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20 May 2021

## Sky announces long-term partnership with ESPN

Sky New Zealand is delighted to announce that it has renewed its partnership with global sports brand ESPN, securing a multi-year, multi-platform rights deal.

ESPN provides live sport and sports programming from the United States and around the world, including NFL (and the much-anticipated Super Bowl), NBA basketball, NHL, MLB, UFC, NCAA basketball, NCAA football, the US Open, and the Peabody and Emmy Award winning *30 for 30* film series.

Through the deal, Sky will continue to deliver its customers two ESPN channels on Sky Sport and streamed on Sky Sport Now and Sky Go. The partnership also gives Sky and Sky Sport Now customers access to a superb range of Video On Demand content from ESPNNews, ESPNU, ACC Network and SEC Network as well as the Watch ESPN app.

Sky Chief Executive Sophie Moloney says: “Our goal is to connect our customers with the sport and entertainment they love, in the ways that work for them, wherever they are in New Zealand.

“We know from our customer research and viewership data\* that ESPN is a well-loved part of Sky’s sport offering, and we are pleased to secure these rights for our customers. Our research shows ESPN content is particularly appealing to younger sports fans (under 45 years old) and we look forward to continuing to work with our partner ESPN to deliver an awesome sport line-up to our customers.”

ENDS

\*Source: Sky Nation panel (25,000+ members), Nielsen CMI and Sky Connected Boxes

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