***PRESS RELEASE***

**NativeWaves Helps Samsung Germany Deliver A Multiview Experience to K League Football Fans**

*Samsung Germany customers using the Sportworld Mobile App can access additional second screen content and data for 13 of this summer’s K League games.*

**Salzburg, Austria. August 5th 2021**: South Korean consumer electronics giant Samsung is shining an international spotlight on its home nation’s professional football league by allowing viewers in Germany to watch this year’s K League matches via its Sportworld App.

In addition – and for the first time ever - 13 of these games will be available to watch in Multiview, thanks to technology developed by Austrian company NativeWaves.

K League matches are being delivered to viewers in Germany by SportDigital FUSSBALL, a specialist broadcaster that screens around 700 live football games each season from 18 competitions across four continents.

German consumers who have connected Samsung Smart televisions can now watch selected games from the K League on SportDigital FUSSBALL via the Sportworld App, which was developed for Samsung Electronics GmbH by Munich-based B1SmartTV. The smartphone version of this App (available on IOS and Android devices) now incorporates NativeWaves multiscreen technology, which allows customers to access perfectly synchronised additional content and data via Samsung’s “MyView” experience.

Yeon Sang Cho, the Secretary General of K League, commented: "We are delighted to collaborate with Sportdigital FUSSBALL, NativeWaves and Samsung to bring such a novel technology, advancing the watching environment and adding dynamics to K League, and hope this could be the positive influences to raise recognition of K League overseas."

NativeWaves CEO and Founder Christof Haslauer adds: “K League football is already really exciting to watch but having the ability to personalise the content you see will bring a whole new dimension to the games. Samsung Smart television owners who download the Sportworld Mobile App will be able to choose the data and camera angles they see according to their own interests and preferences. We are confident that, once audiences realise the potential of this type of viewing experience, they will never want to go back to watching their favourite sports and live events as a single view experience.”

Gerd Weiner, Managing Director of B1SmartTV, adds: “We are very happy that the multiscreen solution developed by NativeWaves will allow K League audiences to enjoy and benefit from additional content on their second screens exclusively on Sportworld. This collaboration has delivered successful proof of the media convergence between SmartTV and Smartphone, and we would like to thank SportDigital for their support in helping to realize this project.”

Gisbert Wundram, Managing Director of SportDigital FUSSBALL, says he is thrilled that the multiscreen solution developed by NativeWaves will allow K League audiences to enjoy additional content on their second screens.

"By successfully bringing together this collaboration between Samsung, NativeWaves and the K League, we have added even more presence and dynamism to the exciting K League matches in our live broadcasts on Sportdigital FOOTBALL via MultiViews.”

For full details of the K League schedule on SportDigital FUSSBALL, please visit: <https://start.sportdigital.de/tvprogramm>

**-ends-**

**About NativeWaves GmbH**

Established in Salzburg, Austria in 2016, NativeWaves delivers an engaging and immersive media experience to audiences around the world. Using cutting edge technology, NativeWaves has brought easy to use, advanced streaming solutions to the broadcast, e-sport and live entertainment industries. With easy access to reliable and perfectly synced multistream, video, audio and data encodings, broadcasters and event organisers can now offer audiences a best-in-class, personalised entertainment experience that will significantly enhance consumer enjoyment of live sports and events.

<https://www.nativewaves.com/>

**NativeWaves Contact**

Venkat Venkateshwaran

Chief Marketing Officer

**Tel:**   +43 660 774 0782

**Email:** [vv@nativewaves.com](mailto:vv@nativewaves.com)

**Press Contact**

Sue Sillitoe

White Noise Public Relations

**Tel**: +44 (0) 1666 500142

**Email**: sue@whitenoisepr.co.uk

**Follow Native Waves:**

Facebook: [facebook.com/nativewavesapp](http://facebook.com/nativewavesapp)

Linkedin: [Linkedin.com/company/nativewaves](http://linkedin.com/company/nativewaves)

Instagram : nativewavesapp