

Sportall and Wildmoka join forces to democratise digital sports broadcasting

The video platform for all sports rightsholders

With coverage of over 30 sports already available, the Sportall marketplace allows ALL sports rightsholders to succeed in their digital transformation, helping them achieve a strong digital media coverage across web and mobile App OTT platforms as well as social media. Sportall, alongside key partners such as Wildmoka, offer an end-to-end video platform, spanning from initial video contribution through to the end-viewer interface that fans can enjoy.

Sportall's dynamic and automated management of live sports coverage, coupled with Wildmoka's editing and hyper-distribution capabilities allow rightsholders to deliver a huge amount of video content of different nature, such as:

- Live streaming of events (simultaneously across multiple digital platforms, and in 1080p)
- Clips in near real-time throughout the event, to create buzz and encourage fans on social media to switch to the OTT platform livestream
- Highlight reels such as game summaries and full replays for anyone who missed the live event
- Teasers to ensure extensive promotion

All content is broadcast on the Sportall platform (www.sportall.tv) and/or the rightsholders' own platform, as is already being done by AthleTV (www.athletv.fr), FightNation (tv.fight-nation.com), FutsalZone (www.futsalzone.tv) and UECtv (tv.uec.ch). Each of Sportall's partnering sports organisations automatically benefit from all capabilities offered by the end-to-end solution, at no extra cost.

A partnership to push the boundaries of digital broadcasting

Building on its success and strong presence in France, Sportall is pleased to announce its expansion overseas in order to meet significant international demand. Wildmoka will join and support Sportall in this international growth, addressing, in particular, the needs of Wildmoka's premium customers.

“Sportall has developed a highly innovative business model, together with an end-to-end technical platform that allows rightsholders to Live stream the entirety of their competitions, and make them more widely available across digital channels.” says Cristian Livadotti, Wildmoka CEO. “This model is unique, and allows democratisation of access to content that has, up until now, been reserved for the world of premium. We're proud to be one of the technical founding partners of the Sportall solution.”

Thierry Boudard, Sportall CEO, adds: “We couldn’t be launching Sportall internationally with a better technology partner than Wildmoka. This relationship allows us to provide THE gold standard in video platforms for all sporting rightsholders, and we’re very proud of it.”

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Meet us at SPORTEL Monaco from 5th-7th October!

The Sportall and Wildmoka teams will be pleased to meet you from October 5th to 7th at SPORTEL Monaco.

Sportall will be at stand F.05 to unveil its global ambitions.

Wildmoka will be celebrating their return to in-person events by bringing along Michel Disdier’s NASCAR racing truck. Sponsored by Wildmoka, the truck will be leaving the HSH the Prince of Monaco’s private collection to be displayed for the duration of the exhibition at Wildmoka’s stand G6 & G7 in the Ravel Space.

You can book a meeting with Wildmoka online here: <https://calendly.com/meet-wildmoka/sportel-2021>.

About Sportall

Sportall is the unique marketplace dedicated to sports streaming rights, allowing rightsholders to monetise their broadcast rights through direct connections to fans.

The company has been selected by numerous national and international federations, clubs and athletes, as their end-to-end partner for digital transformation: Sportall offers sports rightsholders a SaaS (Software as a Service) OTT video platform and all-round capabilities across production, promotion, monetisation and broadcasting of their sporting events and video inventory.

Sportall also expands its catalogue of Freemium offerings, each dedicated to a sports rightsholder, and make them available through its marketplace.

For sports fans, Sportall is the app that offers free access on any device to a huge number of live sporting events, replays and other video content, with the opportunity to choose their own *a la carte* subscription to the sports they actually want to follow.

Find the Sportall app on:

Android: <https://lnkd.in/dj55rmN>

Apple: <https://lnkd.in/dCVbBAn>

Sportall Media Contact:

Pierre DEBLEME
Director of Marketing
pierre@sportall.fr
+33 (0) 6 79 38 07 95

About Wildmoka

Wildmoka has established itself as the platform of choice for creation of digital content from Sport, News and Radio. Leveraging cloud technology with unparalleled expertise in artificial intelligence applied to media, Wildmoka's platform has been adopted by more than 100 broadcasters and rights holders around the world. Some of the world's largest brands rely on Wildmoka for coverage of their biggest events globally.

The speed and ease of use of the platform enables broadcasters to create an unlimited amount of digital content such as live streams, clips, replays, match and interview summaries. All of this content can be distributed in one-click to any digital channels including web, mobile, OTT and social networks.

Wildmoka Media Contact:

Catherine Cywinska
Marketing and Communications
catherine@wildmoka.com
+33 07 64 89 14 79