

Content Production, Development & Acquisition Trends for **Athlete Owned Companies**



Athlete-Owned Companies : Content Production, Development & Acquisition Deal Activities

Vitrina is the **Global Sourcing Hub** for the Entertainment Industry. We track 120,000 companies in the supply-chain to help our members find partners, content and opportunities.

This report:

We analyzed the Athlete Owned Companies for their content production, development and acquisition deal activities

List of Athlete Owned Companies

**SPRINGHILL
COMPANY**

UNINTERRUPTED



**SEVEN BUCKS
PRODUCTIONS**



Unanimous

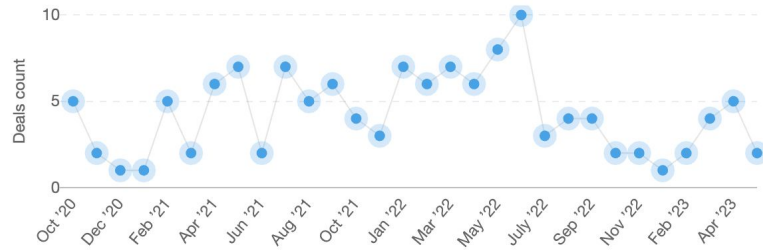
**OMAHA
PRODUCTIONS**

**199
PRODUCTIONS**

...and others were analyzed in this exercise

Athlete-Owned Companies Content Deal Volumes Content Production, Development, & Acquisitions

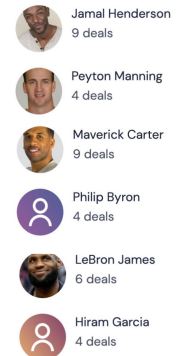
Month-on-Month



By Deal Category



Top Deal Maker Persons



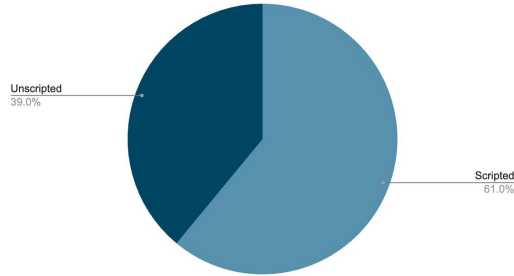
- **May 2022 has been the biggest month followed by a sharp drop.**
- **A host of Production and Development projects from these companies.**
- **Jamal Henderson, Maverick Carter, LeBron James – prominent dealmakers.**

Athlete-Owned Companies Content Deal Volumes Genres, Scripted/Unscripted, IP Type

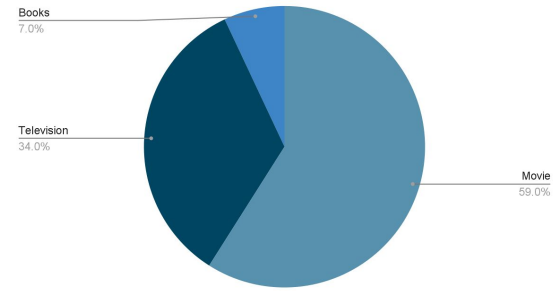
Rank By Genre

Documentary • 1	Comedy • 2
Drama • 3	Action • 4
Crime • 5	Thriller • 6
Family • 7	Science Fiction • 8

Scripted vs Unscripted



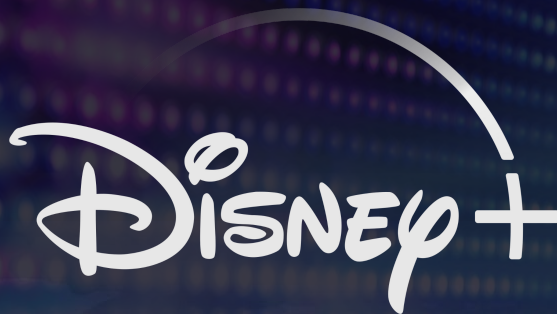
Movies vs TV vs Books



- **Documentary, Comedy, Drama**
- **39% Unscripted : 61% Scripted**
- **Movies 59% : Television 34% : Book Rights & Adaptations 7%**

Athlete Owned Companies Content Deal Volumes Top Partners

NETFLIX



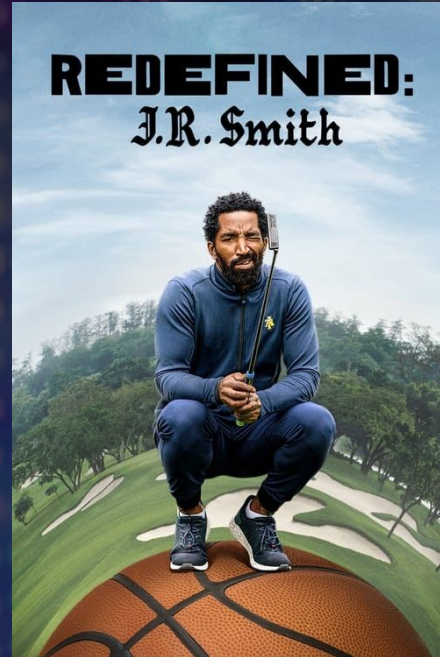
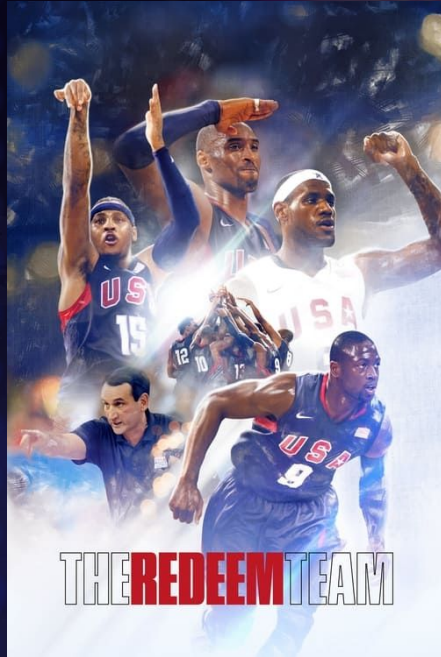
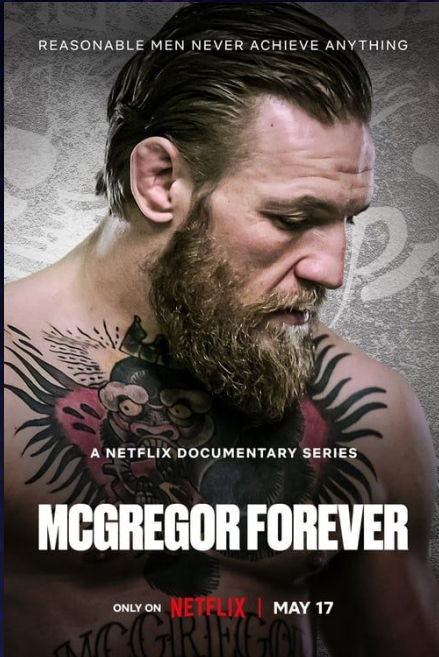
A+E
NETWORKS



Period: 1st Oct 2020 to 5th May 2023

Athlete-Owned Companies

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