

Swedish Basketball Leagues commit to realising a digital transformation

The Swedish Men's Basketball League (SBL) and Men's Superettan League have committed to undertaking an impressive digital transformation, enabled by a new partnership with Sportality. The partnership is designed to create new possibilities to engage fans and spread the basketball experience wider than ever before, in a move that will expose both leagues to new partnerships and new possibilities to monetise each league and its assets, for the benefit of the sport, clubs and leagues.

"Our partnership with Sportality gives us the possibility to offer our fans and partners a new way to experience Superettan that we haven't had before. It will certainly provide increased value for all parties, and we are very much looking forward to creating even stronger entertainment capital for existing fans to enjoy and for new fans to discover" says David McCann, chairman of the Men's Superettan League.

The partnership will see both leagues switch to Sportality Platform as their website provider. In doing so, the leagues, and all participating clubs, will be collected into a unified network designed to strengthen the brands of both tournaments. The move will also facilitate new digital synergies for the basketball clubs, who will benefit from the possibility to create and share content throughout the network, giving fans a more relevant content experience and even more opportunities to consume and enjoy Swedish basketball.

"In the past, fans have had to visit three different websites to access the content that will now be available through one central site. Sportality Platform will give us a hub from where to share editorial content and match statistics, serving as our new home for streaming matches and present video to our fans. All enabled by an attractive visual profile and graphical presentation, giving our new league and club sites a strong foundation from which to grow and develop" says Mattias Wackenhag of the Men's SBL.

The partnership will begin with the launch of both league's central league sites, as well as club sites for teams Jämtland and Lulea, with the expectation that remaining clubs will then onboard to the platform periodically.

"We are very proud to be working with both leagues to lead and facilitate their digital transformation. Our platform gives both leagues and participating clubs new possibilities to enable business growth. This is a clear signal from both SBL and Superettan of their determination to invest in the sport and its long-term development here in Sweden, and we look forward to supporting both customers to engage their fans and enable new commercial prospects" says Linus Carlholt, Head of Partnership at Sportality.

Sportality is a sports-tech company based in Linköping, Sweden. Sportality's products and services are custom-made for implementation by sports leagues, designed to enable long-term growth for both leagues and their clubs and generate further interest in the sport. The Sportality Platform



sportality

Ågatan 25, 582 22 Linköping, Sweden
www.sportality.se

currently supports 11 leagues as customers, with an established record in Sweden having already brought together many of the largest leagues in the country, including the Swedish Hockey League (SHL), HockeyAllsvenskan, the Swedish Women's Hockey League (SDHL), Norway Topp hockey, OBOS Damallsvenskan (football), Elitettan (football), Bauhausligan (Speedway) and the Swedish Superleague (floorball).

The contract with the Swedish Basketball League is a 4-year agreement.

The contract with the Men's Superettan League is a 5-year agreement.

The new sites will launch in September 2021 ahead of the forthcoming 2021-22 basketball season.

For press enquiries, please contact David Lassing, Sportality CEO on +46 70 513 74 32



sportality

Ågatan 25, 582 22 Linköping, Sweden
www.sportality.se