

## uniqFEED to deliver virtual advertising for the Davis Cup at the historic Panathenaic Stadium in Athens

**September 2023:** uniqFEED has been selected by Athens-based TafMedia to deliver its virtual advertising solution at the 2023 Davis Cup tie between Greece and Slovakia from September 16<sup>th</sup> to 17<sup>th</sup> in the Panathenaic Stadium in Athens.

This is the first time that a Davis Cup event is to be held at the Panathenaic Stadium. Because of its historic significance, there are strict regulations around corporate advertising within the stadium itself. In an effort to manage these restrictions while still upholding its contractual obligations to sponsors, local organizers elected to bring in uniqFEED to insert virtual advertising content within the stadium for the television audience. uniqFEED's computer vision and AI-based virtual advertising solution requires no hardware installations or other equipment in the venue, making it the ideal solution for the Davis Cup.

uniqFEED will operate on-site at the venue, creating a virtualized duplication of the world feed with sponsorship content inserted digitally, to be broadcast to all markets. uniqFEED is providing its virtual insert solution for all matches throughout the two-day event, which involves the placement of virtual advertising content onto empty space within the venue such as the playing surface. For this event, virtual branding from the Davis Cup sponsors is to be placed onto 360° LED boards around the venue and onto the court surface.

Alex Deris, Media Manager at TafMedia said about the partnership:

"We are delighted to be working with uniqFEED for this event, marking the first-time virtual advertising has been used for such an event in Greece. Virtual advertising has allowed us to uphold our promises to Davis Cup commercial partners by adding virtual sponsorship inventory within the Panathenaic Stadium. With uniqFEED's strong reputation within the industry and experience in racket sports, we trust the team to deliver the seamless quality service they are known for.

uniqFEED CCO Tom Huston, says:

"We are delighted to be partnering with TafMedia for the Davis Cup event in Athens at the iconic Panathenaic Stadium. Being able to deliver value to the event sponsors through virtual advertising while respecting the local regulations of the venue is a prime example of the value and flexibility that our technology delivers to event organizers and rights holders. We are thrilled to be working at such a historic venue and look forward to further collaborations with the TafMedia and the Davis Cup in future"

The Panathenaic Stadium is a major historic attraction in Athens and is the only stadium in the world built entirely out of marble. Constructed in 330BC for the Panathenaic Games, the stadium

is now a multi-purpose sports venue with a capacity of 50,000. It was used as an Olympic Venue in 2004 for the first time since 1896.

### **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 The Davis Cup:**

The Davis Cup is the premier international team event in men's tennis. It is run by the International Tennis Federation and is contested annually between teams from over 140 competing countries. Considered the "World Cup of Tennis", the competition began in 1900 and is now the world's largest international team competition in sport with 155 teams entering in 2023.

### **For more information contact:**

Katy Walsh  
Head of Marketing & Communications  
uniqFEED AG  
[katy.walsh@uniqfeed.com](mailto:katy.walsh@uniqfeed.com)  
+41 79 784 24 88