**SPORTSTRIBAL TV LAUNCHES AS THE FIRST AD-SUPPORTED SPORTS ENTERTAINMENT STREAMING SERVICE – POWERED BY RED BEE MEDIA’S OTT PLATFORM**

**SportsTribal TV is a new, free ad-supported sports streaming service, offering a wide range of 24/7 sports-based entertainment channels from around the world. Launching in late 2020, SportsTribal TV enables traditional and non-traditional sports rights owners, niche and micro-niche sports, social creators and sports storytellers to turn their video content into professionally managed, 24/7 streaming channels for fans. The new service is powered by Red Bee Media’s managed OTT platform.**

[SportsTribal TV](https://www.sportstribal.tv/) has selected Red Bee Media for its global experience and capabilities in linear channel management and global playout services. Red Bee’s broadcast-grade cloud infrastructure and managed OTT platform will be at the core of sports’ first 24/7 linear ad-supported streaming service.

SportsTribal TV will launch with a line-up of established digital sports entertainment channels initially available on mobile and web. The service will then roll out across all major connected TV and streaming platforms in 2021. As a sports AVOD specialist, SportsTribal TV is in discussions with a wide variety of global sports bodies, leagues, teams and publishers to bring a wide and diverse selection of new sports entertainment streaming channels to sports fans in the coming years.

“There are many sports organizations and content publishers who are having a hard time reaching fans and monetizing their valuable and exclusive video content. Either because they can’t attract the attention of big broadcasters or because they don’t have the financial and technical resources to launch a direct-to-consumer OTT offering themselves”, says Frank Bowe, Founder & CEO, SportsTribal TV.

He continues: “SportsTribal TV solves this problem by offering marginalized sports, rights owners and digital sports publishers their rightful place at the OTT table, turning new and existing video assets into 24/7 linear streaming channels, distributed on our ad-supported sports TV guide. Our model is based on revenue-sharing and mutual success, with no heavy upfront or running investments for our sports partners, who gain access to our global OTT distribution infrastructure. Everybody wins, including the fans who get access to their favorite sport! I am delighted to partner with Red Bee Media, pioneering a new era in free, ad-supported TV for the next generation of sports fans.”

“SportsTribal TV is a great example of how the market for streaming content is expanding and diversifying and we’re happy to be a part of this unique launch,” says Steve Nylund, CEO, Red Bee Media. “The Red Bee Managed OTT offering is perfectly suited to support a service like this, bringing high-end viewing experiences and a wide variety of content to sports fans globally, while enabling monetization of content rights through advertising. It’s a win-win!”

Red Bee’s white label 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.

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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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