

PRESS RELEASE

Artificial intelligence “made in Germany” for Spanish grass root football market

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Staige and Footters take partnership agreement: Livestreaming and coaching with AI-based camera system for all Spanish football clubs

German sports-digital company Staige and Spanish based broadcaster Footters take partnership agreement on digitizing the Spanish grass root football market. Future football club`s media content will be provided via established media platform Footters. This grass root teams will be able to stream every single game without missing any epic moment anymore and to carry football's emotions right into people's homes. After testing all available systems in the market, Footters chose Staige's AI solution as the best technology to produce and broadcast sports events.

In the course of a three years contract the Spanish football market benefits from the 100% intuitive Artificial Intelligence camera system by Staige including broadcasting technology “made in Germany”. Combined with the network and experience of Footters in the Spanish sports media landscape this partnership simplifies the football club`s entrance to broadcasting media content. Supporters and especially parents will get the chance to have their kids' matches live and on demand, to share it with their loved ones.

“This partnership with such a broadcaster leader like Footters typifies a true benefit for clubs and fans in Spanish football. For the clubs in getting a real advantage regarding their communication channels and raising their awareness level as well as for the fans in simplifying their access to Spanish football content. Alongside markets like Austria, Swiss and Luxembourg, with Spain we are more than happy to take another significant step in digitizing the European sports market”, Marvin Baudewig, CTO Staige.

Julio Fariñas, CEO of Footters commented: „This agreement allows us to bring the real football to all fans of this magnificent sport. We want all football lovers to know that Footters has been created for them and that, with the help of Staige, we will be able to carry out one of our founding challenges: to offer the best football there is - local football.“

About Staige

Staige GmbH was founded under the name Soccerwatch in Essen in 2017. 60 employees work on the digitalization of popular sports in its locations in Essen and Duisburg.

Staige GmbH manufactures cameras that record autonomously using artificial intelligence and stream the footage live on the Internet. The cameras are mainly used in amateur sports. Thanks to the integrated coaching tool, clubs can immediately conduct performance-oriented match and training analysis – for all sports, individual and mobile.

Even churches, theaters and on concert stages use the advanced camera technology of Staige. The company operates its own streaming portal, staige.tv, where more than 50,000 sporting and cultural events are available live and on-demand. Hundreds of sports and other cultural events are added every weekend. So far, Staige has found a new home in over 1,000 locations across Europe.

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Attachment: Staige_Footters_Press.jpg | Caption: From left to right: Footters COO José Sanchez, Staige CTO Marvin Baudewig, Staige CEO Jan Taube, Footters CEO Julio Fariñas with the Staige-Camerasystem | © 2022, Staige