**Comcast Intros Sports Accelerator for New Tech Advantage**

Comcast will put at least $15 million a year into startup accelerator SportsTech, which will invest in new sports-related companies belonging to one or more of eight categories, in an effort to link its media and sports league partnerships with emerging entities, the cable company said. The new property is aimed at giving Comcast an advantage in sports-related fields and technology such as smart stadiums and gambling.

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<https://www.cnbc.com/2020/01/14/comcast-launches-accelerator-for-sports-start-ups.html>