



DLA Piper advises on the merger of Sportway AB and Norwegian MyGame Group AS



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DLA Piper has advised Sportway AB, a Swedish company with a leading position within AI automated video and data production of sporting events, on the merger with its Norwegian equivalent MyGame Group AS, together forming the new parent company Sportway Media Group AB.

Following the merger, Sportway Media Group AB will consist of Sportway AB, Live Arena Sports AB and MyGame Group AS, as well as 51 percent of the shares in MyGame Group Norway AS and joint venture arrangements with sports federations in Sweden, Finland, Denmark and the Czech Republic.

Sportway Media Group AB currently has operations in Norway, Sweden, Finland, Denmark and the Czech Republic, and there are plans for a substantial expansion across the European market in the coming years.

DLA Piper's team has consisted of Magnus Oskarsson, Petros Vardanian, Sara Latrach and Hanna Lindskog.

Read more about this merger via the link below.