

2024 Global Sports Survey

Chapter 5: Middle East's Sports Growth



Welcome to Altman Solon's 2024 Global Sports Survey

The sports media industry is on a transformative journey.

As the sector undergoes multiple reconsolidation attempts by content distributors, streaming still cannot valorize sports rights on the same scale as traditional broadcast models, leading to unprecedented disruption.

This necessitates reshaping and expanding IP valorization for rights owners and media partners, firmly moving away from legacy models to new distribution and monetization strategies, especially to engage diverse fan communities.

The industry can rely on new drivers to accomplish this transition, including Artificial Intelligence (AI) and a steady wave of private investment, particularly in the Middle East, where sports growth is unprecedented.

Amid these significant changes, we are delighted to present Altman Solon's 2024 Global Sports Survey to give a voice to all stakeholders in the sector, and foster a much-needed, interconnected dialogue on the future of the industry.

This report is the 5th of 5 publications and focuses on:

1 Evolving Fan Habits November 2024	2 Sports Rights Monetization December 2024	3 Investor Perspectives January 2025	4 AI & Innovation February 2025	5 Middle East's Sports Growth March 2025
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The Survey

Online survey of **220 senior sports executives globally**, including rights owners, media distributors, and investors, and **~3,000 consumers interested in sports in 5 countries**: U.S., U.K., Germany, Saudi Arabia, and China; the survey was fielded in June.-Sept 2024, supplemental consumer data provided by GWI.



The Firm

Altman Solon is the **largest and leading worldwide strategy firm** exclusively focused on **telecommunications, media, and technology (TMT)**.

Over 600 consultants across 15 offices worldwide and a **trusted advisor to C-level executives** from blue-chip companies operating in 100+ countries.

We have completed demanding assignments for a **wide range of high-profile sports businesses and their investors**, developing a holistic view of the **value chain and its key trends**, and our focus on TMT can help sports **accelerate its transformation**.

Learn more at <https://www.altmansolon.com>

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The next phase for Middle Eastern sports is sustainable growth by elevating local properties to top-tier standards and further activating the regional ecosystem

Market Indicators

1

Middle East's Continuous Sports Expansion

- 1 Middle East entities are **exploring multiple avenues** to invest in sports
Once driven by members of royal families, foreign sports investments are now **led by sovereign funds**, aiming at **long-term local economic impact**
- 2 Middle Eastern stakeholders can directly **leverage international investments to support regional growth**, including hosting **recurring major international events**

2

A Growing and Young Fanbase

- 4 Reflecting Middle East's increased focus on sports, **interest in watching sports among younger generations is growing strongly**
- 5 Among 16-24-year-olds, interest rose from 27% in 2021 to 36% in 2024
To date, **fans in the Middle East tend to prefer top-tier international clubs and leagues** over domestic ones – **the challenge is shifting this fandom to domestic clubs to strengthen local sports ecosystems**

3

Value Creation: Asset Building & Ecosystem Activation

- 7 The Middle East's **growing young sports fanbase** presents **significant opportunities for value creation**
Growth opportunities in **sports infrastructure, creating new competitions, attracting international stars, and developing community sports**
- 8 **Beyond sports**, fans show interest in adjacencies like media/entertainment, implying broader **potential for value creation** through ecosystem building

Our Take

- **Sports in the Middle East has expanded rapidly**, engaging stakeholders through global partnerships, regional entity growth, and major event hosting
- With a **solid asset base established** — including **growing interest and fandom** — the next phase is **strengthening the local sports ecosystem**, ensuring sustainable, long-term growth beyond one-off events or marquee athlete signings
- A major challenge is **increasing engagement with domestic properties**, while local fans generally still prefer major international teams or leagues over regional ones
- **Value creation** should combine **"scale" investments** to elevate local sports entities to **top-tier benchmarks** (e.g., major European football clubs), along with **"scope" initiatives** that use sports to **activate adjacent, synergistic services**, creating a virtuous cycle within the broader regional ecosystem



1

Middle East's Continuous Sports Expansion



Middle Eastern royal affiliates, sovereign funds, and state-owned corporations are exploring various avenues for sports investment

Legend: - - - - - → \$ Flow of capital

Major Middle Eastern (ME) Sports Investors and Investment Pathways

Investment Pathways

Investor Profiles

Private & Royal Affiliations



Government & Sovereign Funds



State-owned Corporations



Investment Goals

Early royal and private investments, often in football, were **less structured** and primarily aimed at enhancing international image, with **limited local relevance**

As part of Saudi and Qatar Vision 2030, governments seek to **develop domestic sports markets** through initiatives that maximize **local social and economic impact**

State-owned airlines use sports partnerships as a **powerful marketing tool**, while oil companies and government agencies use them to **reshape their international images**

Acquire Stakes in International Clubs and Leagues

ME investors **have traditionally invested in European football clubs** such as PSG and Manchester City. Recently, they have **diversified into other sports**, including e-sports, golf, tennis, and F1, with more capital **directed towards emerging leagues** rather than individual teams

Invest in Growing Domestic Ecosystems

ME entities are **increasingly investing in domestic sports ecosystems**, focusing on infrastructure, leagues, and community sports. Notable efforts include the **Saudi Pro League** attracting **global stars** like Ronaldo and Benzema, as well as the establishment of the Saudi Sports for All Federation

Host Top International Events

ME countries are hosting **major international events**, including the F1 Grand Prix and the Qatar World Cup. **Motorsports (F1), combat sports (UFC/Boxing), and golf (LIV/DP World Tour)** are among the most prominent. The focus is on establishing annually recurring events rather than one-off occasions

Sponsor International Clubs and Leagues

ME sponsors are using major sports clubs and events to **boost international visibility and brand recognition**. Partnerships include jersey sponsorships and **broader collaborations** in naming, logistics, and energy, with major players being **state-owned oil and airline corporations**

Sources: Company information, Altman Solon



Sovereign funds now lead international investments, focusing on generating recurring local job opportunities & boosting tourism

Middle Eastern-Led International Sports Investments – By Phase

	Late 2000s	Current																																																													
	Return-motivated investments driven by royal affiliations	Strategic investments driven by government & sovereign funds																																																													
Investors	<ul style="list-style-type: none"> Predominantly royal members and their affiliations Sovereign funds are present but not yet involved at scale 	<ul style="list-style-type: none"> Government-controlled sovereign funds become more active Some created specialized sports divisions (e.g., QSI under QIA) 																																																													
Targets	<ul style="list-style-type: none"> Mainly focused on European football clubs By the early to mid-2010s, royal members expanded their impact to overseas football markets, including the U.S., Australia, and India 	<ul style="list-style-type: none"> Football clubs, especially top-tier clubs, remain a focus More capital is flowing into other sports and emerging leagues (golf, tennis, F1), especially those with recurring events in the Middle East 																																																													
Rationale	<ul style="list-style-type: none"> Early Middle Eastern investments in European football primarily aimed to enhance global image. As portfolios grew, royals established professional funds and expanded into other regions 	<ul style="list-style-type: none"> Under Vision 2030, sovereign funds prioritize sports investments that bring local events and tourism. As a result, golf, F1, and tennis see increased investment and hold regular tours in the Middle East 																																																													
Major Deals	<table border="1"> <thead> <tr> <th>2008</th> <th>2009</th> <th>2011</th> <th>2014</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>81% Ownership</td> <td>100% Ownership</td> <td>100% Ownership</td> <td>100% Ownership</td> <td>100% Ownership</td> </tr> <tr> <td>Football-U.K.</td> <td>Football-U.K.</td> <td>Football-EU</td> <td>Football (soccer)-U.S.</td> <td>Football-U.K.</td> </tr> </tbody> </table>	2008	2009	2011	2014	2018											81% Ownership	100% Ownership	100% Ownership	100% Ownership	100% Ownership	Football-U.K.	Football-U.K.	Football-EU	Football (soccer)-U.S.	Football-U.K.	<table border="1"> <thead> <tr> <th>2021</th> <th>2022</th> <th>2023</th> <th>2024</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>80% Ownership</td> <td>93% Ownership</td> <td>5% Ownership</td> <td>21% Ownership</td> </tr> <tr> <td>Football-U.K.</td> <td>Golf-Global</td> <td>Basketball-U.S.</td> <td>F1-Global</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100% Ownership</td> </tr> <tr> <td></td> <td></td> <td></td> <td>F1-Global</td> </tr> </tbody> </table>	2021	2022	2023	2024									80% Ownership	93% Ownership	5% Ownership	21% Ownership	Football-U.K.	Golf-Global	Basketball-U.S.	F1-Global												100% Ownership				F1-Global
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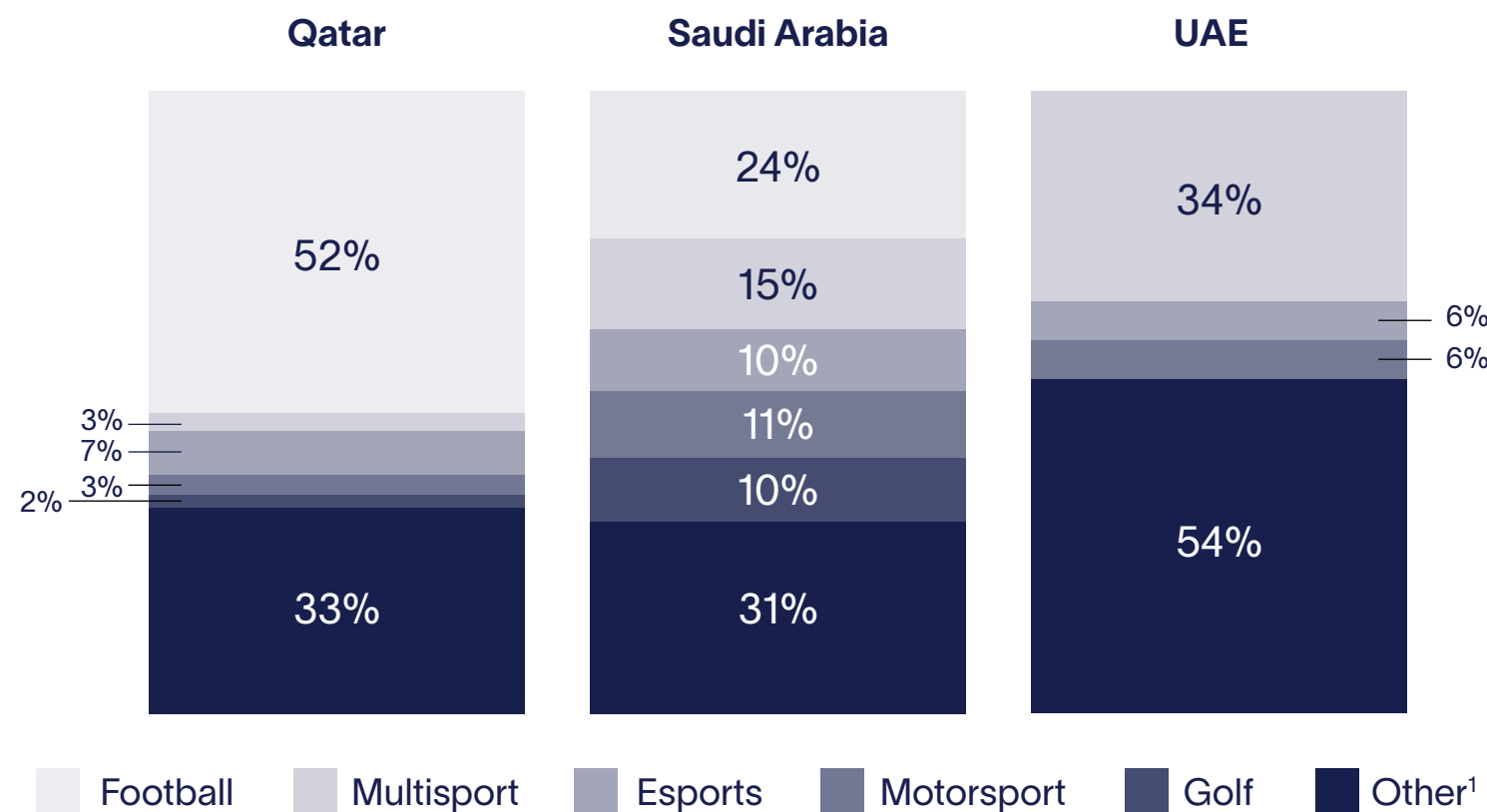
Sources: Company information, Altman Solon



Middle Eastern stakeholders are increasingly investing in sponsorships, led by major state-owned airlines & oil companies

Sponsorship Deals by Sport

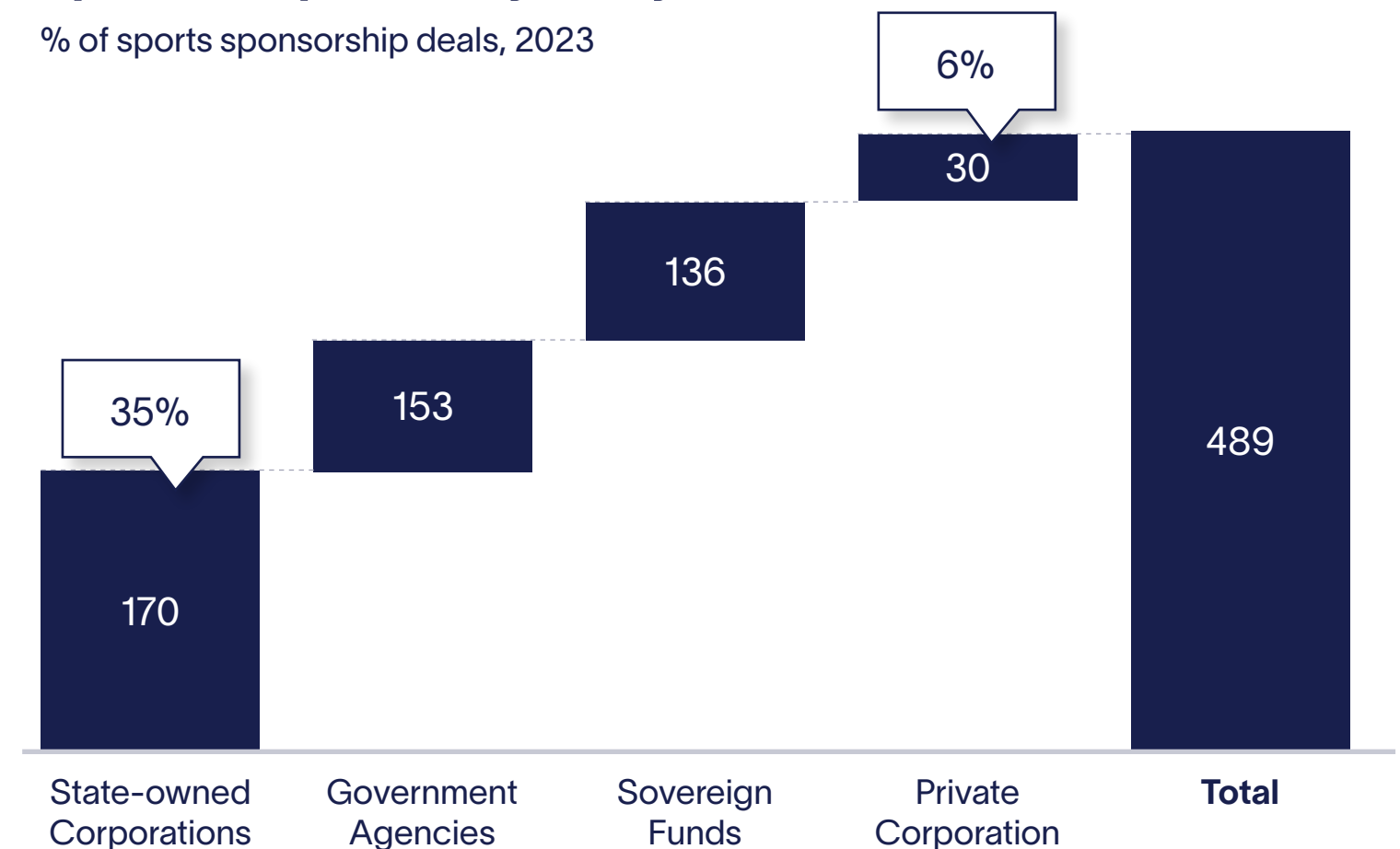
% of sports sponsorship deals, 2023



Saudi Arabia has the most active sponsors across the Middle East and the most diversified portfolios, with football accounting for 24%, compared to Qatar's 52% and UAE's 34%

Sponsorship Deals by Entity

% of sports sponsorship deals, 2023



Sponsorship investments are largely dominated by government-related organizations (i.e., 35%), with only 6% coming from private corporations

Notes: 1) Other (from most active to least active): Equestrian, Tennis, Cycling, Boxing, Handball, Wrestling, Sailing, Basketball, Polo, Triathlon, Rugby, Padel, Marathon, Cricket, Horse-racing, Swimming, MMA, Kitesurfing, Hockey, Climbing, Australian football, Weightlifting, Table Tennis, Squash, Gymnastics, Fitness
Sources: Play the Game, Altman Solon



The Middle East has hosted numerous major international sporting events, leveraging its influence in top leagues and clubs

Legend: Recurring events held by commercial sports leagues owned/sponsored by Middle East investors

Key International Sporting Events Hosted in the Middle East (non-exhaustive)

	F1	Golf	Boxing/MMA	Tennis	Football	Equestrian	Wrestling
Saudi Arabia	Saudi Arabia Grand Prix Held 3 times since 2021, \$55m/yr (2021-2030)	PIF Saudi International Asian Tour flagship event, \$5m prize fund (PIF sponsored in 2022)	Clash on the Dunes Fury vs. Usyk; Joshua vs. Ruiz Jr. rematch for WBA, IBF, WSO, IBO heavyweight titles	Diriyah Cup 2022 tournament for 12 ATP Pro players, \$2m in prize money	Supercopa de Espana €120m to be held annually at Adbullah Sports City (2019-2022)	Saudi Cup Started in 2020, \$20m purse	WWE 10-year partnership (2018-2028) with Ministry of Sport to host PPV events in Saudi Arabia, worth ~\$100m annually
Qatar	Qatar Grand Prix Held once since 2021, \$55m/yr (2021-2032)	Qatar Masters DP European Tour, \$3.25m prize fund (held since 1998)	ONE 166: Qatar A combat sport event produced by ONE Championship (2024)	Qatar Open ATP Tour, held in Doha (1993-)	2022 FIFA World Cup Awarded hosting rights in 2010	World Arabian Horse Champ Qatar Brings together more than 100 horses from 25 countries	
UAE	Abu Dhabi Grand Prix Held 14 times since 2009, \$40m/yr (2021-2030)	Multiple DP World Tour Events Including DP Tour Championship since 2009 (season finale, \$10m prize pool)	Fight Island (UFC) 5-year deal (2019-2024), 14 PPV events at Yas Island since 2020	Dubai Tennis Championship ATP/WTA Tour, owned and organized by Dubai Duty Free (1993-)	UAE President Cup 12 teams compete annually for entrance of AFC Champions League (1974-)	Dubai World Cup A thoroughbred horse race held annually since 1996	
Bahrain	Bahrain Grand Prix Held 19 times since 2004, \$45m/yr (2022-2036+)	DP World Bahrain Championship Feb. 2024, DP World went back to Bahrain after 13 years (\$10m prize pool)	Brave Combat Federation MMA promotion, founded by Khalid bin Hamad Al Khalifa in 2016	Ministry of Interior Tennis Challenger Part of ATP challenger tour with prize money of \$52k (2021-)			

Sources: Company information, Altman Solon





2

A Growing and Young Fanbase



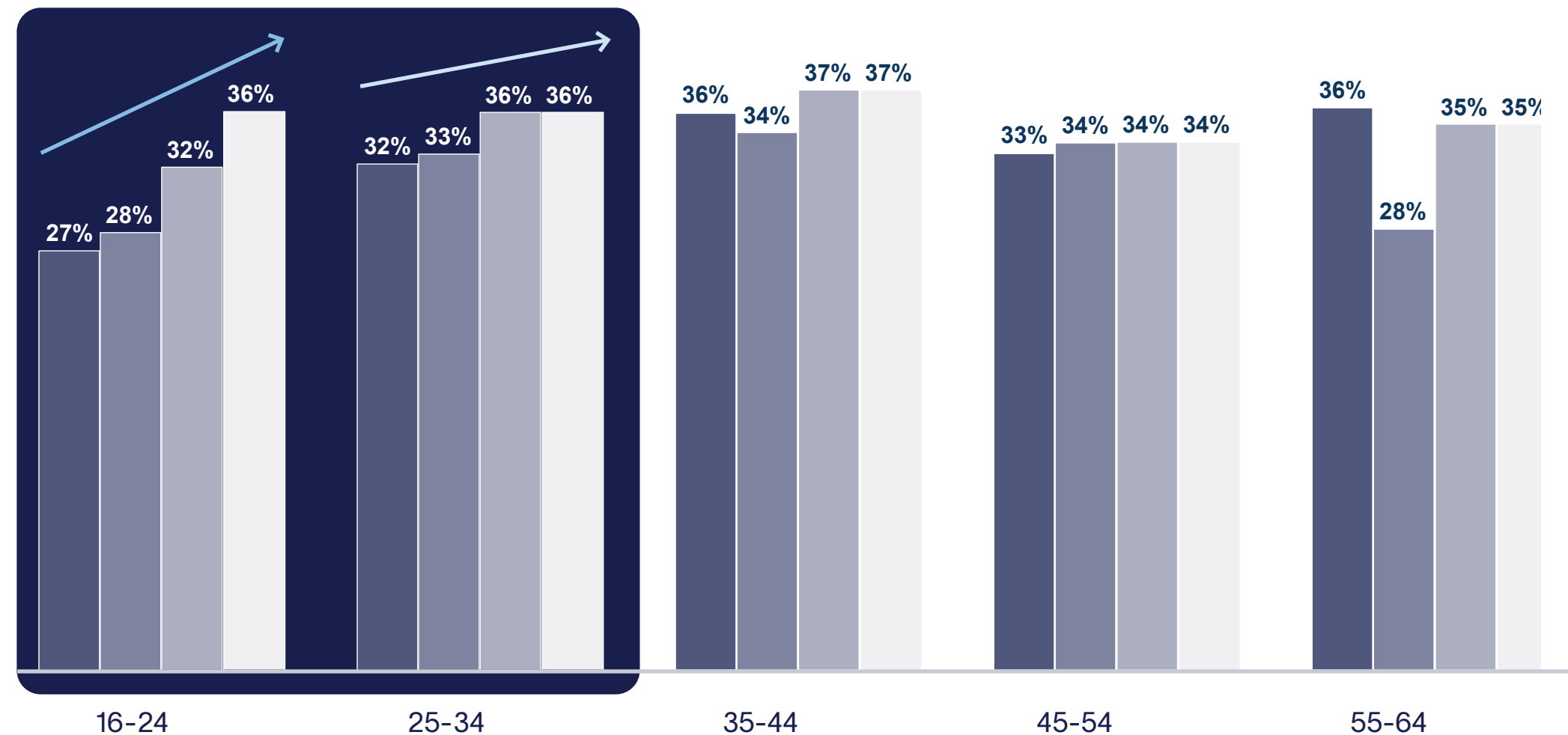
Interest in sports among younger generations has grown, reflecting Middle East's increased focus on sports

Interest in Sports Over Time – By Age

Q: Which of the following activities are you interested in?

% of respondents interested in watching sports ME/North Africa¹

■ 2021 ■ 2022 ■ 2023 ■ 2024



Notes: 1) Surveyed markets include Saudi Arabia, UAE, Morocco, and Egypt
Sources: GWI Core Survey Q1 '24 N=6,228, Altman Solon

Key Insights:

- Interest in watching sports has increased significantly among younger generations in recent years
 - Among 16-24-year-olds, interest rose from 27% in 2021 to 36% in 2024; 25-34 age group has also seen an increase, but less pronounced
- Growing interest can likely be attributed to the Middle East's increasing investment & focus in sports
 - Factors such as investment in domestic professional leagues, support for local sports participation, and investment in foreign sports leagues and teams have all played a role



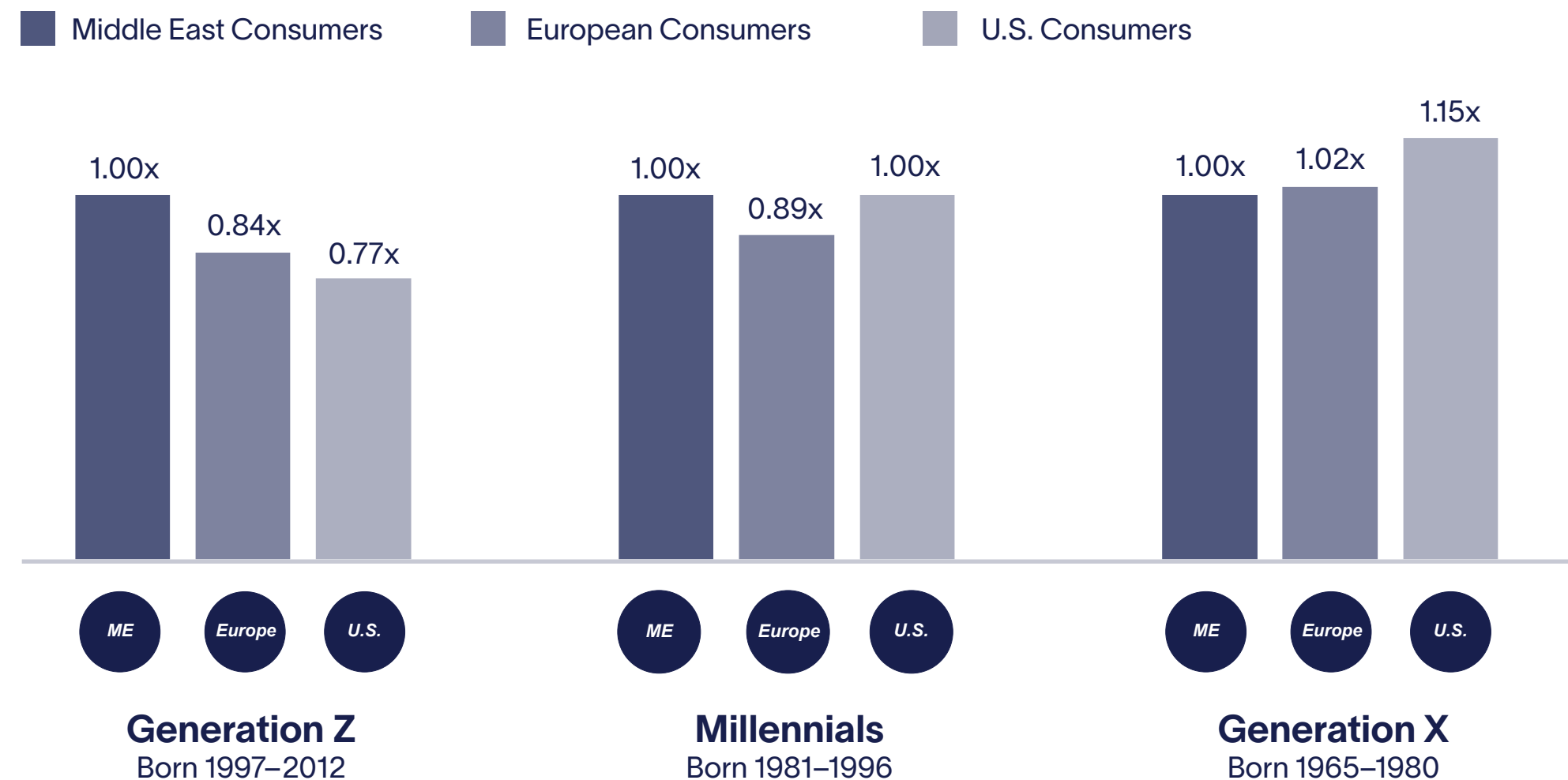


A new generation of sports fans is emerging in the Middle East, contrasting with Europe and U.S., where youth interest is lower

Interest in Sports – By Generation

Q: Which of the following activities are you interested in?

% of respondents interested in watching sports¹ ME/North Africa²



Notes: 1) Indexed to "All" Middle East Consumers, 2) Surveyed markets include Saudi Arabia, UAE, Morocco, and Egypt
Sources: GWI Core Survey Q1 '24 N^{EU}= 48,335, N^{US}= 100,319, N^{ME}= 6,228, Altman Solon

Key Insights:

- In the Middle East, Generation Z shows higher interest in sports viewership compared to their European and American peers
 - A growing cohort of sports watchers is emerging in the Middle East, likely driven by regional investments in domestic and foreign sports leagues and teams
 - In contrast, Europe and the United States are experiencing the opposite trend, with younger generations showing less interest in sports viewership compared to older generations





Few sports disciplines including football and boxing are showing greater popularity among youth compared to 25+ year-olds

Interest in Specific Sports Disciplines – Youth vs. General Population

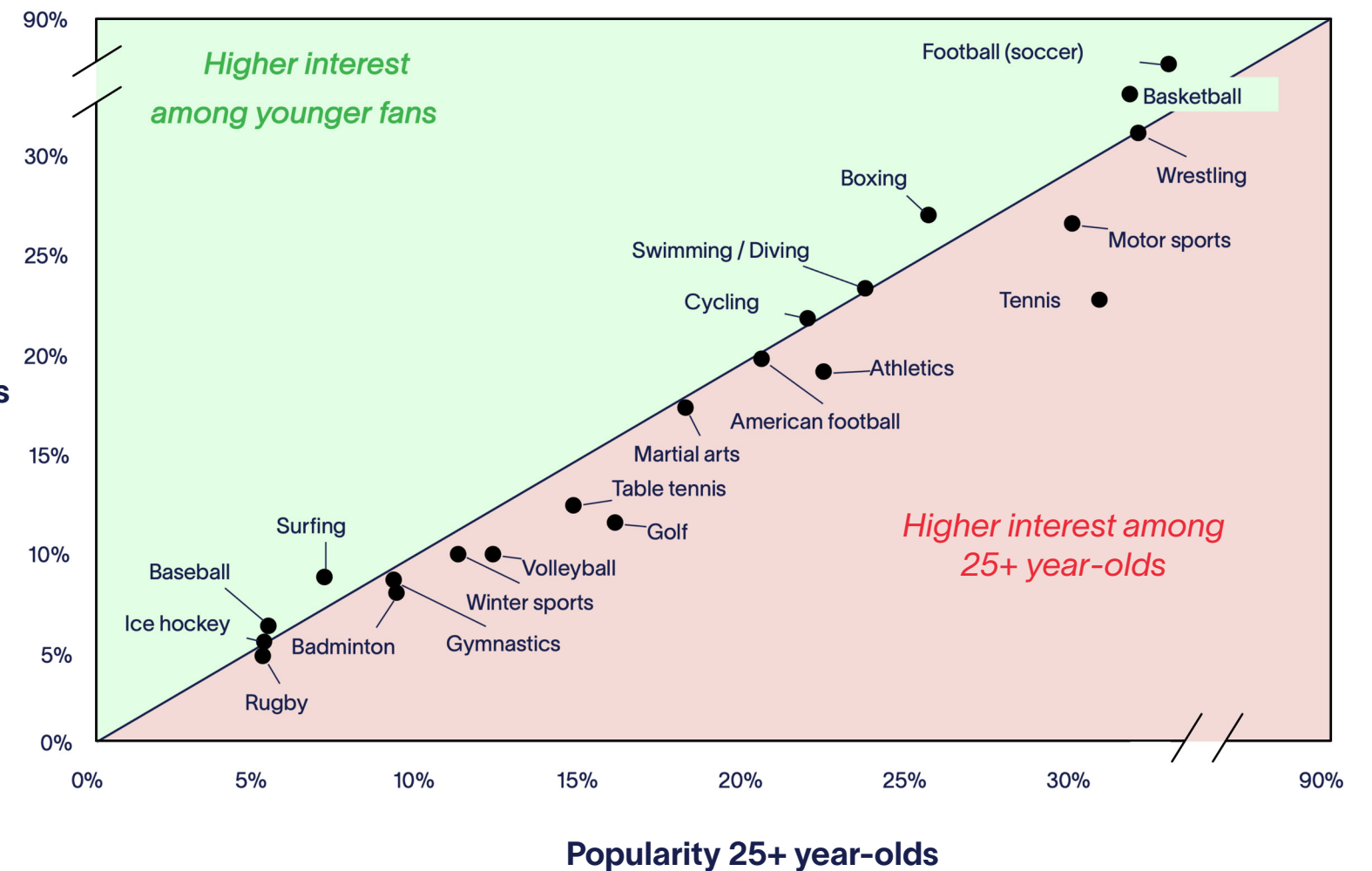
Which of these sports/sporting activities do you follow, watch, or have any interest in?

% of respondents, ME/North Africa¹

	25+ year-olds	18-24 year-olds
#1	Football (soccer): 88%	Football (soccer): 86%
#2	Basketball: 32%	Wrestling: 32%
#3	Wrestling: 30%	Basketball: 32%
#4	Boxing: 26%	Tennis: 31%
#5	Motor sports: 26%	Motor sports: 30%
#6	Swimming/Diving: 23%	Boxing: 25%
#7	Tennis: 22%	Swimming/Diving: 24%
#8	Cycling: 21%	Athletics: 22%
#9	American football: 19%	Cycling: 21%
#10	Athletics: 19%	American football: 20%
N=	1,361	4,867

Football dominates interest among both groups

Popularity 18-24 year-olds



Notes: 1) Includes Saudi Arabia, UAE, Egypt, Morocco
Sources: GWI Core Survey Q1 '24 N=6,228, Altman Solon



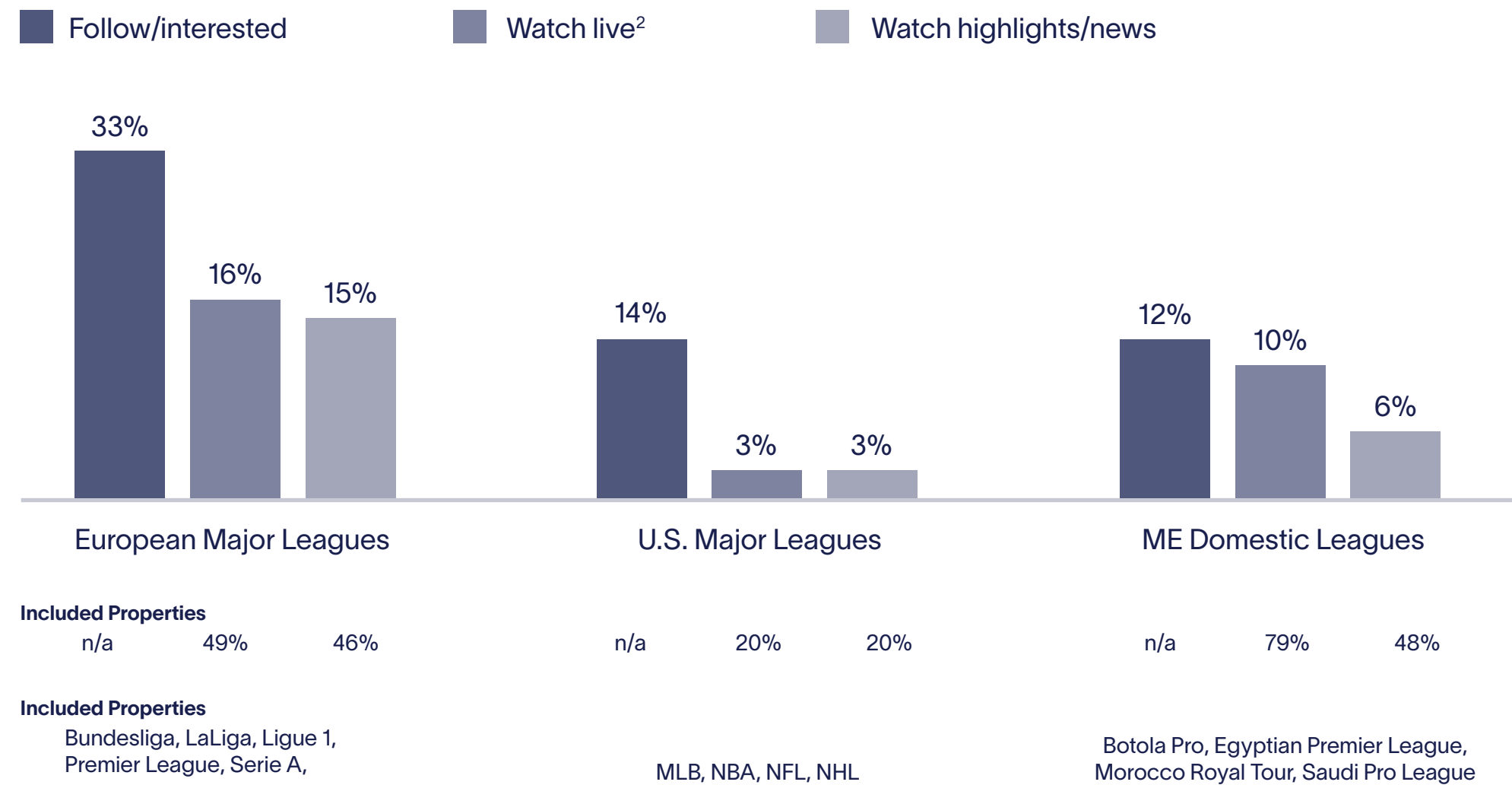
While EU football boasts the highest number of followers, domestic leagues achieve higher conversion rates of interest into live viewing

Middle Eastern Fans' Interest in Specific Sports Properties

Which sporting events do you follow, watch, or have any interest in?

% among respondents interested in watching sports, ME/North Africa¹

All respondents that selected "watching sports" as a personal interest



Notes: 1) Includes Saudi Arabia, UAE, Egypt, Morocco, 2) The average of "Watch live on a TV channel" and "Watch live on a streaming service"
Sources: GWI Core Survey Q1 '23 – Q4 '23 N=8,688, Altman Solon

Key Insights:

- Sports viewers in the Middle East show **greater interest in European football leagues than in domestic leagues**
- However, **only 49% of European football followers indicate they watch live matches**
- Conversely, while **Middle Eastern domestic leagues have lower followership**, they achieve **higher conversion rates** of fans into live content consumption



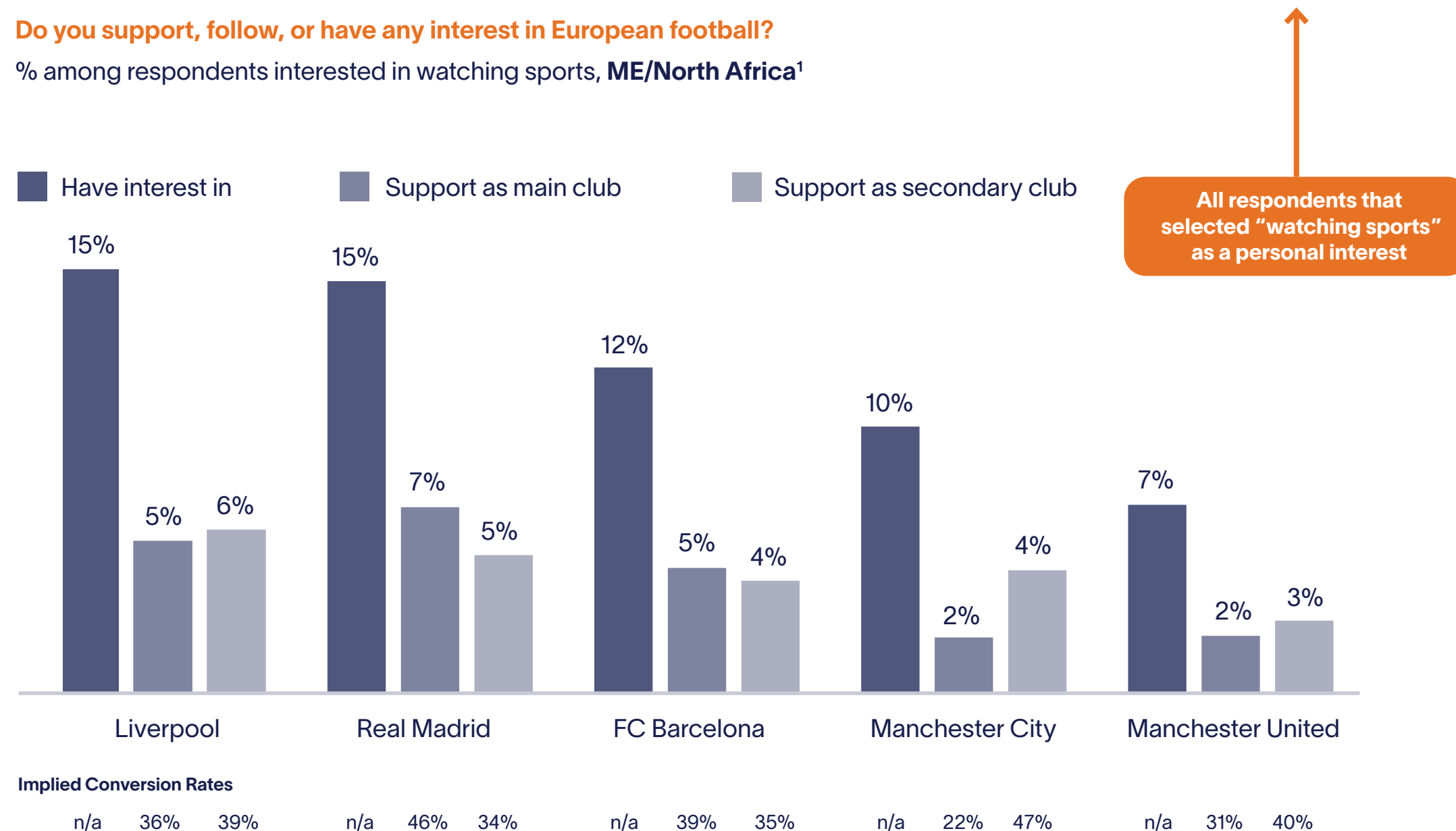


Top European football clubs, such as Liverpool and Real Madrid, enjoy substantial followership among Middle Eastern sports fans

Middle Eastern Fans' Interest in Specific Sports Properties – Top 5 European Football Clubs

Do you support, follow, or have any interest in European football?

% among respondents interested in watching sports, ME/North Africa¹



Sources: GWI Core Survey Q1 '23 – Q4 '23 N=8,688, Altman Solon

Key Insights:

- European football clubs have a strong following in the Middle East, with Liverpool and Real Madrid leading at 15% interest among sports fans
- Many fans actively support these clubs as their main or secondary team, implying deep engagement
- Given this interest in sports, the ambition is to further expand sports fandom domestically and strengthen the local sports ecosystems
 - Investment in local leagues, star signings, and improved fan experiences could help further increase engagement with regional teams



3

Value Creation: Asset Building



The Middle East's growing young sports fanbase presents unique opportunities for sustainable value creation in the region

Value Creation Opportunities Through Sports Investment (1/2)

Survey Findings & Implications

Middle East's **growing cohort of young sports fans** suggests room for **greater engagement in the local sports ecosystem**, implying **significant value opportunities through investment**

- Youth interest in sports in the Middle East has **increased rapidly in recent years**, likely due to recent investment in domestic and foreign sports ecosystems
- Sports fans in the Middle East cite **higher interest in top-tier European sports teams & leagues than in domestic properties**; however, only ~50% of those interested in top-tier leagues watch live vs. ~80% for domestic leagues

Avenues for Value Creation

Sports infrastructure

Investments in sports infrastructure can **increase interest and deepen engagement** with domestic leagues, including live event attendance

Global sports stars

International sports stars **elevate the global relevance of domestic leagues** while **strengthening local fandom** and global engagement

New competitions

New competitions can **boost engagement among younger fans** and help **revive interest** in sports with declining relevance

Community sports

Community sports can **foster local talent** and enhance engagement among younger generations, **creating long-term interest**



Source: Altman Solon



Domestic investment has already bolstered engagement in local sports, particularly in Saudi Arabia

Value Creation Opportunities Through Sports Investment (2/2)

Investing in sports infrastructure



- Traditionally, sports infrastructure in the Middle East was **developed for international events**, such as the 22 Qatar World Cup, 27 Asian Cups, etc.
- **Now, sports facilities are being transformed into multi-functional urban projects**, including Saudi's NEOM, Qiddiya, Al Ula, Jeddah Downtown, and King Salman Park

Establishing new competitions



- **New domestic competitions are emerging in the Middle East**, such as Baseball United (2024) and Saudi International (golf, 2019)
- **The Saudi Arabia Women's Premier League launched its first official match in 2022** – since then, the number of teams has grown, and DAZN has agreed to broadcast a minimum of 2 games

Bringing international sports stars



- **Saudi Arabia's PIF acquired major stakes in four domestic football clubs**, including Ronaldo's Al Nassr, and **attracted top stars** like Neymar, Benzema, Kanté, Mané, and Firmino
- During the summer transfer window, Saudi Pro League clubs spent a **record \$907 million (net), second only to the Premier League's \$1.39 billion (net)**

Developing community sports



- Under Vision 2030, **Saudi Sports for All Federation** promotes physical activity through **local competitions**, community sports infrastructure, and sports education
- **The introduction of community leagues**, such as the Arab Youth Sports League (established in 2023), encourage sports participation across all ages

Sources: Company information, Altman Solon



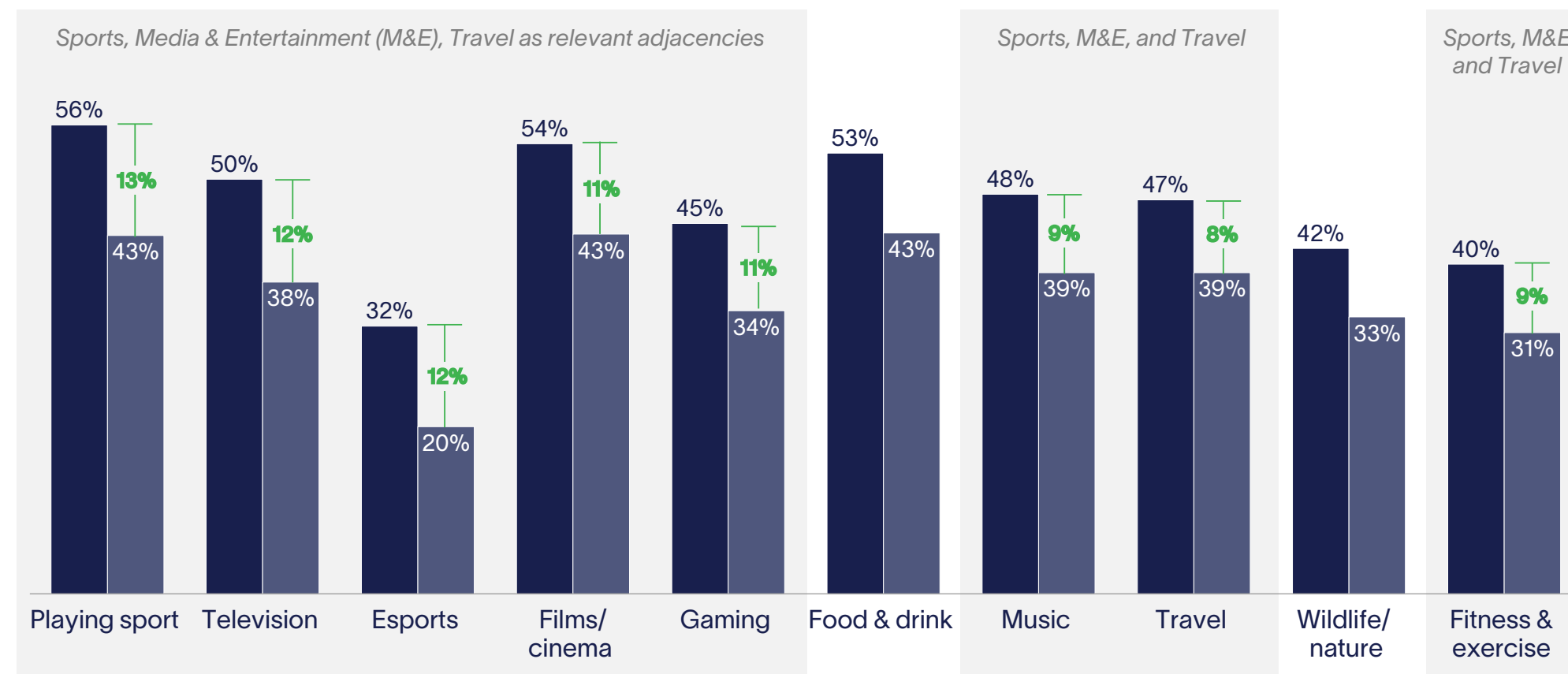
Sports fans show greater interest in adjacent activities including media, entertainment, and travel, compared to all respondents

Sports Fans' Interest in Adjacent Activities

Which of the following activities are you interested in?

ME/North Africa¹

■ Interest among sports fans² ■ Interest among all respondents

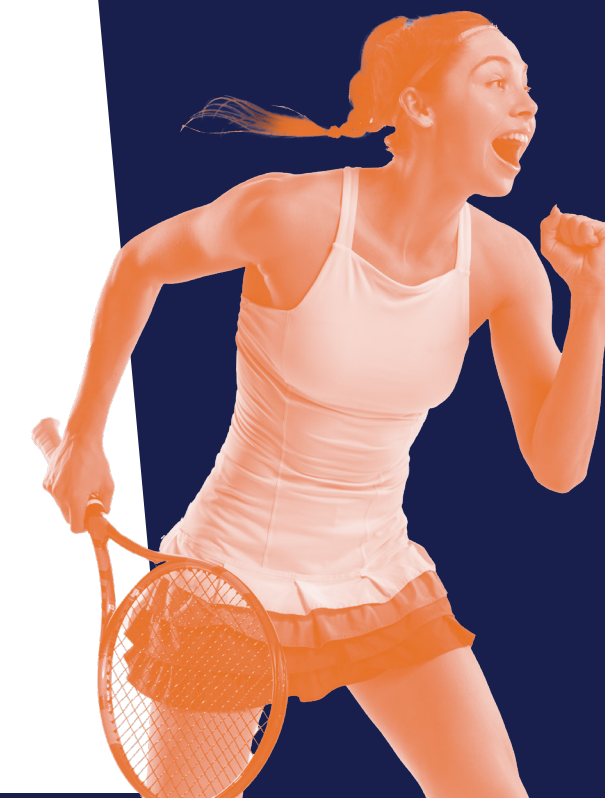


← Higher interest among sports fans vs. all respondents →

Notes: 1) Surveyed markets include Saudi Arabia, UAE, Morocco, Egypt, 2) Sports fans defined by respondents indicating interest in watching sports
Sources: GWI, Altman Solon

Key Insights:

- Sports fans in the Middle East show significantly higher interest in adjacent activities, including sports, media & entertainment, and travel, compared to the general public
- Cross-sell opportunities exist across sports, media & entertainment, and travel platforms, enabling broader engagement
- Sports asset owners can benefit by developing integrated ecosystems that leverage fans' strong interest in related experiences





Sports has multiple synergistic adjacent industries, creating opportunities for value generation through ecosystem building

Sports' Adjacent Market Map

NON-EXHAUSTIVE HYPOTHESIS

Schematic

Sports		Media & Entertainment			Travel/Tourism	
Professional	Participatory	At-Home	Indoor	Outdoor	Purpose based (tourism type/objective)	
Local pro leagues	In-person fitness	Publishing	Cinema	Theme & water parks	Group holidays	Education tourism
International events	Mass sports	Music and radio	Family & kids centers	Studio parks	Family holidays	Space tourism
Sports championships	Community leagues	TV and film	Immersive experiences	Arcades	Getaway holidays	Medical tourism
Awards ceremonies	Youth leagues	Digital media	Ice skating	Exhibitions	Adventure tours	Destination weddings
Live esports	Recreational sports	Social media	Performing arts	-	Honeymoons	Cruises
Broadcast sports	Sports training camps	Video games	Night life	Live music concerts	CHM and sights tours	Religious destinations
Mega esports events	Casual sportswear	Boardgames & cards	Recreation centers	Cultural experiences	Public festivals	Major live events
Mega sports events	Smart sportswear	Leisure Interest based (hobbies/casual free time spend)	Arts & crafts	Collecting	Nature retreats	Parks & forests
Sports betting	Virtual fitness		Model building	Astronomy & watching	Sun & beach	Fish, hunt, camp
Pro sportswear	Fantasy sports & games		Gardening	Cooking & tastings	Yacht & marina	Photography
Pro stadium & fields	Gym & sports centers		Cultural centers	Public libraries	Volunteer/charity	Writing/composing
Supporting ecosystem		Supporting ecosystem			Supporting ecosystem	
Distribution platforms	Destination mgmt.	Retail, F&B	Accommodations	Travel & transportation	Marketing	Communication

Source: Altman Solon

We believe the Middle East's next phase of sports growth is to focus on both boosting individual assets & driving value across the broader regional ecosystem

Our Take

In recent years, the Middle East has seen impressive sports growth driven by diverse stakeholders, including royal affiliations, sovereign funds, and state corporations. Investments have ranged from acquiring stakes in and sponsoring international clubs and leagues, hosting top events, and developing domestic ecosystems.

Historically driven by royal affiliations, sovereign funds now lead the charge with a focus on sustainable local economic growth. The region faces the challenge to further boost fan engagement with regional properties, as research shows Middle East fans having strong interest in major international teams and leagues.

With a solid asset base in place, we believe the Middle East's next phase of sports value creation will focus on optimizing regional assets to match top-tier global benchmarks. In football especially, sovereign funds can achieve this by using team ownership to operate like centralized leagues or multi-club ownership structures, driving efficient value creation through scaling best practices.

All in all, key steps to achieve this include:

- 1 Operational optimization: Improve sports (e.g., transfer policy, local athlete performance) and non-sports (e.g., commercial, business operations) processes of regional sports assets
- 2 Fan centricity: Consider regional specificities to boost fan engagement, including by collecting and analyzing fan data
- 3 Broader value creation strategy: Identify synergies between sports and adjacent assets to maximize sports-related investments, including leisure, tourism, and entertainment (e.g., use sports venues and operating capabilities for hosting live events and festivals)
- 4 Strategic implementation: Define goals and KPIs for each initiative; continuously monitor impact and improve accordingly

Source: Altman Solon



Successful projects will be those where investors add significant value, such as consolidating or growing undeveloped sports, rather than investing in established leagues or clubs.

Andreas Kaeshammer, Head of Football, Infront Sports & Media

Sports investments should target organizations diversifying beyond ticket sales and merchandise, embracing esports, innovative sponsorships, and digital monetization. Growth is also strong in health and wellness trends, including wearables, fitness tech, and wellness events.

Jamie Corr, Managing Director Sports, Burson



Altman Solon is the leading global strategy firm focused on telecommunications, media, and technology



Our services in the sports industry:

- Strategy
- Target operating model
- Organizational design
- Go-to-market
- Financial planning
- Transaction support
- Feasibility assessments

Specific strategy services in sports media:

- Rights packaging and auctioning
- Media rights servicing
- DTC, OTT, and Web3
- Content features and pricing
- Fan behavior research
- Remote / virtual production

At Altman Solon we have built an impressive team of strategy professionals working at the crossroads of sports and media



David Dellea
Zurich



Matt Del Percio
New York



Christoph Sommer
Zurich



Matt Rivet
Los Angeles



Christian Esser
Munich



Justin Jameson
Sydney



Davide Tesoro-Tess
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Zurich



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Our Research Partner

The consumer research included in this publication was collected by our partner GWI as part of an online survey fielded between August and September 2024



