

ASTN AND SPORTRADAR JOIN FORCES TO ACCELERATE AUSTRALIAN INSPIRED SPORTS TECHNOLOGIES

MELBOURNE – 28 MARCH 2022: Australian Sports Technologies Network (ASTN) – the governing body for sports technology and innovation – and Sportradar (Nasdaq:SRAD) – the leading global sports technology company creating immersive experiences for sports fans – have today announced a two-year partnership to facilitate growth in sports technology, in Melbourne, Victoria.

The two parties will collaborate to deliver masterclasses, hackathons, pitching days, and sports tech awards to help drive local sports tech startup success.

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world – providing cutting-edge solutions and services to media companies, sports federations, and state authorities.

Sportradar is a founding member of ASTN’s Australian Sports Innovation Centre of Excellence (ASICE) at LaunchPad in Cremorne, Victoria. The new Sportradar Australian headquarters, with over 40 employees, will be based out of ASICE to help aggregate their existing business and recent acquisitions including Australian-founded companies – and former startups - InteractSport and Synergy Sports.

The ASICE provides entrepreneurs with access to world class facilities, education, connections, and coaching, with the ambition for Australia to become the world's number one cluster of innovation in sports technology. The new innovation centre provides a one-stop-shop for businesses to share knowledge, new products, connect and collaborate.

Under the partnership, Sportradar will provide ASTN with sponsorship, market research, and contribution through in-kind support, such as providing industry insights through speaking engagements and masterclass participation.

“Sportradar is well-positioned at the intersection of sports and media and is redefining the sports fan experience. Sportradar is the clear leader in its field, with deep industry relationships that ASTN and our large member network can benefit from here in Australia and globally,” said Martin Schlegel, Director, ASTN.

“Working closely with Sportradar, we have an opportunity to further strengthen our network to reach more entrepreneurs and startups that play in the sports tech space – particularly across media and entertainment. By expanding our reach and deepening our engagement, we can continue to shape and support the Australian sports tech sector,” said Schlegel.

“ASTN is accelerating Australia’s sports tech industry, and we’re excited to be a part of that journey. Sportradar was a startup not too long ago, with our CEO Carsten Koerl as one of the founders who has grown the business to become a global company. We understand what it’s like to have that initial idea and start a new business in the tech space. We’re also passionate about helping build the ‘future of sport’ for everyone, and this partnership will help to make this a reality,” said Bianca Keel, Sportradar’s Interim Co-Chief People Officer.

“The new Sportradar headquarters at LaunchPad puts us at the centre of the action. We are looking forward to accessing the great talent involved with the innovation centre and working with the best of Australian tech firms,” added Keel.

The ASICE will officially open its doors on 28 March 2022. For more information on the ASICE, please visit here. <https://www.astn.com.au/asice-centre>

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Media Enquiries

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Australian Sports Technologies Network Ltd

Australian Sports Technologies Network (ASTN) provides leadership in the commercialisation, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 500 organisations in its national network across the landscape of Sports Digital, Sports Research, Stadium/Venues, Media, Entertainment, eSports, Human Performance, Fan Engagement, Sports Data, Artificial Intelligence in Sports, Sports Equipment, Sports Smart Apparel and Sports Universities. For more information, please visit www.astn.com.au.

Sportradar

Sportradar is the leading global sports technology company creating immersive experiences for sports fans. We provide sports federations, news media and consumer platforms with a range of solutions to help grow their business. Sportradar employs more than 2,300 full time employees across 19 countries around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,600 customers in over 120 countries and an official partner of the NBA, NHL, MLB, NASCAR, UEFA, FIFA, ICC and ITF. We cover more than 750,000 events annually across 83 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

www.sportradar.com