

CLOSE-UP WITH SPORTS



CONTENTS

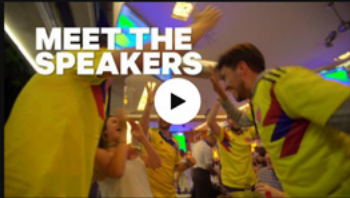
ABOUT THIS HANDBOOK

This handbook supplements the Close-Up with Sports video series. In each section, you'll find a brief overview of the topics discussed, descriptions and visual representations of key concepts, and additional information.

WATCH THE VIDEOS


CLOSE-UP WITH SPORTS VIDEO SERIES

The Sports industry has changed by leaps and bounds, from the rise of niche sports to ever-changing demand from viewers who want their content when and where they please. Join us as we speak to the SES Sports team about meeting the demands of this fast paced industry.




Meet the Speakers

Watch this short video and meet four of our dedicated SES Sports & Events team members. Find out what their roles are in the company and what drives them in their day-to-day on the job.



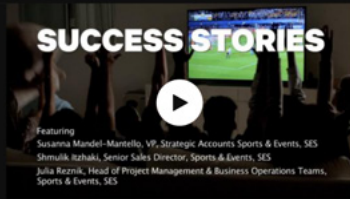
The Sports Industry Today

Audiences demand more content, on more platforms than ever before, and with so much choice - sports organisations, rights holders and broadcaster are required to provide a wide range of choice to fans with far richer viewing experiences than ever before. Tune in to find out how we can help.



Sports Services and Infrastructure

At SES, we are able to offer you a genuinely hybrid distribution service that is always optimised for your individual project. Watch this video to find out how we're leveraging and controlling the industry's largest satellite network to ensure delivery of your content to any screen and any device - no matter where.



Success Stories

Get a sense of how we work to ensure our customers and partners overcome challenges and grow their business through a series of customer success stories.

INTRODUCTION

STAYING AHEAD OF EVOLVING DEMANDS WITH SES

Audiences want more content, on more platforms than ever before. Over 40% of fans now watch sports via digital platforms. Premium sports properties will continue to attract audiences who expect the best viewing experience on any device, while increasingly popular sports properties like women's football, teqball, or professional wrestling—not even on the radar just a few years ago—are seeing explosive demand.

At SES, our commitment to constant innovation ensures we meet those evolving demands. As the world's leading content connectivity solutions provider, we are a reliable partner of choice for sports properties all over the world, enabling our customers to deliver their content to fans anywhere on any device. With over three decades of sports industry experience, we provide bespoke, end-to-end solutions for projects of any size and any duration.

[Learn more about how we support Sports Organisations.](#)



MEET OUR SPEAKERS



MICHELE GOSETTI

Head of Sales, Sports & Events

“I am a big sports fan. Watching sports on TV with friends is really a genuine moment of sharing with people. You want to let all your passion out, and I think that’s what’s fantastic about sports.”



SUSANNA MANDEL-MANTELLA

VP of Strategic Accounts, Sports & Events

“I fell in love with sports by accident. My career started at the NHL, and it’s been a passion ever since. It’s really teamwork that delivers to hundreds of countries around the world, and it’s fun to be part of it.”



JULIA REZNIK

Director of Sales Operations & Booking, Sports & Events

“The instant gratification of doing something and then seeing it on TV, and then understanding that I had something to do with that. I’ve been doing it for so long and it still is like magic to me.”



SHMULIK ITZHAKI

Senior Sales Director, Sport & Events

“Doing live events is something that drives me, gives me a lot of motivation, and, in a way, keeps me alive. I can feel the excitement, the energy, the importance. It’s fun to be part of it.”

SES AND THE SPORTS INDUSTRY

THE INDUSTRY AT A GLANCE



Whether watching sports on their TV or other devices, fans want to be fully engaged with premium experiences on all screens. In this video, Michele Gosetti discusses key trends driving the sports industry and how SES meets the demands of broadcasters and their audiences.

MORE CONTENT. NEW WAYS TO WATCH.

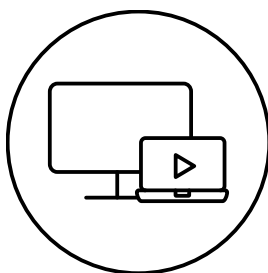
Fans expect more content—from increased data visualisations to post-match analyses. Gen Z leads these changing consumption patterns, shifting demand towards weekly “short-form” highlights packages.

Meanwhile, providers are meeting the increasing audience appetite for live content with women’s sports, lower tier, and niche sports. This content is being offered with innovative and cost-effective broadcast technologies, enabling the management and delivery of sports content to fans across the world.

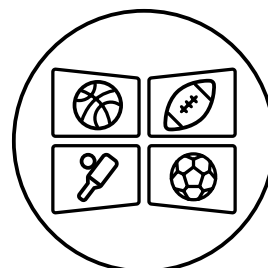
OUR TRACK RECORD

SES manages, distributes, and enhances the value of sports content, helping sports organisations reach the widest possible audience around the globe. We have played a role in the delivery of all 10 of the most-watched sporting events ever.

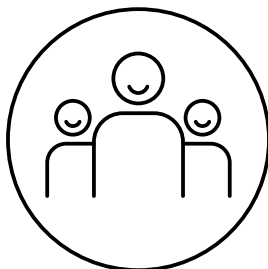
Whether in space or on the ground, our infrastructure and technology have made us the partner of choice for sports organisations, rights holders, and broadcasters. SES covers 200 sports, 500 sports and events customers, and 700 hours of premium sports and live events content—every single day.



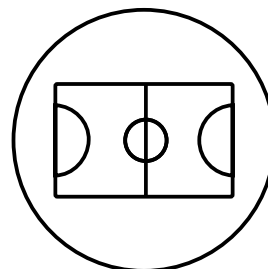
Distribute 700+ hours of premium sports and live events daily



Delivered all 10 of the most watched sports events



Work with 500+ leading sports & events customers



Manage and deliver 200 sports with governing associations

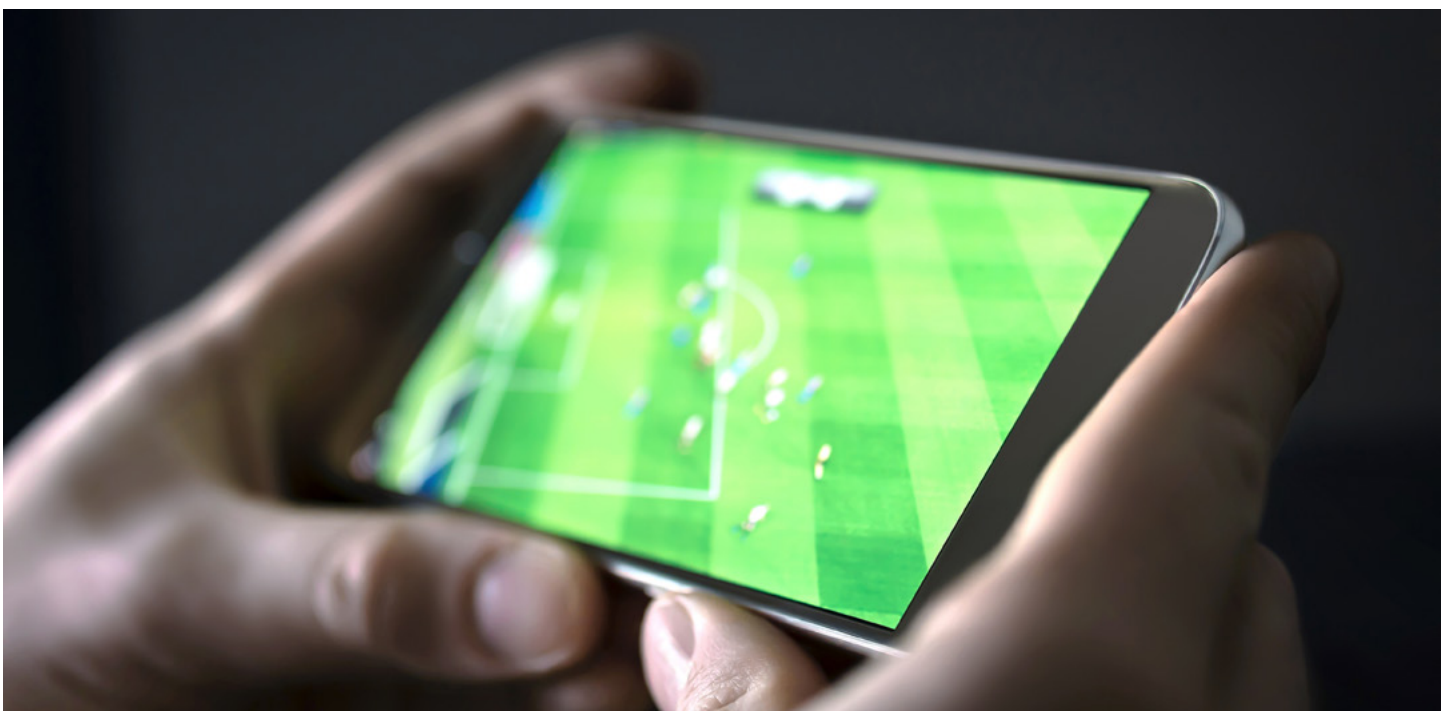
GROWING AT THE SPEED OF CHANGE

We've seen recent acceleration in technology and sports media solutions, which has only strengthened SES's commitment to the sports sector by expediting the development of our

services. Today, we continue to build on those prior successes and push developments forward to offer the industry's best and most innovative sports broadcasting services.

“Our customers want to enhance fan engagement by ensuring their audiences can watch any content they want, on any device, and in any location. Our role is to streamline and facilitate the underlying workflows so that they can do just that. We orchestrate content for our customers and localise it, ensuring the right audio and advertising are served in the right territories. And we use our hybrid delivery network to make sure it gets to end-user screens in the best quality possible.”

Michele Gosetti, Head of Sales, Sports & Events



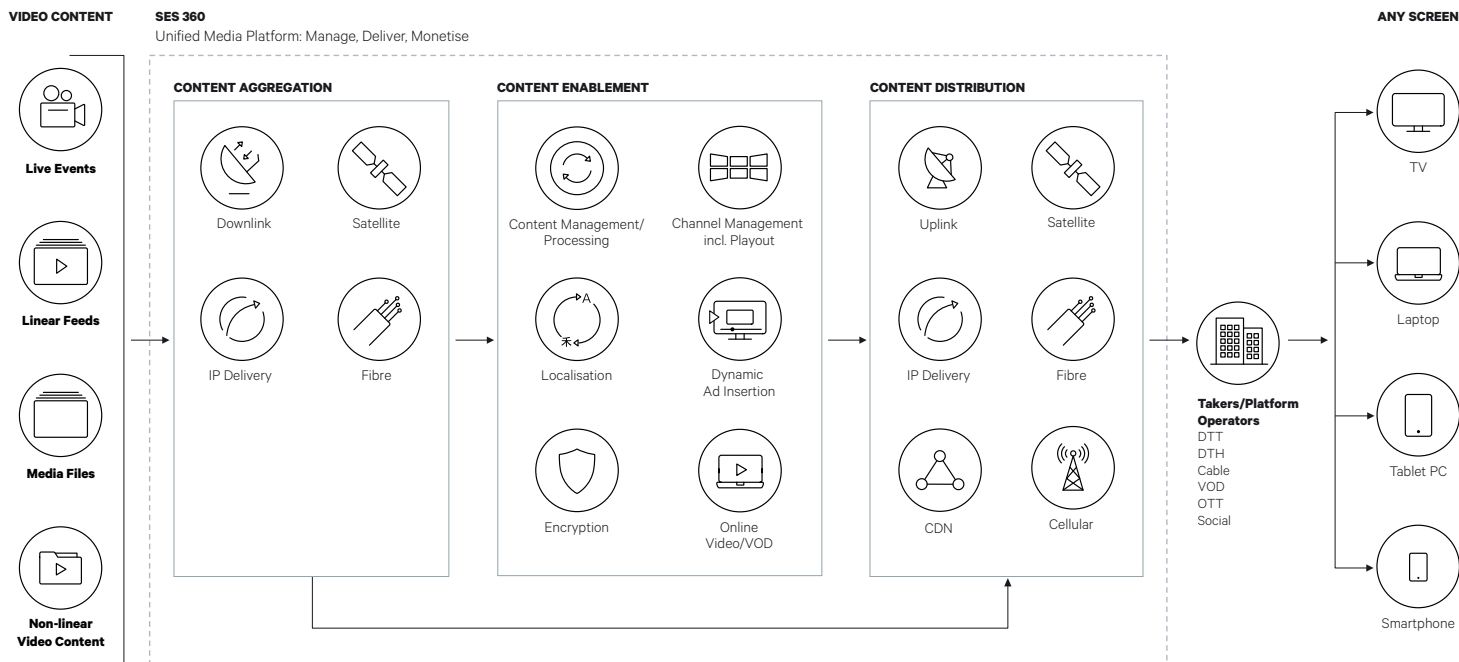
SERVICES AND INFRASTRUCTURE

— HELPING BROADCASTERS DELIGHT THEIR VIEWERS



As technology and demands change, broadcasters are looking for tailored solutions that exceed their requirements and truly delight consumers. In this video, Susanna Mandel-Mantello and Shmulik Itzhaki discuss how SES meets the ever-changing needs of broadcasters and their viewers.

VIDEO SOLUTIONS FOR THE ENTIRE MEDIA SUPPLY CHAIN



Content aggregation

SES ensures all viewers' devices can access the highest quality feeds from anywhere in the world. We aggregate content from multiple sources via satellite, fibre, IP, and cellular, distributing it to platforms for viewing on multiple screen types. [Read more about content aggregation](#)

Content enablement

SES's comprehensive value-added services includes sports channel management, dynamic ad insertion and streaming sports content to online platforms and devices. [Read more about SES's value-added services.](#)

Deliver sports and live event content to fans on any screen, anywhere in the world

SES's hybrid distribution network spans satellite, fibre, IP, and cellular to enable the aggregation and delivery of premium sports and events content to audiences across the globe. [Read more about sports content distribution.](#)

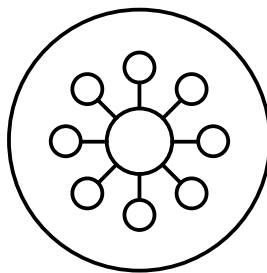
SES 360

With SES's unified media platform, SES 360, customers manage, track, and deliver all their content in a single interface from anywhere in the world. [Read more about SES 360.](#)

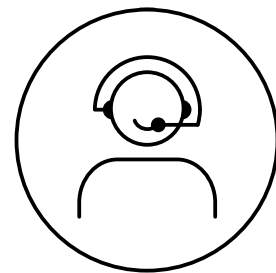
OUR INFRASTRUCTURE



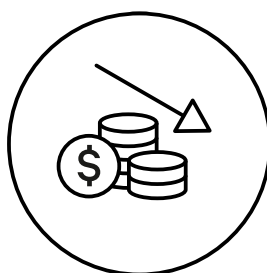
Today, our infrastructure enables us to distribute our customers' stories everywhere, with the highest available quality and reach:



We leverage our hybrid content delivery network spanning satellite, fibre, IP, and cellular



Our global teams span from Singapore to America, enabling 24/7 customer support

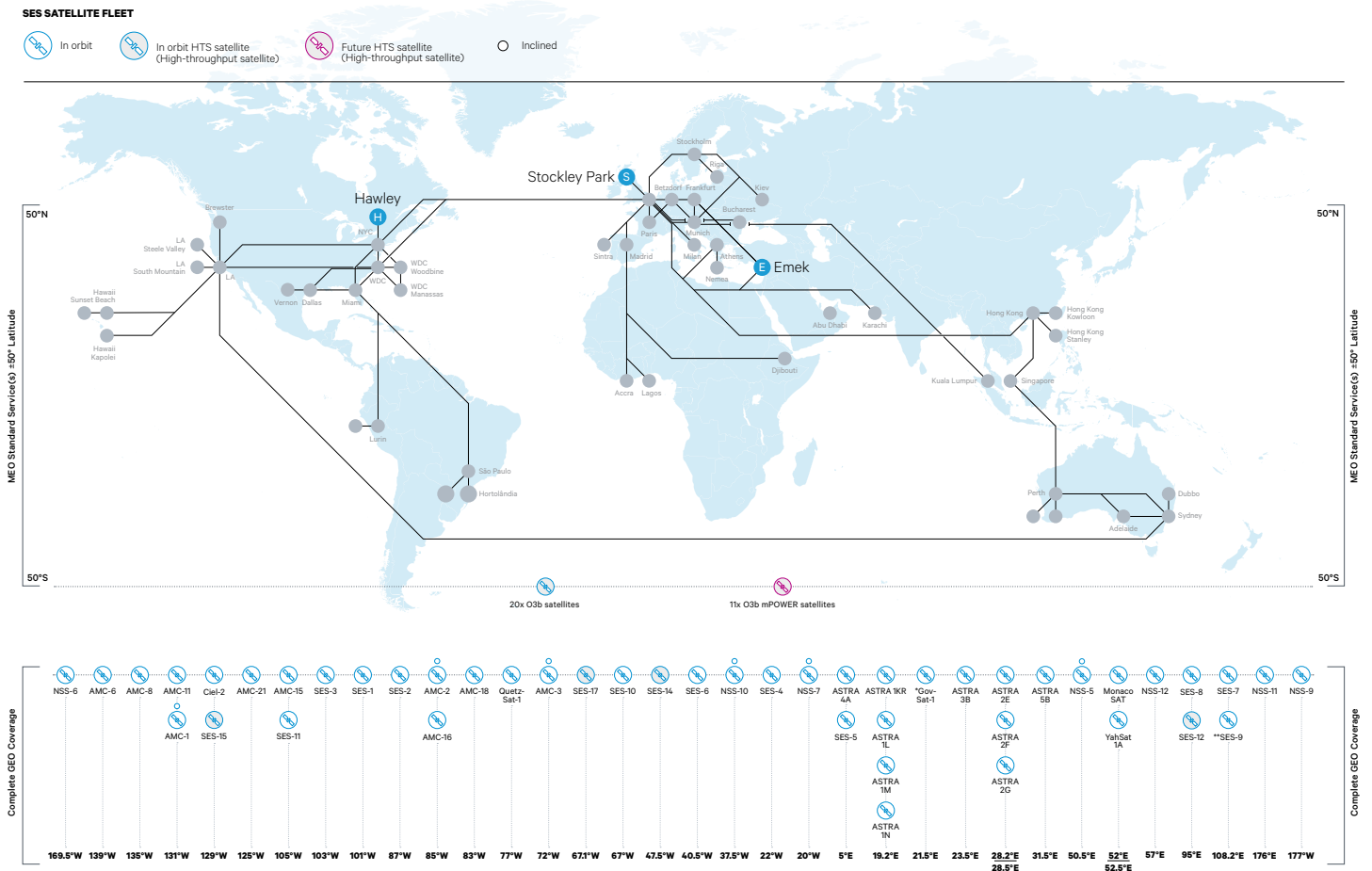


Our own satellite fleet enables competitive pricing

GLOBAL FACILITIES

SES is a leading content enabler for the sports industry with facilities spanning the globe. We combine a vast network of satellite and ground infrastructure with industry-leading

expertise to manage and deliver high-performance video and data solutions virtually everywhere on Earth. Our three dedicated sports media centres of excellence in the US, Israel, and the UK.



H Hawley Teleport, PA, USA

Our Hawley, PA, facility is positioned as the primary hub for sports content aggregation and distribution in North America.

E Emek Haela Teleport, Israel

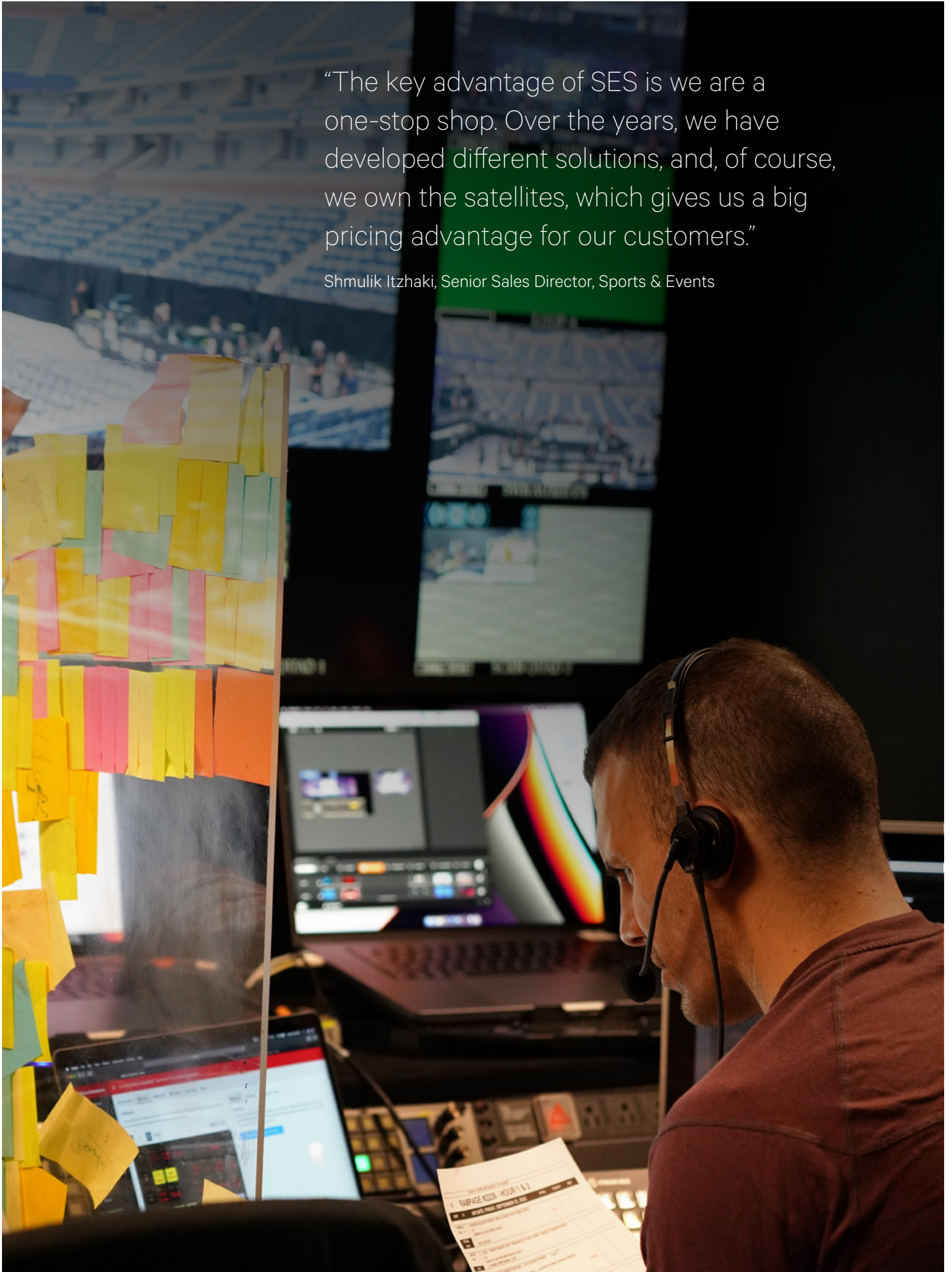
Our facility in the Middle East features a dedicated sports and event infrastructure and is strategically located with an orbital arc covering multiple continents.

W Stockley Park Teleport, London, UK

Our dedicated sports media centre within IMG's London facility connects to the global SES network and provides a full range of sports media services.

“The key advantage of SES is we are a one-stop shop. Over the years, we have developed different solutions, and, of course, we own the satellites, which gives us a big pricing advantage for our customers.”

Shmulik Itzhaki, Senior Sales Director, Sports & Events



SUCCESS STORIES

— PUTTING OUR CUSTOMERS FIRST



In this video, Julia Reznik, Susanna Mandel-Mantello, and Shmulik Itzhaki discuss how SES optimises our solutions to meet the unique needs of each customer.

— TEAMING UP WITH BIG INDUSTRY PLAYERS

SES delivers **Premier League** matches via a reliable hybrid distribution network to broadcasters worldwide

“It’s fun working with such an incredible property because it is one of the most watched sports in the world. Watching Premier League, every game is broadcast on two satellites in each territory.”

Susanna Mandel-Mantello, VP of Strategic Accounts, Sports & Events

SES delivers live and non-live **NFL** content to audiences around the world. The NFL was looking for a content distribution solution that was stable, reliable, cost-effective, and allowed them to grow as fast as they could.

“When you see that good night on that Super Bowl feed, it brings a big smile to the entire team, because it’s really teamwork that delivers to hundreds of countries around the world. And it’s fun to be part of it.”

Susanna Mandel-Mantello

CSI Sports partnered with SES to aggregate martial arts and fighting sports content and distribute it globally via four different channels.

SES works hand-in-hand with **All Elite Wrestling** (AEW) to deliver live professional wrestling to millions of viewers around the world.



“The pandemic made clear to many people that we’re all in this together, but that’s the way that we’ve always worked at SES. We will always go the extra mile to make things work and we bring the same passion to excellence in sports broadcasting that our customers do.”

Julia Reznik, Director of Sales Operations & Booking, Sports & Events



LOOKING AHEAD IN THE SPORTS INDUSTRY

— THE FUTURE OF SPORTS



In this final video, Julia Reznik discusses how SES looks to new technological solutions that support the emerging needs of our customers.

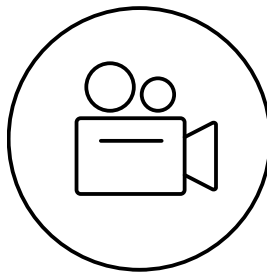
SUCCESS STARTS WITH STRONG PARTNERSHIP

SES is well positioned to support the needs of sports broadcasters around the world. We are the only company in the market that owns and operates its own satellite fleet.

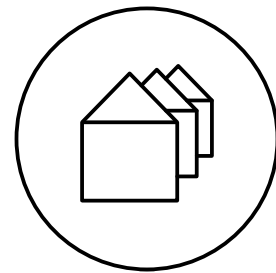
Our cutting-edge, dedicated sports-specific facilities allow us to quickly respond to the needs of our customers, in all sectors of the sports industry, 24/7.

LOOKING AHEAD

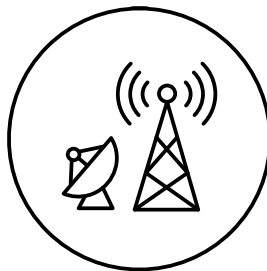
Together with our customers, we will continue to support the audiences of the future through:



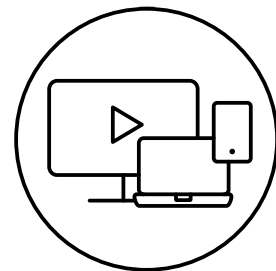
Developing a new platform to fully orchestrate live content.



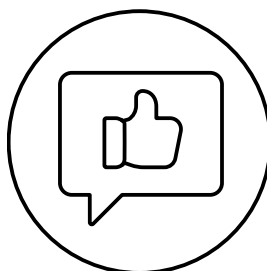
Establishing new European neighbourhoods.



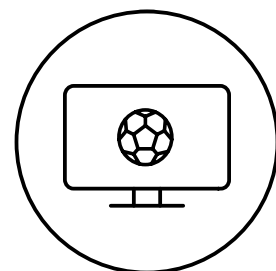
Meeting growing demand with dedicated infrastructure to meet the needs of sports organisations worldwide.



Meeting the demands of changing viewer behaviour—no matter where they are.



Enabling content at all levels, leveraging the latest technologies, with full 24/7 support.



Working on the largest sporting events in history.

“We enable content at all levels. From the largest events with global audiences to smaller ones destined for the streaming generation, we support our customers’ content strategies every step of the way, providing an expansive service, leveraging the latest technologies, with full 24/7 support and exemplary customer service.”

Julia Reznik, Director of Sales Operations & Booking, Sports & Events



FURTHER READING

OU Flex Part I: VR Mountain Biking & Snow Volleyball in the Austrian Alps [▶](#)

Snow Volleyball and OU Flex [▶](#)

SES 360 for Sports Organisations [▶](#)

SES Sees Significant Growth for IP Switch Driven by Customer Demand for Live Sports and Events [▶](#)

Delivering Live-Action Professional Wrestling [▶](#)

To learn more about our partnership
with the sports industry, visit
[www.ses.com/find-service/
sports-organisations](http://www.ses.com/find-service/sports-organisations)

SES HEADQUARTERS

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