

uniqFEED partner with sporteo to bring virtual advertising to the ÖFB Cup for the first time in the upcoming Grazer Derby

October 2023: uniqFEED has been chosen by international sports management agency sporteo and the Austrian Football Association (ÖFB) to provide its virtual advertising technology and services for the upcoming football match between Grazer AK and SK Sturm Graz, a regular clash which, due to a historical rivalry between the two top Graz teams, has been dubbed the Grazer Derby. The match will take place on November 2nd in the Merkur Arena and will mark the first time that virtual advertising will be used in an ÖFB Cup game.

uniqFEED will provide its virtual “goal side insert” solution to sporteo and the ÖFB, working with broadcaster ORF to integrate the technology. Goal-side inserts, which in their physical form are generally referred to as “cam carpets”, are digital insertions of virtual content onto the pitch surface on either side of the goal net at each end of the pitch. uniqFEED will also digitally overlay existing physical cam carpets with virtual content, visually enhancing the appearance and messaging to enable increased return on investment for club sponsors.

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 the domestic market. uniqFEED’s solution has been selected in order to showcase the potential commercial opportunities offered by virtual advertising technology to sporteo and the ÖFB’s commercial partners. Utilizing virtual advertising content also removes potential trip hazards for players along with being friendlier to the environment and leaner on event logistics.

Physical cam carpets have been used for decades and are typically printed on weighted tarpaulins. These are expensive to produce, heavy, inconvenient to transport and result in unnecessary waste, becoming redundant when sponsor agreements or marketing campaigns come to an end. With virtual advertising technology, content can be digitally inserted onto the playing surface and can take any format or display any branded messaging required by the sponsor. Virtual content can also be altered at short notice and can also feature animations and rotations of multiple brands in those positions in the same match.

Wolfgang Hartter, Managing Director at sporteo Int. Sportmanagement AG, said about the partnership:

“We are delighted to be working with uniqFEED for this event, marking the first-time virtual advertising has been used in a game of the UNIQA ÖFB Cup. Virtual advertising has allowed us to increase the amount of sponsorship inventory within the goal area and maximize brand exposure for our commercial partners, while ensuring player safety and allowing for commercial creativity and a maximized ROI.

uniqFEED CCO Tom Huston, says:

"We are delighted to be partnering with sporteo and the ÖFB to showcase uniqFEED's breakthrough virtual advertising solution for goal-side inserts and overlay in football. uniqFEED's dedicated team of developers has worked hard over the last two years, to create the best virtual advertising solution on the market for football clients."

The Grazer Derby will be broadcast live on November 2nd at 20:30 local time on ORF 1.

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 sporteo

sporteo Int. Sportmanagement AG is a full-service sports company specialized in sports management and integrated communication in football.

For over 36 years, sporteo has successfully brought together partners, clubs, leagues as well as companies, pursuing the goal of making their clients' brands more desirable. sporteo believes in the fascination and winning power of sports, and is driven by its unique connections to its customers and partners.

For more information contact:

Katy Walsh
Head of Marketing & Communications
uniqFEED AG
katy.walsh@uniqfeed.com
+41 79 784 24 88