



## SPORTRADAR SELECTED BY AUSTRALIAN ICE HOCKEY LEAGUE TO PROVIDE INDUSTRY-LEADING TECHNOLOGICAL SOLUTIONS

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**MELBOURNE, May 12, 2022:** The Australian Ice Hockey League (AIHL) today announced a major data and AV distribution rights partnership with Sportradar (NASDAQ: SRAD). Sportradar acquires the worldwide data and audio-visual distribution rights, excluding Australia and New Zealand, through to the end of the 2024 season.

As the leading global sports technology company creating immersive experiences for sports fans, Sportradar will deliver a range of advanced technological solutions. One of the main solutions is *Connected Stadium*, a state-of-the-art automated technology that captures live games and enhances the quality of video production for a more engaging fan experience. The *Connected Stadium* camera system will be installed in six league venues by 2024, starting with the O'Brien Icehouse in Melbourne. The live feed from the camera system will be used by both local and international broadcasters to help increase viewership and build a larger fanbase for the AIHL.

All eight teams in the AIHL will also be able to use the Synergy coaching and scouting platform, offering full access to videos and detailed analytics to assist with the process of scouting and drafting of players.

Sportradar will also help safeguard the AIHL's integrity, providing access to the Universal Fraud Detection System (UFDS), its globally leading bet monitoring and match fixing detection service. This new relationship increases Sportradar Integrity Services' portfolio of ice hockey partners to ten different leagues around the world, including the National Hockey League and Canadian Hockey League in North America, and the Champions Hockey League in Europe.

David Edwards, Sportradar's Director of Sports Media & Sports Partnerships – Oceania, said: "The suite of industry-leading technology solutions that we provide is vital for the AIHL to engage a wider audience and grow the profile and participation in ice hockey, both in Australia and other key regions. This is a great opportunity for us to showcase how our expertise and technological capabilities are used to support sports federations and leagues in this region."

Peter Hartshorne, Chairman of the AIHL, said: "As we ramp up our efforts to grow the AIHL, with the addition of two more teams over the next three years, it is imperative that we have the right technological solutions to realise the league's commercial potential. With Sportradar's track record with some of the world's largest sports leagues, we are confident that this partnership will yield positive results in the near future."

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### ABOUT SPORTRADAR

Sportradar is the leading global sports technology company creating immersive experiences for sports fans. Established in 2001, the company is well-positioned at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs more than 2,900 full time employees across 20 countries around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,700 customers in over 120 countries and an official partner of the NBA, NHL, MLB, NASCAR, UEFA, FIFA, ICC and ITF. We cover more than 890,000 events annually across 92 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](http://www.sportradar.com)

### ABOUT THE AUSTRALIAN ICE HOCKEY LEAGUE

The AIHL is in its 22nd season and has established itself as a truly national competition consisting of eight teams. Spread across the country, they include Adelaide Adrenaline, CBR Brave, Melbourne Ice, Melbourne Mustangs, Newcastle North Stars, Sydney Bears, Sydney Ice Dogs, and Perth Thunder. Teams feature local Australian athletes and up to 4 imports.

As the flagship league for ice hockey in Australia, the AIHL showcases 100 regular season hockey games annually from April through September.

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