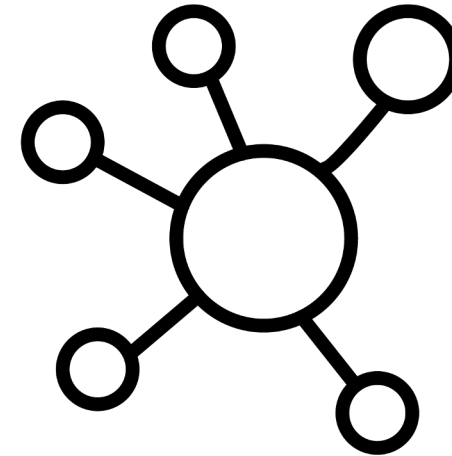


A person is in a starting crouch on a reddish-brown track. In the foreground, the sole of a running shoe is visible, showing a complex tread pattern in red and black. The shoe is positioned over the letter 'O' of the word 'LAOLA'.

LAOLA7

***Kurzvorstellung der
Runde***



Welcome To LAOLA7

360° B2C & B2B Sportsbusiness & Entertainment

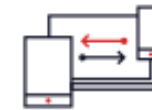


35 FTEs
in 4 Departments
Content / Product / Sales / Marketing



Publisher Network

Nr.1 Digital Sports Network in AUT / Nr. 12 Digital News Website
Online / OTT / TV / SoMe



Sports Content Creation

25+ Different Sports
20.000 News / 15.000 Live-Ticker / 500
Livestreams / 1.500 Videos



4 Revenue Streams

500+ Clients (Company, Publisher, Sportsrights-Holder)
Digital Advertising / Sponsoring & Agency Services /
Sports Productions / Content Services



1.5 Mio. Digital Sports Fans pM

20 Mio pY / 160k pD
Daily / Story / Video / Next



Our USPs

360° One-Stop-Platform for Sports+Economy
to Engage with Digital Sports Fans
2 word equity = Medialization & Monetization

Our Mission since 20 years & our long term vision

Medialisierung & Monetarisierung



LAOLA1 360° ONE-STOP-PLATFORM FOR THE AUSTRIAN SPORTS+ECONOMY



LAOLA1 B2B Partnership – Best case spusu HANDBALL LIGA

A further best-practice example for a comprehensive 360° value chain is the successful partnership between the Austrian Handball League and Sportradar LAOLA1 for the spusu LIGA & spusu CHALLENGE.



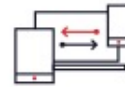
LIVE-Streaming at
LAOLA1 (online + IPTV)



Content syndication +
editorial production



Betting provider
distribution



Digital platforms
(Live-Ticker, Match Center)



Sponsorship
Sales

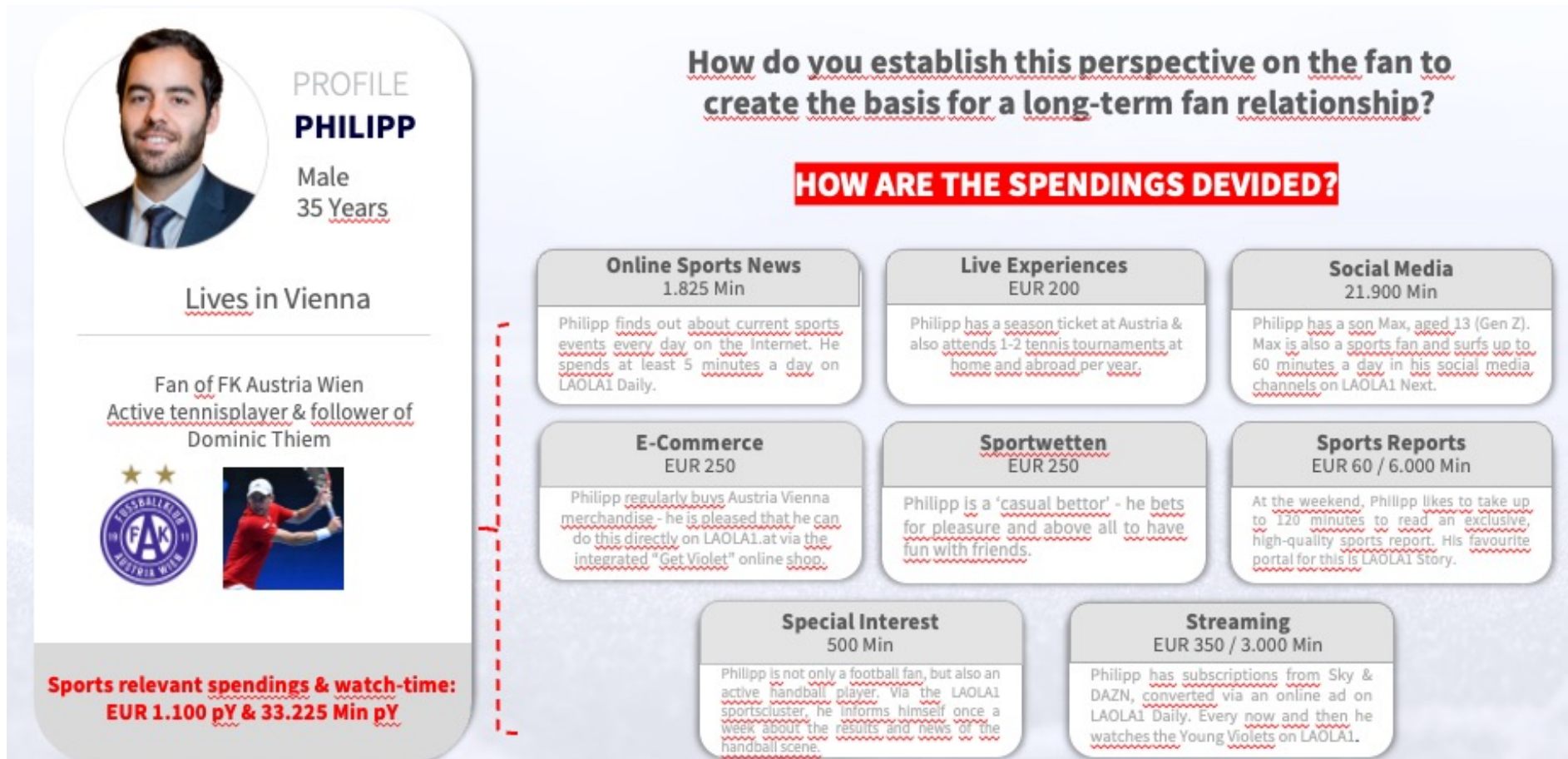


Automated Production

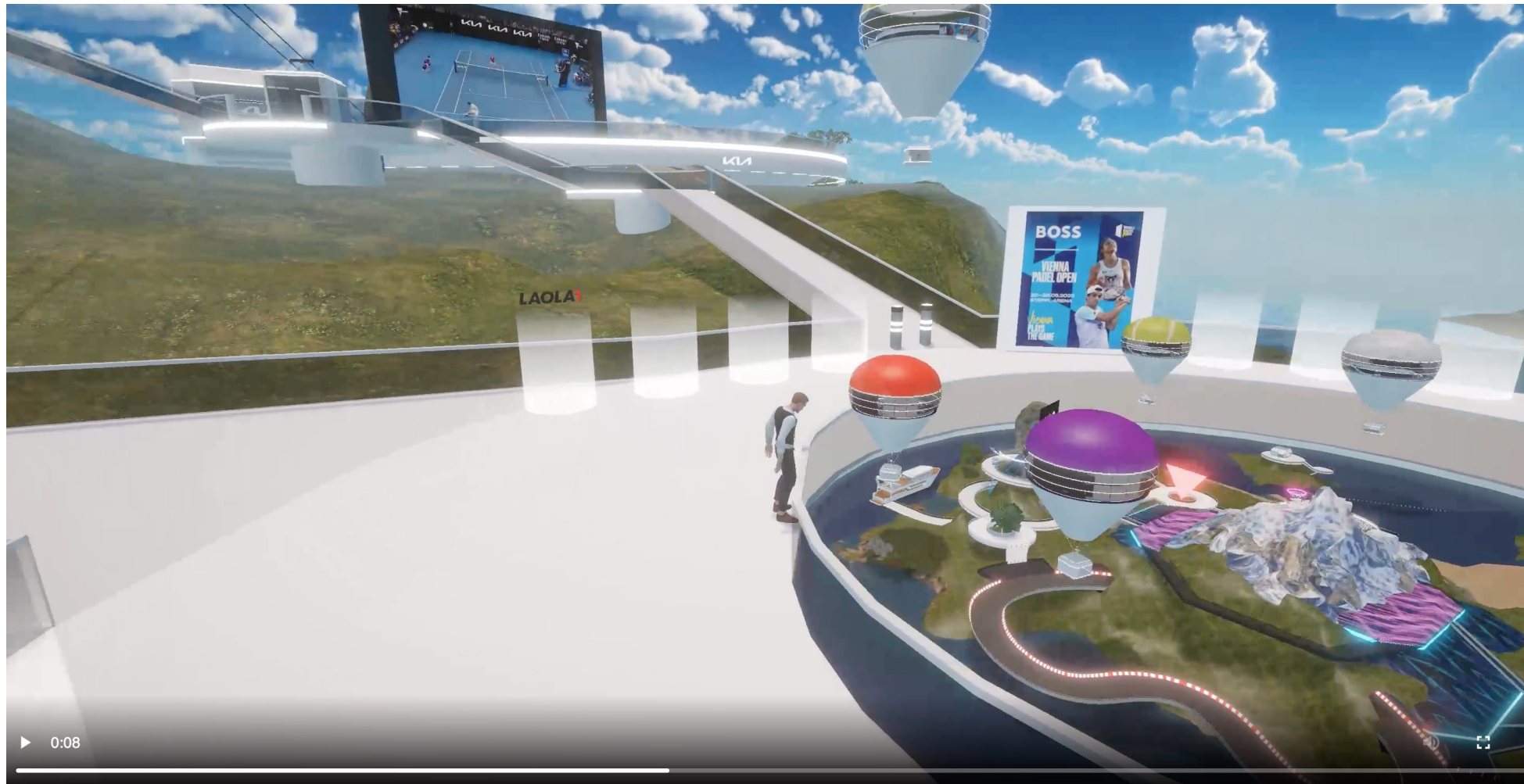


Data Tool Kit

LAOLA1 Digital Sports Fan B2C Communities & User Persona(s)



Welcome to LAOLA1 Metaverse



Key Takeaway

Sportdaten sind das Rückgrat digitaler Wertschöpfungsketten im Sport.