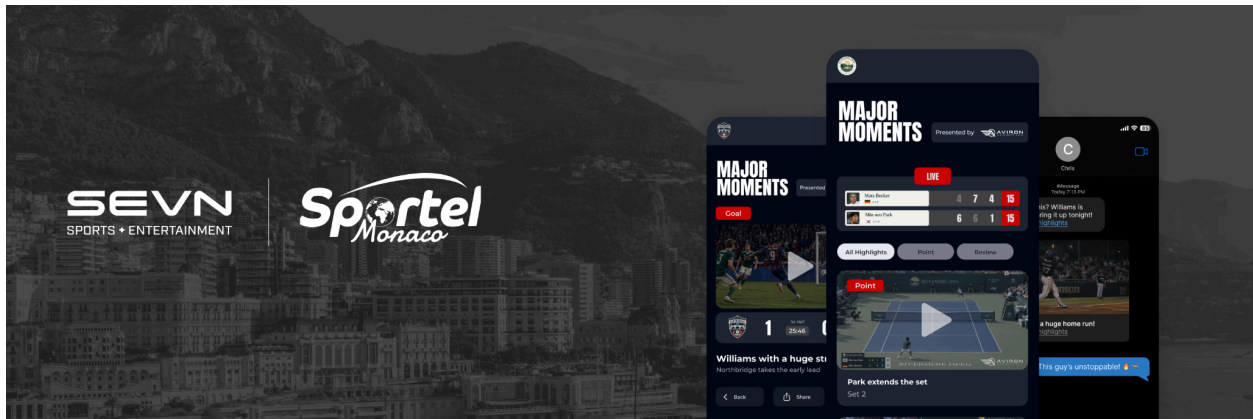




SEVN Brings Direct-to-Fan Sports Media to SPORTEL Monaco Amid Growing Industry Momentum

Following successful deployments in football and hockey, SEVN expands commercial opportunities through a new relationship with quattro media as sports rights holders and sponsors explore new ways to engage fans and monetize live moments

MONACO — October 19, 2026 — [SEVN](#), the direct-to-fan video infrastructure company is bringing its vision for a new category of sports media to [SPORTEL Monaco](#), October 19–21, as successful live deployments, new commercial relationships and growing industry interest fuel the company's next phase of expansion.

Across sports, media and sponsorship, organizations are increasingly looking beyond traditional distribution models to build direct audience relationships, capture first-party data and generate measurable value from live content. SEVN is addressing that opportunity by transforming official sports highlights into a direct-to-fan media channel, delivering the moments fans care about through messaging platforms they already use, without requiring another app.

The company's momentum follows successful deployments at the FIFA World Cup 2026™ Legends Match in Monterrey and the 2026 Canadian Hockey League Memorial Cup, demonstrating how real-time highlight delivery can create valuable audience relationships and

new sponsorship opportunities. These results have helped accelerate commercial discussions with leagues, teams, media companies, brands and strategic partners.

“The real opportunity in live sports is connecting fans directly to the moments that matter most,” said Greg Bobolo, Founder and CEO of SEVN. “By delivering content when excitement is at its peak, we can create better fan experiences while unlocking new opportunities for rights holders, media companies and sponsors to deepen engagement and drive revenue.”

Expanding Commercial Opportunities

As part of its growing commercial activity, SEVN has entered into a partnership with *quattro media* to identify and develop opportunities across *quattro*'s network of sports properties and clients. *quattro media*'s network includes business partnerships with international sports federations, event organizers, industry partners, athletes and competition creators in the field of global outdoor and action sports.

“We are very excited about our collaboration with SEVN, as this additional service perfectly rounds out our established service portfolio within our global distribution mix” says Peter Hertrampf, CEO of *quattro media*.

The relationship creates opportunities to introduce SEVN's direct-to-fan video model to a broader range of sports properties, events and commercial partners.

Turning Live Moments Into Direct-to-Fan Media

While the industry has invested heavily in content production and distribution, fans still frequently search across social platforms, websites and apps to find the specific moments they want to see. SEVN reverses that experience, delivering official highlights and real-time content directly to fans when excitement and attention are at their highest, helping them relive, discover and extend the moments that matter most.

The platform creates three interconnected opportunities for sports organizations:

- **Direct fan engagement:** Deliver personalized highlights and real-time content through familiar messaging channels, without requiring an app download.
- **First-party audience relationships:** Help rights holders build direct connections with fans and capture actionable audience intelligence.
- **New sponsorship revenue:** Transform live moments into measurable, sponsor-supported media inventory that extends beyond traditional broadcast and venue advertising.

SEVN's technology has already demonstrated the potential of this approach across multiple sports. At the FIFA World Cup 2026™ Legends Match in Monterrey, the company delivered official match moments to fans in the stadium in less than 30 seconds from whistle to mobile device. At the 2026 Canadian Hockey League Memorial Cup, SEVN worked with [GAME 7](#) and tournament sponsors to deliver official highlights directly to fans' phones, achieving a 95% video play rate while creating measurable sponsor interactions and first-party audience data.

These deployments have provided a foundation for SEVN's expanding commercial activity as the company engages with organizations exploring how direct-to-fan video can complement existing broadcast, streaming and digital distribution strategies.

"What's changing is that organizations are beginning to recognize direct-to-fan distribution as more than a fan engagement feature. It's a new media and commercial opportunity," added Bobolo. "Our early deployments have shown what's possible, and the conversations we're having across the industry reflect a growing appetite to bring this model to more sports, more events and more fans."

At SPORTEL Monaco, Bobolo and members of SEVN's leadership team will meet with sports rights holders, broadcasters, media companies, brands, agencies and technology partners to discuss the future of live sports distribution, audience ownership and sponsorship monetization.

About SEVN

SEVN is a direct-to-fan video infrastructure company enabling sports teams, leagues, events and sponsors to deliver official highlights and real-time content directly to fans through messaging and mobile channels. By eliminating app-download friction and creating owned audience relationships, SEVN helps rights holders increase fan engagement, capture first-party data, unlock new sponsorship inventory and generate new revenue opportunities. The company is building the infrastructure layer for direct-to-fan sports media.

Learn more at www.sevnsports.tv.

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