

Sporting Revolution Starts At Sportpost.com



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Sportpost.com launches Europe's first sports social media site.

Set to revolutionise the consumption of sports content globally, the pioneering new site encourages fans to 'share your sport with the world'. It combines videos, blogs, news and debates from the world of sport into one central location.

Uniquely, Sportpost.com also gives voice to the superstars of world sport, with exclusive deals to publish personal [sports blogs](#) from athletes including England rugby international James Haskell, Cheltenham challenger renowned jockey A.P. McCoy and England [football](#) star, West Ham striker Carlton Cole. Additionally, brands including Nike Football, Red Bull, Monster Energy, UFC, Laureus Sports and World Sport TV have already rushed to take advantage of its premium High Definition channels.

"Sportpost.com aims to be the world's premier sports social media site," said the Managing Director of Sportpost.com, Peter Janes. "The site is a fun, interactive alternative to traditional sports media and news sites. To date, fans have been on the sidelines looking in. They have never really had a voice or the ability to create and share sports content before. Being completely independent, we can work with all athletes, brand owners and media partners to give our users total access and choice. We are confident Sportpost.com will change sports consumption habits significantly."

The brainchild of three co-founders, Loughborough University alumni and sporting fanatics, Peter Janes (Managing Director), Paul Stewart (Sales Director) and Charlie Cooper (Technical and Design Director), Sportpost.com is expected to dramatically impact the way sports fans consume and share content in future.

David Brooks, Head of Digital Media, Red Bull said: "Red Bull is always looking for new and innovative ways for us to get our brand message and media in front of sports fans. Sportpost.com is such an exciting platform for us to hit our ideal target demographic and draw eyeballs to Red Bull's products and events."

Sportpost.com has been in development for more than 15 months and has now gone fully live for the first time. The original test site attracted over 800,000 unique users from over 200 countries, with the UK, USA, India, Brazil, Germany, Canada, China, the UAE and Russia featuring highest. Sportpost.com bridges the gap, giving brands and sports stars a smarter, more cost effective and targeted alternative to reaching passionate fans than the creation of their own websites or micro-sites. Testing demonstrated the site demographics to be male (over 90%) in the 18 - 40 age bracket (over 70%). The vast majority are ABC1 (over 70%), university educated (over 50%) and almost all have high disposable incomes.

Sportpost.com will be monetised via site advertising, joint promotions with channel partners and innovative partnerships with premium service providers such as the Ladbrokes-powered betting portal and Brightcove video platform. Within six months the site will be streaming live premium sports events from selected partners.

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About

Sportpost.com:

Sportpost.com is a pioneering, independent sports social media site combining the best [sports videos](#), blogs, [sports news](#) and [sports forums](#) into one central location. Set to revolutionise the consumption of content amongst sport fans globally, the site allows users to create, promote and share the best sports content under the mantra 'share your sport with the world'.

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