

**uniqFEED and Telstra Broadcast Services forge strategic partnership**

*Zurich, Switzerland/Sydney, Australia, 6 February 2025 – uniqFEED, a leading provider of virtual advertising technology, and Telstra Broadcast Services (TBS), a leading provider of end-to-end broadcast and media solutions, have entered into a strategic partnership to meet the growing demand of sports rights holders worldwide for remote-first virtual advertising solutions. Together, the companies will offer market-leading virtual advertising technology, broadcast operations support, and world-wide connectivity.*

Operating globally, uniqFEED works with some of the world's most prestigious sports leagues, grand slam tournaments, and federations to unlock new advertising inventory through regionalized virtual advertising solutions. Leveraging its data centres, cloud platforms, satellite services and one of the largest media networks in the world, TBS delivers live sports and video content globally for more than 150 broadcast, media and sports customers in over 40 countries.

By integrating uniqFEED's proprietary computer vision technology with TBS's extensive global network and 24/7 support, this partnership will allow sports rights holders to benefit from both increased revenue streams and expanded operational efficiency. Together, uniqFEED and TBS will establish remote operations facilities in key global locations to support regional client needs in APAC, EMEA and the Americas.

**CEO of uniqFEED, Roger Hall, on the strategic partnership:**

*"We are excited to join forces with Telstra Broadcast Services to combine our expertise in virtual advertising with their extensive capability in content delivery. Together, we will deliver superior value to sports rights holders. As uniqFEED continues to grow, this partnership enables us to scale our operations, expand our global reach and create new opportunities for revenue generation in the sports industry."*

**Mark Strachan, Chief Product Officer of TBS says:**

*"Our strategic partnership with uniqFEED reflects TBS's commitment to driving innovation in the broadcast industry. We are passionate about sports and excited for this joint offering that will build on our decades of expertise in delivering live sporting events by further enhancing the viewing experience for millions of fans".*

## **About uniqFEED**

uniqFEED is an AI-powered sports tech company that provides virtual advertising solutions for sports rights holders. uniqFEED's proprietary software AdApt® uses artificial intelligence and computer vision to seamlessly integrate virtual content into live sports broadcasts. This enables rights holders to unlock new revenue opportunities by customizing advertising across different international broadcast feeds.

uniqFEED's solutions require no intrusive hardware and are designed for a range of sports, including racket sports, baseball, football, golf, and many others. uniqFEED is headquartered in Zurich, Switzerland and was founded as an ETH Zurich spin-off. For more information about uniqFEED, please visit: <https://www.uniqfeed.com>.

## **About Telstra Broadcast Services**

Telstra Broadcast Services (TBS) helps broadcasters, media and entertainment companies around the world via its robust, high-capacity global media networks and suite of innovative managed services. Through its international field services and special events teams and its worldwide broadcast operations centers, TBS provides a dedicated team of media industry professionals, high-performance media networks, online video and cloud platforms, satellite services, and 24/7 bookings, operations and engineering support.

TBS is part of Telstra, a leading telecommunications and technology company that provides end-to-end solutions globally and offers access to more than 2,000 points of presence across the world. Among its offerings, Telstra provides data and IP networks and network application services, along with professional and managed services to find innovative solutions to customer challenges and help them on their transformation journey to thrive. For more information about TBS, please visit: <https://www.telstra.com.au/business-enterprise/industries/telstra-broadcast-services>.

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