



## **SPORTRADAR APPOINTED OFFICIAL TECHNOLOGY PARTNER BY DELHI CAPITALS TO SUPPORT TALENT DEVELOPMENT AT CRICKET ACADEMY**

April 19, 2023

**St. Gallen, April 18, 2023:** Sportradar (NASDAQ: SRAD), a leading global sports technology company, today announced its collaboration with Delhi Capitals to become an official technology partner of the Delhi Capitals Academy. The three-year partnership intends to boost the Delhi Capitals Academy programme and supports the identification and development of talent across the cricket academy network.

Sportradar will provide *FrogBox*, a live-streaming technology solution currently entrusted by more than 500 cricket clubs across England, Australia and Europe, to the Delhi Capitals Academy and franchises. The agreement also includes the deployment of a market-leading electronic scoring app and a mobile-responsive match centre to host live streams and highlights of fixtures as well as live scores, scorecards and results.

Additionally, the Delhi Capitals Academy will be provided *Lilypad*, Sportradar's fan engagement and coaching application to curate highlights from streamed matches to be compiled into playlists and shared with academy students for coaching purposes or on social media to promote the academy to a wider audience.

Dhiraj Malhotra, CEO, Delhi Capitals, said: "This is a key milestone as Delhi Capitals Academy has become the first academy in India to partner with Sportradar and leverage their innovative video technology to develop talent in cricket. This partnership adds value in several ways including enriching local talent and boosting engagement with our fans. We look forward to working with Sportradar to help grow the game."

Jarod Pickering, Head of Cricket, Sportradar, said: "Academies such as Delhi Capitals' play an integral role in identifying and nurturing the next generation of talent. We will be working closely with Delhi Capitals to help realise their vision for the academy and will also reach out to more academies in India to showcase how our technological solutions can be used to further develop the sport that the entire nation is incredibly passionate about."

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### **ABOUT SPORTRADAR:**

Sportradar Group AG (NASDAQ: SRAD), founded in 2001, is a leading global sports technology company creating immersive experiences for sports fans and bettors. Positioned at the intersection of the sports, media and betting industries, the company provides sports federations, news media, consumer platforms and sports betting operators with a best-in-class range of solutions to help grow their business. As the trusted partner of organizations like the NBA, NHL, MLB, NASCAR, UEFA, FIFA, Bundesliga, ICC and ITF, Sportradar covers close to a million events annually across all major sports. With deep industry relationships and expertise, Sportradar is not just redefining the sports fan experience, it also safeguards sports through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

For more information about Sportradar, please visit [www.sportradar.com](http://www.sportradar.com)

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### **ABOUT DELHI CAPITALS**

The Delhi Capitals team participates in both, the Indian Premier League (IPL) and the Women's Premier League (WPL). Co-owned by the GMR Group and the JSW Group, Delhi Capitals was established in 2008 as Delhi Daredevils before embracing a new name in December 2018.

### **ABOUT DELHI CAPITALS ACADEMY**

The Delhi Capitals Academy is an initiative of the Delhi Capitals, started with the objective of identifying and nurturing India's future cricketing talent. The academy offers a range of cricket training programmes at multiple venues across the Delhi region to educate students in the basics of cricket.