



## HOME OF THE GREATEST SELECTION OF LIVE MOMENTS

Discovery's portfolio of sports brands, channels and platforms collectively reach up to 130 million people every month.

It includes much-loved consumer brands including Eurosport, Global Cycling Network (GCN), Global Mountain Bike Network (GMBN), Golf Digest and GOLFTV powered by PGA TOUR, as well sports on discovery+ and Discovery's free-to-air networks.

Discovery Sports is a new corporate brand representing the dedicated group that operates its unrivalled portfolio of sports brands, channels and platforms. Already collaborating across all aspects of content production, distribution and commercial activity, Discovery's combined sports portfolio offers rights-holders and brand partners the unparalleled opportunity to reach an audience of more than 130 million people every month across all platforms where consumers are spending time — free-to-air, pay-TV, streaming and online.

The move to Discovery Sports provides an external corporate identity that embodies Discovery's unique sports proposition.

It highlights Discovery's combined strength in sports media, spanning the scale of the growing discovery+, the leading real-life entertainment streaming service, and its broad free-to-air networks in Europe; the breadth of sports offering through Eurosport in more than 75 markets and 230m homes; the depth of international super-fan services with Global Cycling Network (GCN), Global Mountain Bike Network (GMBN), Golf Digest and GOLFTV, as well as completing a full 360 offer with its events management and promotion arm, Eurosport Events.

While each of Discovery's consumer facing sports brands will continue to be presented and operate as usual, Discovery Sports will support collaboration within all areas of the combined sports business that Discovery takes to market.

Discovery Sports' services engage fans and broad audiences in more than 200 markets and in over 20 languages, connecting them with the greatest sporting events in the world.

This includes being the Home of the Olympics Games in Europe; tennis' Grand Slams; cycling's Grand Tours and more than 200 days racing a year; the PGA TOUR year-round; the best new and existing electric racing series with ABB FIA Formula E World Championship and FIA eTouring Car World Cup; and every major winter sports World Championship and World Cup event.

# THE TEAM



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The Swedish professional league for men's association football clubs. It was founded in 1924 and is the top tier of the Swedish football league system, operating on a system of promotion and relegation with Superettan. Seasons run from late March or early April to the beginning of November, with the 16 clubs all meeting each other twice, resulting in a 30-match season, for a total of 240 matches league-wide.

"The Big Three" in Swedish football and Allsvenskan is used to refer to AIK, IFK Göteborg, and Malmö FF. They are generally considered to be the three largest clubs in Sweden from the three largest cities (Stockholm, Gothenburg, and Malmö). The three teams with most Swedish championships are Malmö FF (21), IFK Göteborg (18) and IFK Norrköping (13).

#### Territories :

Caribbean

Central & Latin America

Africa

Middle-East

Europe

Asia

Pacific

North America

#### Rights :

2025

Programming available

All matches available Live

English commentaries available on 1 or 2 matches per match day

3' Highlights of all the matches, interviews



