

DIRECT-TO-CONSUMER SPORTS STREAMING PLATFORM

## NAGRA Sport and the European Broadcasting Union (EBU) Launch Eurovision Sport

CLIENT **EBU | SPORT**

COUNTRY Global

SOLUTION Multi-Sport D2C Video Streaming Platform

### A long-term partnership for a new, global initiative: free-to-air, D2C sport streaming service

**Opportunity:** The European Broadcasting Union (EBU) were seeking a long-term partner to help create, deliver and operate an innovative, first-of-its-kind, free-to-air D2C sport streaming service called “Eurovision Sport.” The solution had to work with the EBU Members, the European Public Service Broadcasters by providing continuity of live events across their own networks.

**Collaboration:** Operating a 24x7x365 service Eurovision Sport will enhance the coverage of the world’s leading sporting events broadcast by the EBU’s public service media members. The solution will ensure wraparound coverage of the 14 sports that the EBU manages for its members. On top of the 43,000 hours of broadcast sports each year, thousands of extra hours of content will be accessible in a single destination. Eurovision Sport audiences will never miss a moment of their favorite sport.

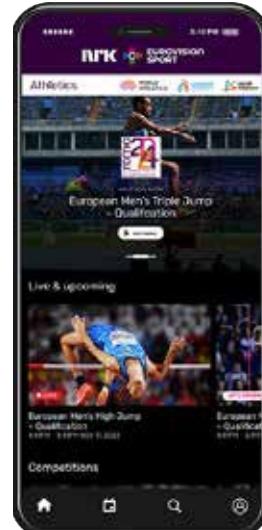
#### Benefits:

- **Inclusive Platform** - Access to free sports for fans across the globe
- **Reach & Visibility** - Unrivalled coverage of 100% guaranteed live - no dark markets - cross pollination of fanbases from the EBU portfolio
- **Accessibility to All** - Live multi-lingual commentary - Free access - Removing barrier to entry for new fans
- **Fully Embeddable Ecosystem** - Integration of Single-Sign-On - Data Sharing - Player into organisations websight.
- **Integrated Adtech** - Pre, Mid (side by side) and Endroll targeted advertising - Capturing user attention more effectively. Non-Intrusive user experience -Stronger results and higher engagement rates.

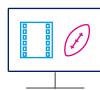


NAGRAVISION’s technological solutions and expertise have proved essential in driving the platform’s innovation, ensuring seamless delivery, and expanding its reach.”

Glen Killane  
Executive Director of Sport, EBU



## Value Delivered



### More Than Technology

Nagra Sport has not only brought its portfolio of products and technological expertise to the partnership but is working together with the EBU to bring a diversity of sports rights from across the globe through our extensive relationships with sport organizations, sport federations and associations.

### Democratising Live Sport Access

The Eurovision Sport platform democratizes access to live sports coverage and will help grow individual sports through visibility and engagement, encouraging greater participation to ensure audiences are 'united by sport.' It is difficult and expensive for sports fans to find and access the sport they love and for sports federations to attract new audiences. This digital platform provides a solution to both of those problems and will allow the EBU and their members to deliver even more of their events to audiences for free in every country in Europe and around the world.

### Further Innovation

Working with AI-powered live translation service for sports commentary, NAGRA Sport and EBU are enabling multilingual support across Europe for sports enthusiasts. The commitment to innovation extends to a flexible platform, allowing fans to personalize their viewing experience. The effort is reshaping sport streaming to make it more accessible and engaging for everyone.