

FOR IMMEDIATE RELEASE



Joe Nilsson joins SportsTribal

Former Jukin Media executive joins SportsTribal as Chief Commercial Officer to drive the business forward into the next phase of growth.

Joe Nilsson has joined SportsTribal as CCO to oversee development and commercial strategy for the free-to-air sports streaming TV service (“F.A.S.T.”). In this new position based out of London he will report to founder and CEO, Frank Bowe.

Nilsson’s former role as Senior Director of Business Development at Jukin Media, recently acquired by Trusted Media Brands, saw him oversee the international expansion of Jukin’s F.A.S.T business. Prior to Jukin Media, Nilsson served as Director of Strategy and Syndication for Sky owned Diagonal View, and VP of Commercial for the action sports producer and distributor X-treme Video.

Having recently closed an initial round of investment, SportsTribal is entering its next phase of growth at a critical time in the emerging sector of F.A.S.T services. SportsTribal aims to bridge the gap between audiences, sports rights holders and their sponsors, with a premium, free-to-access, ad funded OTT proposition.

“I am absolutely delighted to be welcoming Joe to the team who is bringing a wealth of experience, knowledge and insight of building high performing F.A.S.T services. I look forward to working closely with Joe to build SportsTribal TV over the coming years as we combine the power of F.A.S.T to sports.”

- Frank Bowe, Founder & CEO of SportsTribal

“SportsTribal is perfectly positioned to deliver revenue and reach to rights holders, addressable sports fans to advertisers, and a great viewing experience for audiences. I’m excited to be part of the journey and contribute to the future success of the platform.”

- Joe Nilsson, Chief Commercial Officer of Sports Tribal

SportsTribal is a new, free ad-supported sports streaming TV service, available across most devices, offering a wide range of 24/7 sports focused channels, live events and on demand programming from around the world.

To watch SportsTribal TV, visit www.sportstribal.tv.

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