

Press Release

Date of Release: 7 October 2016

Couchmans engaged on “ground-breaking” data project for Serie B

Italy’s Serie B enlists Couchmans for Data & Digital Transformation Project

Couchmans LLP has advised Lega Nazionale Professionisti Serie B (“Lega B”) on a first-of-its-kind data and digital project for Italian football.

The Couchmans team, led by Head of Sports Data Jody MacDonald, worked closely with Lega B’s Head of Digital Federico Smanio throughout 2016 to develop the League’s strategy. This will provide the League with a new, long term revenue stream, along with a host of related benefits for its member clubs, fans and sponsors, and is part of the wider “Digital Transformation” plan first announced by Lega B in September 2015.

Couchmans helped the League to prepare for and run a competitive tender process which eventually secured Genius Sport as the official partner who will help Lega B to commercialise the newly-created package of data and related rights in the betting and media sectors. The partnership will also generate a range of cutting-edge data products and services to aid fan engagement across the official digital platforms of the League and its Member Clubs.

Jody MacDonald commented:

“We were delighted to be involved in this ground-breaking project with Lega B, which shows yet again the opportunities for sports bodies to create additional value by using existing data and media rights in new ways.

The sports data market is complex and evolving at a rapid pace and it is more important than ever for sports bodies to take control and develop a considered strategy that optimises and protects their rights.”

Federico Smanio added:

“Couchmans was an immensely valuable partner for this project. The team’s knowledge of the market and track record of advising sports bodies on similar data and digital projects helped us to overcome many challenges along the way.

We’re very excited about this partnership which not only provides tangible commercial benefits to our League, but also goes some way to furthering our digital transformation – enabling us to engage ever more closely with our fans and to offer new opportunities to our Member Clubs and partners.”

For more information, contact:

Jody MacDonald, Couchmans LLP: jody.macdonald@couchmansllp.com

Note to Editors

About Couchmans LLP' Sports Data team

Couchmans' Sports Data team has implemented data collection, exploitation and licensing schemes for a wide range of sports leagues and federations globally, including: The International Tennis Federation, The ATP World Tour, La Liga in Spain and Football DataCo (The Premier League, English Football League and Scottish Professional Football League).

Couchmans also advises sports bodies on the parallel area of integrity strategies and programmes.

The aggregate value of official data deals upon which Couchmans has advised in recent years now exceeds several hundred million US dollars.

About Couchmans LLP

Couchmans is the UK's leading and award-winning specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports industry around the world.

The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach. As part of this global offering, Couchmans provides specialist sports legal, data, media and IP services to a number of sports clubs and entities in Italy.



Couchmans is internationally recognised as **Who's Who Legal Law Firm of the Year (Sports) 2016**.

Legal 500 Tier 1 in sport 2016

Website: www.couchmansllp.com

Twitter: [@CouchmansLLP](https://twitter.com/CouchmansLLP)