

SCCG Management and Data Sports Group Partner to Deliver Sports Content and Analytics to the Media industry

LAS VEGAS, NV, USA, August 3, 2021

/EINPresswire.com/ -- Stephen Crystal,

Founder of SCCG Management, announced the completion of an agreement with Sowbhagya Shetty, CEO of Berlin, Germany based Data Sports Group (DSG), for strategic consulting and business development in the US media markets.



DSG's sports content is a perfect match for publishers, sports websites and betting affiliates."

Sowbhagya Shetty, CEO, Data Sports Group

DSG provides highly accurate and consistent data for a wide number of traditional sports and esports events. Media publishers can unlock new commercial opportunities and revenue streams while readers get access to well-structured and compelling sports sections that bring editorial together with data & insights.

Said Crystal on the announcement, "We are excited to be

able to bring this powerful suite of content and analytics for traditional sports and esports to cable and television, mobile, web, and OTT media companies. The ability to deploy automated, AI-driven video with data and analytics is a powerful capability, which we can now easily deploy through DSG."

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Sowbhagya commenting on the announcement, "DSG's sports content is a perfect match for publishers, sports websites and betting affiliates. Media publishers looking to use sports betting content to monetize their userbase benefit by integrating our historical and live data across the full spectrum of professional sports"

DSG content suite in North America:

- Sports Data & Statistics covering 40+ sports, 5000+ competitions including all US Sports

- Odds feeds from leading bookmakers with prices for several markets
- Sports News content, meta-tagged for searchable content structure
- Data-driven sport videos
- Create user-focused content & betting research tools using a vast sports content library

ABOUT DSG

Data Sports Group provides live sports data to media publishers and gaming segments with data feed services and rich front-end solutions.

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Photos of Stephen Crystal and Sowbhaga Shetty and SCCG and DSG company logos

This press release can be viewed online at: <https://www.einpresswire.com/article/547778131>

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