Lottery.com Launches New Content Production and Revenue-Generating Arm: Sports.com Studios

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FORT WORTH, Texas, March 25, 2025 (GLOBE NEWSWIRE) -- Lottery.com Inc. (Nasdaq: LTRY, LTRYW) (“Lottery.com” or the “Company”), a leading technology company in digital lottery and sports entertainment, has announced the launch of Sports.com Studios (“SDCS”). SDCS will serve as the Company’s dedicated content creation arm, producing original content for the Sports.com platform along with generating revenue through content licensing and distribution to third parties. The first original productions from SDCS are expected in the third quarter of 2025.

Marc Bircham, Director of Sports.com and QPR legend, commented:
"We have always envisioned Sports.com creating its own original content for a global audience. In today’s crowded media landscape, brands face increasing challenges in reaching consumers. By launching Sports.com Studios, we are establishing a dedicated resource that will produce bespoke, high-quality content tailored to our audience. This initiative positions us as a premier sports content creator, producing compelling content that fans truly want to see. Sport has given me everything, and I know how powerful storytelling can be. With Sports.com Studios, we’re building something authentic that puts athletes and fans at the center."

Cultivating Fan Engagement and Loyalty

Exclusive behind-the-scenes footage, player interviews and custom documentaries will offer audiences a personal in-depth look at their favorite teams, players and games. By offering fans deeper engagement with players, teams and leagues, SDCS will strengthen fan loyalty while driving increased interaction with the Sports.com brand. These initiatives will also unlock new revenue streams through advertising, sponsorships and pay-per-view content.

Establishing Brand Differentiation
Offering exclusive sports content allows Sports.com to carve out a distinct identity in the sports entertainment space. By delivering content that cannot be found elsewhere, SDCS aims to drive viewership, enhance subscription-based revenue and attract strategic brand partnerships.

Multiple Monetization Opportunities
The launch of Sports.com Studios will open or expand several revenue streams, including:

- Advertising & Sponsorships – High-quality, exclusive content is highly attractive to brands seeking to engage curated and engaged audiences.
- Subscription & Pay-Per-View Models – Platforms like Netflix and ESPN+ have demonstrated that premium sports content can successfully attract and retain paying subscribers.
- Merchandising & Licensing – Original, exclusive sports content will create demand for team-related merchandise, memorabilia, and other brand extensions.

Maximizing Social Media Reach & Virality
The production of tailored content for platforms like Instagram, TikTok and YouTube will boost brand visibility and audience engagement. Viral moments—whether behind-the-scenes footage, challenges, or iconic sports highlights—will drive widespread brand awareness and cultivate a dedicated, interactive fan base.

Leveraging a Data-Driven Content Strategy
SDCS will collect valuable insights on audience preferences, viewing habits and engagement patterns. This data will be leveraged to refine future content strategies, optimize marketing efforts and further enhance the fan experience. The audience data allows advertisers to optimize campaigns for better engagement by targeting specific demographics, interests and behaviors. The Company is committed to protecting user privacy and will implement data security protocols to ensure all data is responsibly managed and in compliance with relevant regulations.

Expanding Global Reach
SDCS will produce diverse content formats designed to appeal to a broad range of audiences ranging from short-form videos, curated to in-depth documentaries. SDSC aims to attract a broad, global audience by delivering exclusive, engaging content to sports consumers around the world. The Company has signed on three global ambassadors to promote SDCS to a global audience. Joining Bircham are Tamer Hassan and Ant Middleton.

Tamer Hassan, Lottery.com Director, legendary actor and sports advocate:
"This is more than just content—it’s culture. Sports.com Studios is giving fans a new way to connect with the sports and personalities they love. I’m proud to be a part of something that truly celebrates the spirit of sport."

Ant Middleton, retired United Kingdom Special Forces (SBS) operator and the long time host of SAS: Who Dares Wins:
"Discipline, resilience, and high performance—those values are at the core of both elite sports and elite military units. I’m excited to bring that energy to Sports.com Studios and inspire audiences with stories that matter."

Matt McGahan, Chairman and CEO of Lottery.com, stated:
"The value of original sports content extends far beyond entertainment—it fosters engagement, drives revenue, expands our audience reach and builds long-term emotional connections with fans. From the outset, one of our key objectives was to deliver high-quality, original content to sports audiences around the world. With the launch of Sports.com Studios, we are now able to achieve this vision while creating new revenue opportunities and increasing shareholder value. We are incredibly excited to see this venture take off.”

For more information, please visit www.lottery.com.

Important Notice Regarding Forward-Looking Statements

This press release contains statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements, other than statements of present or historical fact included in this press release, regarding the Company's strategy, future operations, prospects, plans and objectives of management, are forward-looking statements. When used in this Form 8-K, the words "could," "should," "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "project," "initiatives," "continue," the negative of such terms and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words. These forward-looking statements are based on management's current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. The forward-looking statements speak only as of the date of this press release or as of the date they are made. The Company cautions you that these forward-looking statements are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond the control of the Company. In addition, the Company cautions you that the forward-looking statements contained in this press release are subject to risks and uncertainties, including but not limited to, any future findings from ongoing review of the Company's internal accounting controls, additional examination of the preliminary conclusions of such review, the Company's ability to secure additional capital resources, the Company's ability to continue as a going concern, the Company's ability to respond in a timely and satisfactory matter to the inquiries by Nasdaq, the Company's ability to regain compliance with the Bid Price Requirement, the Company's ability to regain compliance with Nasdaq Listing Rules, the Company's ability to become current with its SEC reports, and those additional risks and uncertainties discussed under the heading "Risk Factors" in the Form 10-K/A filed by the Company with the SEC on June 4, 2024, and the other documents filed, or to be filed, by the Company with the SEC. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that the Company has filed and will file from time to time with the SEC. These SEC filings are available publicly on the SEC's website at www.sec.gov. Should one or more of the risks or uncertainties described in this press release materialize or should underlying assumptions prove incorrect, actual results and plans could differ materially from those expressed in any forward-looking statements. Except as otherwise required by applicable law, the Company disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release.

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