



## Sportradar and the National Hockey League announce landmark 10-year global partnership

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*Continues Sportradar's leadership position within North American market*

**NEW YORK** – Sportradar, a leading global provider of sports betting and sports entertainment products and services, and the National Hockey League today announced a landmark 10-year global partnership, naming Sportradar the Official Betting Data Rights, Official Betting Streaming Rights and Official Media Data Rights Partner of the NHL, as well as an Official Integrity Partner of the NHL.

With a strong emphasis on fan engagement, Sportradar and the NHL will work together to expand the reach of the League by leveraging Sportradar's diverse and versatile technology solutions, providing fans with deeper access and enhanced insights into the game. As part of the robust partnership, Sportradar – the NHL's Official Global Data Distributor since 2015 – will distribute the NHL's official data and statistics to media, technology and sports betting companies worldwide, including real-time data from the NHL's new Puck and Player Tracking technology. The deal also awards Sportradar rights to provide sports betting operators with live streams of NHL games via the operators' digital betting platforms available in legalized markets.

"As the global leading provider of sports data for the media and betting industry, Sportradar has the unique expertise to help us deliver stats, insights and video content to our fans, who are extremely tech-savvy and constantly crave new and compelling ways to engage with our sport," said NHL Commissioner **Gary Bettman**. "The capabilities, versatility and global scale of Sportradar's platforms and products will assist us in providing fans, media and sports betting companies around the world with a greater depth of data and more immersive experience with the game. We're thrilled to continue and deepen our important partnership with Sportradar and look forward to delivering a best-in-class fan experience through our collaborations over the next decade."

"The NHL has been a terrific partner for Sportradar for nearly seven years and we look forward to collaborating with them in an expanded manner to continue increasing the global reach of the league, while delivering ground-breaking products and services to our customers," said **Carsten Koerl**, Global CEO, Sportradar. "This agreement truly highlights the global, multi-vertical, wide-ranging capabilities of Sportradar's technology solutions and reflects how we use data to create engaging, personalized experiences for our partners and customers."

As part of the strategic alliance, the NHL and Sportradar are teaming up to develop sports betting partnerships outside of North America utilizing **ad:s**, Sportradar's data-driven marketing solution, as seen in the NHL's recent international sports betting partnerships with Olybet and TipSport. Sportradar will also continue as an Official Integrity Services Provider of the NHL, utilizing the company's Universal Fraud Detection System (UFDS) to proactively help safeguard and ensure the integrity of its competition by monitoring global gaming activity and trends worldwide.

To learn more about our sports partnerships [CLICK HERE](#)