



## **Aldea Is Set to Deliver the 2020 Tokyo Olympics to broadcasters around the world**

For Immediate Release

Montreal, Canada – July 20, 2021 - Aldea Solutions Inc., a global provider of video services and solutions for the television and media industries, is both honored and excited to provide live transmissions of the Tokyo 2020 Summer Olympic Games to numerous media companies around the world, including broadcasters in France, Brazil, Argentina, Mexico, and Colombia.

Aldea will transmit live coverage of the 2020 Tokyo Olympics for these broadcasters from the International Broadcast Center (IBC) in Tokyo back to their respective home studio facilities. Aldea continues to build upon its past successes at previous editions of both summer and winter Olympics, along with the FIFA World Cup and Pan American Games, dating back to 2006. The Tokyo Olympics will run between July 23 – August 8, 2021.

For the Tokyo Olympics, Aldea was chosen for its expertise to deliver live sports content via its state-of-the-art encoding and fibre optic network infrastructure ensuring the highest quality, reliability, security, and lowest possible latency. As with many of these important events, latency was a major consideration due to the large distances between Japan and broadcasters' home studios around the world. Aldea's video services were further complemented by audio and data connectivity services for a full end-to-end communication solution. Gilles Silard, Head of Sports Production at France Télévisions, said about his decision to work with Aldea: "We worked with Aldea for the delivery of the Pyeongchang Winter Olympics, and we are once again delighted to work with Aldea for Tokyo 2020. Aldea was able to respond to our technical needs and provide timely support during a challenging context created by the global pandemic."

Daniel Gonzalez, CEO of Aldea, said: "We are very proud of the vote of confidence that leading broadcasters from around the world continue to place on our company. Aldea will facilitate remote production for some of its customers, allowing them to undertake production services from their home studios". This became exceptionally important during the current COVID global pandemic. He added that: "Aldea's team of experts is consistently able to handle all the complexities behind an international live sports transmission, allowing customers the peace of mind to focus on the content". The event will be managed by an experienced team of Aldea engineers on site in Tokyo, complemented by a dedicated operations team monitoring the event from Aldea's 24x7 network management center in Montreal, Canada.

"The Tokyo Games will be the third major sporting event Aldea will deliver this year. Aldea has successfully transmitted live feeds of the UEFA Euro Championship as well as the Copa America to numerous broadcasters from around the world." said Gustavo M. de la Garza Flores, CEO of Grupo Marcatel.

The present global pandemic has added complexities to the logistics behind the preparation of these major events, but Aldea continues to strive for excellence and set itself apart from its competitors. Aldea will thereafter commence preparations for the Beijing 2022 Winter Olympics and the Qatar 2022 FIFA World Cup.

**About Aldea**

Aldea Solutions Inc., a Canadian company, is a leading provider of high-quality video services and solutions for the television and media industries. The company provides end-to-end worldwide transmission and content distribution services and operates an extensive fiber-based network, with points-of-service covering 31 cities and 19 countries throughout the Americas and Europe. Aldea is a wholly owned subsidiary of the Marcatel Group.

Learn more about Aldea at [www.aldea.tv](http://www.aldea.tv).

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