



**BADMINTON
CONFEDERATION
AFRICA**

SPORTRECS

9 March 2021

ANNOUNCEMENT

The **Badminton Confederation Africa (BCA)** is glad to announce its partnership with **Sportrecs**, a leading global live streaming platform specialized in hosting sports events. With a common set of goals, BCA and Sportrecs will strive to bring more African badminton events to fans in Africa and elsewhere through Sportrecs' digital platforms and technical expertise.

This partnership is one of the first strategic move of the BCA to make badminton events, of all levels and in all parts of Africa, widely available to fans and other stakeholders. The BCA is also aiming to live stream its whole tournament circuit from mid-2021 onwards with the assistance of Sportrecs. Besides, each country member would have the opportunity to broadcast their events live on Sportrecs without much effort and at no cost.

The BCA Secretary General, **Sahir Edoo** stated: *"It is clear that this collaboration is a milestone for BCA. Together with Sportrecs and in line with our new digital approach, we plan to revolutionize African badminton for the players, our fans and all other stakeholders. During the recent years, much efforts have been made to increase the quality and presentation of badminton events in Africa and with Sportrecs onboard, we aim to make our events bigger and grander in the years to come."*

The BCA Marketing Committee President, **Honore Zolobe**, also stated: *"We are glad to finally confirm this collaboration with Sportrecs and it will for sure be a landmark in BCA's history. In this era of digitalization, it is crucial for organization like ours to be up to date and ready for any digital challenges. The sport is eventually for the players, and with Sportrecs, our Africa players will be effortlessly broadcasted to the world."*

Sportrecs' Sales Director, **Sarthak Sahai** also shared his excitement: *"Sportrecs is very happy to enter into this partnership and will do it's best to help develop the sport digitally. The goal is to centralize all badminton activities under the banner of BCA and ensure maximum benefits and technical edge for the member associations collectively."*

About BCA – www.badmintonafrica.com

The Badminton Confederation Africa (BCA) is the governing body of the sport badminton in Africa and is recognized as a Continental Confederation by the Badminton World Federation (BWF). The BCA was established in 1977 and has currently a membership of 45 country members. The purpose and objectives of the BCA is to develop and promote badminton in the whole continent and to provide a flawless service to its members. The Confederation is based in Mauritius with Mr. Michel BAU as the President.

About Sportrecs – www.sportrecs.com

Sportrecs is an ultimate video streaming and sharing platform that connects sport organisations with fans and improves their interaction. Sportrecs opened its doors in early 2020 and in such a short time has already partnered with 600+ rights holders across 35+ countries. We provide a marketplace solution and free tools for generating, distributing and monetizing sports videos for any sports organization. Sportrecs has made it possible for sports fans to view videos from around the world in one place, whether the videos are from your backyard or the biggest sport events on the planet.