



Globecast Appoints Sports Business Expert Rick Horrow as Strategic Development Advisor

NEW YORK – 9th March, 2015 — [Globecast](#) today announced that it has appointed sports business expert Rick Horrow as a key industry advisor on a consultancy basis. Horrow and his team will work with Globecast executive staff to identify unique content solutions, development and distribution opportunities, top business targets, and key media, technology, sports, and entertainment industry events, as well as facilitate overall strategic growth in the North American market and elsewhere.

Horrow is a noted sports business analyst, hosting a show on Universal Sports Network entitled “Beyond the Medals: The Business of Sport.” He also analyses sports industry news for Bloomberg, and CNBC, hosts weekly television segments on Comcast Sportsnet and a weekly show for Yahoo Sports Radio. Horrow has advised clients including all of the major sports leagues, dozens of individual teams, and numerous Fortune 500 companies. He holds a law degree from Harvard Law School. Horrow’s company, [Horrow Sports Ventures](#), has orchestrated more than \$13 bn worth of development deals involving sports teams, as well as performing arts groups and other urban infrastructure projects

Globecast’s Managing Director in the US Eddie Ferraro said, “When you envision someone with comprehensive knowledge of the US sports industry, you automatically think of Rick Horrow. Rick has worked closely with teams in every major sports league and all major sports and entertainment content providers. He will be an integral part of our efforts to better familiarise the North American marketplace with the integrated media solutions on which customers on five continents around the globe have come to rely upon.”

"I am thrilled with this opportunity to align with Globecast and use my expertise to help expand their core business and brand," Horrow said. "The appointment-viewing, must-see nature of live sports broadcasting will never change, even in this day of on-demand content and DVRs. My goal is to help Globecast become an essential part of the North American sports television and digital landscape – whether by managing live events or creating original content for leagues, teams, and related businesses. While I enjoy spending time in front of the camera, I derive just as much satisfaction being behind it, helping to shape the viewing experience for sports fans everywhere."

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About Globecast

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite, and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports, and special events around the globe. Globecast has capacity on all the world's major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world's biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility, and knowledge to the world's leading broadcasters.

About Horrow Sports Ventures

For more information on Rick Horrow and Horrow Sports Ventures, please visit www.horrowsports.com and Twitter via @RickHorrow.

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