

# Empowering Sports Franchises: How Private Equity is Revolutionising Fan Engagement and Cybersecurity in the Digital Era



## Private equity is impacting digital-cybersecurity resilience in sports franchises

In the dynamic world of professional sports, ownership rules and digital-cybersecurity resilience have become pivotal aspects that shape the success and competitiveness of sports franchises. Private equity ownership has gained prominence across various sports leagues, including the NFL, NBA, NHL, and MLB, presenting opportunities for strategic investments and growth. Additionally, digital and data maturity, along with cybersecurity SASE (Secure Access Service Edge) resilience, have emerged as critical priorities for sports franchises in the digital era. In this blog, we will explore the new private equity ownership rules in the NFL, compare them with other leagues, analyze the cybersecurity SASE resilience and digital maturity of NFL franchise clubs, and examine the correlation between smart technology investments and SASE adoption from Private Equity firms across sports leagues.

### **Private Equity Ownership Rules in the NFL:**

The NFL has recently introduced new private equity ownership rules to allow investment firms to acquire minority stakes in its franchises. These rules aim to provide NFL teams with additional capital for strategic investments, expansion, and innovation while maintaining the league's competitive balance and integrity. Private equity firms can now invest in NFL clubs, subject to approval from the league and compliance with specific ownership guidelines and financial regulations.

### **NFL Comparison with NBA, NHL, and MLB:**

When comparing the private equity ownership rules in the NFL with the NBA, NHL, and MLB, distinct differences emerge. The NBA and NHL have relatively more flexible rules regarding private equity ownership, allowing investment firms to acquire larger stakes in teams. In contrast, MLB has historically maintained stricter regulations on private equity investments to uphold the traditional ownership structure in baseball. Each league's approach to private equity ownership reflects its unique considerations in balancing financial opportunities with competitive integrity.

## Digital & Data Maturity and Cybersecurity SASE Resilience

### **NFL Franchise Clubs:**

In the digital age, cybersecurity SASE resilience and digital maturity are essential for NFL franchise clubs to safeguard their data, systems, and fan information from cyber threats. NFL teams have been increasingly focused on enhancing their cybersecurity measures, implementing SASE strategies, and leveraging smart technologies to drive performance and fan engagement. Key areas of focus include network security, data protection, cloud security, and incident response planning to ensure enterprise-wide effective SASE strategies are in place to mitigate cybersecurity risks effectively.

### **Benchmark Comparison with NBA, NHL, and MLB:**

When benchmarking the cybersecurity SASE resilience and digital maturity of NFL franchise clubs against the NBA, NHL, and MLB teams, the NFL stands out for its advanced SASE strategies and digital capabilities. NFL clubs have made significant investments in smart technology, data analytics, and cybersecurity solutions to fortify their defences and deliver a secure and seamless fan experience. While the NBA and NHL have also prioritised cybersecurity and digital innovation, MLB clubs are progressively enhancing their SASE resilience and digital maturity to keep pace with evolving threats and technologies.

### **Correlation to Smart Technology Investments & SASE Adoption from Private Equity Firms:**

There is a direct correlation between the level of smart technology investments and SASE adoption from Private Equity firms and the cybersecurity SASE resilience and digital maturity of sports franchise clubs. Private equity investments enable teams to enhance their technology infrastructure, implement cutting-edge SASE solutions, and leverage data analytics for performance optimization and fan engagement. As private equity firms inject capital into sports franchises, they play a crucial role in driving innovation, strengthening cybersecurity defences, and fostering digital transformation across leagues.

## Conclusion

The new private equity ownership rules in the NFL signify a shift towards greater investment opportunities and innovation in sports franchises. Cybersecurity SASE resilience, digital maturity, and smart technology investments are integral components that shape the competitiveness and sustainability of NFL clubs. By benchmarking against other leagues, implementing enterprise-wide effective SASE strategies, and leveraging private equity investments strategically, NFL franchise clubs can enhance their cybersecurity defences, drive digital innovation, and position themselves for long-term success in the evolving landscape of professional sports.