



LiveScore Celebrates 25 Years in the Making!

FROM REDIRECTED TELETEXT ALERTS ATOP TABLE MOUNTAIN TO 50 MILLION GLOBAL MONTHLY USERS: LIVESCORE CELEBRATES A JOURNEY 25 YEARS IN THE MAKING

- LiveScore, one of the world's leading real-time sports updates and streaming service providers, is celebrating its 25th anniversary with a year-long campaign for users
- The LiveScore story began in 1998 after the founder crafted code to receive Manchester United scores from Teletext via SMS whilst trekking Table Mountain in Cape Town, South Africa
- The brand has evolved into a global sports media business with more than 50 million monthly users for sports updates and content
- To kick off its 25th anniversary campaign celebrations, LiveScore's free-to-play in app promotion LiveScore 6 will increase its jackpot to a life-changing £1m

After a quarter of a century which has seen the LiveScore brand evolve into a global sports media business and one of the world's leading real-time sports updates and streaming service providers, the brand is marking its 25th anniversary with the start of a year-long campaign.

Over the coming twelve months, LiveScore is celebrating its 25 years of heritage with a multi-channel campaign, kicking off with a specially increased jackpot for users in the UK and Ireland of £1 million for the free-to-play LiveScore 6 in-app promotion over the first Premier League match weekend.

Founded in 1998 by an adventurous football fan, who programmed code to receive Teletext updates via SMS whilst scaling the famous Table Mountain, the LiveScore app now boasts over 50 million global monthly users and publishes leading social media content to over five million followers. Having been initially acquired by the Gamesys group of companies in 2017, the LiveScore brand was subsequently part of a demerger into LiveScore Group in 2019. This change in ownership dramatically increased the scale of offering and marked the start of a new era for LiveScore. Today it operates alongside sister brands LiveScore Bet and Virgin Bet as a component part of a fully owned and operated ecosystem that converges the two worlds of sports media and sports betting.

Current LiveScore users enjoy an expanded service that provides live updates, leading news content across multiple sports, and global video hub 'Watch', which publishes more than 500 pieces of video content from the men's and women's games each month in over 200 global territories.

As well as housing match highlights from its live-streaming rights of the UEFA Champions League and FIFA Club World Cup for users in Ireland, which it delivers as part of an innovative free-to-air model, LiveScore showcases global on-demand video content including interviews, exclusive previews and analysis shows.

Further celebrations will be announced over the coming months, with a series of exciting activities planned throughout the year to mark the anniversary and reward users.

Sam Sadi, CEO of LiveScore Group said:

“As we celebrate our 25th anniversary, we reflect on the remarkable evolution of LiveScore and the incredible impact it has had on fans’ consumption of the sports they love.

We are immensely proud of the journey we have embarked upon and appreciate the millions of fans who trust us to deliver real-time updates and captivating experiences every day.

LiveScore continues to push boundaries and embrace cutting-edge technologies to enhance fan experiences and redefine the future of sports coverage”.

END

Notes to editors:

About LiveScore

LiveScore™ was founded in 1998 and has evolved to become one of the world’s best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million daily users across more than 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans, the hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profile and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.

Contact

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