



UNBEATEN
CHANNEL



UNBEATEN

Unbeaten is a digital first, sports media brand - a destination for sports fans to consume premium, mainstream sports content.

The brand is launched by established sports media house, Inverleigh, who produce and distribute sports programming to over 475 broadcast and digital OTT partners worldwide.

In early 2020, Unbeaten launched two channel products; a 24 hour linear channel and a fully branded VOD product providing streaming platforms a rare opportunity to offer dedicated mainstream sports to their audiences.

//LOVE
THE inverleigh
STORY

OPPORTUNITY

LINEAR CHANNEL VOD CHANNEL

Unbeaten provides sports fans an 'always-on' destination to consume premium sports content.

Available as both linear (24 hour) and VOD solutions, created for subscription or ad-supported platforms.

Sport is an essential genre, yet quality mainstream sports channels are extremely rare in the OTT market.

Our content provides insights and analyses on the highest reach events and highest profile sports figures.



Broadcast tested, premium programming.



Wide reach content that captures a huge market.



Supported through a comprehensive marketing strategy driving demand for the brand and its content.



Live now and ready for immediate delivery



UNBEATEN

OPPORTUNITY

HIGH VALUE AUDIENCE

Sport inspires passion and loyalty. While sports touches almost everyone, we target the committed but casual fan.

These are the savvy fans that may be seeking out content to supplement their live pass or PPV viewing.

They always want to be in the know and seek insight-led content that is visual with strong narrative.



25-45 YO Male

Comfortable blending multiscreen into their sports experience.



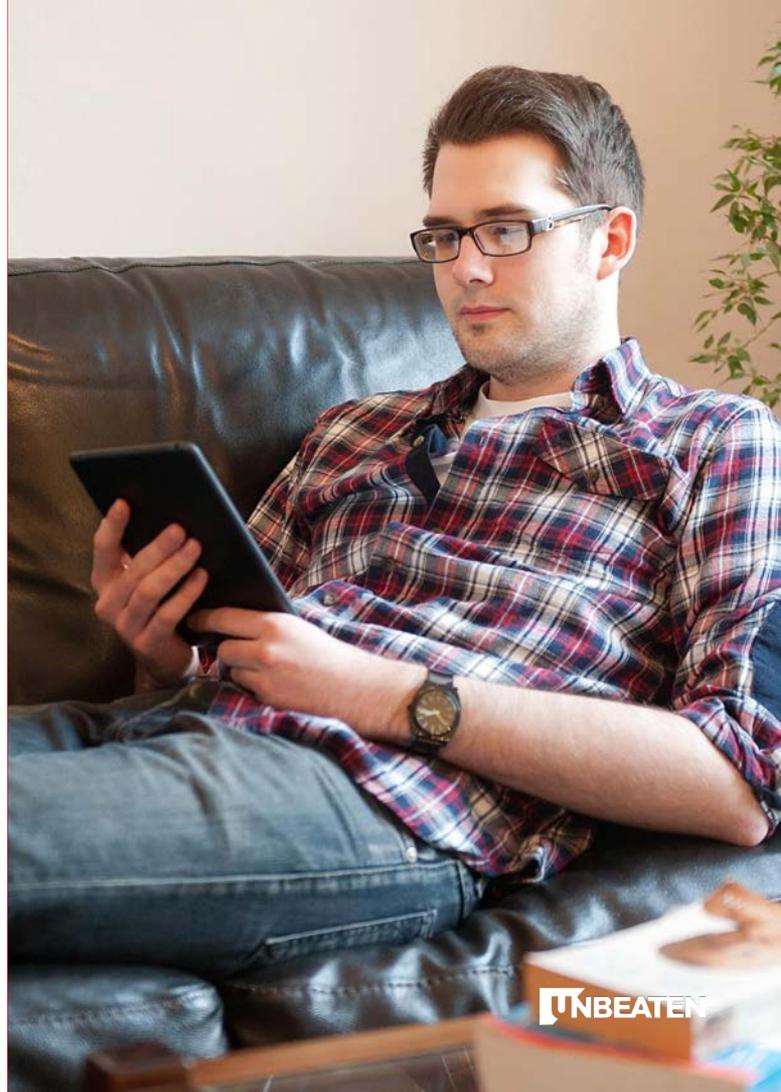
Geographically Dispersed

World sports reach across all borders. Expect deep interest from ex-pat and migrant demographics.



Disposable Income

May have previously subscribed to sports cable television but now likely purchase live event access.



CONTENT

NEWS & TIMELY FEATURES

Up to the minute, timely programming is the cornerstone of the weekday schedule.

These programs provide ongoing coverage of all key mainstream international sports including football, basketball, golf, tennis, esports, MMA, baseball, boxing, cricket, F1, rugby and more.

Weekly titles are scheduled in regular time-slots to encourage appointment viewing.

Monday



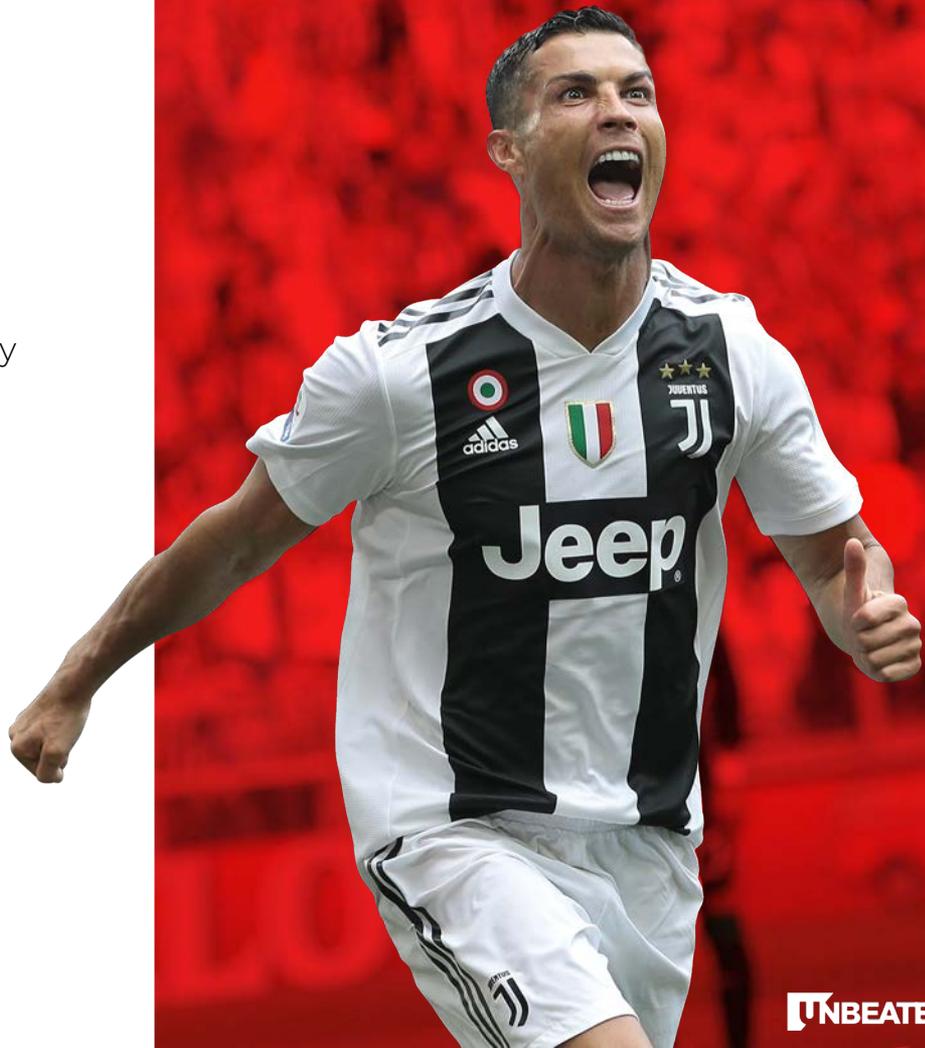
Tuesday



Wednesday



Thursday



CONTENT

MAJOR SPORTING EVENTS

Our live and major event preview titles tap audience and sponsor demand providing extended association to the biggest events in world sport.

In 2020/21, our Olympics and the European Championships preview programs add significant value for up to 12 months leading into the events.

FIFA Football World Cup follows in 2022 with more to follow...

COUNTDOWN TO
TOKYO

THE
CONTENDERS
2020

EFC
EXTREME FIGHTING
CHAMPIONSHIP

GUIDE TO
THE GAMES

DESTINATION
TOKYO



TNBEATEN

CONTENT

DOCUMENTARY SERIES

Documentary television is dominating the cultural conversation.

Our catalogue captures this interest by celebrating the greatest events, players, teams, rivalries and personalities of all time.

Milestones, event timing and interest trends guide our team in scheduling, leveraging a catalogue over 1,000 hours of evergreen features. This depth is key to our high refresh rate.

THE
SHORTLIST

SPORTS
WOMAN

AGAINST
THE ODDS

HOMAGE

FOOTBALL'S
GREATEST
STAGE

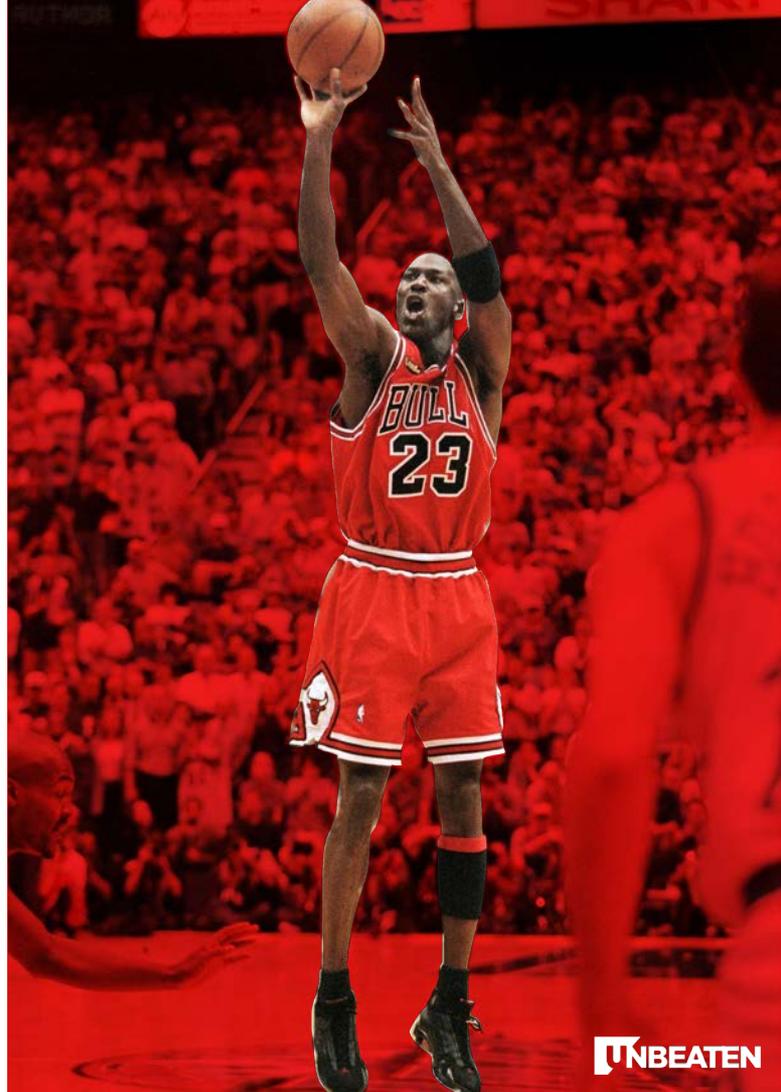
DREAM
TEAMS

TRIGGERED



THIS IS
ESPORTS

THE IMMORTALS



CONTENT

RECREATION, REALITY + SPORTAINMENT

We target 'lean back' programming for the weekend with highlights being our entertainment, reality and recreational programming which provide an invaluable alternative around the traditional live sports.

These are shows that explore personal pursuit and quest or the lifestyles, personalities and relationships of the elite professional sports stars.

THE FIGHTER
SEASON 1
EP 1

PURE
OUTDOOR

FIGHT
STARS

THE
BURNING
ISSUE

NATIONAL
ICONS

STAR
BLOCK
WORKOUT

ONLY
LIVE
ONCE

Epic
Trails

THE
TRUTH
ABOUT...

Chill

SPORT STARS
UNCOVERED



MONETIZATION

CREATED FOR REVENUE GENERATION

Our channels are created for all platforms including subscription and ad-supported models.

For Subscription Platforms:

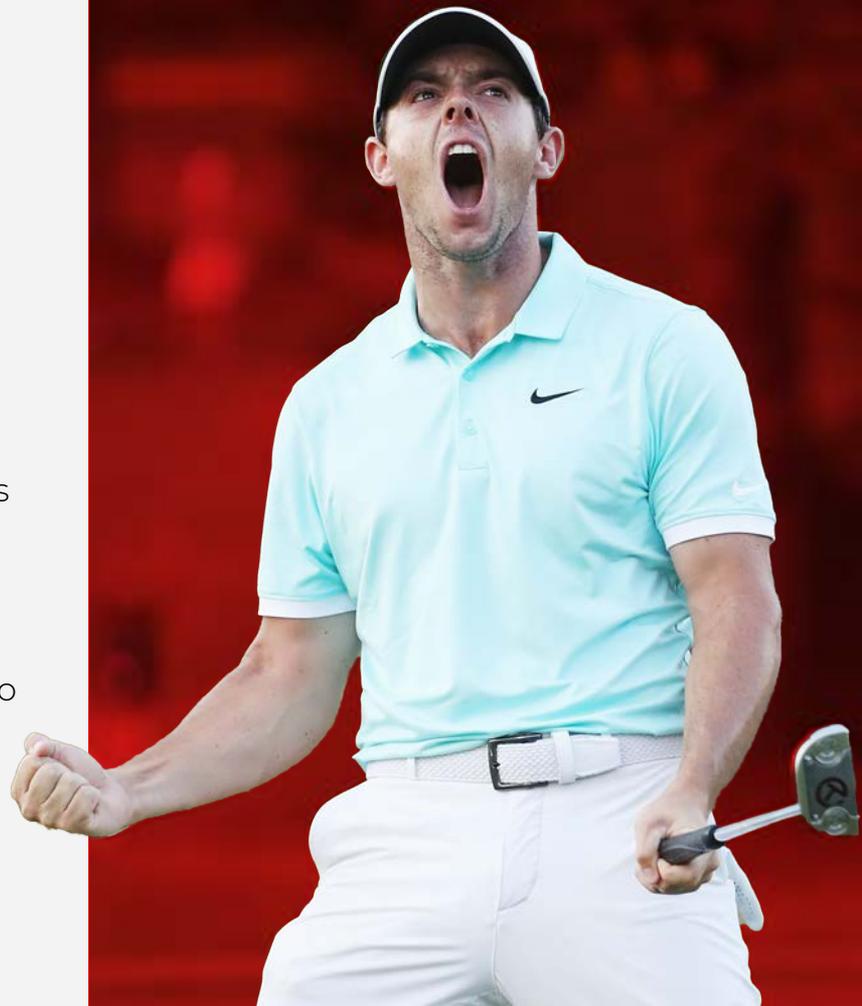
Linear Channel: backdrop content through all commercial breaks for ad-free play

VOD Channel: content supplied without commercial breaks

For Ad-supported Platforms:

Linear Channel: includes embedded ad-insertion markers to insert commercials locally.

VOD Channel: content delivered with ad-roll markers at designated break points



BRAND RECOGNITION

INTERNATIONAL BROADCAST REACH

For the last 10 years our content has been distributed to over 204 countries, broadcast via over 475 channels, digital TV providers and mobile platforms, these programs have reached millions.

From 2020 all of our programming will promote the Unbeaten brand as our traditional broadcast reach continues to grow.



Over 30 television show Brands with established broadcast audiences



475 broadcast clients internationally



Key programming syndicated to 70% of US homes.



SELECT DISTRIBUTION PARTNERS



Discovery CHANNEL



ESPN

Claro

sky SPORTS

beIN SPORTS

NETFLIX



Tencent 腾讯



iflix

amazon

Alchimie

PLUTO

UNBEATEN

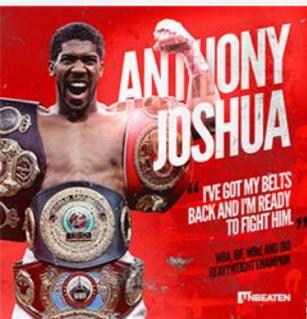
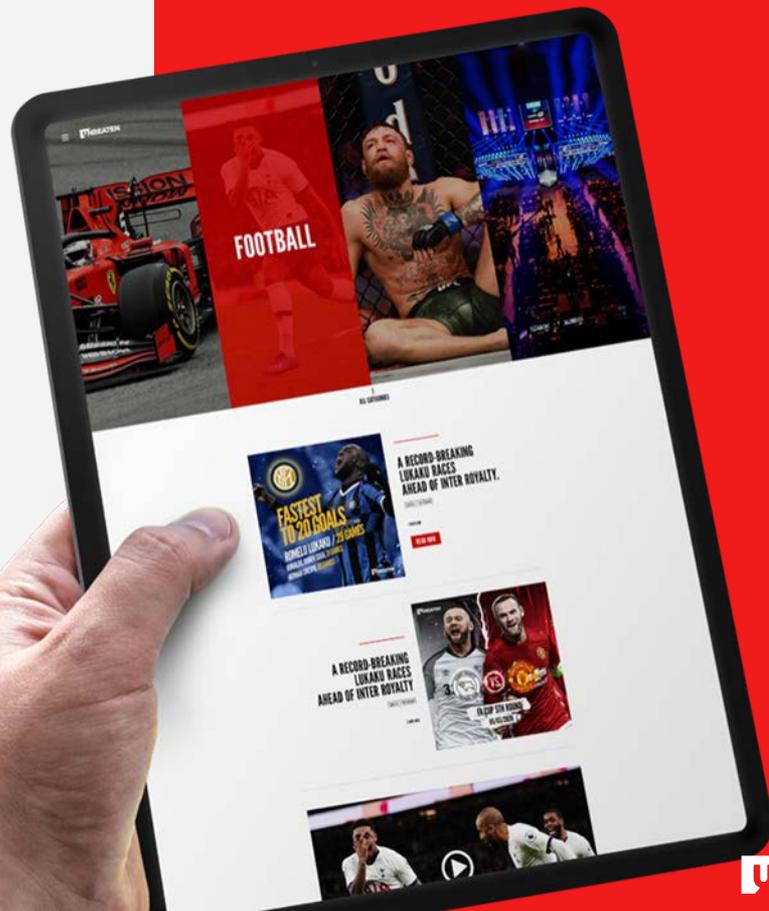
BRAND RECOGNITION

DIGITAL ENGAGEMENT STRATEGY

Unbeaten is more than a TV channel. 18 social channels and a dedicated web application have soft launched.

A dedicated team and content mix are being established to grow the online reach of the brand and our content.

These fledgling owned digital channels already see over 2.2 million monthly video views of short clips and program promotions and building rapidly.



SUMMARY

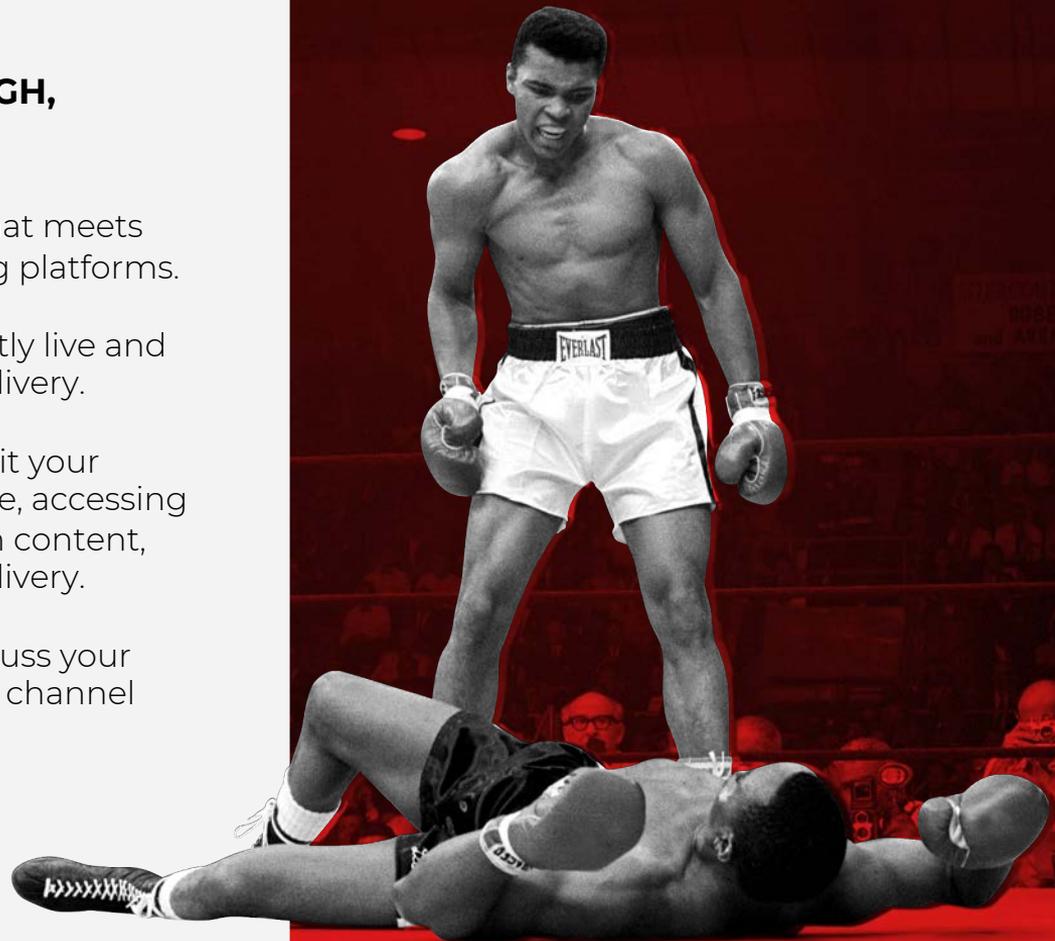
**DEMAND IS HIGH,
BE QUICK!**

A rare premium, mainstream sports offering that meets demand for sports programming on streaming platforms.

Linear Channel - premium schedule, currently live and available for immediate delivery.

VOD Channel - branded and curated to suit your requirements and audience, accessing 1000's of hours of premium content, available for immediate delivery.

Speak with our commercial team today to discuss your requirements and carriage deal terms for both channel options.



//LOVE
THE inverleigh
STORY

Brian Lee

Commercial Manager - Digital

brian.lee@inverleigh.com

www.inverleigh.com