domestic beach volleyball tour in the U.S.
May 2021			Content	\$240	Digital media company featuring original news, premium insights, tools, data and odds focused on sports betting
May 2021			Tech	\$200	Fully integrated sports AI provider, offering tracking, analytics and data visualization services
May 2021			Tech	<i>Undisclosed</i>	Sports data and technology company with partnerships across leading sports organizations with a particular expertise in cricket
April 2021			Operator	\$2,700	One of the world's leading gaming operators with more than 25 million players worldwide
April 2021			Tech	<i>Undisclosed</i>	Leading global jackpot and gamification company that provides platform-agnostic, real-time gamification tools
March 2021			Content	\$100	Multi-platform broadcast and content company delivering trusted sports betting news, analysis, and data
March 2021			Tech	\$43	Business-to-business software company that creates sports betting platforms and algorithms, including in-play wagers
March 2021			Tech	<i>Undisclosed</i>	Pioneer in automated sports technology solutions and the market leader in data and video analytics for U.S. College and Pro sports
January 2021			Operator	\$90	Third-largest daily fantasy sports operator in North America

Do operators need to vertically integrate their tech stack and content to become a market leader?