

## **\*Reach non-regulatory announcement**

11 September 2023

**Blackbird plc**  
(the “Company”)

### **Contract win**

#### **Blackbird announces deal with OEM partner for 2024 global Summer Games**

Blackbird plc (AIM:BIRD; OTCQX:BBRDF), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, announces a contract win with an OEM partner for use at a global Summer Games in 2024.

This Summer Games deployment will involve Blackbird's cloud video editing platform being used to edit and publish content from up to 70 concurrent live streams and provide rights holders all over the world with the availability of the full editing suite. The deal also covers Blackbird's usage on two other events, including a schools project and a global Youth Games.

#### **Blackbird plc's CEO, Ian McDonough, commented:**

“We are delighted to announce that Blackbird will again be deployed on this world recognised international sporting event next year. An event of this scale and complexity requires unremitting reliability in its partners and we have a successful track record in delivering on tournaments of this stature.

“We are both proud to have been selected and honoured to sit at the epicentre of content creation during this iconic competition. This win is testament to the resilience of our tech which has proven itself again and again as a trusted partner for live sports production.”

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#### **About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS and cloud video market. It has created Blackbird®, the world's most advanced suite of cloud-native computing applications for video all underpinned by its lightning fast codec. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud. Blackbird® enables multiple applications, which are used by rights holders, broadcasters, sports and news video

specialists, esports, live events and content owners, post production houses, other mass market digital video channels and corporations.

Since it is cloud-native, Blackbird® removes the need for costly, high-end workstations and can be used from almost anywhere on almost any device. It also allows full visibility on multi-location digital content, improves time to market for live content such as video clips and highlights for digital distribution, and ultimately results in much more effective monetisation. Blackbird plc is a licensor of its core video technology under its 'Powered by Blackbird' licensing model. Enabling video companies to accelerate their path to true cloud business models, licensees benefit from power and carbon reductions, cost and time savings, less hardware and bandwidth requirements and easy scalability.

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