



FOR IMMEDIATE RELEASE

## **Digotel Powers UIPM Online Video Portal**

Geneva, February 10, 2016 - Digotel, a leader in multi-platform live streaming and digital media services, today announced that it is powering the new portal UIPMTV.org for the Union Internationale de Pentathlon Moderne (UIPM) which was launched this week.

The multi-channel responsive video portal is designed and driven using components of the Digotel Live+ video platform to deliver both live and on-demand content. It includes an individual channel for a series of UIPM disciplines, allowing fans to access a variety of event coverage. The portal also features a social media hub, which aggregates information from the International and National Federations and athletes across multiple social networks.

UIPM Secretary General, Shiny Fang, said: "This impressive platform adds a new dimension to our online video coverage. By embracing digital technology, we hope to reach a wide audience and increase awareness of our sport."

With the rapid expansion of online video content and social media networks, using carefully designed tools, sports federations can further engage their viewers around sporting events, harness the reach of social media platforms and endorse their sport.

David Owen, Managing Director of Digotel said, "We are delighted to be working with UIPM, providing a suite of video and social media products. We understand the need for sports federations to engage viewers while at the same time promoting their sport; our solutions have been developed with these goals in mind."

### **About Digotel Sàrl**

A leader in multi-platform live streaming and digital media services, we are passionate about sports. Over 10 years of experience in live online sports video has developed our expertise across this rapidly evolving and exciting business. We provide rights owners with a range of innovative digital media products and services in line with changing viewer habits and evolving rights holder audience engagement strategies.

### **Contact**

Nick Owen  
Digotel Sàrl  
CP38,  
1291 Commugny, Switzerland.  
Office: +41 78 714 61 79  
info@digotel.com

###