



Embargoed until 08:00 BST Wednesday 17th June, 2020

LiveScore To Air Every Remaining Serie A Match as it Kicks Off New Free-To-Air Live Streaming Service

- The new OTT service will be completely free-to-air**
- Initial leagues to feature will include the season finales to Italy's Serie A, and the Primeira Liga in Portugal**

LiveScore, one of the world's leading real-time sports updates and results providers, is set to launch its first ever live streaming service, offering millions of UK users a front-row seat as live football returns across Europe's top leagues.

Having secured live streaming rights to all remaining matches in Italy's Serie A season, LiveScore will be on-hand to help football fans in the UK and Ireland celebrate the return of elite sport, through to the climax of the current 2019/20 campaign.

The deal, the latest successful negotiation led by Saran Media Group on behalf of LiveScore and agreed with Premier Sports, also sees LiveScore secure the rights to live-stream one third of all remaining fixtures in Portugal's Primeira Liga. Live football successfully returned to the country this month, whilst Italy's iconic Serie A domestic league will restart this weekend on Saturday June 20th as Torino host Parma.

Tonight LiveScore's new streaming service will be showing a match of big significance to the title race in the Primeira Liga, as sixth placed Rio Ave host second placed S.L. Benfica at 21:15 BST.

The free streaming service – which is to be integrated within the existing LiveScore [iOS](#) and [Android](#) application – ensures that LiveScore remains the go-to destination for fast and reliable sports coverage. With a global audience of 56 million monthly active users, including 2 million in the UK alone, the new OTT service complements existing unparalleled coverage, content and statistics for hundreds of sporting leagues and competitions around the world.

Ric Leask, Marketing Director at LiveScore, said;

"We're excited to celebrate the return of football by providing live free-to-air streaming on LiveScore for the very first time. This is a hugely important step for LiveScore, as we continue to innovate and offer our audience the most immersive sports coverage possible."

"Serie A and Primeira Liga are two of the most popular and keenly followed European leagues amongst our 2 million monthly users within the UK and Ireland, so this is a fantastic opportunity to give something back to our loyal userbase. After a long wait for top-level football to return, this is a brilliant start for our new live streaming service."

The new free-to-air live streaming capability will be facilitated by LiveScore's partnership with leading sports OTT specialists StreamAMG. The relationship will enable a fully integrated video product which will deliver a first-class viewing experience.

Premier Sports will remain as the exclusive UK and Ireland broadcast TV partner for both the Primeira Liga and Serie A, with their subscribers able to watch all matches live on TV.

For more information please contact will@matchfit.biz (07796 796548) or donald@matchfit.biz (07816 279101)



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About LiveScore:

- Founded in 1998, LiveScore is a global sports media business and real-time sports updates and results provider 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 a number of major sports. LiveScore is also proud to be the Official Global Scoring Partner of LaLiga Santander.