



Press release  
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## **EverySport Media Group launches PadelDirekt Plus**

**EverySport Media Group AB (publ) ("ESMG") business area, EverySport Media, today announces the launch of PadelDirekt Plus - a new premium service for the wholly owned site [PadelDirekt](#). The service enables further investments in quality journalism and content around padel. PadelDirekt Plus is a result of previously successful launches of subscription services on several of the Group's other sports sites. The implementation of the payment model is part of the Group's overall growth strategy to increase ESMG's monthly recurring revenues.**

– We have created strong brands around sports media both in Sweden and internationally. In parallel, we have seen a clear trend in both increased demand and willingness to pay for deeper coverage. That's why we are now investing heavily in premium services that focus on our visitors' greatest passions, says Hannes Andersson, CEO, EverySport Media Group

PadelDirekt is currently Sweden's largest padel news site, and with this release comes a number of new synonymous features being launched on the site. The new premium service accommodates both a broader and deeper coverage of Swedish and international padel. PadelDirekt Plus costs 49 SEK/month and gives the user access to all content on the site. EverySport Media Group also provides the premium subscription service EverySport Plus for 99 SEK/month which gives access to all premium content on ESMG's sites [Hockeysverige](#), [Innebandymagazinet](#) and [FotbollDirekt](#) in addition to [PadelDirekt](#).

- We have previously carried out successful launches of premium services at Hockeysverige, FotbollDirekt, Eliteprospects and Innebandymagazinet. Given the great interest in padel, we have large expectations for the outcome of PadelDirekt Plus, says Uffe Bodin, Media Manager, EverySport Media Group

PadelDirekt is based on ESMG's new media platform EverySport Media Platform (EMP), which is a new technical platform specialized for sports media. Previously, the Group has made major investments in the platform. These contribute to an adapted consumption of sports content in both text and video formats, enabling a logged-in location to create personalized experiences and through subscription services get access to premium content.

### **For more information, please contact:**

Hannes Andersson, VD EverySport Media Group AB,  
tel: +46 70 736 56 25,  
e-mail: [hannes.andersson@esmg.se](mailto:hannes.andersson@esmg.se)

Uffe Bodin, Media Manager EverySport Media Group AB (publ),  
tel: +46 70 958 32 01  
e-mail: [uffe.bodin@esmg.se](mailto:uffe.bodin@esmg.se)

### **About EverySport Media Group**

EverySport Media Group (ESMG) is a group operating in sports. ESMG is divided into two business areas: EverySport Media and Every Padel. EverySport Media owns and develops digital platforms and services in sports, and within the Every Padel business area, operations are conducted within the fast-growing sport of padel. The group has a total of about 160 employees. The head office is located in Stockholm, and the company also has offices in Norway and the US. The group is listed on the Spotlight Stock Market (EVERY).