

**SPORTEL Monaco 2024:
Another Resounding Success for the Global Sports Media and Tech Industry**

Monaco, 30 October, 2024 – The curtain has closed on this highly successful SPORTEL Monaco, confirming once again its leading role as the world's largest networking and content marketplace for the sports media and tech industry.

Over three intensive days, SPORTEL welcomed an unparalleled gathering of top industry players, from global media executives to tech innovators, representing more than **46% of C-level executives**. The **34th SPORTEL Monaco, drew over 2,000 participants** filling the 7,000 square meters bustling exhibition and market floor, to explore and discuss the latest trends shaping the future of sports.

This year's **Conference Summit** offered the SPORTEL community an unprecedented level of masterclasses, keynotes and presentations hosted by industry heavyweights and disruptive innovators, with the programming, capturing the hottest topics and future trends. Companies such as AWS, LiveU, Pixellot and WSC Sports captivated attendees with their latest innovations around AI video streaming and new platforms, while a power panel featuring OBS, Alibaba Group and WBD looked back at the phenomenal broadcast success of Paris 2024. The room filled discussions continued with a look behind the lens at sports docuseries, the evolving role of sponsorship as a revenue generator, the global rise of cricket as a sport and evolving fan engagement models and more.

Inspiring discussions with the footballing legends turned entrepreneurs, **Marco Materazzi** and **Gerard Piqué**, added a dynamic layer to the event. To complete the now famous Speakers Corner, SPORTEL launched the brand-new **Innovation Stage** welcoming a number of first-time presenters at SPORTEL.

The 2024 event also offered a refreshed experience, including the inaugural **Women's Lunch**, celebrating the accomplishments and influence of women in the sports industry.

*"SPORTEL Monaco 2024 has once again demonstrated its unique value, serving as a critical touchpoint for industry leaders worldwide and we are deeply grateful for the enthusiasm and commitment of our community, whose support continues to elevate SPORTEL as a global standard of excellence in sports business. We make a point to continuing our international development mission with upcoming initiatives including **SPORTEL Talks New York** this December, co-located with the SVG Summit NYC, and the much-anticipated return of the spring **SPORTEL America in Miami** " said **Laurent Puons, Managing Director of SPORTEL***



*"Our 2024 Monaco event was truly exceptional, and I am thrilled to see how the SPORTEL community continues to evolve and grow", said **Loris Menoni, Executive Director of SPORTEL Monaco**. "The success of this event reflects our dedication to supporting our industry's transformation and empowering every participant to drive progress in sports media and technology. We look forward to continuing this journey with all of you."*

SPORTEL Monaco 2024 in figures:

- 2000 participants (29% content buyers and 46% C-level executives)
- 800 companies (including 160 new companies)
- 72 countries represented
- 67% Europe, 16% Americas, 10% Asia, 10% Other (Africa, Middle East & Oceania)

Upcoming Key SPORTEL Dates:

SPORTEL Talks New York: 16 December 2024 - New York Hilton Midtown Hotel

SPORTEL Miami: 1-2 April 2025 - JW Marriott Miami

SPORTEL Monaco: 20-22 October 2025 - Grimaldi Forum