

uniqFEED kicking off 2024 by providing virtual advertising for the Audi FIS World Cup in Jasna, Slovakia

January, 2024: Swiss virtual advertising provider uniqFEED is jumping back into winter sports in 2024, providing its state-of-the-art virtual advertising solution, AdApt at the prestigious Audi FIS World Cup in Jasna Slovakia, scheduled for the 20th and 21st of January 2024.

The Audi FIS World Cup stands as a key highlight in the international skiing calendar, drawing top athletes and a global audience. The World Cup comprises two events, the Giant Slalom and the Slalom, each featuring two runs.

Across the two-day event, uniqFEED will create one additional virtualized broadcast feed for local broadcast on JOJ SPORT. This feed will seamlessly integrate virtual content onto existing signage along each run.

This event underscores one of the key points of value of virtual advertising solutions – the ability to insert sponsorship content without any hardware installations or additional physical signage requirements. Ski runs can be many kilometers in length, providing ample advertising space to sponsors. However, athlete safety is top priority for Audi FIS World Cup, and physical advertising on the run must be limited. Virtual advertising solutions like AdApt enable the use of existing physical signage by multiple different brands and provide an avenue to leverage prime advertising real estate without encroaching on the physical landscape or compromising athlete safety.

Lukáš Donoval, Managing Director at EVENT'S ON agency, who is acting for the Ski Association of Slovakia in this matter, expressed enthusiasm about the partnership with uniqFEED, stating:

"The vision of EVENT'S ON agency for the Audi FIS World Cup and the Ski Association of Slovakia is to continuously raise the bar for excellence and innovation in snow sports. Partnering with uniqFEED provided us with a fantastic opportunity to showcase the vast potential that virtual advertising can bring to the sport, ensuring athletes' safety, respecting the environment and increasing creative exposure possibilities for brands".

Tom Huston, Chief Commercial Officer at uniqFEED, shared his thoughts on the collaboration, saying:

"Our new partner, EVENT'S ON agency understands the considerable commercial and operational value that virtual advertising can bring to winters sports. This event in Jasna is an ideal opportunity to shine a spotlight on this value. We look forward to our continued collaboration with EVENT'S ON and Ski Association of Slovakia and to working together at future events."

This is not uniqFEED's first foray into the world of winter sports, having worked with Swiss Ski at the International Lauberhorn Ski Races in January 2023. The event was a huge success, broadcast on SRF zwei and attracting 1.09million viewers in German-speaking Switzerland alone. Virtual advertising presents a real opportunity for brands and sponsors to unlock untapped revenue potential from sponsorship, not just for skiing but for all winter sports.

About EVENT'S ON and the Ski Association of Slovakia

EVENT'S ON agency offers expertise in large sports and public cultural events such as IIHF Ice Hockey World Championship 2019, European Youth Olympic Festival 2022, 2022 European Men's Handball Championship, etc., being specialized in partnerships, sponsoring, advertising campaigns, TV production, media buying, merchandising and overall look & feel of events. EVENT'S ON agency provide in-house production of 3D installations and interactive exhibitions.

The Ski Association of Slovakia (SAS) is the national governing body for skiing and snowboarding in Slovakia. Established to promote, govern and develop various snow sports including alpine skiing, freestyle skiing and snowboarding, SAS is dedicated to fostering excellence and innovation in winter sports.

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 enables 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.

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