

Exhibit E

EXECUTION

THIRD AMENDMENT TO PITCHf/x AGREEMENT

This Third Amendment to the PITCHf/x AGREEMENT (this "Third Amendment"), dated as of December 15, 2014 (the "Third Amendment Effective Date"), is made and entered into by and between MLB Advanced Media, L.P. a Delaware limited partnership, with offices at 75 Ninth Avenue, New York, NY 10011 ("MLBAM") and Sportvision, Inc., a Delaware corporation, with offices at 4619 N. Ravenswood Ave., Suite 304, Chicago, IL 60640 ("Sportvision") (each of MLBAM and Sportvision a "Party" and, collectively, the "Parties") and shall amend that PITCHf/x Agreement executed by the Parties and effective as of February 7, 2006, and as amended as of January 1, 2009 and December 31, 2011 (as so amended, the "Agreement"). As specifically amended pursuant to this Third Amendment, all terms and conditions of the Agreement shall remain in full force and effect with all amendments set forth in this Third Amendment being effective from and after the Third Amendment Effective Date. Any capitalized term not defined herein shall have the meaning set forth in the Agreement.

The Parties agree to amend the Agreement as follows:

A. Definitions. The following definitions shall be added to the Agreement in Section 1:

"Broadcast Agreements" shall be as set forth in Section 5.1(a).

"Broadcast Revenue" shall be as set forth in Section 5.1(b).

"Excess Broadcast Revenue" shall be as set forth in Section 5.1(b).

"FIELDf/x License" shall be as set forth in Section 2.8.

"FIELDf/x System" shall mean Sportvision's proprietary system consisting of Sportvision IP to track players and hit balls on a baseball field. For purposes of clarity, "FIELDf/x System" expressly excludes: (i) the PITCHf/x System and any Sportvision IP relating thereto; and (ii) GameLab (as defined below) and any Sportvision IP relating thereto.

"FIELDf/x System Data" shall mean any data on players and hit balls captured by the FIELDf/x System.

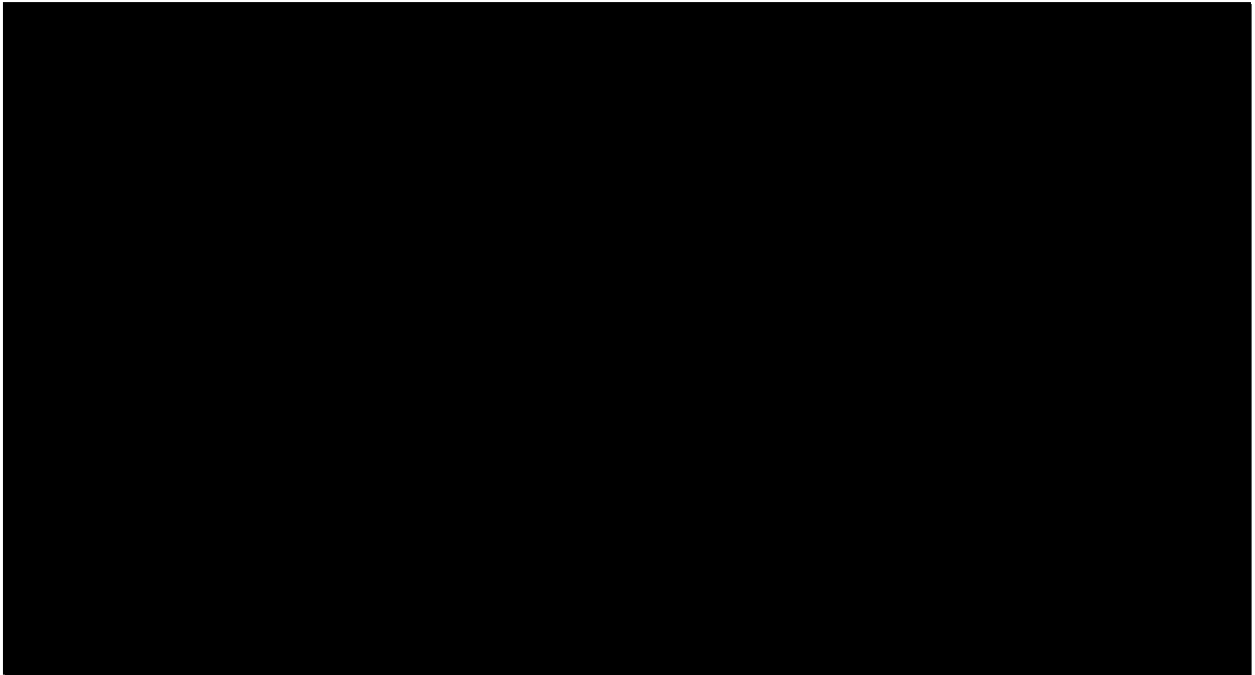
"GameLab" shall mean Sportvision's proprietary high-speed video system generating a biomechanical model of batters and pitchers. GameLab technology includes determining positions and motions of body parts of such players, and also includes the skeletal position and other data points generated by such system for use in coaching applications. For clarity, to the extent that data is captured by GameLab in MLB stadiums, (i) GameLab will not be used for media purposes and will only collect data on batters and pitchers, and (ii) such captured data shall be made available for use solely by MLB clubs.

"PITCHf/x Derivative Data" shall be as set forth in Section 5.7.

B. Sportvision Obligations. Section 2 of the Agreement shall be amended as follows:

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Section 2.7 is hereby deleted in its entirety and replaced with the following:



New Sections 2.8, 2.9, 2.10, 2.11 and 2.12 are hereby added at the end of Section 2:

2.8 FIELDf/x License.



[REDACTED]

2.9 FIELDf/x System Data Rendering Services. [REDACTED]

2.10 FIELDf/x System Improvements. [REDACTED]

2.11 PITCHf/x System Data Rendering Services. [REDACTED]

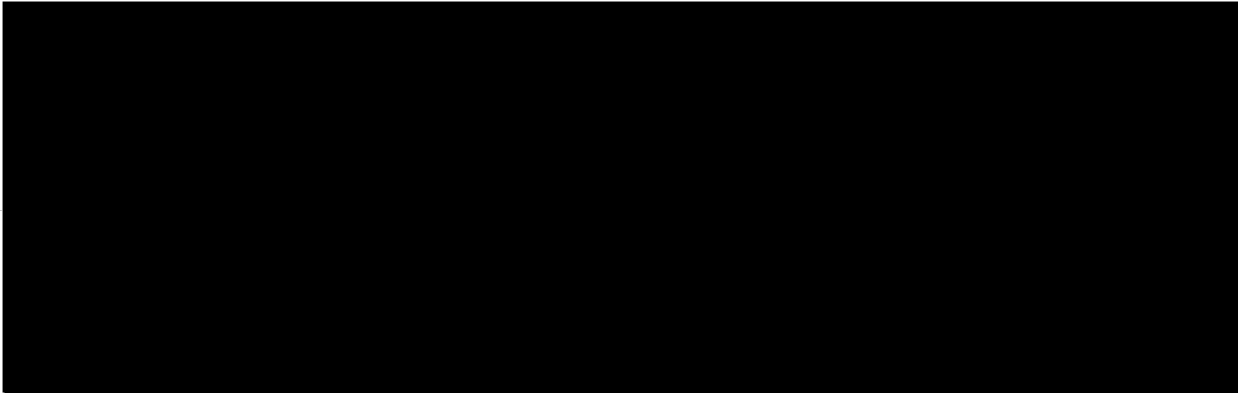
2.12 GameLab Option. [REDACTED]

C. MLBAM Obligations. Section 3 of the Agreement shall be amended as follows:

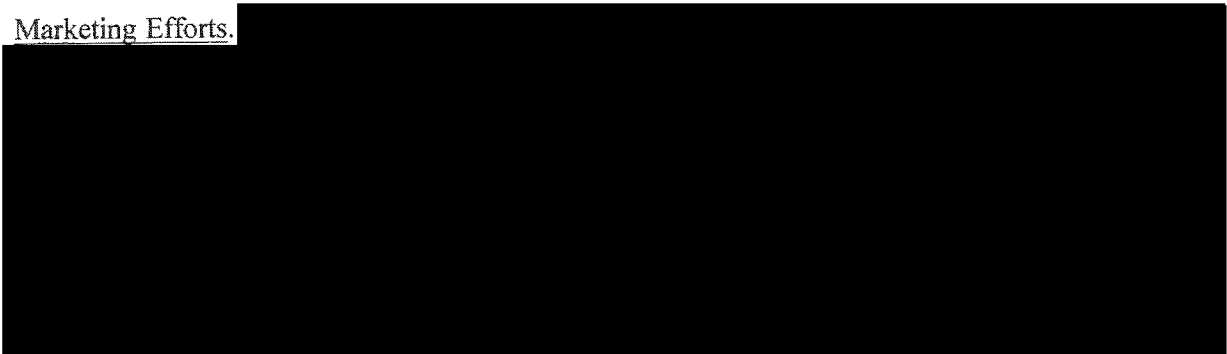
New Sections 3.7 and 3.8 are hereby added at the end of Section 3:

3.7 FIELDf/x Exclusivity. [REDACTED]

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D. Marketing Efforts.



E. Financial Arrangements. Section 5 of the Agreement shall be amended as follows:

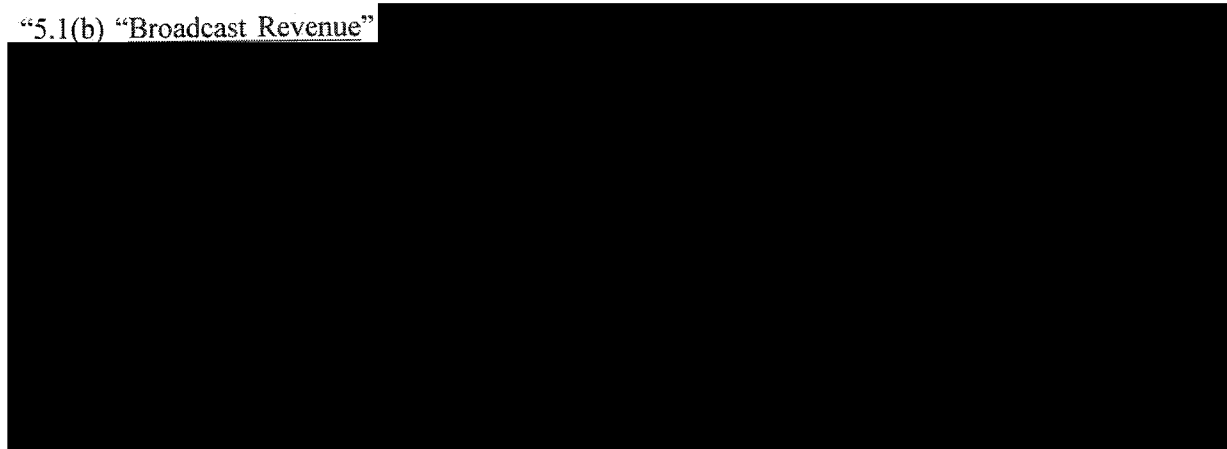
Section 5.1(a) of the Agreement ("MLBAM Revenue") is hereby deleted in its entirety and replaced with the following:

"5.1(a) "Broadcast Agreements"




Section 5.1(b) of the Agreement ("Sportvision Revenue") is hereby deleted in its entirety and replaced with the following:

"5.1(b) "Broadcast Revenue"



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Section 5.1(c) ("Joint Revenue") is hereby deleted in its entirety.

Section 5.1(d) ("MiLB Revenue") is renumbered as Section 5.1(c) and the language 


Section 5.2 ("Revenues") is hereby deleted in its entirety and replaced with "Section 5.2. Intentionally omitted."

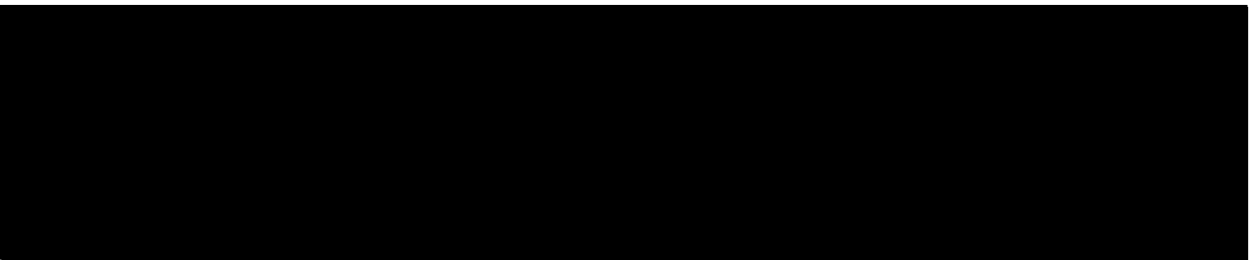
Section 5.3 ("Expenses") is hereby deleted in its entirety and replaced with "Section 5.3. 


New Sections 5.5, 5.6, 5.7, 5.8, 5.9 and 5.10 are hereby added at the end of Section 5:

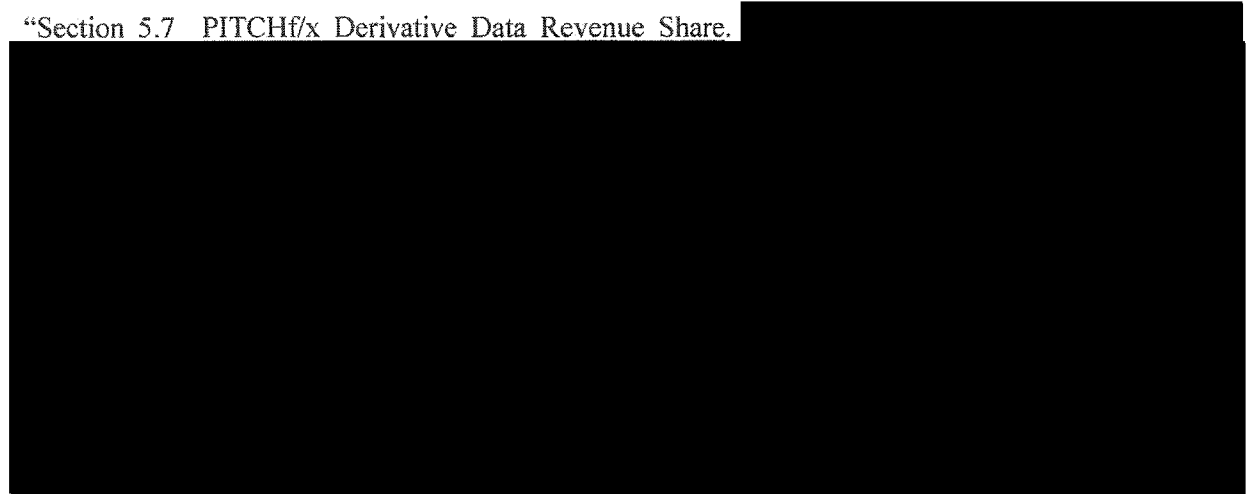
"Section 5.5 Broadcast Revenue. 

"Section 5.6 2015 PITCH/x System Data Rendering Fee. 

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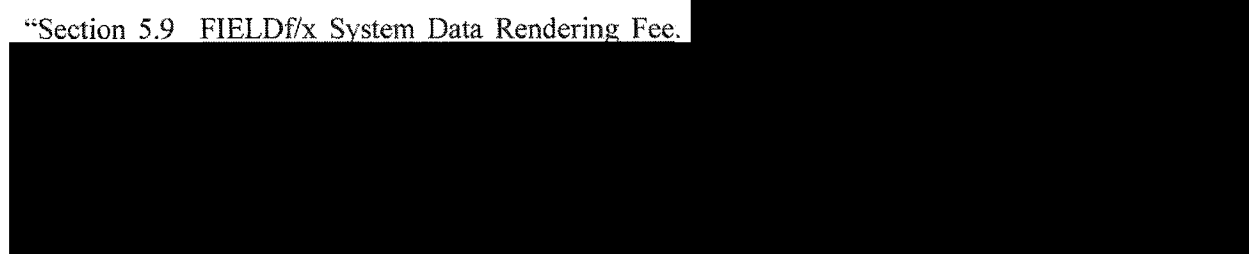
“Section 5.7 PITCHf/x Derivative Data Revenue Share.



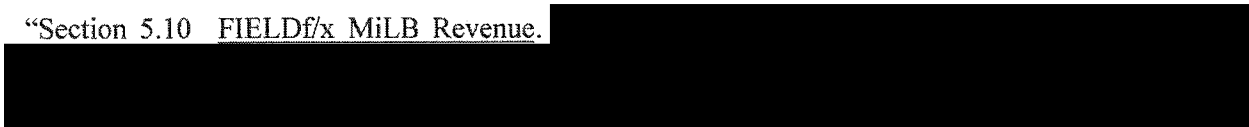
“Section 5.8 FIELDf/x License Fee.



“Section 5.9 FIELDf/x System Data Rendering Fee.



“Section 5.10 FIELDf/x MiLB Revenue.



F. Term. Section 12.1 of the Agreement (“Term of Agreement”) shall be deleted in its entirety and replaced with the following:

12.1 Term of Agreement. This Agreement will be effective on the Effective Date and will remain in force until December 31, 2019, unless otherwise terminated as provided herein (the “Term”). Within six (6) months prior to the end of the Term, the Parties shall enter into good faith negotiations regarding the renewal of this Agreement and the terms of such renewal; provided,

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that whether or not this Agreement is renewed following the end of the Term, (i) MLBAM shall permit Sportvision to render all services to ESPN under Sportvision's current agreement with ESPN through the expiration thereof; and (ii) the Parties agree to negotiate in good faith to continue the commercial exploitation of PITCHf/x Derivative Data beyond the 2015 MLB season, but absent such a continuation Sportvision's obligations with respect to PITCHf/x System will cease (except as to ESPN for the 2016 MLB season as expressly provided herein) and MLBAM's obligations with respect to payment for the PITCHf/x System set forth in Section 5.6 will likewise cease.

G. Announcement. MLBAM and Sportvision agree to issue a press release announcing the pertinent business (but not financial) terms effected by this Third Amendment, such release to be made within thirty (30) days following the Third Amendment Effective Date.

H. Fee for Use of FIELDf/x System for Other Sports. 

I. Counterparts; Electronic Signatures. This Third Amendment may be executed in counterparts, each of which will constitute an original of this Third Amendment and both of which together shall constitute one and the same Third Amendment. Signatures delivered by facsimile, pdf or similar electronic means shall have the same force and effect as original signatures.

IN WITNESS WHEREOF, the Parties hereto have executed this Second Amendment to the PITCHf/x Agreement by persons duly authorized as of Third Amendment Effective Date.

MLB ADVANCED MEDIA, L.P.

SPORTVISION, INC.

By MLB Advanced Media, Inc.,
Its General Partner

By: 

By: 

Print Name: Kenneth Gersh

Print Name: Henry Adams

Title: EVP, Business

Title: CEO, Sportvision Inc

Date: 3/30/15

Date: 3/20/2015