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PSSI Signs Multi-Year Agreement with TKO to Provide Global Transmission Services for UFC and WWE Live Events



PSSI Global Services, the world's leading transmission provider, has reached a multi-year agreement with **TKO Group Holdings (NYSE: TKO)** to provide expansive transmission services for all live WWE and UFC events. PSSI's Strategic Television division has been working closely with **WWE** and **UFC** for many years, providing domestic and international transmission, engineering, and project management services through an era of explosive growth for both properties.

PSSI and TKO have signed this agreement with a shared focus on continuity and efficiency. Both companies have committed to developing cutting edge technologies to deliver linear content to each property's broadcast partners, featuring hundreds of international licensees around the world, as well as OTT and production-support content between remote origination sites and UFC APEX in Las Vegas and WWE's new headquarters in Stamford, Conn.

PSSI has been instrumental in working with both UFC and WWE to build out the transmission and broadcast infrastructure at each home base facility, including the installation of satellite antennas, compression and monitoring equipment, and extensive terrestrial connectivity. On the remote origination side, PSSI recently leveraged key partnerships with Appear and Telstra Broadcast Services to provide another groundbreaking REMI transmission live from Shanghai, China for the **Road to UFC** tournament.

"Both UFC and WWE have been committed to delivering the highest-quality content to our fans around the world, but with very different approaches to production and transmission," said **Tim O'Toole, Senior Vice President, Event Production, UFC**. "As we've learned more about the WWE model since the merger, one of the most significant common threads was the Strategic Television project management and engineering teams of PSSI. They have been critical to the success of UFC APEX, not to mention the hundreds of UFC events around the world that



PSSI has supported over the years. We are excited to expand our partnership and find new ways to get all of TKO's exciting content to our fans consistently, efficiently and at the highest possible quality."

"WWE asks a lot of PSSI when we are on the road," said **Marty Pingree, Senior Vice President, Engineering and Event Technical Operations, WWE**. "We have high standards, which PSSI consistently exceeds by custom-building their equipment packages to our spec. The attention to detail by the PSSI team when it comes to these builds is second to none. I know that when I show up in Jeddah, Glasgow, or any city in the U.S. to produce a live show, PSSI has their truck or encoding kit dialed in to make certain every element of our events make it to air, with multiple backup plans in place to expect the unexpected. We have great relationships with all of our vendors, but I am particularly excited to formalize our partnership with PSSI with this agreement."

"Both UFC and WWE have been foundational clients of PSSI for many years," said **Derek Blount, CEO of PSSI**. "It has been a thrill to witness the respective growth of each of these properties. Having them come together under the TKO umbrella allows an excellent opportunity for PSSI to provide even greater efficiencies in providing transmission services for both domestic events and the ever-expanding international footprints of UFC and WWE. The future is bright for TKO, and we're excited to continue our partnership."



PSSI GLOBAL SERVICES WELCOMES JASON LAND AS VICE PRESIDENT OF BUSINESS DEVELOPMENT

Industry veteran Jason Land rejoins PSSI Global Services as VP of business development to drive innovation and strategic growth in expanding media landscape.

PSSI Global Services, a premier provider of cutting-edge transmission services, is pleased to announce the appointment of Jason Land as vice president of business development. Jason brings over 25 years of extensive experience in media services and technology, including a distinguished earlier tenure with PSSI and Strategic Television. His return to the company in this newly created role marks an exciting chapter as PSSI ramps up its initiatives to innovate and expand its product and service offerings.

"We are thrilled to welcome Jason back to the PSSI family," said Derek Blount, CEO/CFO of PSSI Global Services. "His wealth of industry knowledge, strategic insight and deep understanding of our business will be invaluable as we undertake major steps to grow and adapt to the ever-evolving media business landscape."

In his former role at PSSI, Land contributed significantly to the company's success in various leadership roles. His career trajectory then led him to Intelsat, where he most recently

served as senior principal product manager for media services. In this role, Land was responsible for shaping product strategy and driving innovation for media service delivery via Intelsat's global satellite, fiber and IP network. His experience at Intelsat has broadened his expertise in managed media services, which will play a critical role in PSSI's continued success.

"I am excited to return to PSSI and be part of this dynamic team under legacy and new leadership," Land said. "PSSI has the expertise, engineering, assets and the nimble, entrepreneurial spirit to be an integral part of the success of its loyal and growing customer base, and I look forward to driving new business opportunities and contributing to its continued success. It's great to be home."

In his new position, Land will lead PSSI's business development efforts, focusing on expanding the company's reach into new verticals, strengthening client relationships and identifying strategic growth opportunities to support PSSI's industry-leading services.

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Let's Talk PIT

One of Jason Land's first priorities in his new role as VP of Business Development was a trip to the PSSI International Teleport (PIT) to get a first-hand look at everything happening there. He sat down with Bill Sciolla and Julie Fiedler to pick their brains about what we're looking forward to this Fall.

Jason Land: Tell us about the new services we're providing for Telstra with ESPN content.

Julie Fiedler: We are now managing schedules and delivering ESPN-originated events across the Telstra GMN for various international takers around the world. This includes college football, World Series of Poker, college basketball, Premier Lacrosse League, the Little League World Series, and more. Also new to the mix is bringing ESPN into our work with Telstra and the NHL. This coming season, we deliver every NHL Fronthaul to ESPN as well as all Canadian National feeds. Each distribution will be a full-time service across the Telstra GMN, and we will be coordinating directly with ESPN and NHL to guarantee delivery.

JL: It's hard to believe we're coming up on another NHL season, our third working with Telstra. What are you doing to prepare? Can we expect anything new this season?

JF: In addition to the distro to ESPN, we expect to have a few new takers in Europe for International DED [Digitally Enhanced Dasherboards, customized augmented feeds for targeted advertising in international markets]. A lot is still in the works, even though the season's starting soon! We are dropping the puck early this with our yearly Global Game Series, the first of which will take place in Munich, followed by Prague and Finland. As in past years, we ingest and deliver multiple fiber muxes for various versions of NHL content. We have bi-weekly calls with the NHL to review any new deliveries and daily check-ins with Telstra.

JL: Other than working with Bill, what do you like best about your day-to-day work? What are some challenges you're trying to overcome?

JF: I appreciate the challenge of working on these projects alongside Erin Berch, my right-hand woman when it comes to bookings management. It's gratifying when the events run smoothly, then we're right onto the next one. The can be challenging working with international partners and takers when you consider the many time zones we're covering with these deliveries. That's why it's great to have this partnership with Telstra. Their teams in Sydney and London help us out when it's the wee hours in Pittsburgh!



ENGINEER OF THE QUARTER

WES HILL



Wes has been a road warrior for a long time. He always has a good attitude, and he is always willing to do whatever it takes to get the job done. Customers and co-workers love working with Wes, and we are lucky to have him on our team!"

– Jim Flowers, Manager, Field Engineering

PSSI / **LIVE**

PSSI INTL TELEPORT – QUICK VIEW



- **Land** – 36 acres
- **Building & Shelter Space** – 12,000 square feet
- **Visible Satellite Arc** – 145°W–60°W
- **Site Security** – Perimeter monitoring, access control system
- **Media Services** – Full-Time, Occasional-Use, Telstra TBS Americas BOC, IP Contribution and Distribution
- **Teleport Services** – Co-location, Disaster Recovery, Multi-Network Connectivity (AT&T, Telstra, IntelsatOne, NEP Connect, Nextologies, LTN), EPL and Broadband Access
- **Satellite Operations** – 24/7 Satellite Bookings, Rapid Access Services
- **Regulated Power** – 480v 1200-amp feeder from primary substation
- **Emergency Power** – Two 750 KW generators, Toshiba 500 KVA UPS system with redundant battery strings
- **Fuel** – 2,000 gallons
- **Fire Suppression** – Heat sensors, central monitoring, dry-type fire suppression