

**EMBARGOED UNTIL TUESDAY 7TH MARCH 2023 10AM GMT**

## **Pumpjack Announces Partnership with World Netball**

Pumpjack Dataworks, creators of proprietary Customer Data Platform Technology that uniquely unifies and values rightsholders' fan data to drive new revenue opportunities, has today announced World Netball, the world governing body for netball, as the latest addition to their growing global client roster.

The multi-year agreement will see Pumpjack work with World Netball to help deliver their Grow Strategy, which sets out to increase the global participation, reach, revenue and capacity of netball by developing a greater understanding of their global audience, implementing strategies to significantly increase their known user data and consequently increasing commercial value to the organisation and its partners.

Pumpjack will use the upcoming Vitality Netball World Cup 2023 (VNWC2023), taking place at the Cape Town International Convention Centre from the 28th July until the 6th August 2023, as a catalyst to driving World Netball's data acquisition and valuation strategy.

**Nick Goggans**, Co-Founder and CEO of Pumpjack Dataworks, said: "As we continue to grow our client base globally, it is hugely exciting to be adding World Netball to our family of clients. Pumpjack exists to increase the value of our clients' businesses through realising the transactional, commercial and asset value of the data they own – or should own.

"World Netball is a significantly forward-thinking organisation, and we are excited to be working with them to deliver their future growth objectives."

**Clare Briegal**, CEO of World Netball, said: "Increasing the reach of netball is a key part of World Netball's Strategic Plan and through our partnership with Pumpjack Dataworks we'll be able to understand and scale our audience to help achieve this.

“We look forward to working together on a data acquisition strategy to build value for our Commercial Partners, Members and Regional Federations, with a particular focus on the upcoming Vitality Netball World Cup 2023 in Cape Town.”

**ENDS**

**Image:**



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**Notes to Editors:**

**About World Netball**

World Netball is the sole, internationally recognized governing body for netball affiliated to the International World Games Association and the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 79 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the development and implementation of World Netball’s Strategy To Grow, To Play, To Inspire, policies and the development of the sport in their respective regions.

The Netball World Cup (NWC), previously known as the World Netball Championships is netball’s flagship event owned by World Netball, and it brings together the top 16 teams in the world every four years. The hosts of the NWC automatically qualify for the competition, as well as the top five teams in the World Netball World Rankings on the date of qualification. The remaining 10 teams are decided through qualifiers in World Netball’s 5 regions, as the top two teams from each qualifier will be invited by World Netball to compete at the NWC. The NWC, which first started in 1963, showcases netball around the world through a range of broadcast partners introducing Netball to a whole new audience.

World Netball Congress is also held alongside the event providing a global forum for Netball nations to come together, innovate, share ideas and celebrate women in sport. The Netball World Cup 2023 will be held in Cape Town, South Africa from the 28th July to the 6th August 2023 at the International Convention Centre.

### **About Pumpjack Dataworks**

Pumpjack Dataworks is a market leader in fan data knowledge & insight. Providing Teams, Leagues and Federations one universal platform to access all of their available fan data. Only Pumpjack can ingest, automate and analyse all fan data types at scale, across all infrastructures. Data-driven Sports organisations around the world rely on Pumpjack to access and manage their data, understand the

full value of the data they own and safely exchange datasets with partners. Founded in 2018, Pumpjack is headquartered in Fort Worth, TX.