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BIG TECH INTEREST IN US SPORTS RIGHTS TRIGGERS 10-YEAR CONTRACT WORTH OVER \$50M FOR EVS

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August 19th 2022, EVS.com

EVS, leading provider of live video technology, today announces it has signed a 10-year contract worth over \$50 million with a major US-based broadcast and media production company. This agreement includes the delivery of EVS' live production, replays and highlights solution LiveCeption®, combined with a long-term service level agreement (SLA). It also provides the customer with multiple benefits including access to EVS' latest technology innovations and upgrades for its installed base, a predictable operational spend, with a spread of capital expenditures over time, an easy way to plan for further expansion and a premium SLA.

The agreement comes as big tech companies intensify the competition with linear networks to secure live sports content by spending billions of dollars to acquire media rights of the most prestigious pro sports leagues in North America. And the bidding wars are just beginning since tech giants see live sports programming as the best way to increase subscription numbers and grow their streaming platforms.

Quentin Grutman, Chief Customer Officer at EVS said: "This partnership is a clear sign of confidence from one of our key North American customers. North America remains a strategic market for EVS and the recent strengthening of our North American team and its leadership enables us to achieve our ambitious plans."

"Big tech's move into live sports has sparked a chain reaction in the broadcast industry, where broadcasters and live service providers are looking to expand their production capacity while investing in future-proof technology," adds Serge Van Herck, CEO at EVS. "We are extremely proud of this multi-year agreement which represents a new milestone in the history of our company. It clearly demonstrates EVS is seen as a solid partner, able to meet future challenges of the broadcast and media industry. Most important of all, it provides our customer operational "peace of mind" for the next 10 years."

EVS décroche un contrat de plus de 50MIO\$ porté par l'intérêt croissant des géants du numérique pour les droits sportifs aux Etats-Unis

19 août 2022, EVS.com

EVS, leader des technologies de production vidéo en direct, annonce aujourd'hui la signature d'un contrat de 10 ans d'une valeur de plus de 50 millions de dollars avec une importante société de diffusion et de production multimédia basée aux États-Unis. Ce contrat comprend la livraison de la solution EVS LiveCeption® pour la production en direct, la gestion des ralentis et des résumés, associée à un accord de niveau de service (SLA) de longue durée. Ce dernier offre au client de multiples avantages, notamment l'accès aux dernières innovations et mises à niveau technologique d'EVS pour sa base installée, des dépenses opérationnelles prévisibles, avec une répartition des dépenses d'investissement dans le temps, un moyen simple de planifier une expansion future et un SLA premium.

L'accord arrive alors que les géants du web intensifient la concurrence avec les acteurs traditionnels du marché de l'audio-visuels en dépensant des milliards de dollars dans l'acquisition de droits médias des ligues sportives

professionnelles les plus prestigieuses d'Amérique du Nord. Et les enchères ne font que commencer, puisque les géants de la technologie considèrent la programmation sportive en direct comme le meilleur moyen d'augmenter le nombre d'abonnements et de développer leurs plateformes de streaming.

Quentin Grutman, Chief Customer Officer chez EVS a déclaré : « Ce partenariat est un signe clair de confiance de la part de l'un de nos principaux clients nord-américains. L'Amérique du Nord est un marché stratégique pour EVS et le récent renforcement de notre équipe nord-américaine et de son équipe de direction nous permet de réaliser nos plans ambitieux. »

"Le passage des grands acteurs technologiques aux sports en direct a déclenché une réaction en chaîne dans l'industrie de la diffusion, où les diffuseurs et les fournisseurs de services en direct cherchent à étendre leur capacité de production tout en investissant dans une technologie à l'épreuve du temps", ajoute Serge Van Herck, CEO d'EVS. « Nous sommes extrêmement fiers de cet accord pluriannuel qui représente une nouvelle étape dans l'histoire de notre entreprise. Cela démontre clairement qu'EVS est considéré comme un partenaire solide, capable de relever les défis futurs de l'industrie de l'audio-visuel et des médias. Plus important encore, il offre à nos clients une « tranquillité d'esprit » opérationnelle pour les 10 prochaines années. »

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Forward Looking Statements

This press release contains forward-looking statements with respect to the business, financial condition, and results of operations of EVS and its affiliates. These statements are based on the current expectations or beliefs of EVS's management and are subject to a number of risks and uncertainties that could cause actual results or performance of the Company to differ materially from those contemplated in such forward-looking statements. These risks and uncertainties relate to changes in technology and market requirements, the company's concentration on one industry, decline in demand for the company's products and those of its affiliates, inability to timely develop and introduce new technologies, products and applications, and loss of market share and pressure on pricing resulting from competition which could cause the actual results or performance of the company to differ materially from those contemplated in such forward-looking statements. EVS undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

About EVS

EVS is globally recognized as leader in live video technology for broadcast and new media productions. Our passion and purpose are to help our clients craft immersive stories that trigger the best return on emotion. Through a wide range of products and solutions, we deliver the most gripping live sports images, buzzing entertainment shows and breaking news content to billions of viewers every day – and in real-time. The company is headquartered in Belgium with offices in Europe, the Middle East, Asia and North America, and provides sales and technical support to more than 100 countries. EVS is a public company traded on Euronext Brussels: EVS, ISIN: BE0003820371. For more information, please visit www.evs.com.