

# DAZN: The Netflix of Sport

<https://marketpublishers.com/r/D475116D953EN.html>

Date: April 2019

Pages: 21

Price: US\$ 550.00 (Single User License)

ID: D475116D953EN

## 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.

## Contents

### **1. DAZN: THE COMPANY**

- 1.1. The company
- 1.2. Expansion of the DAZN footprint
  - 1.2.1. DAZN began in Europe's German-speaking countries
  - 1.2.2. DAZN has seized opportunities in Japan and in Canada...
  - 1.2.3. ... and in European sports-mad countries, Spain and Italy
  - 1.2.4. A must for sport: the United States and Brazil
- 1.3. The platform's features

### **2. ECONOMIC PERFORMANCE**

- 2.1. The competitive environment
- 2.2. DAZN's main rights compared to the competition
- 2.3. Business model
- 2.4. Economic performance

### **3. COMPANY STRATEGY**

- 3.1. Target footprint of 20 countries in 2022
- 3.2. The Netflix of sport?

## List Of Tables

### LIST OF TABLES AND FIGURES

DAZN parent company, Access Industries  
New organisation around the DAZN brand  
DAZN's global footprint  
DAZN Germany, sharing Champions League matches with Sky  
DAZN Japan, major sports on the platform  
DAZN Canada, complete NFL access  
DAZN Italy, agreement with Sky  
DAZN Spain, secondary rights  
DAZN USA, agreement with Matchroom Boxing  
DAZN Brazil, pre-launch on YouTube  
DAZN 'MultiView' allows viewers to watch four programmes at once  
DAZN-compatible smart devices  
DAZN's main rights compared to the competition, by country

## I would like to order

Product name: DAZN: The Netflix of Sport

Product link: <https://marketpublishers.com/r/D475116D953EN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D475116D953EN.html>