

KISWE MOBILE AND COLLEGIATE SPORTS MANAGEMENT GROUP CREATE PARTNERSHIP

April 8, 2020

New Providence, New Jersey – Collegiate Sports Management Group (CSMG) has entered into a strategic partnership agreement with Kiswe Mobile to provide our collegiate partners with favorable access to Kiswe’s cloud-based video production studio, along with white glove service. Kiswe’s CloudCast allows for the creation and distribution of new digital and mobile video content as well as the ability to deliver video streaming capabilities to our property partners, with virtually seamless, low-cost simultaneous streams in multiple languages.

“Kiswe is delighted to work with Collegiate Sports Management Group to help their partners expand content distribution and reach devoted fans around the world,” said Roland Lange, Head of Partnerships at Kiswe. “CSMG’s renowned expertise and unique relationships in college sports will be deeply beneficial for us as we aim to grow our business.”

This groundbreaking technology platform offers alternative remote casters; giving the capabilities for streams to be broadcasted in different languages simultaneously. Kiswe’s CloudCast will assist CSMG and its partners in expanding media content globally and engaging with diverse audiences.

“We launched this partnership with great success utilizing the Kiswe platform to provide Mandarin language feeds for Stony Brook University Men’s Basketball games this past season,” stated Dan Girard, Director of Media and Property Partnership at CSMG. “This partnership enables CSMG to continue to provide creative media strategies and solutions for our clients. This will be an extremely valuable resource for our college properties who increasingly serve a global constituency of current and prospective students, alumni, and fans who seek additional worldwide exposure.”

ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP

Founded in 2014, CSMG is a Collegiate Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship sales, Licensing, Event Production & Management, CRM, Ticketing and esports. CSMG esports rights encompass the ECAC, the NJCAA, and most of the other 20+ conferences represented by CSMG for traditional sports. To learn more, please visit, www.collegiatesmg.com

ABOUT KISWE MOBILE

Kiswe is a cloud-based video company that creates real-time livestreams to engage digital audiences and unique communities around the world. By partnering with sports rights holders, Kiswe’s CloudCast product enables remote commentators to transform live games into multiple viewing experiences using personalized content and local languages. Kiswe’s technology also unlocks new ways for people to stay connected over live events through a content creation and mobile platform that bridges media companies with consumers. Kiswe is headquartered in New Jersey, USA and has offices in New York, Seoul, London, Hasselt and Singapore. Learn more at www.kiswe.com.