



## 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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# Australian Open

Jan 17, 2022 - Jan 30, 2022



In the middle of the cold European winter season, the Australian Open is the first Grand Slam of the year, bringing the heat of a new tennis season to all the fans. AO features men's and women's singles; men's, women's, and mixed doubles; junior's championships; and wheelchair, legends, and exhibition events.

Nicknamed "the happy slam", the tournament is the highest attended Grand Slam event, with more than 812,000 people attending the 2020 tournament.

The event includes 14 day sessions and 11 night sessions. Up to 7 courts (Rod Laver Arena, Hisense Arena, Margaret Court Arena, Show Courts 2 and 3, Courts 6 and 8) will be available for live transmission and for extensive coverage.

## Production :

Tennis Australia

## Territories :

Europe

## Rights :

2031

## Official website :

<https://ausopen.com/>

## Programming available :

International live signal from up to 7 courts

Live or recorded with international sound and English commentaries

Day and Night sessions

Access to Media Hubs with interviews, games hlts ...

Daily HLTS & Tournament Review with International sound and English commentaries (24' or 52')

Daily newsfeed with International sound and log sheet

Digital clips to engage your fans produced by Discovery Sports editorial teams: top shots of the day, What you missed, players analysis, interviews ...

