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# Value placed on Deltatre as Bruin's Pyne praises global expertise

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By Callum Murray

Bruin Sports Capital, the international media, sports, marketing and branded lifestyle investment company that today announced the acquisition of Deltatre, is understood to have paid in the region of €145 million (\$161 million), the enterprise value of the global sports media services company, which employs about 500 people.

The acquisition, made in cash, was triggered by an appreciation of the “global expertise” of Deltatre’s management team in the fields of both sport and technology, according to George Pyne, Bruin’s founder.

Speaking to Sportcal this afternoon, Pyne said: “We’re buying global expertise, along with Deltatre’s client base. It’s a talented team. We’re buying people who are experts at taking data and audiovisual content and repurposing it for clients. They help present data on all platforms: TV, stadia, mobile devices. They’re really good at that and they understand technology and sport. And of those, understanding sport is the more important - understanding what data and information football fans want, they’re very good at that.

“When you look at their client base, you don’t get the Olympics, the World Cup, the ATP without being a trusted partner to deliver product. This is the most valuable part of the eco-system.”

The acquisition is the most high-profile yet announced by Bruin since its launch in January 2015. Deltatre’s clients include Uefa and Fifa, respectively the governing bodies for

European and world soccer, the English Premier League and tennis' ATP, plus broadcasters the BBC, BT Sport and Fox.

Asked what the acquisition would enable Deltatre to achieve that it can't now, Giampiero Rinaudo, the company's chief executive and co-founder, spoke of the need to keep up with technologies that are changing "at the speed of light" as well as the opportunity to expand into sports and regions beyond its established strongholds of soccer and Europe.

He said: "We are a strategic partner of our clients. More and more, it's not only technology but strategy that they need. They [Bruin] are in the US and we are strong in Europe. We want to establish ourselves in USA."

Rinaudo said that, although Deltatre is headquartered in Turin, Italy, the acquisition would accelerate a process, already begun, of decentralising its expertise (it already has offices in London, Manchester, Munich, Hamburg, Paris, Geneva, Miami, Mumbai, Singapore, Tokyo and Sydney). He said: "You need to locate the know-how where it is required."

Other sports in which Deltatre is already involved include golf, cricket, tennis, skiing and athletics, and it will also now seek to engage with US sports, especially those that are focused on expanding beyond their home market.

Last year, Bruin revealed that WPP, the UK-based advertising giant, was leading a syndicate that was investing \$250 million in the company. The investment, which was matched by private donors, provided Bruin Sports Capital with \$500 million in buying power, the company said.

Pyne said that he foresees significant synergies with other companies owned by WPP, adding: "They understand what advertisers want, and what consumers want, and there are interesting applications they can provide on behalf of Deltatre clients, with opportunities to innovate and integrate."

Companies acquired by Bruin since its launch 18 months ago include Engine Shop, the US marketing agency, and NFL On Location, NFL American football's hospitality business.

Meanwhile, Courtside Ventures, the investment firm set up at the beginning of this year by Bruin, Dan Gilbert, the majority owner of the NBA's Cleveland Cavaliers, and WPP, claims to have been inundated with proposals from technology and media entrepreneurs.

Pyne said: "There are also opportunities with Engine Shop, which represents a lot of brands in social and visual engagement. Courtside sees five or six opportunities a week relevant to sport and technology. There can be a lot of sharing of information and operational synergies."

Pyne concluded: “From Bruin’s point of view, media is changing, channels of distribution are changing and this puts us in the middle of that in a growth segment. There will be more, not fewer, opportunities for these services going forward. For Bruin, this puts us at 1,000 employees operating in nine countries. We’ve achieved a lot in a short time of 18 months. Our differentiator is that our source of capital is long-term. Also we’re from the industry; we’ve worked on all facets of sport for the last 25 years. We’re looking forward to further grow and build.”