

## FanDuel Group launches FanDuel TV with Kay Adams

FanDuel Group, part of Flutter Entertainment, today announced its intent to launch FanDuel TV which will include a broadly distributed linear cable television network, and its new OTT platform to be known as FanDuel+. Both FanDuel TV and FanDuel+ will go live in September of this year and become the first linear/digital network dedicated to sports wagering content and delivering more live sports programming than any other network in America. As part of the launch, FanDuel TV is excited to welcome Kay Adams who will headline the network with a live daily morning show five days per week. Adams, who previously served as a host of *Good Morning Football* on the NFL Network will host the show from FanDuel TV's Los Angeles studios each day at 11:00 am EDT. As part of the launch, the company announced that FanDuel+ will be free to download for existing FanDuel customers with accounts on any of its sportsbook, casino, horse racing or daily fantasy platforms.

"FanDuel TV is the first network designed from the ground up to be watched by viewers with their phone in hand," said Mike Raffensperger, Chief Commercial Officer, FanDuel. "We intend for FanDuel TV to sit at the intersection of live sports and interactive content and believe Kay is the best example of an on-air talent who can bring fans closer to the narratives of the games they care about most. Our goal is to provide fans compelling programming to watch and wager on in tandem with our mobile app."

### **Kay Adams Headlines New Morning Show**

Adams will host her own hour long show Monday through Friday, welcoming guests and a wide range of personalities from across sports and entertainment. She looks forward to continuing her well-established track record of entertaining and informing sports fans in the morning! Daily viewers can expect the same "Hey Kay Adams" energy as always, and the daily studio show will also be available on YouTube and other social media platforms.

### **Pat McAfee and the Squad at PMI to Produce Original Content**

FanDuel TV is excited that one of the hottest and most influential people in sports media Pat McAfee and his team at PMI Network will also be joining the party! McAfee's PMI Network will be producing fresh new content as part of the network's weekly block of programming. Details regarding new PMI Network content will be shared by Pat on *The Pat McAfee Show* when it's ready for primetime!

### **Programming from Bill Simmons' The Ringer Network**

As part of the launch of FanDuel TV, the company has reached a programming agreement with The Ringer providing FanDuel TV content from one of the industry's most listened to and followed sports and pop-culture podcasts and digital networks. Details on specific content from The Ringer, which Bill Simmons founded in 2016 will be disclosed in the future.

## More Ways to Win with Lisa Kerney

In addition, FanDuel's signature sports betting show *More Ways to Win* will continue to be hosted by former ESPN SportsCenter anchor Lisa Kerney bringing sports betting analysis and insight of the major sports leagues to viewers each week. *More Ways to Win* has been a cornerstone of FanDuel's digital programming with Kerney covering a variety of sports content focused on the sports wagerer in her high energy style. A FanDuel brand ambassador, Kerney has appeared recently in the company's baseball ads and hosted the company's FanFest event, which was streamed live from Los Angeles to more than 10,000 viewers during the week of Super Bowl LVI.

"Having proven on-air talent, live content from the most influential name in sports media in Pat McAfee and the industry's best team covering horse racing today demonstrates that FanDuel TV will be a dynamic network from day one," said Amy Howe, Chief Executive Officer, FanDuel Group.

## New Live Sports Programming

FanDuel TV intends to become the new home of international basketball in the U.S. As part of a licensing agreement with [Sportradar](#), FanDuel TV and FanDuel+ will air more than 3,000 hours of live sports including international basketball league action from the [National Basketball League](#) (NBL) Australia's professional league, the Chinese Basketball League, as well as the French and German pro leagues.

## Stable of Horse Racing Experts

FanDuel TV will emerge from predecessor TVG Network, a channel synonymous with delivering racing excellence for the past quarter century. In keeping with its proud TVG lineage as the unquestioned home of horse racing, FanDuel TV will feature a stacked lineup of unparalleled coverage from respected experts including Christina Blacker, Britney Eurton, Gabby Gaudet, Mike Joyce, Todd Schrupp and the rest of TVG's award-winning on-air talent roster. FanDuel TV's programming schedule will be underpinned with the best live coverage from the top tracks including Gulfstream, Del Mar, Keeneland, Pimlico, Santa Anita and many more. FanDuel TV will also deliver unmatched coverage of the Breeders' Cup this coming November including The Breeders' Cup World Championships.

"TVG has been the undisputed leader in the horse racing space for the past 20 years and the launch of FanDuel TV creates an exciting new platform for the next 20 years," added Raffensperger. "FanDuel TV and FanDuel+ will accelerate the renaissance racing is enjoying and repackage the sport for a new generation of mobile enabled fans, while also bringing new leagues and sports to the U.S. market. We plan to offer more live sports than any network in America."

FanDuel TV will be broadly distributed on linear television through its relationships with the industry's leading cable and satellite distributors including Comcast Xfinity, Spectrum, Verizon FIOS, DirectTV, DISH, Cox Communications, FuboTV, YouTubeTV, and Hulu. FanDuel+ will also be widely available on direct-to-consumer OTT platforms including Roku, Apple TV, and



Amazon Fire. For more information on FanDuel TV programming and news, follow @FanDuelTV on Twitter and Instagram.

For further information, please contact: FanDuel Group / [press@fanduel.com](mailto:press@fanduel.com)

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