



B1 SmartTV

CM Equity Conference 09.27.2023

B1 SMARTTV

COMBINING CONTENT & TECHNOLOGY



Experienced Team & **Asset Light**



Gerd Weiner, **Founder & Managing Director**

Entrepreneur with 30 years expertise
in Marketing, Sales and Consulting.

Leading positions in Consumer Electronic
Industry: Samsung, Thomson, Loewe,
Telefunken



Dr. Robert Niemann, **Managing Director**

30 years of expertise in Sports,
Entertainment and Investment:

Kirch Group, SONY, ProSieben, RTL Group,
YAHOO! Bundesliga International, FIFA, TSV
1860 München, Oliver Kahn Management,
SES Astra, Roland Berger, Springer Verlag



Stefan Weinhauser
Product Management
Former Sky, Telefonica



Stephan Zurawski
Product Management
Former Sky, ProSiebenSat.1



Patricia v. Wangenheim
Operations



Nicolas Weiner
Data Engineer



Angela Barzen
Sales



Steve Röper
Legal



Erich Schneider
Accounting



Jean-Pierre Hägler
Quality Assurance

sport world

**WE OVERCOME THE
MEDIA DISRUPTION
BY CONNECTING ALL
DIGITAL DEVICES**

Next Level Content Consumption

ONE TO MANY



PLATFORM FOR ALL
DIGITAL TOUCHPOINTS

- SMART TV
- WEB / APP
- DIGITAL SIGNAGE
- SOCIAL MEDIA
- COMMUNITY
- METaverse
- NFT
- EVENT
- VENUE
- IN-CAR
- IN-FLIGHT

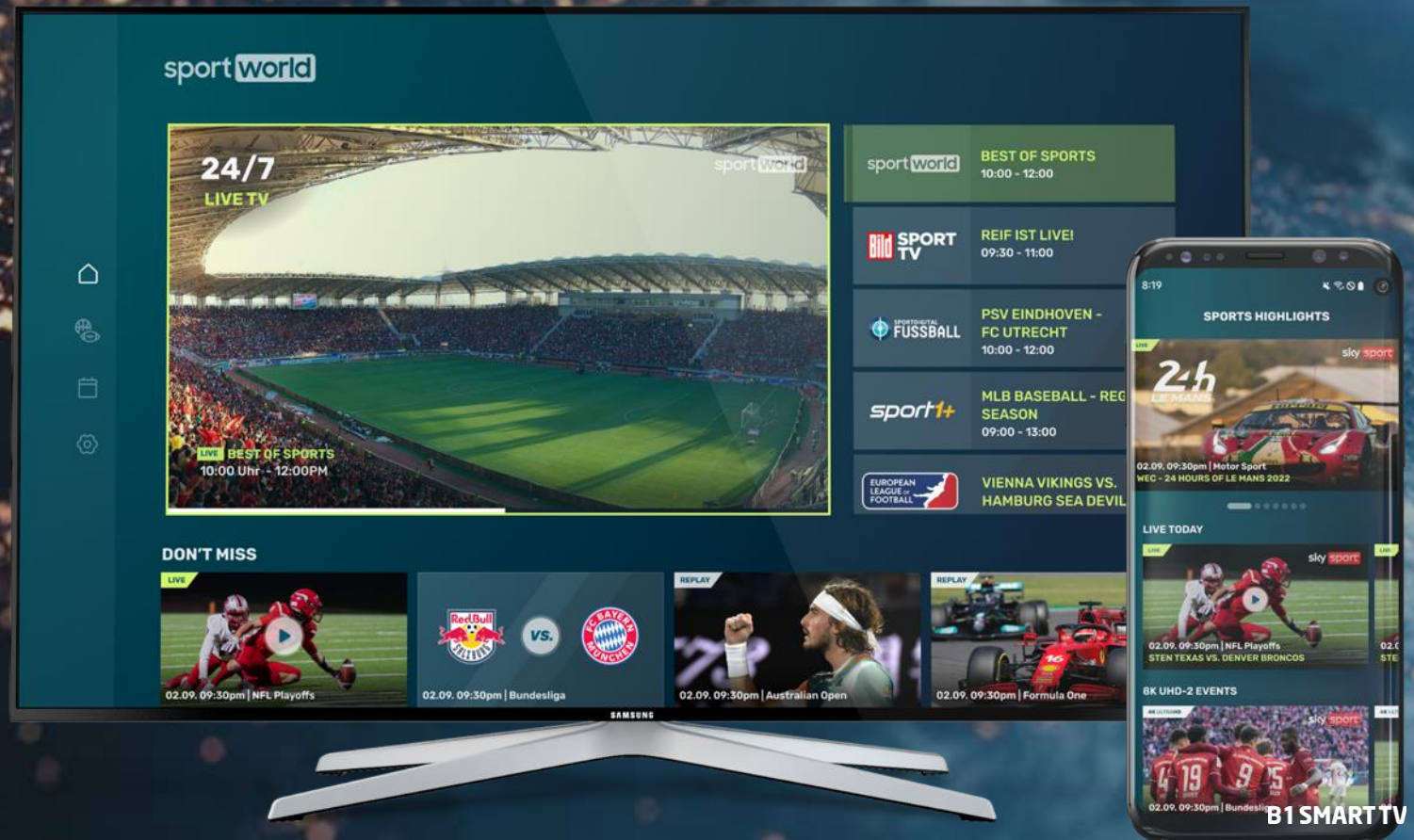




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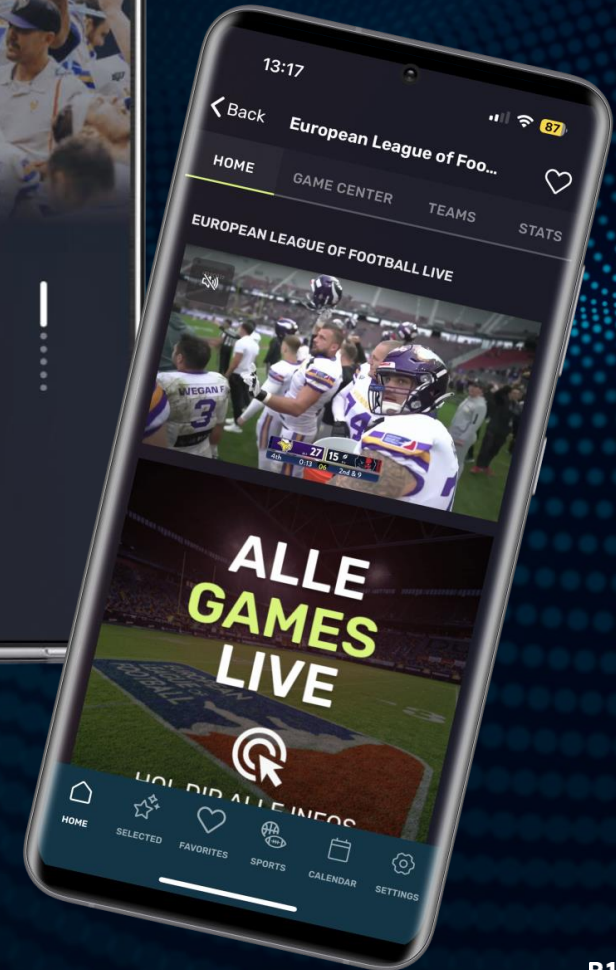
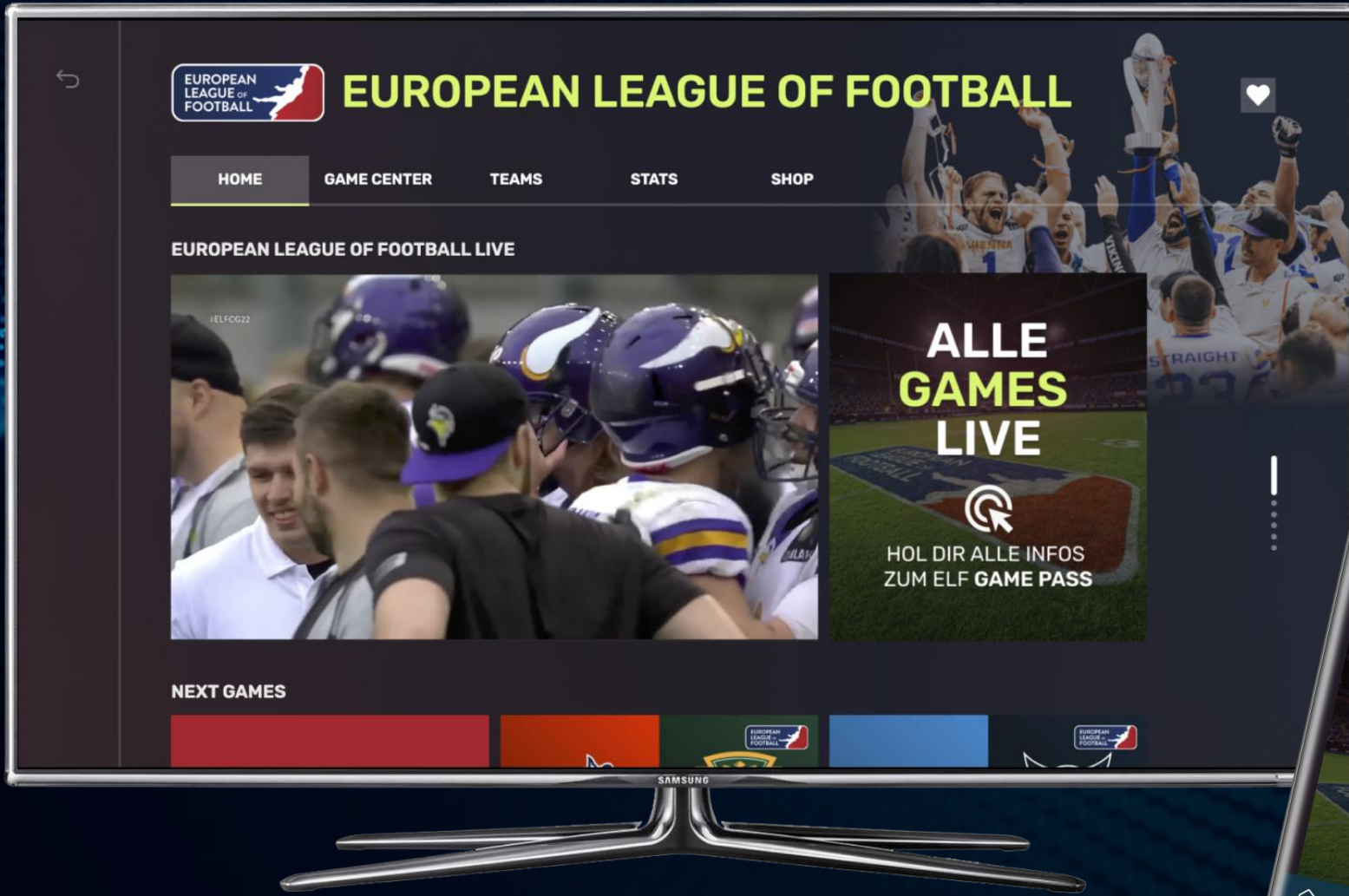
WE ARE THE GLOBAL
NUMBER ONE
SPORTS PLATFORM
FOR FANS AND
BUSINESS.

THE GLOBAL **NUMBER 1** **SPORTS PLATFORM** FOR SPORTS FANS



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ONE PLATFORM.
ONE STOP WATCHING.
ONE STOP SHOPPING.



sport **world**

WE ENABLE
CROSS-DEVICE
COMMUNICATION,
INTERACTION,
TRANSACTION.



EUROPEAN LEAGUE OF FOOTBALL



HOME GAME CENTER TEAMS STATS **SHOP**

OFFICIAL FANWARE

JERSEY

WÄHLE DEIN TEAM - HOL DIR DEIN JERSEY



HEADWEAR

IMMER TOP GESTYL - AUCH OBEN RUM



LIFESTYLE COLLECTION



PERFORMANCE COLLECTION



NFT CLUB



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WE ARE THE HOME
OF SPORTS FOR
FANS, ATHLETES,
CLUBS, LEAGUES,
FEDERATIONS.

One Solution for All

Bild BILD SPORT TV

HOME BUNDESLIGA SHOWS FIGHTING RACING EXTREM-SPORT

DEIN BILD SPORT TV

BILD SPORT TV

TYSON FURY VS. DEREK CHISORA: JETZT IM RE-LIVE

ZU DEN DOKUS

ZU DEN SHOWS

BUNDESLIGA HIGHLIGHTS

1.FC KÖLN

HIGHLIGHTS MATCHES FC-FRAUEN ESPORTS FANSHOP

KOMMENE MATCHES

VFB STUTTGART VS. 1. FC KÖLN: 21. SPIELTAG

1.FC KÖLN VS. VFL WOLFSBURG: 22. SPIELTAG

UNION BERLIN VS. 1.F.C. KÖLN

FC-HIGHLIGHTS

HOL DIR JETZT FC-TV

MATCHDAY 20

MATCHDAY 19

FC-FRAUEN

adidas FITNESS AREA

HIGHLIGHTS FITNESS SPORTS KOLLEKTION

WHAT'S NEW

3-STRIPES SESSIONS

DIE NEUE KOLLEKTION

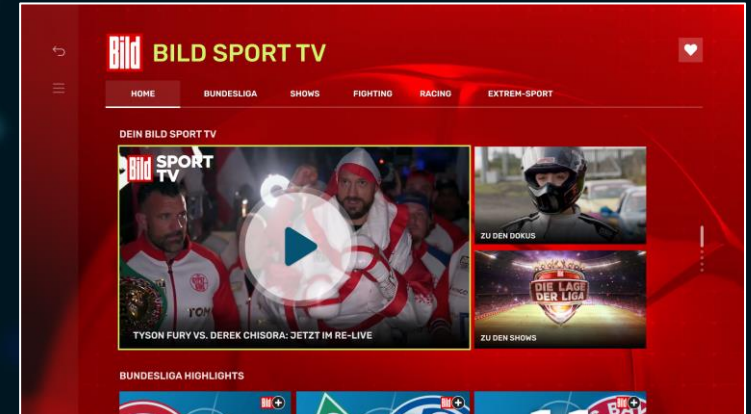
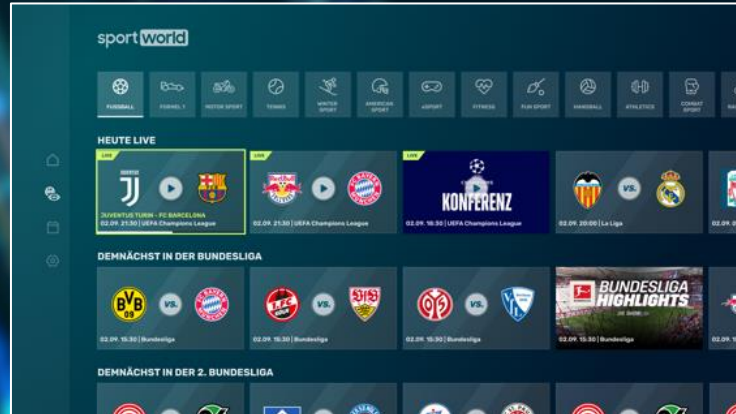
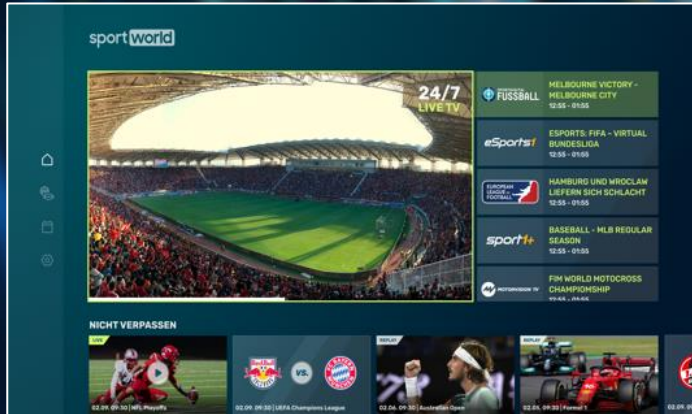
GEMEINSAM FÜR FITNESS & GESUNDHEIT

3-STRIPES SESSIONS

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**WE SIMPLIFY
THE ACCESS FOR
SPORTS FANS TO
SPORTS CONTENT**

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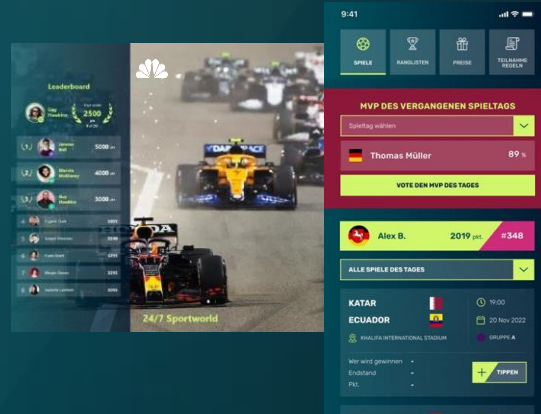
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WE BRING SPORTS TO THE NEXT ENTERTAINMENT LEVEL



Engagement, Interaction & Transaction

PREDICTION & VOTING



MULTI VIEW



24/7 DATA-STREAMS



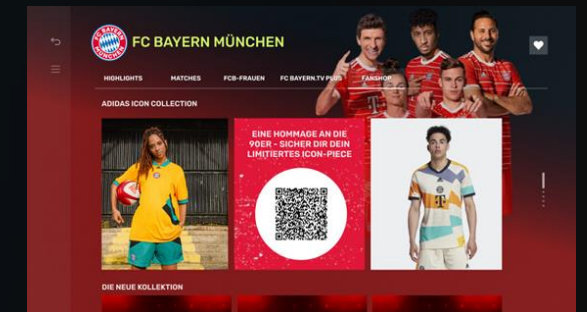
WEB 3.0 & NFT



360° EXPERIENCE



TRANSACTION



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WE ARE THE FIRST GLOBAL SPORTS EPG

sport world HEUTE MORGEN DO 28.09 FR 29.09 **SA 30.09** SO 01.10 MO 02.10

MOTOCROSS: FIM-WELTMEISTERSCHAFT 30.09. 06:00

BOXEN LIVE 30.09. 06:00 **BOXEN**

HENGSTSCHAU 30.09. 06:00 | Zucht

SPORT VON 12 BIS 18 UHR

2.BUNDESLIGA KONFERENZ DAS ORIGINAL sky TICKET
LIVE 2. BL: SAMSTAGS-KONFERENZ, 8. SPIELTAG 30.09. 12:30 | 2. Bundesliga

96 sky TICKET
LIVE 2. BL: HANNOVER 96 - SV WEHEN WIESBADEN, 8. ... 30.09. 12:30 | 2. Bundesliga

BUNDESLIGA sky TICKET
LIVE 2. BL: VORBERICHT: SAMSTAGS-KONFERENZ, 8. ... 30.09. 12:30 | 2. Bundesliga

SPORT VON 18 BIS 24 UHR

BOXEN LIVE 30.09. 12:00

sky TICKET

sky TICKET

SPORTSCHAU

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< Zurück Sport von 12 bis 18 Uhr

BOXEN LIVE 30.09. 12:00

DA ZR
30.09. 12:00

AGON: Gualtieri vs Falcao Levante - Atletico Madrid

MOTOCROSS: FIM World Supercross Championship 30.09. 12:00

BASEBALL - MLB Regular Season 30.09. 12:00

DA ZR
30.09. 12:00

FCN
30.09. 12:00

Bayer Leverkusen - 1. FC Nürnberg M-Küren 3. Abteilung

WOF
30.09. 12:11

ED3E
30.09. 12:20

The Spartan Race - Barcelona (ESP) Destination Polaris

2.BUNDESLIGA WOW

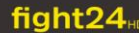
HOME SPECIALS FAVORITEN SPORTARTEN TIPPSPIEL MENU

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**WE ARE
AGGREGATOR FOR
ALL FREE & PAY
SPORTS CHANNELS**

The Global Sports Entertainment Evolution

LOCAL FREE & PAY CONTENT CHANNELS



Sky
Sky Sport News
DAZN
Amzone Prime
SPORT1+
eSPORTS1
Sportdigital FUSSBALL
EDGESport
SportBild+
Motorvision.TV
ELF

Sportdeutschland.TV
ClipMyHorse.TV
Fight24
More Than Sports TV
Fitness Nation
ZDF
RTL
ProSieben
Eurosport 1
Eurosport 2
Sport 1

Das Erste
Nitro
ClipMyHorse.TV
Fight24 HD
More Than Sports TV
Sat.1
ZDF neo
ProSieben Maxx
Sporttotal
Auto Motor Sport
others

> 40 LOCAL SPORTS CHANNELS

GLOBAL FREE & PAY SPORTS EPG



> 2,800 GLOBAL SPORTS CHANNELS



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**WE CREATE
THE FIRST
GLOBAL SPORTS
RIGHTS MATRIX**

A dark gray world map is centered in the background, showing the outlines of continents and countries. The text is overlaid on the map.

**GLOBAL & REAL-TIME
DIGITAL RIGHTS MANAGEMENT
IN >190 COUNTRIES**

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WE ARE THE FIRST
24/7 "FOLLOW THE
SUN" SPORTS ECO-
SYSTEM

ALWAYS LIVE
ALWAYS KICK OFF



24/7
FOLLOW THE SUN

sport **world**

**WE ADDRESS
500 MILLION
SMART TVS
IN 2023**



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**WE ADDRESS
2 BILLION
MOBILE DEVICES
IN 2023**



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IN 2023, WE DELIVER THE
FUTURE OF SPORTS
EXPERIENCE WITH 100
MULTI VIEW EVENTS





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IN 2024, WE WILL
HAVE ONBOARDED
1,000 CLUBS, LEAGUES,
ATHLETES AND
BRANDS

A large crowd of people is gathered at night, celebrating with their arms raised. The scene is illuminated by vibrant purple and blue lights, with a massive burst of red and orange fireworks exploding in the sky above. The overall atmosphere is festive and energetic.

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**IN 2024,
WE WELCOME
1 MILLION GLOBAL
SPORTWORLD
SUBSCRIBERS**

Global Partnership Network



“ NEVER MISS A
HIGHLIGHT AGAIN!

DOWNLOAD
SPORTWORLD APP NOW

THANK YOU



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