

TRACE AND INVERLEIGH TO TARGET LEADERSHIP OF THE SPORTAINMENT MARKET WITH FOUR-YEAR PRODUCTION AND DISTRIBUTION PARTNERSHIP

LONDON: - TRACE TV has announced an exciting new four-year partnership with Inverleigh Media Holdings, with both companies focused on the rapidly emerging sportainment genre.

The partnership will see Inverleigh produce over 100 hours of original content per year for telecast on the TRACE Sport Stars international channels.

TRACE previously commissioned Inverleigh to produce original programming over the past three years - a successful partnership that spawned the critically acclaimed and best-selling 'National Icons' and 'Football Stars' formats, broadcast on the TRACE Sport Stars channels in more than 100 countries.

In addition to this production partnership, TRACE has appointed DSI by Inverleigh as its exclusive worldwide distribution partner to represent TRACE Sport Stars' extensive programming catalogue for broadcast acquisition over the next four years.

The coming together of the TRACE and Inverleigh catalogues represents the most significant and diverse sportainment library globally.

Inverleigh Director, Matt Whytcross, noted that an increasing number of broadcasters are realising value in the cross-over between sport and entertainment, giving rise to the genre.

"Broadcasters have recognised the appeal of sport entertainment making it an increasingly important component of schedules over the past 12-24 months. TRACE and Inverleigh have, in parallel, been pioneers in this genre which makes this alliance a natural progression in a long-term association" he said.

Laurent Dumeau, TRACE Sport Stars CEO commented, "We are delighted to renew our production partnership with Inverleigh, following a successful 3-year collaboration. Inverleigh is an exciting company, committed to delivering new, original, high-quality programming, in line with the TRACE Sport Stars youth audience's expectations.

Commenting further on the distribution agreement, Laurent said "The distribution deal followed naturally; having an extensive knowledge of our channel and its catalogue, and numerous years' experience in production and content commercialization, I'm confident that Inverleigh is the relevant partner to succeed in strengthening not only the TRACE Sport Stars leadership as the #1 channel dedicated to sport celebrities but also as a major provider of sportainment content to broadcasters worldwide."

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ABOUT TRACE SPORT STARS

Available in over 100 countries, TRACE Sport Stars is the first channel exclusively dedicated to sports celebrities. TRACE Sport Stars gives unique behind-the-scenes access to athletes, offering an intimate and in-depth understanding of their lives. TRACE Sport Stars combines sports celebrity profiles, magazine and reality programming with news and gossip shows giving viewers the opportunity to discover champions as they have never seen them before.

www.trace.tv

ABOUT TRACE

TRACE is a leading urban entertainment group with activities in 180 countries. TRACE is a signature hub for urban entertainment content and offers TV channels, FM radios, mobile services, events etc. to millennial and young adult audiences. TRACE is owned by Modern Times Group (75%) and its founder and management (25%).

www.trace.tv

ABOUT INVERLEIGH

Inverleigh Media Holdings is a privately owned and operated company. A leader in non-live sports content, the company produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms.

Headquartered in Melbourne with offices in London, Inverleigh currently supplies programming to over 200 broadcasters globally.

www.inverleigh.com

CONTACT

Luke Amanor

TRACE TV

Tel: +44 (0) 208 834 5961

Email: lamanor@trace.tv

Matt Whytcross

INVERLEIGH

Tel: +61 449 955 454

Email: whytcross@inverleigh.com