



Broadcast deal leads to award

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Table Tennis England has won a silver medal at the Sport Business Awards for its groundbreaking broadcast partnership with the SPORTbible.

The award was presented to Head of Operations Jonathan Bruck, who attended the ceremony in London yesterday, alongside some 400 delegates from more than 70 organisations which were shortlisted for an award.

Table Tennis England was recognised in the Sports Innovation category after striking a unique deal with the SPORTbible to show live streaming of the England versus Greece European qualifying match in November.

The stream on the fast-growing youth publisher's Facebook page was viewed by 2.2million viewers, establishing a market for stream-only sports events and reaching an audience of millennials which mainstream broadcasters have found it difficult to engage with.

The deal turned heads in the sports industry and was widely covered in the media, including by Sports Illustrated and The Times.

The gold medal in the category went to Jockey Club Services, a partner of Table Tennis England, which provides financial services to clients in the sports industry.

The ITTF was shortlisted in the Best Sports Governing Body Initiative category for World Table Tennis Day, but did not finish in the top three.

Legal firm Shakespeare Martineau, another company Table Tennis England works with and one of our Loop at Work customers, won the gold medal in the Best Professional Services Firm in Sport category.

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