

Thursday 25<sup>th</sup> June, 2020

## **Sportal365 agrees deal with LiveScore, seeing the world-leading sports updates and streaming-services provider deploy innovative new editorial content platform**

Sportal365 is delighted to announce an exciting new deal with LiveScore, one of the world's leading real-time sports updates and streaming service providers, which will see the brand integrate Sportal365's sports content management system. The platform is designed to enrich LiveScore's editorial content, as well as assisting the brand to boost engagement and interactivity with their global userbase.

**Stilian Shishkov, CEO and Founder of Sportal365**, said;

*"We are thrilled that LiveScore have chosen Sportal365 to deliver our industry leading sports content management system. LiveScore are the world's leading sports updates provider, having built a much-loved brand which caters for millions of sports fans in an incredibly challenging space. We are excited now to help facilitate the production of truly immersive content, allowing LiveScore's editorial teams to take full advantage of our platform's capabilities."*

With a global audience of over 56 million monthly active fans, including 2 million users in the UK alone, LiveScore is the go-to destination for fast and reliable sports coverage across 200 global territories.

LiveScore provides unparalleled coverage, content and statistics for hundreds of sporting leagues and competitions around the world. The brand recently announced the launch of their new free-to-air OTT live streaming service, which feature initial rights to all matches in Italy's Serie A football season, through to the climax of the current 2019/20 campaign. Last year the company signed a deal to become Official Global Scoring Partner of Spain's LaLiga Santander, in a three-year partnership.

**Ric Leask, Marketing Director at LiveScore**, said;

*"We are delighted to announce our new partnership with Sportal365, who are leading specialists in sports editorial content management systems. In using Sportal365's data-driven content publishing platform, we can enhance the experience for millions of LiveScore users, building our sports audiences by delivering premium content and engaging products. Our partnership with Sportal365 will accelerate this ambition and ensure LiveScore remains the go-to sports updates destination for fans around the globe."*

For more information please contact:

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### **About Sportal365:**

- The sports specific content publishing platform is used by leading sports digital media companies and many bookmakers. Among the clients are Sportal.bg (Sportal Media Group) GSP.ro (Ringier Romania), Bwin, Superbet, Efbet, Winbet, and many others.



- Sportal365 significantly increases the speed of publishing and end-user experience. It has integrated sports data from several data providers, pre-game and live odds from over 220 bookmakers, assists with the SEO optimization process, has instant access to tracking features for social media channels and various sports digital media. Beyond those benefits the platform significantly reduces IT costs for publishers.

**About LiveScore:**

- Founded in 1998, LiveScore is a global sports media business and real-time sports updates and results provider and live streaming service 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.