

DAZN: The Netflix of Sport

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Abstracts

A unique service for distributing sport programming, available only in streaming, DAZN is the brainchild of its founder, Leonard Blavatnik, the world's 48th wealthiest person.

This IDATE DigiWorld report describes the company's organisation, and details its business in the eight countries where it currently provides services.

The company is then examined within the context of its (highly) competitive environment, namely the acquisition and exploitation of premium sport rights.

Its model and economic performance are then analysed. To become a profitable venture, DAZN will apparently need to increase its subscriber numbers dramatically, if it hopes to be the Netflix of sport one day.

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