



## PRESS RELEASE

# Dutch Sport1 renews rights for Champions league, Serie A, golf and tennis

Amsterdam, 1 April 2009 – Dutch premium sports channel Sport1 has extended its international sports rights package. The UEFA Champions League rights have been renewed for another three-year period, including the rights to live TV, internet and cell phone services. On Champions League nights all matches will be transmitted on [www.sport1.nl](http://www.sport1.nl), while a selection of up to six matches will be televised live on Sport1. Additionally, the exclusive rights to the Italian Serie A League have been renewed for the 2009 – 2010 season. All matches of the leading clubs, including Juventus, AC Milan, AS Roma and Internazionale are shown live on Sport1.

The rights renewal ensures that Sport1 viewers will be able to receive the best European soccer on their screens up to the 2011-2012 season.

“We’re extremely proud of the fact that we have succeeded in offering our subscribers a new UEFA Champions League package”, says Kees Jansma, General Manager of Sport1. “The needs of consumers are changing, and from today we will also transmit pictures via the Internet and our cell phone network. Anybody who wishes to do so will be able to watch these top tournament matches or highlights on any TV set, computer or cell phone.”

### A summer of sports

Sport1 will cover a great number of soccer events in the next few months on Dutch TV. In addition to the European rights Sport1 has secured the rights to live TV transmission and internet streaming of the Brazilian and Argentinian soccer league matches. Sport1 will complete its Latin American soccer package with the Copa Libertadores final in all its drama; the Latin American equivalent of the European Champions League. This means that the European soccer season will not end with the FA Cup final on 30 May: From that date onward, Sport1 will continue with the great soccer produced on the South American continent.

Golfers will also be able to follow their passion to their hearts’ content. Sport1 will televise the European Tour (EPGA) and closely follow the performances of our fellow countrymen Robert-Jan Derksen, Maarten Lafeber, Taco Remkes, Will Besseling, Joost Luiten and Inder van Weerelt, all of whom will be playing in the tournament. The PGA Masters, including the tournament at the Augusta National Golf Club, are also included in Sport1’s golfing package.

As to the world of tennis, Roland Garros, Wimbledon and the ATP World Tour Masters can all be expected to be shown live on Sport1. The Wimbledon matches that are played simultaneously will be shown live on six different Sport1 channels. Viewers themselves will be able to toggle between Center Court matches and matches played on the other courts, while live commentaries to the matches will be provided by well-known former tennis professionals such as John McEnroe. In addition, a great variety of tennis clips will be shown on the Sport1 website.



### **About Sport1**

Sport1 is a Dutch, digital 24-hour sports service, televising a wide range of live sports. The station holds the rights to television and internet ([www.sport1.nl](http://www.sport1.nl)) transmissions, as well as a cell phone platform (<http://m.sport1.nl>). Sport1 offers two digital 24-hour sports channels plus four extra channels for coverage of live events, enabling viewers themselves to decide which match to follow.

Sport1's range of services includes all the leading European soccer competitions, as well as the UEFA Champions League and the Copa Libertadores. Other televised sports include field hockey, basketball, darts, golf and tennis. Sport1 also offers HDTV channel services. Viewers are able to receive Sport1 services by subscribing to the services of Ziggo, UPC, CAIW, Delta, Tele2 or Canal Digitaal. Sport1 is a member of the Chellomedia group, the European content division of Liberty Global, Inc., and a leading media company and distributor of TV channels, content and video services.

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