

Digital Media Company Announces Plans to Expand to NYC, Barcelona and London in 2019.

Sports Kitchen Plans Full Production Studio in Barcelona Dedicated to Sports Original Programs.

Barcelona, Jan 29, 2019 (IssueWire.com) - **Sports Kitchen Entertainment (SKE) LTD**, a newly formed digital media and marketing services company creating, curating, and delivering engaging sports contents to fans and brands plans to expand across the globe by 2nd quarter 2019.

Following **NATPE 2019** in Miami, SKE announced plans to open a sales office in New York City, London and a studio production facility in Barcelona by mid-year. The New York City office will work directly with ad agencies, league partners and brands. In Barcelona, the company plans to build a full-production facility where it will create and produce original sports shows and produce two original 10-episode series programs for digital distribution.

“Sports is the fastest growing form of entertainment not only in the USA but also across Latin America and Asia”, said Mark Lugo, CEO of Sports Kitchen. “Creating an engaging cross-platform of original sports contents is never-ending because the stories attracted to sports reset every day, every match and every second. It’s hard for traditional media to understand the speed of stories related to sports. They simply know how to report the scores, injuries and other facts. That’s old. We fully understand the new way to reach modern sports fans and keep them engaged while utilizing mobile digital connections.”, Lugo added.

During the past few years, broadcasters and programming providers have struggled to become the “go-to” destination for sports fans and haven’t been able to fill the hyper-cognizant need that consumers want in their viewing experience. Monitoring emerging trends is necessary to keep fans engaged and consumed in sports contents the fan considers relevant.

Sports Kitchen is actively seeking the right established media partner that understands the future of sports consumption beyond the pitch. Great sports stories are made on the pitch, away from the pitch and before and the afterlife as a player. These are the stories that make fans bigger fans. Sports fans want to know more.

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