

ATP Media chooses uniqFEED to deliver virtual advertising at 2023 Mutua Madrid Open.

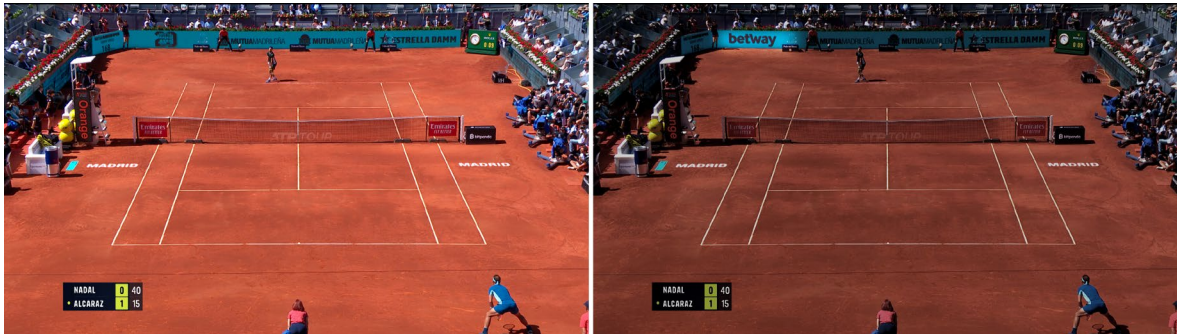


Image from 2022 Mutua Madrid open with physical signage overlay

**April 2023:** Swiss Ad-Tech company uniqFEED has once again been selected by ATP Media to deliver its virtual advertising solution at the 2023 Mutua Madrid Open ATP Masters 1000 event.

The Madrid Open is part of the ATP Masters 1000 series and is taking place at the Caja Magica Stadium in Madrid, Spain from April 24<sup>th</sup> to May 7<sup>th</sup>. uniqFEED will deploy its entirely software-based virtual advertising solution for 56 ATP and WTA matches throughout the event, creating an additional, non-domestic feed with virtual advertising content replacing the physical signage on part of the baseline wall of the Manolo Santana Court. uniqFEED partnered with ATP Media for the same event in 2022.

There is very specific regulation and legislation surrounding the appearance of betting brands within televisual broadcasts within Spain. For this reason, ATP Media has brought in uniqFEED to provide an alternative Rest-of-World (ROW) feed to be broadcast to all markets outside of Spain. This feed will include betting sponsor branding inserted as virtual content, enabling the Mutua Madrid Open to offer brand exposure to its sponsor while adhering to the broadcasting regulations in Spain.

uniqFEED's technology uses leading edge, computer vision techniques to deliver broadcast quality real-time results. It requires no additional hardware to be installed within the venue, or any interference with existing equipment in the broadcast workflow, providing a flexible, non-intrusive solution for ATP Media and its partners.

ATP Media COO Stuart Watts said the following about the partnership:

"We are delighted to be working with uniqFEED again in 2023. The deployment of uniqFEED's virtual advertising solution at the 2022 Mutua Madrid Open was very successful and we trust in the expert team to deliver the same quality product and service this year".

uniqFEED's CCO Tom Huston, says:

"It's great to be partnering with ATP Media again this year at the Mutua Madrid Open. We're in the business of delivering increased commercial value to our clients and it is clear that ATP Media can see the benefits that virtual advertising brings to their business and to their sponsor partners. We look forward to continuing our work together in 2023."

### **About uniqFEED**

Founded in 2015, uniqFEED is a Zurich-based sports tech company that provides virtual advertising solutions for sports rights holders. Using the power of computer vision technology, and with no expensive or intrusive hardware, uniqFEED's proprietary AdApt software allows virtual content to be inserted into a live sports broadcast feed. This winning formula allows rights holders to create new business models and revenue opportunities via multiple international broadcast feeds. uniqFEED has developed solutions for a multitude of different sports including racket sports, baseball, and football.

### **About ATP Media:**

As the broadcast arm of the ATP Tour, ATP Media was formed in 2001 as Tennis Properties Limited; providing the centralized exploitation of media rights across the ATP Tour, host broadcast production for the Nitto ATP Finals, Next Gen ATP Finals, ATP Masters 1000s and world feed production for the ATP 500s and, more recently, the majority of ATP 250s. ATP Media has unrivaled access and expertise in the full-service broadcast production of men's professional tennis with an end to end solution for global broadcasters incorporating: rights sales, multi-platform production, a global fiber distribution network, and a market leading digital archive. For more information, please visit [www.atpmedia.tv](http://www.atpmedia.tv).

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