**RED BEE’S OTT PLATFORM ENABLES NEW PARTNERSHIP BETWEEN SVENSKA SPEL AND PMU – DELIVERING LIVE HORSE RACING FROM FRANCE ALL ACROSS SWEDEN**

**Red Bee Media is now delivering OTT services for a new partnership between the state-owned Swedish casino operator and gaming company Svenska Spel Sport & Casino and French sports and horse betting company Pari Mutuel Urbain (PMU). Through the partnership and by using Red Bee’s OTT platform, Svenska Spel Sport & Casino is now able to deliver French horse racing from PMU as live streams on their website, in their apps and to TV sets in retail outlets at partner locations across Sweden. Red Bee will also manage Svenska Spel Sport & Casino’s VOD archive with content from PMU.**

“Working with Red Bee has been a key aspect for us in developing a rich customer experience for betting on horse races in Sweden”, says Rickard Gyllgårde, Head of Business Development and Services, Svenska Spel Sport & Casino. “Red Bee’s OTT platform and their extensive competence in streaming is crucial for our long-term investment on horse racing.”

Red Bee is delivering all PMU content through their managed OTT offering. The live signals from PMU are received, encoded and transcoded through the Red Bee Channel Store in Hilversum, before they are transported to Svenska Spel Sport & Casino’s website, apps and retailers. Red Bee’s DRM functionality makes sure that the content is geo-blocked to only be available in Sweden.

“We are very happy that Svenska Spel Sport & Casino chose Red Bee to make this partnership happen and deliver live content directly to horse racing enthusiasts all across Sweden”, says Thomas Andrén, Chief Operating Officer and Head of Market Area Nordics, Red Bee Media “This is another great example how our OTT platform and distributions services can be used to deliver content to audiences, on a wide range of devices, anywhere in the world with secure, high quality streaming.”

Red Bee’s comprehensive OTT Platform gives brands and content owners the possibility to launch a fully-fledged streaming service, rapidly and easily. It supports all content formats including linear, live, catch-up and on-demand as well as the full range of monetization options (including ad-funded, subscription, pay-per-view and vouchers). The service integrates easily with many other Red Bee services including content aggregation, metadata and automatic captioning. The platform also includes advanced geo blocking and DRM options, which allows for audience segmentation.

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**For more information please contact**

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**About Red Bee Media**   
Red Bee Media is a leading global media services company headquartered in London, with 2300 media experts in Europe, the Middle East, Asia Pacific and North America. Every day, millions of people across the globe discover, enjoy and engage with content prepared, managed, broadcast and streamed through Red Bee’s services. The company empowers some of the world’s strongest media brands, broadcasters and content owners to instantly connect with audiences anywhere at any time. Through an end-to-end, managed services offering, Red Bee provides innovative solutions across the entire content delivery chain – covering Live & Remote production, Managed OTT, Distribution, Media Management, Access Services, Content Discovery, Playout and Post-Production. **Red Bee – Wowing audiences. By creating what’s next.**

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