



# GETTING A PIECE OF THE SPORTS DATA PIE

BIG DATA, NEW TECH & THE INTERNET OF THINGS GENERATE BIG DOLLARS IN SPORTS

SPORTS DATA ECOSYSTEM

Athletes contribute their player tracking data (PTD) and athlete biometric data (ABD) so leagues, teams, and others can use data in game broadcasts, mobile apps, in-stadium fan engagement experiences, fantasy sports, betting, virtual and augmented reality, and more. There are many opportunities to monetize PTD and ABD and many sports and esports ecosystem players have a role and an economic interest in this data.

## The Sports Data Pie is Messy

Sports organizations, their data partners, unions, athletes and others have competing interests in and legal perspectives on:

- who owns PTD and ABD
- who may use it
- how it may be used

For example, is ABD the property of an athlete who has inherent biological and behavioral characteristics that contribute to achieving elite athlete status, then trains to perform at the highest levels? Or is ABD the property of a league who expends considerable resources in the athlete and in the collection, processing, and distribution of the data? Each party has a valid claim to the data. But who owns it and who can generate revenue from the corresponding publicity and other intellectual property rights?

## Beneficiaries of Sports Data

Tension exists among industry players who each have an interest in data:

- **Athletes are Primary Beneficiaries** who contribute data and essentially develop it into a valuable commodity. Plus, from a practical standpoint, they provide the data at every point through the lifecycle from youth sports to amateur/collegiate to professional career.
- **Leagues, teams, and unions are First-Generation Beneficiaries** along with others who collect and control data.
- **Data partners are Second-Generation Beneficiaries**, including league, team, union and athlete vendors and processors that perform functions that make the data a valuable commodity.
- **Data users and content creators are Third-Generation Beneficiaries** who create and license content that incorporates data. These include broadcasters and media, sponsors, league or team corporate partners, fantasy sports and sports betting providers, and fan engagement content creators.

Based on their role, these beneficiaries may fall into different categories at different times.

Even fans who create content may be considered Fourth-Generation Beneficiaries.

## Who Should Get the Biggest Piece?

Each party in the sports data ecosystem contributes and uses data in some way. Each has rights attached to the data. Each needs to protect their interest in the data and be compensated for their role.



Strategies and solutions are needed for these parties who benefit from, but also take a risk to participate in this ecosystem. The best solutions can be tailored and adopted to optimize utility and revenue generation while mitigating legal risk and preserving proprietary and other legal rights to PTD and ABD.

## Contact Us for More Information

For strategies to protect and capitalize on your data, contact [Kristy@SportsDataStrategies.com](mailto:Kristy@SportsDataStrategies.com)