**EXTREME E TEAMS UP WITH RED BEE MEDIA**

**07 December 2020, London:**Extreme E, the new electric off-road racing series, has teamed up with Red Bee Media, which will support its broadcast package worldwide.

Red Bee Media will provide satellite distribution services to major broadcasters around the globe, picking up live signals from Extreme E’s Production gallery and transmitting these through resilient global satellite networks via its distribution hub in Hilversum in the Netherlands.

In addition, Red Bee Media will also provide a digital distribution hub/network which will be used to transcode and live stream Extreme E’s race content on all of their digital platforms. Finally, Extreme E will utilise Red Bee’s OTT platform for global live streaming on the championship’s website and other digital assets.

**Ali Russell, Chief Marketing Officer at Extreme E said:** “This support from Red Bee Media adds up to Extreme E being able to reach a truly global audience. In line with the championships environmental and sustainability missions, there will be no spectators on site, so it is imperative the broadcast product is right, and shared with as many screens as possible.

“I’m delighted to be working with Red Bee Media, a company that has a track-record in delivering content far and wide.”

**Steve Nylund, CEO, Red Bee Media, said:** “Extreme E is a truly inspiring initiative and we’re looking forward to delivering the excitement of the races to global audiences.

“The forward-thinking spirit and the commitment to a sustainable future is something that Red Bee shares with Extreme E, and we’re happy to be a part of delivering fantastic live media experiences, while increasing awareness about climate change at the same time.”

Extreme E is a sport for purpose, and one of those purposes is the environment. In Season 1, the series will visit five remote locations in Saudi Arabia, Senegal, Greenland, Brazil and Patagonia, all of which have been negatively impacted by the climate crisis. By visiting these locations, the championship looks to highlight these issues and encourage change.

In a bid to reduce carbon emissions, numbers on site will be kept to a minimum and this includes spectators, so the only way the championship can tell its story is through the screen, making its broadcast product particularly important.

**To learn more about Extreme E, visit -** [**www.Extreme-E.com**](http://www.extreme-e.com)

**ENDS**

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*Please visit the Extreme E media centre to access images, videos and press releases:* [*https://www.extreme-e.com/en/mediacentre*](https://www.extreme-e.com/en/mediacentre)

**NOTES TO EDITORS**

**About Extreme E:**

Extreme E is a radical new racing series, which will see electric SUVs competing in extreme environments around the world which have already been damaged or affected by climate and environmental issues. The five-race global voyage highlights the impact of climate change and human interference in some of the world’s most remote locations and promotes the adoption of electric vehicles in the quest for a lower carbon future for the planet.

To minimise local impact, Extreme E races will not be open to spectators, with fans instead invited to follow the action through live TV broadcast, and on social media.

The St. Helena, a former passenger cargo ship, has undergone a multi-million Euro refit to minimise emissions and transform her into Extreme E’s operations hub. The ship will be used to transport the championship’s freight and infrastructure, including vehicles, to the nearest port, minimising Extreme E’s footprint, as well as being used to facilitate scientific research through its on-board laboratory.

Extreme E is also pioneering hydrogen fuel cell technology which will enable its race fleet to be charged using zero emission energy. This innovative solution from AFC Energy uses water and sun to generate hydrogen power. Not only will this process emit no greenhouse emissions, its only by-product will be water, which will be utilised elsewhere on-site.

Season 1 Calendar:

Desert X Prix: Al Ula, Saudi Arabia
20-21 March 2021
Ocean X Prix: Lac Rose, Senegal
29-30 May 2021
Arctic X Prix: Kangerlussusaq, Greenland
28-29 August 2021
Amazon X Prix: Para, Brazil
23-24 October 2021
Glacier X Prix: Patagonia, Argentina
11-12 December 2021

**About Red Bee:**

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.**

**Web:** [www.redbeemedia.com](https://www.redbeemedia.com/) **Twitter:** [@redbeemedia](https://twitter.com/RedBeeMedia) **LinkedIn:** [Red Bee Media](https://www.linkedin.com/company/red-bee-media/)

**About Continental Tyres: Founding Partner and Official Tyre Partner**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent, and affordable solutions for vehicles, machines, traffic and transportation. In 2019, Continental generated sales of €44.5 billion and currently employs more than 230,000 people in 59 countries and markets.

The Tyres business area has 24 production and development locations worldwide. Continental is one of the leading tyre manufacturers with more than 56,000 employees and posted sales of €11.7 billion in 2019 in this business area. Continental ranks among the technology leaders in tyre production and offers a broad product range for passenger cars, commercial and special-purpose vehicles as well as two-wheelers. Through continuous investment in research and development, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The portfolio of the Tyres business area includes services for the tyre trade and fleet applications, as well as digital management systems for tyres.

 **About CBMM: Founding Supplier**
CBMM is the world leading supplier of niobium products and technology. Headquartered in Brazil, with offices and subsidiaries in China, Netherlands, Singapore, Switzerland and the United States. CBMM offers technical innovation to customers around the globe through a team of over 2,000 highly trained, dedicated professionals providing cutting-edge niobium products and technology to over 300 customers in 50 countries.

**About LuisaViaRoma:**
Established in 1929, LuisaViaRoma has been an online luxury destination since 1999. In 2019, LuisaViaRoma celebrated the company’s 90th anniversary, as well as the 20th anniversary of its online business.

**Founding Partner and Official Tyre Partner:**



**Founding Supplier:**



**Official Fashion Partner:**