

**REACH**

7 August 2025

**Blackbird plc  
(the "Company")**

**Contract win**

**Blackbird announces deal with OEM partner for 2026 global Winter Games**

Blackbird plc (AIM: BIRD) the developer of the market leading cloud video platform Blackbird and the browser-based collaborative editor elevate.io, announces a contract win with an OEM partner for use at a global Winter Games in 2026.

This Winter Games deployment will involve Blackbird's cloud video editing platform being used to edit and publish content from multiple live streams and the full editing suite made available to rights holders all over the world.

Blackbird plc's Executive Chair, Ian McDonough, commented:

"We're proud to confirm that Blackbird will be deployed for the fifth time at this iconic international sporting event next year. Blackbird's proven track record at the pinnacle of live sports production positions us as a trusted partner for the task. Our selection speaks to the strength of our technology and our role at the heart of live sports video production."

**For press enquiries:**

**Contacts:**

**Blackbird plc**

Ian McDonough, Chief Executive Officer  
Stephen White, Chief Operating and Financial Officer

Tel: +44 (0)20 8879 7245

**Allenby Capital Limited** (Nominated Adviser and Broker)

Nick Naylor / Piers Shimwell (Corporate Finance)  
Amrit Nahal / Guy McDougall (Equity Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

**About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

**elevate.io** is the company's browser-based collaborative content creation platform currently in general release. [elevate.io](https://elevate.io) is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

[www.elevate.io](https://www.elevate.io)  
[www.blackbird.video](https://www.blackbird.video)  
[www.linkedin.com/company/blackbird-cloud](https://www.linkedin.com/company/blackbird-cloud)  
[www.twitter.com/blackbirdcloud](https://www.twitter.com/blackbirdcloud)  
[www.facebook.com/blackbirdplc](https://www.facebook.com/blackbirdplc)  
[www.youtube.com/c/blackbirdcloud](https://www.youtube.com/c/blackbirdcloud)

**About Reach announcements**

This is a Reach announcement. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAKQLFBEVLFBBZ