



MAJOR LEAGUE RUGBY™

Elevate Your Sportsbook Offering: Tap into the Growing MLR Market for a Competitive Edge!

ON THE RISE IN NORTH AMERICA.

BY 2031, MLR WILL ...

Host over **3M FANS** at MLR facilities

Reach **106M VIEWERS**, including regional, national, and international broadcasts and TRN

Introduce **5M YOUTH** to the sport of rugby with 1M participating



TOTAL IN STADIUM

260K+

13% GROWTH SINCE 2021

CHAMPIONSHIP

10K+

32% GROWTH SINCE 2021

AVERAGE IN STADIUM

29%

GROWTH SINCE 2021

A NATIONWIDE OPPORTUNITY.



11 NORTH AMERICAN MARKETS
6 of the TOP 10 DMAs

★ Potential New Markets by 2031: Austin, Kansas City, Little Rock, Nashville, Cleveland, Detroit, Denver, Las Vegas, San Francisco, Orlando, Raleigh, Philadelphia



COMPREHENSIVE BROADCAST COVERAGE.

NATIONAL

Game of the week broadcast on Fox Sports. Championship game live on main network



FS1 FS2

REGIONAL

All 13 MLR teams have regional broadcast partnerships showing all games in their markets



STREAMING

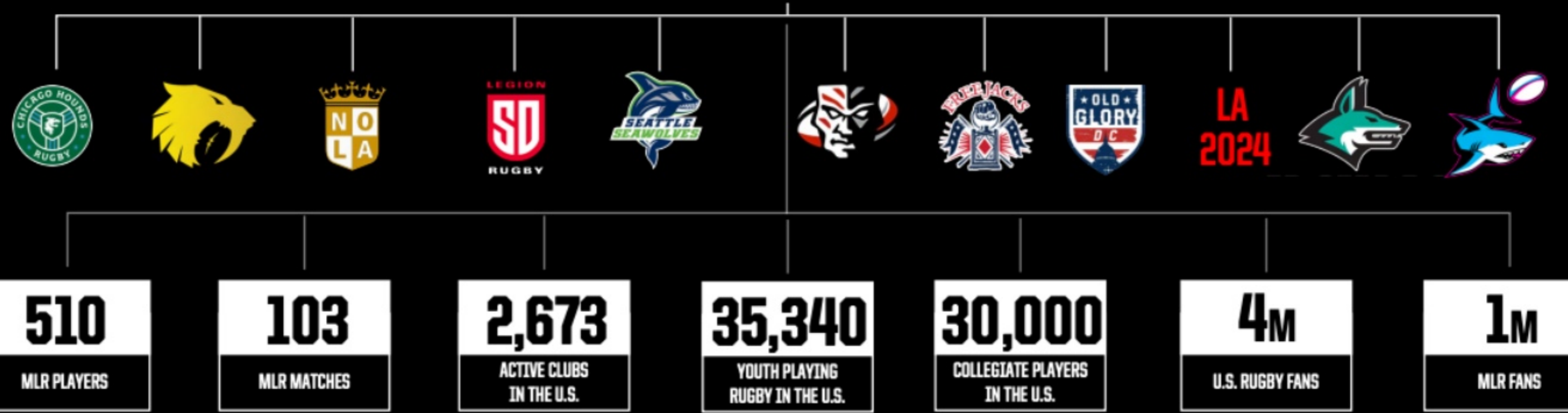
The Rugby Network (MLR owned), streams all games nationally and internationally



330K+ FS1 AVG. HOUSEHOLDS
80% GROWTH SINCE 2021

247K+ THE RUGBY NETWORK HOURS WATCHED
52% GROWTH SINCE 2021

171K+ THE RUGBY NETWORK SUBSCRIBERS
307% GROWTH SINCE 2021



A GLOBAL SPORT.



Demographic

RUGBY WORLDWIDE

10M+ CURRENT ACTIVE PLAYERS

400M+ FANS

221 COUNTRIES WITH RUGBY FANS

RUGBY WORLD CUP

3rd MOST VIEWED SPORTING EVENT GLOBALLY

501M CUMULATIVE LIVE AUDIENCE FOR THE 2019 RWC

2031 RUGBY WORLD CUP COMING TO AMERICA

AGE

18-24 10%

25-34 30%

35-44 21%

45-54 16%

55-64 12%

65+ 9%

17% FEMALE

83% MALE



Visit MLR Website

Contact SCCG