

## **VOGOSPORT expands its offering with its out-of-venue “Virtual Seat” solution**

**VOGO (ISIN code: FR0011532225 - Ticker: ALVGO) is announcing the expansion of its VOGOSPORT offering with the launch of its out-of-venue “Virtual Seat” solution for sports federations, leagues, clubs, event organisers, rights holders and broadcasters. The new service addresses the needs of sports industry players who, to withstand the current health crisis, have to reinvent themselves, be ready for potential after-shocks and provide economic stakeholders in the sports economy new sources of revenue.**



### **COVID-19: an unprecedented impact on the sports industry**

The effects of the Covid-19 health crisis were felt immediately by the sports industry with major national and international sporting being shut down or postponed as the epidemic spread. In addition to broadcasting rights which weigh upon club budgets, the industry continues to suffer heavy revenue losses (ticketing, advertising campaigns, merchandising, etc.) across the disciplines. As an indication, the economic impact of the crisis is estimated to have cost League 1 and 2 clubs €400m for the 2019-2020 season (source: KPMG Football Benchmark - excluding the impact on the transfer market).

As lockdown measures are gradually lifted, the French government has authorised professional training to resume for team sports clubs, and will reopen stadiums and racetracks from 11 July with a limit of 5,000 spectators.

### **A recovery underway... but a necessity: reinvention**

The easing of measures to contain Covid-19 is opening the way to recovery, with very encouraging signs for VOGO’s activity. But the return to normal will be gradual and the possibility of a future crisis means that today the world of professional sports must reinvent their practices, the fan experience, broadcasting channels for events and economic models, which until now have been the norm.

### **“Virtual Seat”: an innovative solution for enjoying a live experience outside the stadium**

VOGO is seeking to be at the centre of this transformation in which new technologies play a decisive role. This is the premise of the new “Virtual Seat” offering for federations, clubs, events organisers, rights holders and broadcasters. With this new solution, fans can now attend competitions, which

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would be held behind doors with very limited access, from outside the stadium, using their devices (smartphone, tablets, etc.) to stream the cameras filming the events in real time. All the features behind the success of VOGOSPORTS' historical in-stadia service are available: live multi-camera, replay, zoom and slow motion. The solution is an innovative way to meet subscriber needs and engage its community of supporters.

## **Driving fan engagement and loyalty, and creating new sources of revenue for economic stakeholders in the sports economy**

Thanks to this solution, sports industry players can give their spectators an innovative alternative to in-stadia attendance, allowing fans to continue to enjoy their passion. This exclusive and engaging service is offered as a second screen that can be used in addition to traditional broadcast channels (with, for instance, access to the live multi-camera where users can switch as they please between angles during play), or as a standalone media for events that are not re-broadcast. The roll-out of the service gives economic stakeholders in the sports economy new sources of revenues, particularly through in-app purchases as well as greater visibility for partner brands thanks to the insertion of logos and sponsored videos.

"Virtual Seat" confirms VOGO's agility and leading role to assist economic stakeholders in the sports world through the deep transformation of their industry, while fully harnessing the opportunities of new technologies. The solution can also be used in other markets, such as the performing arts, which too have to rethink their tradition models.

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## About VOGO

VOGO develops, markets and distributes live & replay, audio and video solutions for spectators and professionals in sports arenas. The acquisition of Vokkero® in October 2019 enriched this range of professional solutions, with the integration of an internationally recognised line of audio communications systems in the world of sport (over 20 disciplines), as well as in industrial, service and entertainment sectors. All of the Group's technologies have patent protection. VOGO is present in France (Montpellier, Paris and Crolles) and in North America, with an office in New York. The Group has been listed on the Euronext Growth stock market since November 2018 (ISIN code: FR0011532225 - ALVGO). For more information: [www.vogo-group.com](http://www.vogo-group.com)



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