

Eurosport tunes in to Vanco

27th February 2008 - Vanco, the pioneering global Virtual Network Operator, today announces the signature of a three year contract with the pan European sports channel Eurosport. Entirely dedicated to sport, Eurosport is broadcast in 112 millions homes and has 240 millions viewers in 59 countries.

Vanco proposed a hybrid Internet VPN solution with MPLS Matrix and Active Backup on ADSL with several access technologies: Ethernet, leased lines and xDSL. The new network connects a dozen sites stretching around the globe, including France, the UK, Germany, Italy, Spain, the Netherlands and China.

“Vanco’s solution was very interesting, firstly on a technical point of view as it was customised to our needs combining different carriers’ solutions and unique technical offers such as the usage of several back bones and local xDSL access. From a financial point of view, the solution will allow us to considerably reduce the cost of our network.” explains Stéphane Gaudé, Infrastructure Manager of Eurosport.

The ANP (Active Negotiation Process), proposed by Vanco allows Eurosport to measure the benefits brought by the VNO model. “Vanco can work with every technology available on the market. The ANP, a technology and price benchmark, allows us to review our infrastructure costs and migrate our solution if it is appropriate every year. This means we can constantly update to a more convenient solution for our needs which is also cost effective.” concludes Stéphane Gaudé.

“This deal is a great example of how a company has realised the benefits that our VNO model can bring them.” adds Eric Havette, General Manager, Southern Europe “Companies have everything to gain in terms of technologies, functionalities and performance as well as price.”

About Eurosport

Eurosport group is the main multimedia sports platform in Europe with Eurosport, Eurosport 2, eurosport.com, Eurosportnews, Eurosport mobile. Eurosport, the N°1 pan European channel available in 20 languages received in 112 millions home and 240 millions viewers across 59 countries. Eurosport 2, the latest channel,, broadcasts in 25 millions homes in 11 languages across 43 countries. The 8 Eurosport web sites including 4 sites partnering with Yahoo in the UK, Spain, Germany and Italy and 4 other sites on www.eurosport.com in local language for China, Russia, France and Sweden, ranking Eurosport N°1 for on-line sports information totalling 7 million unique visitors per month on all sites. Eurosportnews broadcasts sport news across the world. Eurosport Mobile delivers video, WAP and I-mode services with the latest information and daily sports results. Eurosport Events, launched in 2007, provides expert knowledge in organisation, management and advertising of international sports events.

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