



PRESS RELEASE 08/08/2019

Broadcasting the Synerglace Ligue Magnus, D1, D2, U20, U17

FANSEAT EXTENDS FFHG AND SYNERGLACE LIGUE MAGNUS PARTNERSHIP UNTIL 2024 AND WELCOMES PLAYSIGHT ON BOARD

Fanseat and the FFHG (Ice Hockey French Federation), in agreement with the clubs of the Synerglace Ligue Magnus (SLM), have extended their production and broadcast partnership to offer the live streaming of all the SLM games, the French Cup, Division 1, Division 2, U20 and U17 and some other French ice hockey live games and competitions for another five years, guaranteeing ice hockey fans over 1,200 live games each season until 2024. The opening game of the Synerglace Ligue Magnus season is on September 10th between the promoted club Briançon and Amiens.

For the first time in the French ice hockey history, fans will be able to watch all games live and follow all the teams playing in the Synerglace Ligue Magnus with an automatic multi-angle camera system provided by PlaySight, a global sports technology company.

PlaySight's state-of-the-art AI and connected camera 'Smart' sports technology will help Fanseat and the FFHG take the broadcasts of the Synerglace Ligue Magnus to a new level with automated production and automatic tracking. Additionally, PlaySight will provide automatic scoring and data, as well as VAR/instant video replay technology to FFHG officials – the same replay capabilities that the National Hockey League debuted a few seasons ago. PlaySight's technology will also give Synerglace Ligue Magnus coaches and athletes with pro-level real-time performance analysis tools and technology in games.

The rest of FFHG live games and competitions will continue to be produced and live streamed on Fanseat the same way as they were before, with a professional 1-camera manual production for the French Cup matches taking place in non-Synerglace Ligue Magnus arenas, and Division 1 and 2 being produced manually by the clubs, as has been the case for the past two seasons. However, the installation of PlaySight technology in Synerglace Ligue Magnus arenas means that all other teams playing in those venues including U20 and U17 teams as well as other divisions, juniors, women etc., will also be able to benefit from the PlaySight's technology and will have their games live streamed on www.fanseat.com.

Fanseat changed ownership in April of this year, moving to Swedish Sports group Spring Media. Spring Media has development plans for both the Fanseat platform for this French ice hockey partnership (including the launch in June of a new monthly subscription streaming service at 9.99€ and an improved customer experience developed by StayLive, Spring Media in house technology company and specialised in OTT platform solutions) as well as Fanseat's other production and partnerships across sports such as ice hockey, basketball, football, handball, fight sports, ultimate frisbee and more.



Jean-Maël Gineste, Managing Director at Fanseat said: “The extension of our partnership with the FFHG for another five years and the integration of PlaySight to support our production and development plans with new technology and state-of-the-art production solutions sends a strong message to the sports industry and the fans about Fanseat and Spring Media’s ambitions. The SynergIace Ligue Magnus and our partnership with the FFHG have been a focus for us since the international development of Fanseat three years ago, and we would like to thank the FFHG and the whole French ice hockey community and its fans for their on-going support over the years.”

Luc Tardif, President of the FFHG said: “Within the overall SynergIace Ligue Magnus development project, putting in place a streaming solution for all the games with Fanseat is a breakthrough for us. Extending the agreement and incorporating PlaySight is a huge step forward. PlaySight’s Smart AI and connected camera technology will improve the streaming experience for our fans and will provide additional tools to clubs, coaches and referees. The entire hockey family will benefit from this new collaboration and we are very enthusiastic about it.”

Yuval Baryosef, PlaySight’s Chief Revenue Officer said: “All of us at PlaySight are very excited to partner with Fanseat and the FFHG. The FFHG will become one of the most technologically-advanced sports federations in the world with our Smart systems, from automatic production with AI-based tracking to seven different camera angles around each rink, and from a full VAR/instant video replay solution to pro-level coaching and player development tools.”

About Fanseat

Acquired in April 2019 by fast-growing Swedish sports media group Spring Media, Fanseat is a sports entertaining streaming service offering a wide selection of national, local and emerging sports to fans across the globe. From football to ice hockey, basketball, handball, lacrosse, swimming, fight sports, ultimate frisbee and much more, Fanseat has attracted sports enthusiasts from over 150 countries over the years. With a new live streaming platform launched in June 2019 by in house technology company StayLive and available on a 9.99€ monthly subscription or on Pay Per View on selected matches and events, Fanseat has live content for all type of fans worldwide. Please visit www.fanseat.com for more information.

About FFHG

Created in 2006, the Ice Hockey French Federation has more than 20,000 licence holder and 120 affiliated clubs. The FFHG is managing the SynergIace Ligue Magnus, ice hockey Elite Championship, and the French Cup, whose the final game happening in Paris AccorHotels Arena and generally hosting around 13,500 spectators. SynergIace Ligue Magnus regroups the 12 best clubs of ice hockey in France. Regular season count 264 games every year and is followed by playoffs. The winner of playoffs is declared French Champion and lift the Trophy named Coupe Magnus.

About PlaySight Interactive

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight is powering the next generation of athletes with its Smart sports AI and connected camera technology platform. PlaySight technology is helping athletes all over the world to improve – from the professional ranks through collegiate, high school and youth sports. Clients include the NBA’s Toronto Raptors, Golden State Warriors and Boston Celtics, as well as Ohio State University, Duke University and over 80 other NCAA and NJCAA programs. PlaySight also works with leading federations and



organizations, such as the United States Tennis Association's National Campus, Ripken Baseball and many more. Please visit www.playsight.com for more information.