

The German Tennis Federation (DTB) and PlaySight sign multi-year agreement for live streaming and content production

After a successful launch in December of last year, the DTB will now broadcast the Bundesliga (the top-level tennis league) as well as the National Championships live with PlaySight's portable GO automated production platform

HAMBURG, GERMANY (JULY 8th, 2021) – PlaySight is very pleased today to announce an enhanced technology partnership with the German Tennis Federation (**DTB – Deutscher Tennis Bund**). The DTB has the largest number of active members in the world and already successfully deployed PlaySight technology back in December, where [PlaySight GO units powered fully remote production of the Men's and Women's National Championships](#) along with Tennis Channel International.

With this enhanced partnership, PlaySight's portable GO technology will be utilized to live stream all men's Bundesliga matches as well as this year's German Championships. The DTB also plans to use their new technology capabilities across other events in the future, with the ultimate goal of promoting German tennis by providing increased access to more live & on demand tennis with its large audience of players and fans in Germany and around the world.

DTB vice president Nico Weschenfelder is excited about the new possibilities this partnership offers: "With PlaySight's portable GO technology we can stream more matches than ever before. We already broadcasted last year's Championships in Biberach and are happy to expand the service. Especially the men's Bundesliga – the best national team competition in the world – will reach a wider audience with the help of PlaySight and our streaming partner Tennis Channel International. With this partnership we are able to digitalize our products and German tennis as a whole."

PlaySight's Co-Founder & CEO Chen Shachar is proud to deepen his company's commercial partnership with the DTB. "Leading sports organizations around the globe understand the importance of live streaming and content initiatives which will keep up with the demands of today's audiences: high tech, high quality and high flexibility. Live streaming and video across all levels of tennis is becoming the industry's standard even quicker than we imagined, and we are thrilled to help the DTB reach its goals of connecting with its tennis players and consumers in more meaningful ways."

PlaySight's portable GO units can be quickly set-up and tested prior to each match, with streams initiated and sent to different push points with ease through the PlaySight Sports Network (PSSN) platform for broadcasting clients, which includes many features aimed at maximizing the experience of viewers, players, and coaches alike. PlaySight's full-service streaming also includes digital scoreboard overlays with match summaries and insightful stats being shared throughout the streaming, automated filtering of every point as well as automated highlights of key moments in the match for both athlete performance and further fan engagement capabilities.

Initial coverage of Bundesliga events will take place on Friday, 9th of July and be available to Tennis Channel International subscribers.

About PlaySight Interactive:

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight utilizes its Smart sports AI and connected camera technology platform to connect clubs, coaches, athletes and fans all over the world. With presence ranging from the professional ranks through collegiate, high school and youth sports, PlaySight's clients include teams from the NBA, MLB and NHL, and over 100 NCAA athletic departments. PlaySight also works with leading federations and organizations, such as the United States Tennis Association's National Campus, Ripken Baseball, EuroMillions Belgium Basketball League, Magnus French Ice Hockey League, and many more.

About the German Tennis Federation (DTB):

Founded in 1902 and now counting with over 1.4 million members, the German Tennis Federation is the governing body of German tennis and the largest tennis association in the world. The association acts as the umbrella organization for 17 regional associations within its country. As a central area of focus, the DTB works in the promotion and growth of tennis to the next generation of players. The various measures include talent scouting, the provision of federal support initiatives, support of young talent with individual training, the organization of numerous youth tournaments and championships as well as the deployment of various youth national teams. All activities, including the digitalization efforts made in the past few years, are tailored to the needs of children and young people and aim to enable young talents to reach their best potential.