RED BEE AND SPRING MEDIA ANNOUNCE WNITED – THE WORLD’S FIRST GLOBAL STREAMING SERVICE FOR WOMEN’S FOOTBALL

**Swedish sports rights agency Spring Media is partnering with Red Bee to launch Wnited /juːˈnaɪtɪd/** **– the world’s first global OTT service dedicated to women’s football. This was announced on Monday at Sportel Monaco 2019. Launching in Q1 2020, Wnited will aggregate high-level multi-camera content from top tier leagues in Europe, Asia and the Americas as well as national team matches to global audiences. With both free and paid subscription-based consumption options, Wnited is set to include 300+ live matches and a multitude of VOD content in 2020. Wnited is launched on the Red Bee Managed OTT Platform, which includes award-winning ultra-low latency live feeds.**

“Women’s football has reached a turning point when it comes to both viewership and media interest and we believe we’re just at the beginning of a steep growth curve”, says Tobias Osmund, CEO, Spring Media “We are now launching a streaming service with access to some of the world’s best women’s football content and with the Red Bee OTT platform we are sure to deliver the highest quality viewing experience to football fans as they visit the new home of women’s football.”

Wnited will include a free, ad-supported viewing option as well as a subscription-based offering for viewers looking for an enhanced and ad-free experience. The service is developed and hosted on the Red Bee Managed OTT platform which supports high-end viewing experiences on all devices, global reach and award-winning ultra-low latency live feeds (CSI Awards 2019).

“We are very excited to be a part of launching Wnited with Spring Media”, says Steve Nylund, CEO, Red Bee. “This is a perfect example of how our managed OTT services can and should be used, reaching global audiences with high quality ultra-low latency live feeds and on-demand content, creating the best possible viewing experiences on any device.”

Wnited will be formally launched in Q1 2020, offering 300+ live matches, highlights, catch-up shows and documentaries, covering world-class women’s football from around the world to global audiences. Two top leagues are already confirmed to host its best live matches on the Wnited, with many more to be announced leading up to the launch.

The Logo and artwork for Wnited has been developed by Red Bee Creative.

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**For more information please contact**

Jesper Wendel, Head of Communications, Red Bee Media

[Jesper.wendel@redbeemedia.com](mailto:Jesper.wendel@redbeemedia.com)   
+33(0)786 63 19 21

**Spring Media press contact**

Tobias Osmund, CEO

[Tobias.osmund@springmedia.se](mailto:Tobias.osmund@springmedia.se)

+46706300134

**About Red Bee Media**   
Red Bee Media is a leading global media services company with a staff of more than 2500 media service and broadcast experts. With the head office in London, UK, Red Bee Media provides services from 11 main hubs around the world. Every day, millions of people on all continents watch television programs prepared, managed and broadcast by Red Bee Media staff. Every year, the business delivers 4 million hours of programming in more than 60+ languages for over 500 TV channels. Red Bee Media’s OTT services include live transcoding of 233 channels for broadcasters and 119 standalone channels provided to 1.7 million subscribers. The company’s content discovery portfolio spans more than 10 million movies and program titles, covering over 25 languages, and includes an image database with over 90 percent of all programming available across traditional TV, VOD and SVOD. Red Bee Media also provides over 200,000 hours of captioning each year – more than 70,000 hours of which is live. Red Bee Media is an equal opportunity employer, with a clear focus on embracing diversity and creating an inclusive workplace throughout the entire organization. [www.redbeemedia.com](http://www.redbeemedia.com)

**About Spring Media**

Spring Media is an international sports media agency that provides media rights distribution as well as digital, production-, distribution- and consulting services for sporting events. The company has a global reach with its head office in Stockholm, Sweden and regional offices in France and Mexico. Spring Media owns, manages, produces and distributes over 5,000 hours of live sports annually to over 200 broadcasters worldwide. More information at [www.springmedia.se](http://www.springmedia.se)