



SPORTELMonaco 2017 : Digital media platforms in the spotlight !

« *This years' convention exceeded our expectations with 3045 participants, 1048 companies representing 78 countries and 23,5% new companies* » announced Laurent Puons, CEO of SPORTELMonaco the Sports Marketing & Media Convention held in Monaco this week.

« *These figures reflect the dynamism of the community but also to its renewal. SPORTEL is now nearly 30 years old, and in that time it has always been at the heart of the innovations which make the sports industry so dynamic,*» Laurent Puons said. «*While the event has always been based around sales of sports content and rights, we are increasingly seeing technology companies and social media platforms such as Facebook, who exhibited for the first time this year. I believe in the coming years, we will be seeing even more digital media platforms attending the market such as Netflix, Amazon and Hulu who have joined us as visitors over the last two years.*»

SPORTEL's General Director Amparo di Fede adds «*The growth in NewTech and digital media participants demonstrates that our market is now influenced by digital. That trend is also reflected in the increasingly exceptional quality of images presented during the SPORTEL Awards. We created two new awards categories this year: for "Technical Innovation" and for "Second Screen Content".*

On Tuesday 24 October The SPORTEL Awards rewarded the best sports images of the year and the best illustrated sports books. A great public success and broadcast on the Chaîne l'Equipe!

« *H.S.H. Prince Albert II, honored us by his presence, along with numerous sports celebrities such as : Kevin Mayer, Paula Radcliffe MBE, Hassan N'Dam N'Jikam, Sarah Ourahmoune, Thierry Omeyer, Marat Safin, Samir Ait Said, Pernilla Wiberg, Wendie Renard, Mélina Robert-Michon, Daniel Herrero, Claude Onesta, Marlène Harnois, José Cobos, Claudia Morandini, Christophe Pinna and Claudio Chiappucci. The SPORTEL Awards has affirmed itself as a must-have award for the world of sports and media*»

« *We would like to thank our sponsors as with their support we can constantly offer a better Convention with networking events and lounges which create high level environments for business opportunities: LALIGA Lounge, One CHAMPIONSHIP Power Lounge, ARQIVA OTT Lounge, ACM Pit Stop, TELSTRA and MEGAFEED for the Happy Hours.* »

2018 will be a great year with new challenges for SPORTEL, with three important events, including the first edition of the SPORTELSummit:

SPORTELAsia 2018: 13-15 March 2018, Singapore
SPORTELSummit: 15-16 May 2018, Miami Beach
SPORTELMonaco: 22-25 October 2018, Monaco