

ASB GlassFloor Unlocks New Sponsorship Inventory at EuroLeague Final Four

The 2026 championship weekend marks the first time the EuroLeague has activated a full suite of new in-game branded activations, paving the way for every club in the competition to monetize their home court in an entirely new way

Zug, Switzerland - The 2026 EuroLeague Final Four Athens presented by Etihad will be remembered as the night Olympiacos Piraeus reclaimed the throne of European basketball. But behind the 92-85 scoreline against Real Madrid, a quieter revolution was unfolding on the court beneath the players' feet.

For the first time at league level, new in-game inventory slots were activated on the ASB GlassFloor at the Telekom Center Athens. Created by ASB's in-house content team GlassCourt OS, these live game activations were created to deliver new sponsor branded moments to expand what a basketball court can commercially deliver.

The EuroLeague Final Four has now set a clear benchmark for how new in-game floor inventory can be activated at the highest level of European basketball, and how clubs may look to utilize these opportunities in their own venues going forward. The branded activations were integrated into key live game moments, including the dunk, the three-pointer, timeouts, and other high-engagement broadcast sequences that also regularly appear in highlight reels and viral social media feeds. Rather than interrupting the viewing experience, these activations become part of the live broadcast environment itself.

“At EuroLeague Basketball, we are constantly striving to deliver an enhanced and distinctive experience at every Final Four. This year’s edition in Athens was no exception. The ASB GlassFloor court proved to be a truly impressive innovation, enabling us to elevate the game experience for both fans and partners alike. From unique court designs and special animations to more immersive pre-game shows, the technology brought a new level of intensity and engagement. At the same time, it allowed our partners’ integrations to go a step further, creating additional value and a more impactful presence throughout the event.” Alex Ferrer Kristjansson, Chief Marketing Communications Officer.

“The EuroLeague Final Four once again demonstrated why it is one of the most electrifying live basketball experiences in the world,” said Benedikt von Dohnanyi, CEO of ASB Arena and Event Services. “We were proud to see our floor showcased on one of basketball’s biggest stages. The event set a new benchmark for live basketball experiences in Europe, demonstrating how the ASB GlassFloor is designed to integrate innovation and immersive storytelling into the live game experience.”

An ASB GlassFloor provides clubs and venues with new revenue-generating asset through sponsorship inventory integrated into live game moments, with proven broadcast reach at the highest level of European competition.

For von Dohnanyi, the implications reach beyond Athens.

„For the first time, after the initial adoption of the floor from EuroLeague teams Panathinaikos AKTOR Athens and FC Bayern Munich, has the EuroLeague themselves introduced new league inventory and digital activations, to further elevate brand storytelling, partner value, and the overall fan experience. With the launch of new in game branded inventory the EuroLeague has now also demonstrated that the floor is a broadcast - and new revenue medium, ultimately changing the commercial equation.”

About ASB GlassFloor

Germany-based ASB GlassFloor, led by Managing Director and CEO Christof Babinsky, operates in the global sports flooring market. The company develops and manufactures LED glass sports floors for professional and recreational sports. The full-LED video sports floor is certified by FIBA, IHF, and FIVB, combining compliance with official performance standards with full-surface LED display in real time. Permanent installations include, among others, BMW Park Munich and the Telekom Center in Athens. The ASB GlassFloor has also previously been used at NBA and NCAA events as well as during official tournaments of the world basketball federation FIBA.

ASB Arena and Event Services AG (AES) is a subsidiary of ASB GlassFloor, specializing in the commercialization and operation of the ASB GlassFloor. The company offers associations, leagues, teams, arenas, and event organizers a flexible rental model and comprehensive end-to-end services, covering everything from planning and installation to the marketing of the playing surface as a media and sponsorship platform. This is complemented by an integrated software ecosystem featuring applications for fan activations as well as training and coaching tools.

For more information: www.asbglassfloor.com

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