

**SPORTEL Monaco 2025 :
Where the Future of Sports Media and Tech Takes Shape**

Monaco, 22 October 2025

The 35th edition of SPORTEL Monaco wrapped up on a high note, reaffirming its position as the world's unrivalled marketplace for sports media, broadcast and technology. Once again, the Grimaldi Forum transformed into the global hub for sports business, innovation and networking, bringing together a record number of executives, right holders, federations, broadcasters, agencies and technology providers from five continents. Notably, this year saw an increased presence of active content buyers across the market, along with a stronger participation from the Americas.

Over three vibrant days, **2000 participants** representing **70 countries** and **795 companies**, including **155 newcomers** descended on 8,500 square meters reimagined exhibition space, with fluid networking areas giving the market floor a fresh energy - to explore the latest innovations in sports rights and dive into the major technology trends.

SPORTEL Monaco continues to stand as the essential meeting point for global leaders, innovators and visionaries driving the evolution of the sports media and technology landscape. Nearly **half of the attendees were C-level executives**, underscoring the event's unparalleled influence among the decision-makers shaping the future of the industry.

This year's Conference Summit set a new standard, tackling the key shifts redefining the industry - featuring top executives from organizations such as, **SURJ Sports Investment, Liverpool Football Club, Kings League, Bundesliga International, Fox Sports Australia, PFL, Harmonic, LiveU, LFP Media, Veritone, Qualcomm** and more. The international programme explored investment trends, AI and tech-driven fan engagement, storytelling in elite sports, and emerging media strategies. Highlights included keynote insights from **LALIGA President Javier Tebas**, panels on generative AI, live sports tech, and private equity and investment in sport, as well as dynamic showcases from major leagues and tech pioneers such as **AWS, Deltatre, WURL, Spiideo, XR Sports Alliance** and **Wasabi Technologies**.

The SPORTEL Monaco experience also reached a whole new level. From enhanced meeting opportunities to vibrant social spaces, every detail has been crafted to spark meaningful connections and lasting partnerships. At the heart of it all, the brand-new **SPORTEL Sports Bar**, a lively, informal hub where participants had the chance to turn conversations into collaborations. The **Women's Lunch** also made a standout return, spotlighting the power of women in entrepreneurship, sports business, media and technology with a high-profile panel hosted in partnership with **AWS**, featuring **Alexis Ohanian** (776), **Paula Radcliffe** (former Women's Marathon World Record holder), **Lauren Pedersen** (SPORTAI) and **Fiona Wong** (NBA).

Outside the main programme, SPORTEL once again proved to be the go-to stage for major industry announcements. **The RaceBird MONACO**, official boat of **Team Monaco E1**, was unveiled in the presence of **H.S.H. Prince Albert II of Monaco** and **E1 Series** Founder and CEO **Alejandro Agag**, marking a significant step for the world's first electric powerboat championship. **Hexagone MMA** announced its €100,000 Tournament Series, while **Protocol Group** introduced Protocol Strategy & Consulting, a new advisory arm focused on emerging broadcast technologies. In parallel, **Globecast**, **GlobalM**, and **World Curling** revealed a strategic collaboration on cloud-based IP workflows, **iKONG OU** showcased cutting-edge live broadcasting technology, alongside several additional reveals spanning technology, workflow innovation and new strategic ventures, further demonstrating SPORTEL Monaco's unique position as the preferred global platform where the future of sports, media and technology is unveiled.

*“With this milestone edition, we’ve reaffirmed SPORTEL’s role as the catalyst for innovation, connection and deal-making in the sports media industry. SPORTEL is not just a conference, it’s a global marketplace: the event clearly reflects the transformation of our sector. We’re proud to have built an ecosystem where business flows naturally, ideas are shared openly, and future-defining partnerships are born, and, above all, where the exceptional quality of participants raises the bar for the entire industry. As we look ahead, the journey continues in Asia with **SPORTEL Singapore** on 24–25 March 2026.”* said **Loris Menoni**, Executive Director of SPORTEL Monaco.

SPORTEL Monaco 2025 in Figures:

- 2000 participants (33% content buyers, 45% C-level executives)
- 795 companies (including 155 new companies)
- 70 countries represented
- 65% Europe, 18% Americas, 10% Asia, 7% Other (Africa, Middle East & Oceania)

Upcoming Key SPORTEL Dates:

- [SPORTEL Singapore](#): 24–25 March 2026 – Orchard Hotel Singapore
- [SPORTEL Monaco](#): 19–21 October 2026 – Grimaldi Forum Monaco