



# Your world-class sports video partner

Powering connections with sports  
fans worldwide



# Your sports content partner

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For more than 25 years we have been the dedicated sports video partner for media organisations around the world and are experts in creating and delivering quality sports video content that matters.

Fandom of sport  
Powered by **sntv**

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**60+** unique videos  
per day



# Full sport coverage

We are **recognised experts** in sports journalism and understand the **complexity of sports rights and restrictions**.



Our dedicated journalists cover every **major sporting competition in the world** – and hundreds of local events – to bring you the best in:

- International sports highlights
- Breaking news
- Native language soundbites
- Pre and post-match reaction
- Data reviews/previews
- Player and coach interviews
- Sports legend interviews
- Press conferences
- Training coverage
- Viral news
- Sport celebrity/lifestyle videos



## International and regional events coverage, including:



FIFA Men's and Women's  
World Cups

Summer and Winter Olympics

ICC Men's and Women's  
Cricket World Cups

IRB Men's and Women's  
Rugby World Cups

FIFA Club World Cup

World Athletics  
Championships

UCI World Track and Road  
Championships

BWF World Championships

International Champions Cup

Commonwealth Games

Pan-American Games

UEFA EUROs

AFC Asian Cup

Copa América

Africa Cup of Nations

Asian Games

Southeast Asian Games

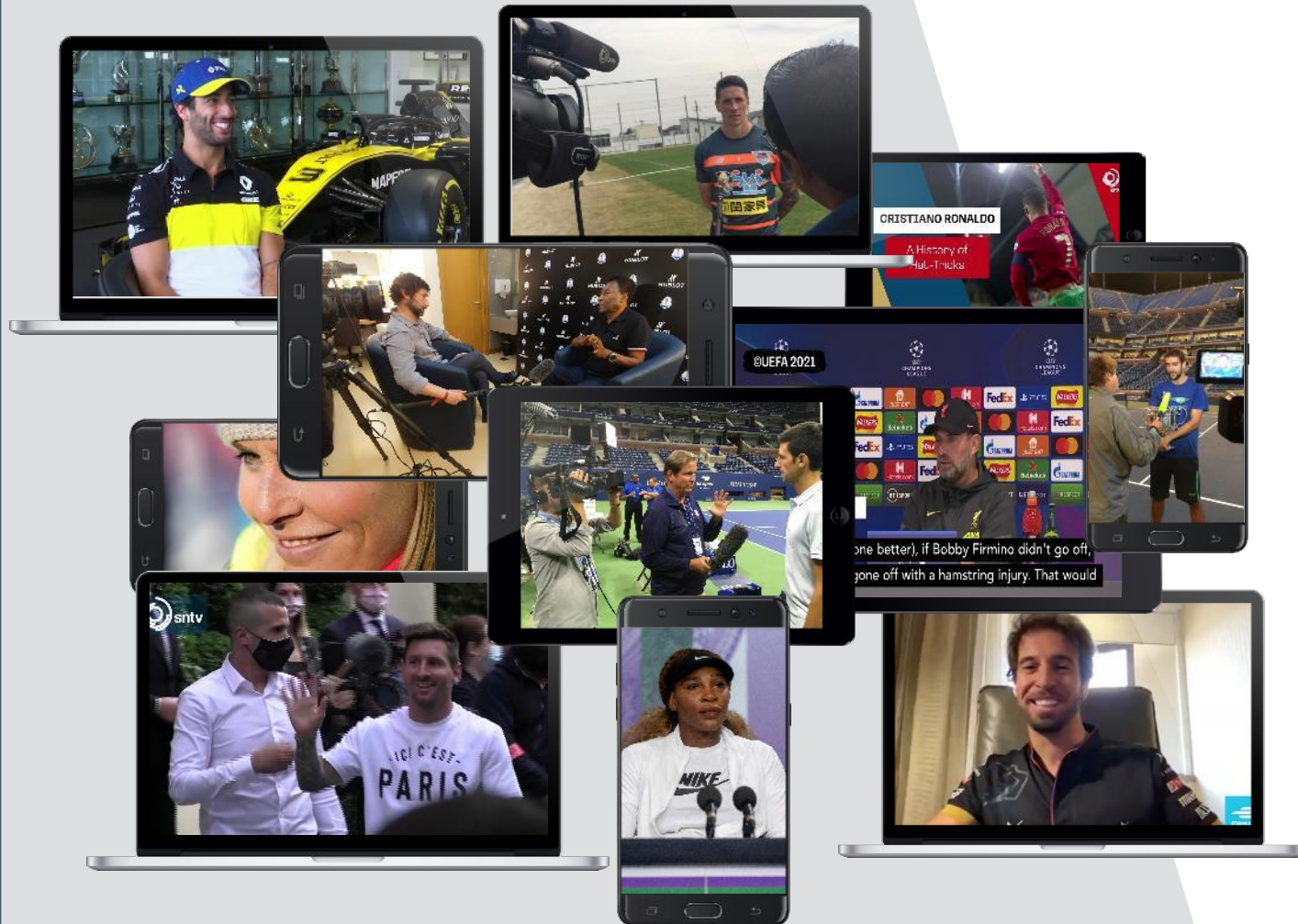
# Covering unmissable sporting moments



## Including:

- Antonio Conte appointed as new Tottenham Hotspur Manager
- Italy win the 2020 UEFA EURO tournament, beating England in the final
- Kobe Bryant's death
- Diego Maradona's death
- Lewis Hamilton winning 7<sup>th</sup> F1 title
- Nadal after winning his 13<sup>th</sup> French Open
- Mauricio Pochettino announced as PSG Manager
- Emma Raducanu's sensational win at the US Open

# Many exclusive one-on-one interviews



## Including:

- Lewis Hamilton
- Ada Hegerberg
- Pelé
- Daniel Ricciardo
- Novak Djokovic
- Manny Pacquiao
- Andrés Iniesta
- Caster Semenya
- Lando Norris
- Lilian Thuram
- Evander Holyfield
- Ali Adnan
- Arsène Wenger
- Richarlison
- Serena Williams

# Our content

## Breadth and variety

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Unparalleled global coverage from major competitions to local interest and bizarre sports events that not everyone covers.

**Including:**

- Commonwealth Games
- Asian Games
- Southeast Asian Games
- FIFA Women's World Cup



## All the action

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The best match action from around the world of sport, spanning over 275 leagues, cups and tours per year.

**Including:**

- Global sports events
- European soccer leagues
- Tennis Grand Slams and tours
- Golf Majors and tours



## Behind the Scenes

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With dedicated regional news desks, we get inside every story fast, providing all the news and talking points around the events.

**Including:**

- Best moments from training
- Press conference soundbites
- Access to sports celebrities
- Fan reaction in the moment



## Viral content

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The funniest, most talked about moments that transcend the world of sports.

**Including:**

- User generated content
- Whoops moments
- Shocking goal misses
- Fan clashes



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regional offices

1,200 +

media outlet clients

115+

territories reached

25 years

experience



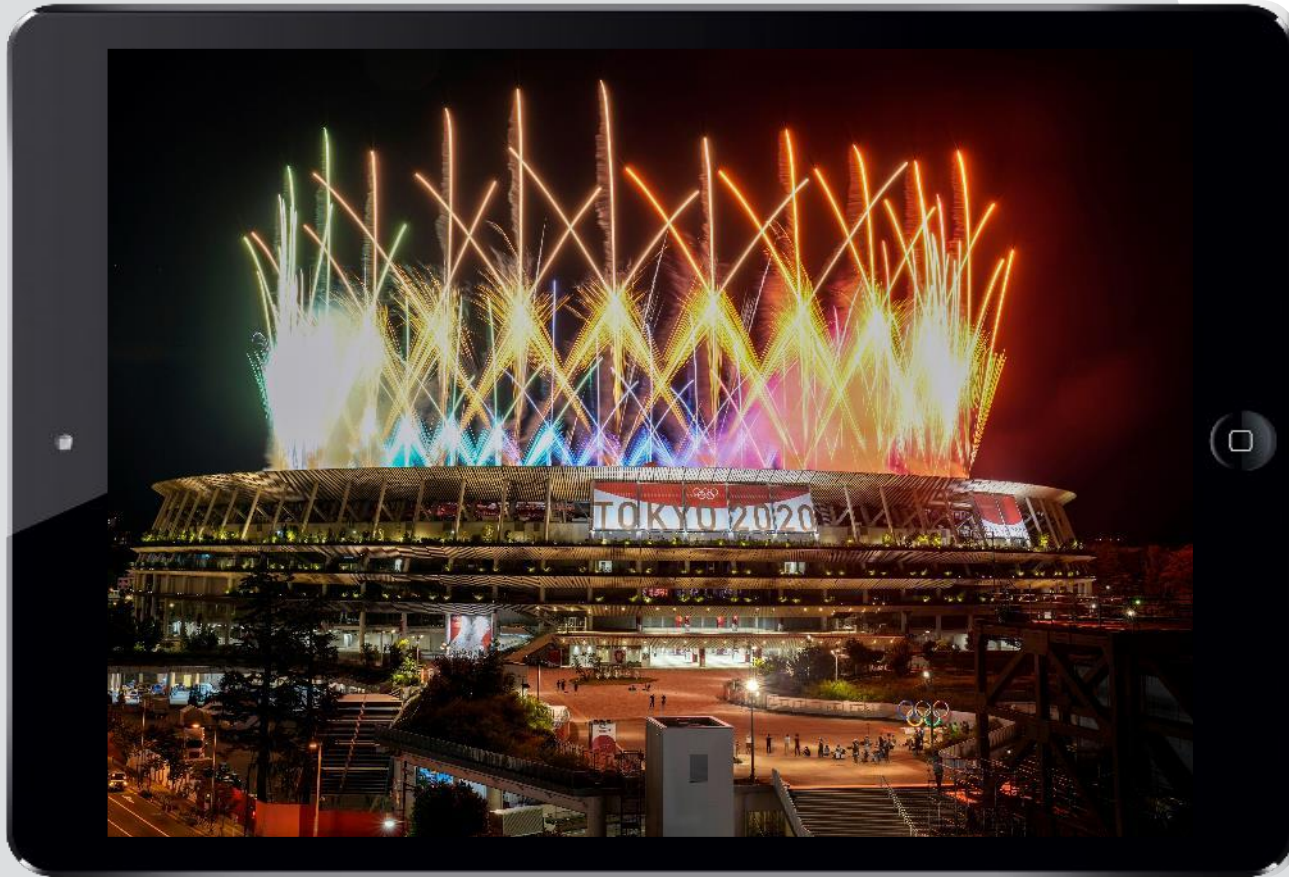
Our clients rely on **sntv** for a consistent supply of great stories **every** minute of **every** day.

# Available video formats

- Main newsroom uncut edits
- Moments
- English subtitled clips
- Moment-led features



# Major Events Coverage



**Get access to content from major events such as the UEFA European Championships, FIFA World Cup and Summer Olympics.**

Clients can expect:

- Team and venue profiles
- Team arrivals and departures
- Training sessions
- Press conferences
- Fan colour
- Reaction
- Breaking news
- Native tongue soundbites and so much more.

# FIFA World Cup 2022

Qatar | 21 November – 18 December 2022

- Team arrivals and departures
- Match previews and reaction
- Venue and city previews
- Squad announcements
- Team previews
- Team training and press conferences
- All the latest breaking news
- Coverage of the winners returning home and victory parade
- Viral clips from around the tournament



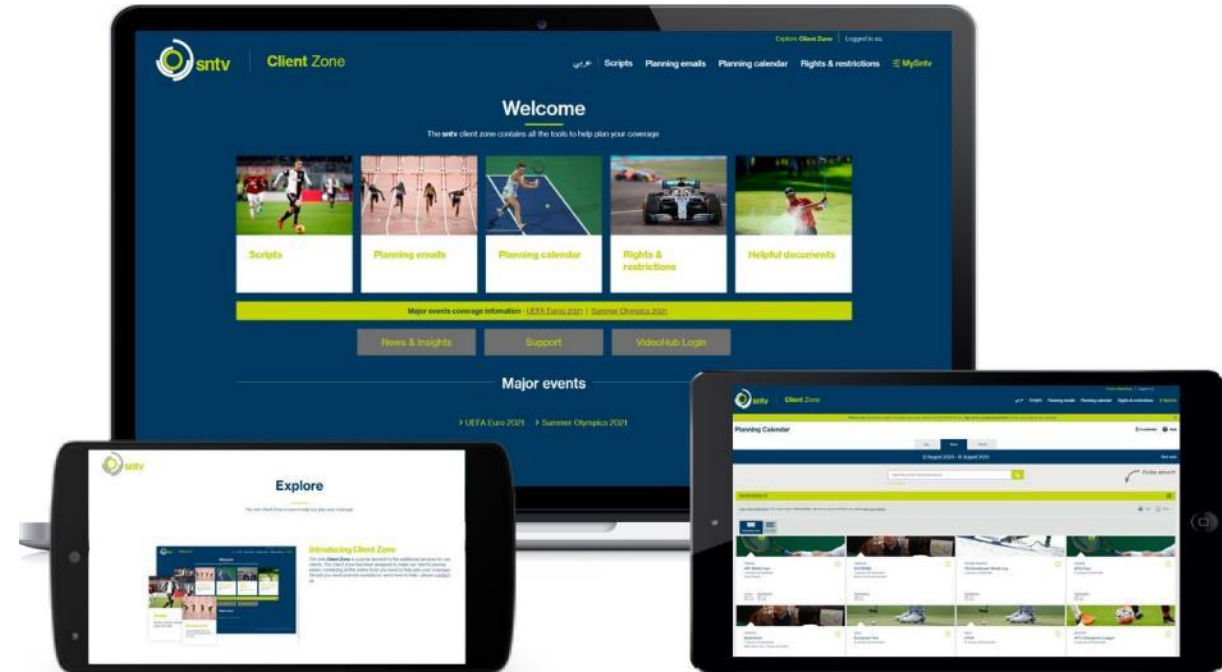
# The **sntv** Client Zone

A portal devoted to the tools we offer clients to help plan their coverage.

The Client Zone dashboard offers clients access to all the below tools:

- Updated **scripts, planning calendar and rights & restrictions** pages
- **AP Video Hub** access
- Major events **coverage information**
- New **support page** for any enquiries
- **News and Insights** section to view all our latest updates
- Access to '**MySntv**' to manage account details

Clients can log in as normal, using the Client Zone button at the top right of [sntv.com](https://www.sntv.com).



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**Client Zone**

**Free Trial**



Why **sntv**?

# Unmatched resources



As a joint venture between **AP** and **IMG**, we have vast **global news-gathering resources**.

# Unmatched experience



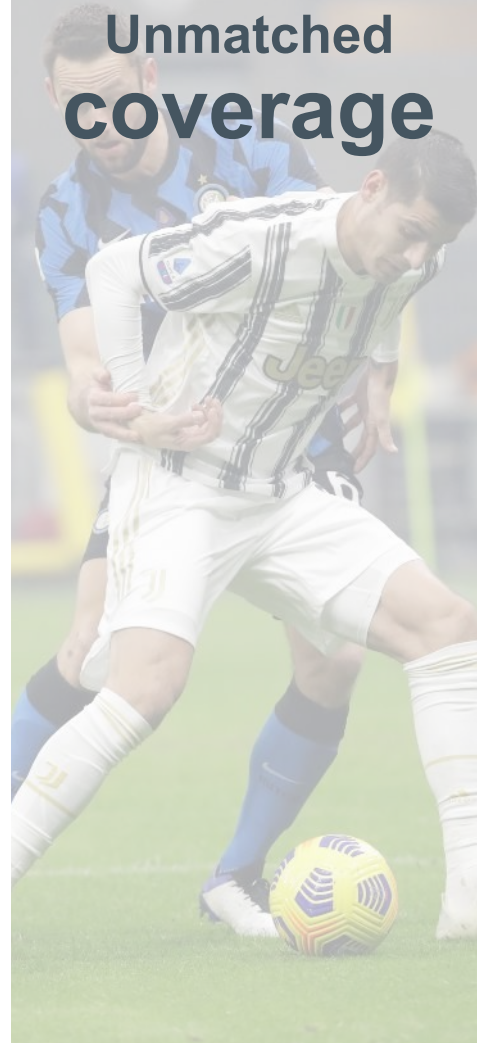
We've provided **world-class sports content** to media partners around the world for **24 years**.

# Unmatched knowledge



A team of **renowned sports experts** that is **100% sports-focused** 100% of the time.

# Unmatched coverage



We cover **more sports**, in **more locations**, than anyone else.

# Unmatched results



Clients tell us that our coverage consistently performs **better in-market than anyone else's**.

# 1,200+ global newsrooms rely on our content



# Working with 200+ global rights holders





**sntv**  
inside  
every story

**Thank you**

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