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LiveScore partners with StreamAMG to offer live football streaming

London: LiveScore, a world-leading sports scores app, has partnered with sports OTT specialists StreamAMG to offer live football streaming on its website and app for the first time. Fans will be able to enjoy live matches and on demand content from major clubs and media outlets on the service, which promises to form a major new sports streaming platform.

With a global audience of over 56 million active users, the sports media company is the go-to destination for fast and reliable sports coverage across 200 territories. Covering hundreds of leagues and competitions across five major sports, this latest development builds on LiveScore's reputation for providing its users with the most comprehensive match updates with existing features including live commentary, ball-tracking and in-play statistics. Last year the company also announced its first global sponsorship, becoming LaLiga's official scoring partner in a three-year deal.

StreamAMG, a recognised leader in sports streaming, is working closely with LiveScore to develop a capable, flexible and future-proof video service fully integrated into the LiveScore app and website. Promising a first-class experience for viewers, LiveScore's OTT service will make full use of the award-winning CloudMatrix automated content distribution platform and specialist sports fixture system, as well as the core MediaPlatform OVP to orchestrate live and on demand video delivery.

Rob Brown, Head of LiveScore TV at LiveScore Group, commented: "We're delighted to announce our partnership with StreamAMG. Their extensive experience in sports streaming technology and our shared ambition for video innovation make them a perfect fit for LiveScore. We're looking forward to working closely with the team on the development of our soon-to-launch live streaming service which we hope will prove hugely popular with users."

Hugo Sharman, Chief Executive Officer at StreamAMG added: "LiveScore will emerge as a major player in the streaming of live sports content. This platform has huge potential and we're delighted to have agreed this long-term partnership."

About StreamAMG: Stream Advanced Media Group provides online video solutions for media owners who insist on reliability, flexibility and scale. StreamAMG partners with organisations across sports, media and betting to build and implement fantastic user experiences. StreamAMG is recognised as a leader in video technology, live streaming and sports OTT, delivering over 30 million hours of live content and over 8,000 events per year.

About LiveScore: Founded in 1998, LiveScore is a global sports media and live scores company with a monthly audience of over 56 million active users across 200 territories. LiveScore delivers premium content and engaging products that enhance the experience of fans across five major sports – football, cricket, tennis, basketball and hockey. LiveScore is also proud to be the Official Global Scoring Partner of La Liga Santander.

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