



Virtual
advertising
made
simple.

uniqFEED partners with ESporsa Group to enhance virtual advertising offering in the Middle East

December 2023: Swiss virtual advertising technology and service provider uniqFEED and sports marketing agency ESporsa, based in the United Arab Emirates, are delighted to announce their partnership to extend the provision of virtual advertising technology in the Middle East.

The agreement sees ESporsa become a sales and marketing partner of uniqFEED, promoting uniqFEED's software-based virtual advertising solution to potential customers in Saudi Arabia, the United Arab Emirates, Qatar, Bahrain, Kuwait, Oman, Jordan, Lebanon and Iraq.

ESporsa is a full-service agency that provides innovative marketing solutions for sports rights holders, brands, media platforms and fans, including advisory in the areas of marketing, business strategy and planning, as well as marketing and partnership activations. ESporsa is now including virtual advertising services as part of its solution portfolio, to enhance its offering to sports rights holders in the region.

uniqFEED's virtual advertising solution, AdApt, has already been deployed commercially around the world; in Europe, North America and Asia, and this partnership will provide the company with a footprint in the Middle East.

uniqFEED's Tom Huston said the following about the partnership:

"We are delighted to be partnering with ESporsa. As we continue to develop more virtual advertising solutions for different sports, and with the release of our full football solution earlier this year, it is more important than ever that we increase our presence globally and promote virtual advertising within new markets. ESporsa is the perfect partner to elevate our solution within the Middle East, with its wide network of trusted clients and knowledge of the industry across the region."

With over 30 years of experience, ESporsa is ideally placed to advise rights holders, brands and sponsors looking to capitalize on the value offered by technologies like virtual advertising. ESporsa's CEO Chucri Rizk sees huge potential for virtual advertising technology in the Middle Eastern market, stating:

"We are incredibly happy and proud of uniqFEED's commitment to working with us. ESporsa's five main business categories are growth, innovation, rights management, marketing, and experiential. When combined, these best-in-class services assist clients in expanding and succeeding in their business.

There are emerging revenue opportunities in Middle Eastern sports for leagues, teams, and federations who are able to communicate with their supporters using the interactive features of virtual advertising. For sponsors, advertisers and rights holders, using this technology for live sports broadcasts and reaching fans has become easier and more effective. Our goal is to boost sports revenue by revamping fundamental sponsorship models that have been mostly unchanged for a long time."

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 ESporsa:

We are so much more than a name! ESporsa is an occupied holding group. We are the past, present, and hopefully future eras combined. It is believed that a large holding group called "ESporsa" came to rest under "the power of uniqueness." ESporsa wants to provide more services, better standards, and the future in order to stay up with the expanding sports business. ESporsa wants people to value dreams a great deal. Sports technology is the application of technology to resolve issues within the sports sector and offer sportsmanship a fresh perspective. ESporsa strives to continuously improve technology and keep current across all platforms in order to increase accessibility to and enjoyment from the sports they love.

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