

Reminder: U.S. Media – Conference Call Today with Sports Media Advisors (Materials Included)

In a clients-only conference call today, April 20th at 11 am ET, Michael Nathanson will be joined by Doug Perlman and Dan Shevchik of Sports Media Advisors, one of the leading advisory firms in the sports space, to discuss conclusions from our note on upcoming sports rights renewals (see [U.S. Sports: The Cost of Everything and the Value of... Everything](#), April 6) as well as current sports-related headlines.

Date: Monday, April 20, 2020

Time: 11 am ET

WebEx Link: Click [here](#) to join the WebEx meeting. We recommend you join 10-15 minutes prior to the start of the meeting.

Materials: Click [here](#).

Sports Media Advisors is a boutique advisory firm focused on the intersection of sports, media and technology. SMA's clients rely on our unique experience, expertise and relationships to help them navigate the rapidly evolving sports media landscape. Many are sports industry leaders, while others are new to the space. Among other things, SMA helps sports properties optimize multi-platform distribution strategies (including negotiating their primary media rights deals), develops and executes growth strategies for sports related businesses, and performs diligence and deal support for investors considering media, technology, and/or sports related opportunities. This is often done with an eye towards capitalizing on emerging trends in media. Clients have included the NFL, NASCAR, USTA, UFC, Little League, Learfield IMG College, Hockey Canada, Duke Men's Basketball, Twitter, NextVR, EA, and several leading private equity firms.