



SPORTALL SIGNS COLLABORATION WITH THE EUROPEAN CYCLING UNION (UEC) FOR A SUCCESSFUL LAUNCH OF UEC'S NEW TV PLATFORM

The new partnership acts as a key milestone towards the international expansion of Sportall

Tuesday, 28th September -. Wanting to improve the visibility of its various disciplines and reach a broad audience in a maximum of countries, The European Cycling Union has chosen Sportall, the new digital platform for sport, to host its own UECTV video application.

The UEC TV application, available on tv.uec.ch, and the Sportall application, was launched in early July of this year, 2021.

This multi-screen device gives LIVE and REPLAY access to a set of competitions produced by UEC throughout Europe.

It is dedicated to cycling fans (BMX, MTB, Road, Track, Trial)

Sportall, a new digital player in French sport, is providing UEC with all its digital production, promotion and distribution solutions, and, for the first time, is deploying an application for worldwide distribution.

UEC TV thus joins all the other sports rights holders already present on the SPORTALL platform, a real marketplace for sports video with offers such as FIGHT Nation, an application dedicated to combat sports; ATHLE TV, the 100% athletics media and most recently, FUTSAL ZONE, an application developed in partnership with the FFF.

Enrico Della Casa, President of the European Cycling Union, states *"It is a great joy for me to be able to provide this solution to all cycling enthusiasts who will also be able to benefit throughout this year from free access to all of our digital programming. It is a fantastic opportunity for visibility for our athletes, our competitions, and to reach a young and broader target audience, even beyond our BMX and MTB riders who will naturally gravitate to this content."*

Thierry Boudard, Chairman and CEO of Sportall, adds *"The UEC is setting up its own digital platform; we congratulate them! Sportall is very happy to be able to serve an international federation of this calibre. This association opens a new path to increase visibility and promote European cycling and marks an important step for Sportall, who is now ready to export their tools and know-how throughout the whole world. A big thank you to Stéphane Garcia from the Sarriens club in France, who was responsible for our first steps in the world of BMX and for our meeting with the UEC."*



About Sportall

Sportall is a unique marketplace dedicated to sports streaming rights, allowing rights-holders to monetise their broadcast rights by connecting them directly to fans.

The company has been selected by numerous national and international sporting bodies, clubs and athletes, as their end-to-end partner for digital transformation: Sportall offers sports rights-holders 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 catalogues.

Sportall has also developed its Freemium offerings specifically for sports rights-holders, making them available on 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, as well as the opportunity to choose their own subscription to the sports they actually want to follow.

Find the Sportall app on:

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

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

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