



Confédération  
Européenne de  
Volleyball

PRESS

RELEASE

For Immediate Release



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[www.cev.eu](http://www.cev.eu)

## CEV scores long-term partnership with IMG ARENA

The CEV has secured a long-term, worldwide live betting streaming and betting data rights partnership with IMG ARENA, a leading sports betting service and content hub. The deal was brokered by the international rights agency AMI on behalf of CEV, with AMI retaining all betting category sponsorship rights for all CEV events.

The deal covers Volleyball, Beach Volleyball and Snow Volleyball – the new form of the sport launched by CEV and the International Volleyball Federation (FIVB) in 2016 – allowing sports betting operators access to content across all events organised by the CEV.

This includes the CEV's blue riband Volleyball events, the biennial EuroVolley, which is contested by 24 national teams, and Champions League, the top competition for the continent's leading club sides each year. A total of 56 national federations are represented by CEV.

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*"We are privileged and excited to announce our partnership with CEV. Volleyball is a globally-popular sport, with the CEV administering some of the most exciting competitions it has to offer. Operator feedback tells us volleyball is a property that has much untapped potential and one which the industry feels will benefit from an improved sports betting solution. Our move into the sport will allow us to significantly enhance the betting interface and boost engagement with its community of*

*passionate fans."*

Freddie Longe - Executive Vice President and Managing Director of IMG AREN

Headquartered in London, IMG ARENA works with more than 460 leading sportsbook operators worldwide, providing always-on services including 24/7 live betting streaming and on-demand virtual sports betting products designed to evolve and inspire engagement by placing fans at the heart of the action. In 2019, more than 175 million hours of IMG ARENA content was watched by 56 million unique viewers around the globe. IMG ARENA's clients include the ATP, UFC, the European and PGA Golf Tours, the FA Cup and Serie A.

*"Partnering with IMG ARENA to distribute our sports betting live streaming and betting data rights is an important strategic development for CEV. IMG ARENA has a strong track record of working with federations and international sports organisations to both protect and grow sports via their innovative products and solutions. We understand the benefits of a long-term relationship, and in IMG ARENA we have found a partner to future proof our sport for the next generation of fans."*

Mr Aleksandar Boričić - CEV President

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#### Notes:

This article was prepared by Federico Ferraro from the CEV Corporate Communication Department, in partnership with IMG ARENA.

For more information related to this release go to: [www.cev.eu](http://www.cev.eu)

When publishing this release on social media, we ask to link to our accounts and include the relevant #tags.

CEV social media accounts:

Facebook: <https://www.facebook.com/CEVolleyball/>  
Twitter: <https://twitter.com/CEVolleyball>  
Instagram: <https://www.instagram.com/cevolleyball/>  
YouTube: <https://www.youtube.com/cevolleyball>  
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Relevant #tag(s): #cevolleyball

OTT Platform: <https://www.eurovolley.tv/>

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#### Boilerplate:

The European Volleyball Confederation (CEV) is the institution responsible for governing 56 National Federations throughout Europe and is recognised as such by the Fédération Internationale de Volleyball (FIVB).

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of Confédération Européenne de Volleyball a.s.b.l · 488, route de Longwy, L-1940 Luxembourg, Luxembourg · +352 25 46 33 · [info@cev.eu](mailto:info@cev.eu) · [cev.eu](http://cev.eu)

our sport to a higher level. Whether the game is played indoors, on sand or on snow, Volleyball connects and brings people together - from children playing in their free time up to professional, elite athletes.

We cultivate a strong sense of togetherness with all stakeholders, the Member National Federations, their national leagues, clubs, players, organisers and other partners of European Volleyball, from grassroots level to the top events.