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UNBEATEN SETS LIVE SPORTS BENCHMARK WITH UNPRECEDENTED WEEKEND

Unbeaten, the global linear live sports channel owned and operated by Inverleigh, delivered its biggest live sports week to date on FAST, streaming over 40 (forty) live events over the past weekend while launching its first live studio chat show, *The Unbeaten World Cup Show*, timed to the FIFA World Cup, providing immediate reaction, analysis and conversation as each day's play wraps.

As World Cup fever hits the US, Unbeaten has doubled down on its football offering with replays of key FIFA World Cup qualification matches from AFC nations, its original World Cup preview series *The Contenders 26*, plus the iconic docu-series *Football's Greatest Stage*.

The Unbeaten World Cup Show is currently airing live daily at midnight ET / 9pm PT in the US, where entertaining, expert analysts and a rotating cast of guests deliver immediate reaction, punchy insight and discussion as each day's World Cup action concludes.

Over the same weekend, the channel also featured live action from the FIBA 3X3 World Tour Finals, five games from domestic baseball leagues AAPB and NECB, full-card MMA events from the US and UK, American football from the WFA, East Conference matches from the dynamic, new tennis league INTENNSE, the World Rowing Cup Finals, live swimming and Super Netball games from Australia, World Cup Modern Pentathlon from Budapest, the TCR World Tour from Spain, while previewing the Formula 1 Barcelona Grand Prix on *The Inside Line*.

With two channels dedicated to US audiences and four additional feeds across the world, Unbeaten is redefining sports television in the streaming era, strengthening its distinctive offering across mainstream, Olympic and alternative sports.

"We're delighted that Unbeaten has become so widely recognised for making the sports model work on FAST TV," said Matt Whytcross, Co-Founder of Inverleigh. "From being an early channel entrant into the FAST arena, constantly evolving and adapting to tackle the commercial dilemmas of sport on FAST, to now having earned a genuine leadership position in that space is really satisfying for our entire team, who have worked hard to establish a model that delivers for audiences, leagues and partners alike."

"The World Cup is a visible moment in illustrating how audiences are increasingly engaging with sport across alternative broadcast and media platforms," Whytcross said. "The growth in our viewership numbers demonstrates how far Unbeaten has come in understanding and serving a growing community of fans that value choice, premium access and authenticity. Going forward,

we look to leverage our unique position in content creation and distribution to maximise Unbeaten’s growth.”

Unbeaten has successfully struck a balance between meaningful coverage of major mainstream events, such as the FIFA World Cup, with domestic and international sports that have loyal fan cohorts in the US. In 2025 the channel carried over 1,000 live events, a number that will be easily surpassed in 2026, and with viewership figures ascending month on month, the channel is well positioned as a flagship sports offering for FAST TV and beyond.

Unbeaten is currently carried in the US on Samsung TV+, Prime Video, Roku, Xumo Play, Google TV, Fubo, DAZN, the Unbeaten App and on over 30 other streaming and broadcast platforms in the US and internationally through Europe, Africa, Asia and Australia.

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ABOUT UNBEATEN

UNBEATEN SPORTS CHANNEL is the unrivalled destination for free, live sports. With two channels dedicated to US audiences and another four worldwide, Unbeaten delivers the biggest names in mainstream sport while showcasing homegrown leagues and emerging talent. For the best line-up of premium live sports, stay Unbeaten. www.unbeaten.com

UNBEATEN is owned and operated by Inverleigh Media Holdings. www.inverleigh.com

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