

Geneva, 29<sup>th</sup> October 2020

**Press Release**

**The FBA and Horizm Connect in Educational Partnership**

The Football Business Academy and Horizm have entered into an agreement that will see the Swiss educational institution and the digital inventory platform for sports collaborate around learning and content opportunities.

*“Our aim at Horizm is to help sports embrace the digital future of the industry and we are proud to partner The FBA to help promote this message. Through this partnership, we are keen to ensure their students - the sports executives of the future - have the experience and understanding they need to help shape the industry’s next chapter”.*

*- Pedro Fernandes Mestriner, CEO, Horizm*

*“As the football world is increasingly gaining awareness about the potential benefits artificial intelligence can bring to different departments, we are excited to welcome Horizm to The FBA Family. Their innovative platform, which is already being used by several top football clubs, is second to none and the context of its underlying strategic framework is something any modern-day football business professional should understand.”*

*- Kristian Dobrev, Chief Partnerships Officer, The FBA*

The FBA is delighted to partner with Horizm. The Zürich-based company, set up by two former FC Barcelona and Real Madrid executives, leverages artificial intelligence and machine learning to track, value, monetize, and sell digital inventory across sports and entertainment.

In a world where there has been a gradual (and now accelerated) transition of linear towards digital consumption and a growing interest in non-live content, digital assets represent one of the most relevant opportunities for the likes of clubs, federations, leagues, and players when it comes to diversifying revenue streams and mitigating dependency on live events. According to the recently published PwC Sports Survey 2020, Horizm’s platform can help sports properties get an uplift in digital assets revenues up to 12 times.

As part of this partnership, Horizm will welcome FBA Candidates for internship placements and will also have the chance to give lectures on how one can effectively commercialize digital assets, ensuring that FBA Candidates can develop new skills and understanding which will give them a competitive advantage in their careers.

It is The FBA's second partnership with an Artificial Intelligence company, after previously having partnered with Esteban Granero's company Olocip.

## **ABOUT HORIZM**

Horizm is the future of digital revenue generation in sports.

Founded in 2019, the company was born with the goal of being the number one digital asset platform for the global sports and entertainment industries; to revolutionize the way rights holders operate in our new digital era and fully support them across their digital commercial lifecycles.

Horizm provides a new, real-time solution to digital inventory management, leveraging artificial intelligence to help sports and entertainment better track, value and monetize their digital media.

Horizm's unique platform enables rights holders, agencies and talent to drive more value for their partners and create new revenue streams from existing inventory. Horizm also enables brands to identify high performing assets that reach their target audience and ensure greater return on their partnership/sponsorship investment.

Horizm's solution provides a more rigorous, more holistic approach to managing and selling digital inventory, one that is focused on digital campaigns and not the theoretical value of media exposure.

Horizm is the chosen digital solution for leading football clubs such as Real Madrid, Juventus, Inter Milan, Olympique Lyonnais, Benfica and Wolverhampton Wanderers along with the FIVB, the FIH and the Australian Open.

## **ABOUT THE FBA**

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to accelerate the professionalization of the football industry and develop future leaders in the game. Founded in 2017, its flagship program – the Professional Master in Football Business – was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Benfica, Olympique Lyonnais, Eibar SD, Galatasaray, Fnatic, and EFDN.