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Unbeaten Sports Channel Launches New CTV App Bringing Live Sports To More Fans Than Ever.

Los Angeles – UNBEATEN, the global live sports channel owned and operated by Inverleigh, is proud to launch its first Connected TV app on the four major CTV platforms: Amazon Prime Video, AppleTV, GoogleTV, and Roku in the US.

The new Unbeaten App is now live, delivering the premium live sports and on demand content directly to fans across Smart TVs and connected devices, initially within the United States.

Developed in partnership with established CTV app developers Stream Vision Media, the Unbeaten App is built for modern sports audiences, providing viewers instant access to an unrivalled content slate of live events, match replays and original programming from around the globe — all in one destination.

Unbeaten is redefining sports television in the FAST era, showcasing premium across combat sports, basketball, baseball, soccer, tennis and beyond.

Matt Bellotti, Head of Channels at Inverleigh, said “Unbeaten has built up a huge slate of elite sports content with quality partners. In June alone, we have no fewer than six World Cups in the schedule along with daily original programming during the FIFA World Cup and the baseball across three domestic leagues. The App is smart, intuitive and provides access to thousands of hours of events at a tap of their finger.

“It’s been a pleasure working with our partners at Stream Vision Media to bring the App to life. We share a great optimism that the new Unbeaten App will be a true home of sports on Smart TVs across the US.

“Get your Unbeaten App downloaded today on Amazon Prime Video, AppleTV, GoogleTV or Roku and Stay Unbeaten!”

Designed For The Way Fans Watch Today

The Unbeaten CTV app has been built to create a seamless viewing experience across the biggest screen in the home.

Features include:

- Easy-to-navigate sports guide
- Instant access to recent live and upcoming events
- High-quality streaming
- 24/7 always-on sports channel
- Fast access to highlights and featured content
- Available across leading Connected TV platforms

A New Home For Underserved Sports Fans

The launch of the CTV app marks a major milestone in the channel's mission to make live sport more accessible, more discoverable and more exciting for sports fans.

No subscriptions. No complicated sign-ups. Just great sport.

Download The Unbeaten App Today

The Unbeaten CTV app is available now on supported Connected TV devices in the US

Download the app, tune in live, and discover the future of sports streaming.

Now it's even easier to stay Unbeaten.

[ENDS]

ABOUT UNBEATEN

UNBEATEN Sports Channel is the unrivalled destination for free, live sports delivering the biggest international and World Cup events, while showcasing homegrown leagues and emerging talent. Love live sport? Stay UNBEATEN. www.unbeaten.com. UNBEATEN is owned and operated by Inverleigh Media Holdings. www.inverleigh.com

ABOUT STREAMVISION MEDIA

StreamVision Media is built on more than 30 years of experience in sports media and seven years at the forefront of Connected TV. The company's team combines deep expertise in live sports production, content operations, distribution, and rights management to deliver premium viewing experiences across television, digital, and streaming platforms. As audience consumption habits continue to evolve, StreamVision Media has focused on building, operating, and monetizing FAST channels, owned-and-operated CTV applications, and live event streams through a data-driven, programmatic-first approach. Bridging the gap between traditional broadcast and modern programming innovation, the company combines decades of storytelling expertise with advanced advertising technology to deliver scalable monetization opportunities. StreamVision Media's mission is to own, operate, and optimize the next generation of streaming networks, where live sports, premium content, and programmatic technology converge.

For further information:

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