

Dazn Group names new entity to handle global media partnerships

Dazn Group, formerly known as Perform Group, has made Dazn Media the new entity responsible for its global media partnerships.

As part of the initiative, Dazn Media has launched an innovative off-platform network called Dazn+, aggregating the reach from owned media platforms.

Dazn Media will also oversee all global and local commercial opportunities for brands across DAZN

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