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SECTION 1

Media Rights Portfolio
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We continue to offer a variety of the world’s most premium action sports properties.

Our portfolio includes one of the world’s premier professional street skate boarding competitions, The Street League Skateboarding Championship, EDGEsport Stories, a weekly adventure sports TV show and A Dog’s Life, a zero-limit, mountain biking series featuring Brendan Fairclough.
The National Football League (NFL) is the highest level of American Football in the world featuring some of the most popular and high-profile athletes.

2023/24 marks the NFL's 104th season, and we are so proud to represent these prestigious media rights for select territories across Europe, Asia and Middle Eastern territories. The 2023 Super Bowl LVII reached 56 million viewers globally, with international audiences accounting for nearly half the official U.S. audience.
Join us as we follow all the action from the electrifying Diamond League, before travelling to Melbourne and New York for unmissable marathon moments.

We continue to offer coverage of many of athletics’ leading global properties. With events throughout the year, the stage is set for the athletes to push themselves further than ever before.

request more information here
As the most watched sport in Australia, the Australian Football League (AFL) has something for every sports fan.

We are excited to continue the representation of all media rights for the AFL. We look forward to bringing Australia’s flagship sport to a global audience, providing unparalleled coverage to all other territories across the world.
Since our revolutionary joint venture with EuroLeague Basketball in 2016, European Basketball is engaging more fans than ever before.

From branding and match format, to audience attendance and social media presence, both the Turkish Airlines EuroLeague and the BKT EuroCup are continuing to prove their dominance on the European and World stage by producing entertaining and eye-catching performances week in and week out.
Professional Bull Riders (PBR) sees more than 700 world-class athletes competing in over 200 exhilarating events.

We are proud to bring PBR’s thrilling battle of man vs. beast to a global audience. 2022 saw the organisation launch a new league – PBR: Teams, a transformational change for the sport. It comprises of eight teams playing a 10-weekend regular season culminating in a team playoff, with the Championship Event being held in Las Vegas, Nevada, USA.
Cricket

The world of cricket continues to excite with the growth of South Africa’s acclaimed national team and launch of Major League Cricket (MLC).

We’re thrilled to follow Cricket South Africa’s beloved team, Proteas, as we provide coverage of international and selected domestic matches throughout the season. Our portfolio also includes MLC, the very first Twenty20 (T20) in the US, featuring world-class international talent.
Cycling continues to show its impact on the global stage as we see bigger audiences, a growing fan base and more riders than ever before.

We remain at the heart of the action, delivering unparalleled coverage from a variety of disciplines. Races from Road Cycling, Track Cycling, Cyclo-Cross, Mountain Biking and BMX events will be made available.
Endurance sports see athletes push their bodies and minds to the absolute limit, constantly redefining the meaning of strength and achieving new levels of human possibility.

Once again, we will be covering the World’s Strongest Man, where the world’s strongest compete for the ultimate title of physical supremacy. We also continue to represent the very best in triathlon events and the Nobull CrossFit Games, the competition that determines the fittest men and women on earth.
For over eight years, we have represented the leading rights holders in esports – achieving record breaking viewership figures for major events.

The portfolio includes PGL CS2 Majors, Evo Vegas and Japan and one of our recent acquisitions YaLLa Esports. 2024 will be an even more exciting year as PGL host not one but two CS2 Majors in Copenhagen and Shanghai. The last time PGL hosted a Major (Antwerp 2022) we distributed the media and sponsorship rights exclusively with a peak audience of 2.11 million and 170 million total views.
Entering a new era of fight sports, we will continue to provide premium MMA and boxing content.

Featuring both regional and domestic match ups from many of the sport's biggest fighters, as well as the rising stars. As one of the largest MMA promotions in the world, we provide exclusive coverage to 42 UFC events. The portfolio also includes all the unmissable action from Cage Warriors, Combate Global and events from Queensberry Promotions.
Football

We remain at the centre of all the action in football with an extensive portfolio of high-profile football content, driven by key long-term relationships with Confederations and Leagues.

Alongside key renewals of the Copa Libertadores, Copa Sudamericana and Concacaf competitions, our portfolio has continued to grow with the exclusive representation of the Saudi Pro League reinvigorated by Cristiano Ronaldo. We look forward to bringing the best moments that football has to offer, to a global audience.
Our golf portfolio remains unrivalled as we continue to evolve our relationship with the sports leading federations and events.

Exclusively representing all media rights for the DP World Tour, Asian Tour and LPGA Tour, as well as two Men’s Majors – The Open and PGA Championship, and four Women’s Majors – Women’s PGA Championship, Chevron Championship, Evian Championship, AIG Women’s Open. We also offer an extensive range of golf programming, providing viewers with unique insight into this exhilarating sport.
Ice Hockey

The National Hockey League (NHL) is the most well attended hockey competition in the world, delivering action packed games to fans week in, week out.

Featuring international stars from around the globe, the NHL has fans from all nationalities. We will be distributing LIVE coverage of all 1,312 regular-season games as well as the Stanley Cup Playoffs, capturing every major moment of the professional league.
Motorsports

Our motorsports offering boasts a diverse range of properties including motorbike racing, car racing and freestyle events.

Riders and their vehicles are pushed to extremes as they navigate tricky terrains and close encounters. With hours of LIVE racing and highlights shows across the board, fans can watch all the enthralling 2-wheel and 4-wheel action throughout the year.
We are proud to offer compelling content from the professional rugby league competitions.

In 2022, we signed a long-term strategic partnership with Rugby League Commercial and starting in 2024 will represent Betfred’s Challenge Cup, England Internationals and Betfred Super League. We also distribute the action packed National Rugby League (NRL), including the annual State of Origin series between New South Wales and Queensland.
We are proud to represent the rights for the exhilarating HSBC SVNS Series, in its bold new format.

World Rugby have revamped their HSBC SVNS series to create a unique festival of sport and entertainment. Featuring the world's best sevens athletes, the series will take place across eight iconic cities: starting in Dubai, through Vancouver and Hong Kong, and ending in Madrid.
Snooker

Snooker is rapidly gaining popularity around the world with more fans than ever engaging with the sport.

The loyal core viewership has grown over the last few years with the World Snooker Championship Final peaking with a record 4.5 million BBC viewers. Follow all the action from the World Snooker Tour – the dazzling power and astute tactical prowess of snooker’s leading stars.

request more information here ➔
Table Tennis

Elite athletes and epic rivalries – we are proud to continue representing World Table Tennis (WTT).

Created to match audiences’ expectations, WTT has introduced an entirely revamped event structure, aimed at showcasing the phenomenal talent of world-class table tennis stars in a fresh, dynamic and entertainment-driven setting.

request more information here
Representing the world’s most esteemed tennis events, including three of the four grand slams and ATP world tour tournaments.

The Grand Slams continue to evolve year-on-year with record breaking attendances, increased prize pools and a higher level of competition. We’re thrilled to advance our tennis offering, with an exciting season of global events, enhanced production and increased content.
Volleyball

We provide coverage of the world's top tier Italian volleyball competition: Italian SuperLega.

In 2024, we will distribute all media and gaming rights from the best men's volleyball league in the world: the Italian SuperLega. As the oldest and most popular league – the 2023/24 season will be its 79th edition.

request more information here
Our water sports portfolio features some of the world’s most skilled male and female athletes on water.

2023 promises to be another action-packed season, as we distribute content filmed at some of the most beautiful coastal landscapes in the world. We’re proud to represent SailGP, which has transformed sailing with an exciting new format – attracting new and established racing fans.
Winter Sports

Bringing all the action from top competitions around the world with premium winter sports.

We will be distributing the adrenaline packed FIS World Cup Series covering a range of World Cups taking place in Austria, including Ski Jumping, Ski Alpine, Freestyle Skiing, Snowboard and Nordic Combined. We also represent the exhilarating IBSF World Cup series – including Skeleton, two Men and Women’s Bobsleigh, our four Men’s Bobsleigh and Women’s Monobob disciplines.

request more information here
SECTION 2

Channels & Programming
Discover adventure. Discover EDGEsport.

EDGEsport is a 24/7 TV channel that broadcasts premium, action and adventure sports to passionate audiences globally. The channel broadcasts live events, premieres and highlights from the world of sport on land, sea and snow. From skateboarding to snowboarding and Olympic Qualifiers, find out more: edgesport.com
Your stadium in the sky and at sea.

Sport 24 and Sport 24 Extra are the world’s first and only live sports channel. We connect passengers to unmissable, live, world-class sporting events. We broadcast the Premier League, Formula 1, Champions League, Olympic Games, FIFA World Cup, golf majors, tennis grand slams and more to select airlines and cruise lines. Find out more at sport24live.com.
Trans World Sport (TWS) provides a global audience with an alternative sporting view.

With more dynamic, more exciting and more engaging sports coverage – TWS continues to offer a pioneering narrative and perspective on global sports. TWS’ renewed focus defines the next trends in sporting culture – sports that are cutting edge, diverse, authentic and which capture a community hungry for content.

request more information here