



## Collegiate Sports Management Group Partners with REELY

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NEW YORK, NY – REELY, an AI platform that parses streaming video content into live highlights and actionable data, has partnered with Collegiate Sports Management Group (CSMG) to become its “Official Real-Time Highlights Solution Partner.” This partnership enhances the digital strategy across all of CSMG’s partnerships and empowers content creators to easily curate and share in-game content that exponentially increases fan and brand engagement.

“REELY provides the college ecosystem with a unique and efficient way of creating clips, highlights and condensed games using automation technology,” explained Dan Girard, Director of Media and Property Partnerships at CSMG. “We look forward to introducing REELY to our partners as a unique tech-forward service.”

In a short period of time REELY has garnered an impressive portfolio of partners’; including PrestoSports/Stretch Internet, FloSports, the NJCAA and an array of pro and semi-pro leagues, conferences, and schools. REELY offers efficient content creation workflows across traditional sports and now automates highlights for eleven eSports titles.

“Partnering with CSMG gives our customers access to an enhanced spectrum of solutions ranging from revenue generation and marketing rights, to sponsorship sales, event production and eSports,” said Ian Stephens, CMO and Co-Founder of REELY. “CSMG’s strengths radically enhance our overall offering and market reach. We’re proud to partner with such a forward-thinking organization.”

### **About Collegiate Sports Management Group**

Founded in 2014, CSMG is a College 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 department and initiatives. CSMG esports rights encompass the ECAC, NJCAA, and most of the other 20+ conferences represented by CSMG for traditional sports. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Licensing, Event Production & Management, CRM, Ticketing and esports.

### **About REELY**

REELY’s mission is to empower content owners to build stronger brands by enhancing fan engagement with automated short form video content. REELY’s core technology is a proprietary artificial intelligence-based platform that leverages computer vision and machine learning to automatically clip, tag, rank and distribute short-form content in real-time. The platform supports both traditional sports and eSports for a growing list of global clients.