StellarAlgo Partners with NBA to Drive Innovation in Team Fan Engagement

Industry-leading StellarAlgo Platform to power NBA's deeper understanding of and engagement with the modern fan

CALGARY (January 18, 2023) – StellarAlgo is pleased to announce that the company is entering a multi-year, league-wide strategic partnership with the National Basketball Association (NBA). This agreement will provide all 30 NBA teams with access to the industry-leading StellarAlgo Platform to power better engagement with basketball fans whether in-venue or elsewhere. The company currently has direct, long-standing relationships with four NBA teams: the Brooklyn Nets, the Milwaukee Bucks, the Portland Trail Blazers, and the Sacramento Kings.

The StellarAlgo Platform unifies fan data from league and team data sources – including venues, e-commerce, social media, marketing, advertising channels, and more – into a single customer view of the fan experience. It's intentionally designed to make it easy for teams, leagues, and rightsholders to identify key segments and connect with the right fan, with the right messaging, at the right time, across multiple channels. These capabilities will play an integral role in ongoing efforts to deliver modern, personalized experiences to the NBA's passionate global fan base.

A key differentiator of StellarAlgo's offering includes the ability to map platform capabilities to a partners' customer engagement priorities and centralize best practices into Stellar Plays, which sales and marketing teams use to deliver personalized campaigns that help them connect more efficiently and effectively with their fans. In addition, StellarAlgo's relationship with its growing network of partners – including rapidly expanding ecosystem of media, gaming, and brand partners – provides a holistic understanding of NBA fans and the ways they engage with streaming, advertising, sports betting, merchandise, and more.

"We have built a vertically-integrated platform that makes it easy to understand and engage with the world's most passionate audiences. With over 200-million fans and 5-billion data points, our technology not only catalyzes organizational success but also makes it easier to be a fan," said Vincent Ircandia, Co-founder and CEO at StellarAlgo. "This partnership with the NBA and its teams is a testament to their belief in our platform and our shared vision for the future of fan engagement. We are excited about the opportunities ahead of us and the impact we will create together."

As part of the partnership, and to further align incentives between the organizations, the NBA will also become a meaningful equity holder in StellarAlgo.

"The NBA is pleased to partner with StellarAlgo to create new strategic opportunities to enable our teams to engage efficiently with their fans in more personalized ways across the global sports and entertainment landscape," said David Lee, Head of NBA Equity. "We strongly believe the company has tremendous growth potential, and as a strategic partner and a meaningful shareholder, we're looking forward to helping StellarAlgo achieve those goals."

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About StellarAlgo

Founded in 2016, StellarAlgo is the leading customer cloud platform for the sports and entertainment industry, serving live audience organizations across North America, including enthusiast brands, sports teams, sponsors, and live events properties. Backed by proprietary machine learning technology trained on over 5-billion interaction data points across more than 100-million unique records, the StellarAlgo Platform enables industry professionals to predict and understand how fans engage with their favorite properties while implementing a fan-centric approach that maximizes the lifetime value of their fan universe – it's the reason more than 110 major and minor league sports franchises, entertainment, and live audience organizations put the StellarAlgo Platform at the core of their operations. StellarAlgo is headquartered in Calgary, Canada. For more information, please visit stellaralgo.com.