



Private Investments in Sport and Media

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How is the landscape evolving (teams and team-adjacent)?

- Are we really building the plane while in mid-flight?
- Traditional owners/private equity/institutions – Where is the capital coming from (credit, equity, hybrid)?
- Are the various league rules (even if new) already out of date?
- How are terms evolving? How do you exit? Are there inherent legal risks that come into play?

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What keeps people up at night?

- Appetite looks insatiable. Do we worry about sophistication? Are there legal risks on the horizon?
- Where do you put it as an institutional investor? Are we headed to sector leadership within institutions and away from traditional asset class definitions?
 - Are there internal legal policy considerations?

Thank you

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