



## LiveScore Unveils Game-Changing Global Video Hub 'Watch' in Biggest Ever Evolution of its Popular App

- For the first time, LiveScore app users in all global territories can join the UK, Ireland and Nigeria in accessing exclusive video content including video-on-demand and live streaming

**Wednesday 28<sup>th</sup> April 2021**

**LiveScore**, the global sports media business and one of the world's leading real-time sports updates and streaming service providers, has today launched 'Watch', a substantial new global video content service and the most exciting and innovative new development ever on the LiveScore app.

The most significant new platform ever to be integrated within the LiveScore app, 'Watch' will initially publish more than 500 pieces of video content each month. The majority of content will be available within LiveScore's 200 global territories, representing the first time users outside of the UK, Ireland and Nigeria have been able to access video content through LiveScore.

In addition to housing on-demand match highlights of its substantial roster of live-streaming rights for users in the UK & Ireland, the new 'Watch' feature will showcase global video content including interviews, exclusive previews and analysis shows. The substantial evolution will see LiveScore expand the compelling insights and entertainment it offers global football fans, as on-demand video joins live-streaming and real-time sports updates services.

The launch of the new 'Watch' video area comes less than a year after LiveScore successfully introduced free-to-air live-streamed football within their app. By the conclusion of the current 2020-21 campaign, more than 1,250 matches across 15 different leagues and competitions will have been streamed by LiveScore within the UK and Ireland this season, including over 300 matches from Italy's Serie A alone. Since last October, LiveScore has also simulcast one English Premier League fixture per gameweek free-to-air for app users in Nigeria.

On Sunday 18<sup>th</sup> April, Inter Milan vs Napoli became the 1,000<sup>th</sup> match to be live-streamed on the LiveScore app this season, whilst the January fixture between AC Milan and Juventus formed another milestone as the most-watched game to date. The service recently evolved to integrate 'casting' functionality within match broadcasts, enabling users to cast the action to another screen.

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

*"The launch of 'Watch' is the most exciting step ever in the evolution of LiveScore, as we continue to grow our offering beyond real-time sports updates and become a truly global sports media business. Complementing our existing match coverage of more than 1,250 live-streamed fixtures this season, the new 'Watch' feature within the app will provide rich on-demand content and keep our global audience closer to the action than ever before."*

The new 'Watch' service from LiveScore is a global rollout across the popular iOS and Android apps for both mobile and tablet devices. The specific content available on-demand and as live streams will vary across specific territories, with certain content subject to rights restrictions.



For more information, please contact [will@matchfit.biz](mailto:will@matchfit.biz) (07796 796548) or [donald@matchfit.biz](mailto:donald@matchfit.biz) (07816 279101)

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**About LiveScore:**

- An early pioneer in the online sports media space, LiveScore™ was founded in 1998 and is a global sports media business, real-time sports updates provider and live streaming service. Following its acquisition in 2017, the LiveScore business was subsequently demerged into the Anzo Group in 2019. Today, LiveScore continues to deliver the top quality content that its users have come to expect, with its up-to-the minute sports updates and recently introduced live streaming service. LiveScore boasts active users across 200 territories making it quite simply one of the world's best-known brands in the market. LiveScore is also proud to be the Official Global Scoring Partner of LaLiga Santander.

**Confirmed LiveScore Live Streaming Rights for 2020-21:**

- Serie A	(Italy)	306 matches
- Primeira Liga	(Portugal)	102 matches
- Eredivisie	(Holland)	142 matches
- Super League	(China)	70 matches
- Coupe de France	(France)	21 matches
- UCL & Europa League Qualifiers	(UEFA)	20 matches
- FIFA World Cup Qualifiers	(CONCACAF)	8 matches
- Copa Libertadores, Sudamericana, Recopa	(CONMEBOL)	342 matches
- LaLiga Smartbank	(Spain)	196 matches
- Allsvenskan	(Sweden)	10 matches
- Turkish Cup	(Turkey)	15 matches
- English Premier League* (*Nigeria only)	(England)	31 matches

**Live Stream Delivery:**

- LiveScore's free-to-air live streaming capability is facilitated in partnership with leading sports OTT specialists StreamAMG. Premier Sports remain as the exclusive UK and Ireland broadcast TV partner for both the Primeira Liga and Serie A for the 2020-21 season, with their subscribers able to watch all matches live on TV.