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PlaySight Interactive and Swisscom team up to bring automated video production and build an OTT sports platform for tennis in Switzerland

Tel Aviv, Israel / Zürich, Switzerland (November 21, 2019) – Swisscom and PlaySight Interactive are thrilled today to share the news about this groundbreaking new technology partnership in tennis. With its Asport initiative, Swisscom aims to digitize amateur and professional sport, offering athletes, coaches and the greater sporting community in Switzerland access to pro-level performance and broadcast video technology. Powered by PlaySight’s automated video production and the Asport video platform, athletes, coaches and fans will soon be able to experience games and training sessions live and on demand anytime and anywhere.

PlaySight is joining Swisscom as the exclusive technology partner for tennis. PlaySight will help to build out a specific AI solution for broadcasting and intelligent automated highlights, provided to Swisscom through the Asport OTT video platform. Together, Swisscom and PlaySight will be creating a comprehensive product portfolio for different needs and requirements.

“We are very pleased to add PlaySight as a highly-regarded technology partner in this field. Their tennis experience and technology is particularly unique, and their platform has been tested and proven by the best in sport worldwide,” said **Sven Bethke, the CEO of Swisscom Event & Media Solutions**. “We are convinced that our joint product will enrich the Swiss market and we look to build on this partnership in the future.”

With its Sport OTT and content management platform, Swisscom Asport has created an open and central hub for the video sector, enabling efficient camera systems and to manage, publish and monetize sports videos. Together with selected partners, Asport offers the entire process from automated video production to analysis and data tracking for different sports and various needs as well as budgets.

“The goal of Asport is to satisfy a clear customer need, using the best technology and products to add value to their lives. In order to become the most recognized video provider in the sports sector, you need strong partners with a proven track record globally,” said **Stefan Schneider, Head of Swisscom Asport**. “This is exactly what PlaySight offers us, and we are very pleased to begin this exciting partnership together.”

With its Smart sports AI technology, PlaySight turns sports facilities, gyms, courts, fields, rinks and pools ‘Smart’ by installing high-performance software and connected camera technology. PlaySight-powered facilities provide athletes, coaches, teams and fans with automated HD broadcast live streaming and pro-level coaching and performance analysis tools, as well as instant replay and multiple camera angles. PlaySight technology is used across the sporting world, from the NBA to college sports and international federations.

“Having worked with the entire Asport team for the past year, it is easy to see how their vision aligns with ours. There is a large demand for live and on demand content in the amateur sports market in the Swiss region, and it is only a matter of time before Asport is the recognized brand for amateur sports in Switzerland,” said **Rodney Rapson, PlaySight’s European Managing Director**. “We are proud to be technology partners and to help Swisscom curate content on their new platform.”

“We really look forward to supporting Swisscom with the Asport initiative and continuing to innovate on our Smart sports AI platform to best meet the needs of today’s sports consumer,” said **PlaySight CEO and Co-Founder Chen Shachar**.

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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.

About Swisscom Asport:

Swisscom is the leading telecommunications and one of the leading IT companies in Switzerland. It is also one of the most sustainable and innovative companies in Switzerland. Accordingly, initiatives such as Asport are constantly being used to identify new growth areas. Asport stands for digitization in Swiss amateur and professional sport. The product portfolio supports sports clubs in their further development in both the sporting and economic fields. Asport has been active in the market since 2018 and has already implemented its first customer projects.