

Press release



Looking back on the first successful edition of SPORTEL in Buenos Aires

Monaco, Wednesday 15 May 2024

Buenos Aires, the vibrant capital and revered hub of football with a strong sporting culture, was the dynamic backdrop of a new edition of SPORTEL dedicated to the Americas. Hosted for the first time in a Spanish-speaking country, from **14-15 May in Argentina**, the event brought together leading decision-makers from the international sports business industry, coming from North and South America and the rest of the World.

*“We sincerely thank all our esteemed participants, exhibitors, partners and speakers who followed us in this new adventure and who contributed to the success of this first SPORTEL in Argentina. A huge thank you to our expert regional event partners, **Lions Sports & Media, J&S EG and ProEnter** for hosting the event.”* says **Laurent Puons, SPORTEL CEO**.

SPORTEL continues in its pursuit of new territories driving international development. Following Bali in February, SPORTEL moved South for a new regional market dedicated to the Americas, offering new opportunities for the SPORTEL community to **meet business leaders from the LATAM region**, who don't usually attend the flagship event, SPORTEL Monaco.

During two days of a passionate tango of Sports business talks and meetings, SPORTEL welcomed more than **400 participants, from about 220 companies, representing 31 countries** such as : 1190 SPORTS, BETWARRIOR, BIZID, FANATIZ, E1 SERIES, EFE, ELEVEN TICKETS, ESPN, FAN XP, FIFA, FIGHT NATION, GLOBAL MMK, GLOBECAST, GLOBO, GRUPO MEDIAPRO, HARMONIC, IKO MEDIA GROUP, IMG, IMPLY, INFRONT, INTEL SAT, IOC, LALIGA, LEGA SERIE A, LPGA, MADCO BROADCAST SERVICES, MAJOR LEAGUE BASEBALL, MATCHROOM, MEGA TV, MERIDIANO TV, ML SPORTS MEDIA, MOVISTAR+, NBA, PROFESSIONAL FIGHTERS LEAGUE, PREMIER LEAGUE, PROTOCOL SPORTS MARKETING, ROSS VIDEO, SARAN MEDIA GROUP, SES, SPONIX TECH, SPORTFIVE, SPORTRADAR, SPRING MEDIA, SUPPONOR, STATS PERFORM, TEAM MARKETING, TELEMETRICO, TNT SPORTS, TORNEOS, TYC SPORTS, VIVARO, WARNER BROS DISCOVERY, WORLD TABLE TENNIS, WPT ENTERPRISES, WSC SPORTS, ZAPPING, ZEUS SPORTS MARKETING etc.

"South America longed for an event uniting the main leaders of the sports business world. With our partners J&S and ProEnter, we are thrilled to have make this happen, allowing our South American partners and counterparts to meet and do business with the SPORTEL community." explains **Martin Rey, Vice President, Lions Sports and Media**.

"Organising an event in LATAM was a strategic choice, as it is an under-represented region at SPORTEL. Today, with 45% of LATAM participation, our goal is achieved", concludes **Laurent Puons**.

The highly anticipated **SPORTEL Conference Summit at Speakers Corner powered by TNT SPORTS** opened with a **Keynote Speech by Mr. Mario Moccia**, President of **Comité Olimpico Argentino** and welcomed an impressive line-up of international and regional experts discussing topics covering: new trends in streaming and digital content, to new evolutions in regional football, the global powerhouse of MMA, how AI is shaping the future of sports, LATAM as a hub for the pioneers of sports production, opportunities for in-play sports betting, to the boom in women's sports, event ticketing, fan engagement and more.

2024 marks the celebration of **35 years of the historical flagship event SPORTEL Monaco**, taking place from **28-30 October**. While an impressive 80% of the floor plan is already secured by exhibiting companies, online registration for attendees will open on 28 May. With a waiting list of new companies ready to come in the door, this year's edition looks to take the event to new heights!

SPORTEL Rendez-vous Buenos-Aires in numbers:

More than 400 participants from about 220 companies

45 % of C-level attendees

28 % of content buyers

More than 60 news companies

31 countries represented

45% LATAM, 20% North America, 30 % Europe, and 5 % other (Asia, Middle East...)

SAVE THE DATES:

- **SPORTEL Monaco** : 28-30 October – www.sportelmonaco.com
- **SPORTEL Awards Monaco**: 27-29 October : www.sportelawards.com