**Red Bee Media Partners with Stats Perform and Expands its Metadata Proposition with Global Sports Data Coverage**

**Global media services company Red Bee Media has partnered with Stats Perform, the leading provider of sports data and AI. Stats Perform’s deep, rich and fast sports data provides the foundation for predictive sports analysis used throughout various sports industries, including professional team performance, digital, media, broadcast and legal sports betting.**

“Working with Stats Perform enables us to add world-class, in-depth sports data and analytics to our metadata offering, making it easy for our customers to offer their viewers impactful sports media experiences in multiple ways,” said Jason Marchese, Head of Sales, Americas, Red Bee Media. “Linking our catalogue of enriched sports metadata and rich media content to the dynamic Stats Perform portfolio is a winning concept and we’re very happy to announce this partnership.”

Through the partnership, customers are now able to provide enhanced end-user experiences with analytical and statistical sports data for live, linear, and on-demand content for electronic program guides (EPGs), mobile apps and other use cases.

Stats Perform’s growing database of live analytical and statistical sports data includes highlights, score alerts and imagery from more than 4,000 leagues and competitions globally. Through Red Bee’s platform, all this data is easily connected and tagged to any type of sports content, creating opportunities for delivering added value to fans across the world. With a wide range of use cases, Red Bee and Stats Perform will deliver its offering to multiple businesses, including telcos, broadcasters, news organizations, web sites and app developers.

“Red Bee is an experienced provider of content discovery and metadata services in the global media industry and by joining forces we can expand our reach further,” said Wayne Ford, SVP, Americas Sales and Global Partners & Channels at Stats Perform. “Together we will be providing enhanced and exciting sports media experience to a global viewership.”

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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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