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UK Streaming Firm DAZN Expands Global Tech Operations in Hyderabad

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UK-headquartered sports streaming platform DAZN has announced the launch of a new technology centre of excellence in Hyderabad, India. The move aligns with DAZN’s broader strategy. As DAZN’s first major sports tech facility in India—its fifth globally—it also reinforces

The new centre was formally announced following a meeting in London with Telangana’s IT and Industries Minister KT Rama Rao. DAZN plans to invest ₹1,000 crore (approx. £95

million) over the next five years in its Hyderabad operations, including an initial ₹200–₹222 crore and more to follow.

At launch, the Hyderabad centre employed over 350 professionals, with DAZN aiming to grow that number to around 1,000 by December 2023 and 2,500 by December 2024. The firm aims to increase the headcount to approximately 4,500 by 2028 as part of its long-term plans. This expansion not only enhances DAZN's in-house technical capabilities but also positions Hyderabad as one of the key nodes in its global operations network.

DAZN has established itself as a digital-first broadcaster, known for delivering high-quality sports content through its streaming platform. Its emphasis on proprietary technology has allowed it to offer flexible, data-driven viewing experiences for fans worldwide. The new hub in Hyderabad will play a crucial role in developing next-generation streaming solutions, enhancing app performance, and optimising content delivery.

The decision to invest heavily in India's tech ecosystem aligns with the wider trend of global companies tapping into the country's skilled digital workforce. For DAZN, this expansion is a calculated step to maintain a competitive edge in the rapidly evolving sports broadcasting landscape while ensuring robust support infrastructure for global operations.

As the digital economy evolves, DAZN's expansion reflects a forward-looking business strategy that combines technological innovation with global scalability, a model designed to deliver lasting value for both the company and the regions in which it operates.