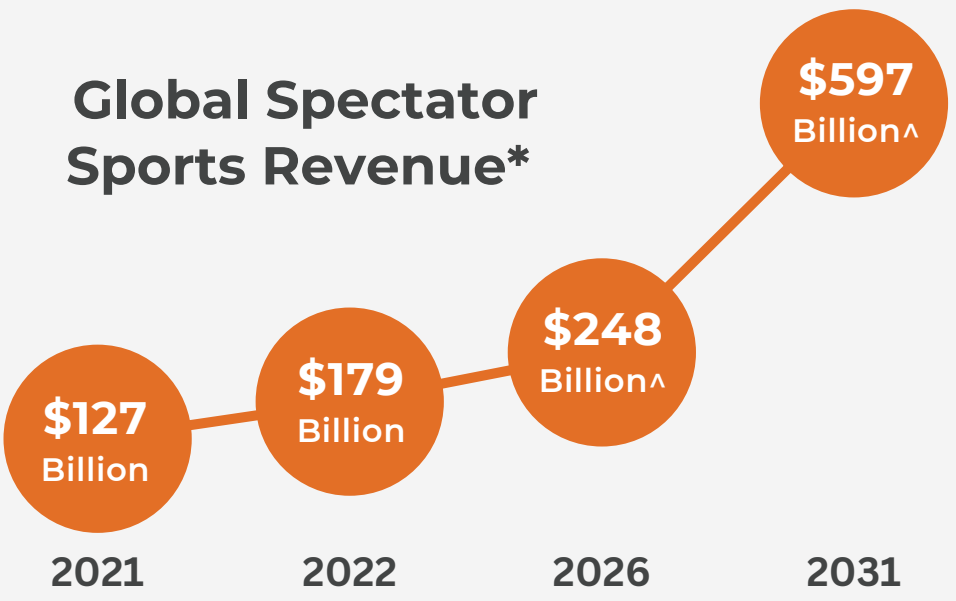


PROFESSIONAL SPORTS AT A GLANCE



*Sources: Thebusinessresearchcompany.com; Bestdataanalytics.com; Statista.com
^Projected

Team Revenue Sources*


Media Rights
\$20.14 B


Gate Receipts
\$19.2 B


Sponsorships
\$17.17 B


Merchandising
\$15.4 B

*North America, 2018; Source: Statista.com
^2023 projected

World's Most Valuable Sports Franchises*


Dallas Cowboys
\$8 B


New England Patriots
\$6.4 B

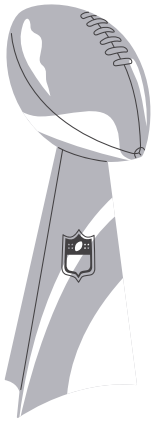

Los Angeles Rams
\$6.2 B


New York Yankees
\$6 B


New York Giants
\$6 B

*2022; Forbes

World's Most Valuable Sporting Event Brand*



The Super Bowl
VALUED AT
\$780 B

*2019; Source: Statista.com

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