

Appear ASA- Appear announces strategic contract with a leading US sports broadcaster

Oslo, March 30th, Appear today announces an order from a leading US sport broadcaster. The total value of the order is approximately NOK 14 million.

The contracts follows initial deployments completed in 2025 and is a strong indication of continued momentum in the customer relationship with one of the “big four” sports broadcasters in the region, who contributed to approximately 9 MNOK in revenue in 2025.

“This expansion clearly demonstrates the value of our land-and-expand strategy. By becoming a mission-critical part of our customers’ workflows, we create a strong foundation for long-term growth. We’re pleased to see this customer standardizing on Appear as they scale their global operations”, said Thomas Bostrøm Jørgensen, CEO of Appear.

The new order is driven by two key factors: scaling and standardization. Capacity is increased by adding further X platforms to support remote production with portable production kits, while concurrently standardizing its remote production infrastructure on Appear’s solutions introduced in 2025.

Key factors driving this expansion include the platform’s versatility and high density, enabling efficient management of a large number of channels for global events. The portable production kit will be deployed both at venues already using Appear and as replacements for legacy solutions.

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About Appear ASA

Headquartered in Oslo, Norway, Appear designs and delivers high-capacity, sustainable solutions for media processing and live content delivery. The Company’s technology enables the capture, transport, and processing of live video from sports stadiums, concert arenas, and other venues to viewers with ultra-low latency, ensuring superior video quality and reliability. Appear serves broadcasters, production companies, content owners and network operators worldwide who rely on its live production technology to deliver the world’s most demanding live productions.

This announcement is non-regulatory and made for information purposes only.