



# Nova Broadcasting Group extends Premier League rights

- Nova secures all-platform media rights for another three years starting in 2019
- Rights extension includes coverage of nearly 15% more live games each season

**MTG's Nova Broadcasting Group (Nova) has been awarded the exclusive rights to show live English Premier League football for the 2019/20 to 2021/22 seasons in Bulgaria. Every year, more than 235 matches will be available live on Nova's subscription TV and streaming platforms, together with extensive local language commentary, highlights, interviews, profiles, archive footage and related programming.**

From the 2019/20 season, the number of live Premier League games that can be shown will increase by nearly 15%. Live games will be shown on Fridays, Saturdays, Sundays and Mondays, together with midweek and holiday games. This includes games with a new kick-off time of 21.45 EET on Saturdays.

Nova is Bulgaria's leading commercial media group and comprises 7 TV channels and more than 15 online businesses. The company also holds the exclusive Bulgarian rights to show Formula 1 and Bulgaria's First Professional Football League.

Jørgen Madsen Lindemann, MTG President and CEO: "The Premier League is a global phenomenon that inspires passionate fans around the world. Nova is an established partner of the Premier League and delivers unsurpassed coverage and reach via Bulgaria's leading media platforms. This extension reinforces Nova's unique position and means fans can look forward to more fantastic matches than ever before."

Nikolai Andreev, Nova Broadcasting Group Head of Sport: "Securing another three years of Premier League football shows why Nova is Bulgaria's leading commercial media group. We constantly innovate around our platforms to make sure our unrivalled content reaches even more customers as we continue to develop a one of a kind Bulgarian media powerhouse."

Peter Nørrelund, MTG EVP and Head of Product Development and Incubation: "Our long term relationships with global rights holders enable us to offer incredible sports experiences to fans in all our markets. Nova's Premier League coverage is world class and will raise the bar even higher over the next three years."

Richard Scudamore, Premier League Executive Chairman: "We look forward to working with Nova for the next three seasons as they make the best Premier League content available for fans in Bulgaria."

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NOTES TO EDITORS



*MTG (Modern Times Group MTG AB (publ.)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video content and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').*

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