



## **NETCO SPORTS & ON REWIND MERGE TO BECOME ORIGINS DIGITAL**

REVEALING NEW BRAND IDENTITY, AND NEW PRODUCT OFFERING



**Paris, June 22 2021** – EMG, a leading global provider of broadcast facilities and media solutions, unveiled the new brand identity for their digital services company today. On Rewind & Netco Sports which had merged into one single operational entity back in July 2020, will now operate under the name: ORIGINS Digital. The rebrand solidifies the creation of a new service offering developed for the past year by CEO Remi Chasles and the OnRewind/Netco teams.

In July 2020, the merger of the two digital companies into one single operational entity headed by Remi Chasles created the conditions to intensify collaboration between the On Rewind & the Netco Sports teams. This resulted in the development of two new products specifically dedicated to Clubs: Club App & Club Web.

Remi Chasles explained: “It is in the interest of most clubs to develop their own digital media in order to maximise the content they produce and generate value. We’ve combined our skills and previous experiences with the best clubs in Europe to create these mobile-first products designed to address all of the Clubs’ digital needs, from fan engagement and user conversion to client retention and monetization.”

Next to these new products, ORIGINS Digital will continue to offer the tailor-made digital services, enriched video players and end-to-end OTT platforms which were at the core of Netco Sports & On Rewind’s product offering. Recently, they helped develop the digital platforms for AC Milan in Italy, Proximus in Belgium or to AS Saint-Etienne in France. They are currently working on new concept for Qatar World Cup in 2022 after they were commissioned by HBS to provide digital services for the event.

“Broadcasters, sports federations & event organisers are always looking for new ways to increase fan engagement but also monetize their content online”, said Shaun

Gregory, CEO at EMG. "This is a growing market which EMG started to address with the acquisition of very promising digital companies like Netco Sports in 2015 and On Rewind in 2017. Today, we are very proud to have concentrated the strengths of both teams under one brand and a unique product strategy specifically designed to address the ever-growing digital needs of our clients."

ORIGINS digital has launched a new website: <https://origins-digital.com>

#### **About ORIGINS Digital**

Inspired by the gaming industry and based on user-experience, ORIGINS Digital brings simple but effective tools and interactive solutions to meet the growing digital needs of broadcasters, sports federations, Clubs and event organisers. The company is headquartered in Paris and has offices in Biarritz, Milan, Sydney and Minsk. The ORIGINS digital team designs and develops multiplatform applications, OTT solutions and digital tailor-made solutions across 5 continents for more than 120 clients.

[origins-digital.com](https://origins-digital.com)

#### **About EMG**

EMG is a leading global provider of broadcast services and media solutions for live sports, entertainment and events, active in 10 countries: France, Belgium, the Netherlands, Germany, United Kingdom, Switzerland, Italy, Luxembourg, the USA & Australia. Constantly proposing state-of-the-art technologies through highly experienced teams, EMG is a valued partner for major international events, including sport (Tour de France, Football World Cup and Formula One...) live events (Eurovision, Royal Weddings, Concerts...) and entertainment (The Voice, Masterchef, the X-Factor...).

[emglive.com](https://emglive.com)

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