



Telenet creates new sports experience: Play Sports

More sports, top entertainment and innovative extras, a must for all sports lovers.

Mechelen, 16 July 2015 – From 20 July, Sporting Telenet will make way for Play Sports. With a new TV package and an intense total experience, Play Sports intends to bring athletes and supporters closer together. The wide range of sports on offer will focus on Belgian sports heroes. From now on, sports lovers will be able to watch their heroes from the first row for the best football, hockey, volleyball, basketball, car and motorcycle racing, golf and cyclocross. They will be able to watch their favourite sports thanks to the innovative concepts that help them cheer on their heroes: new programmes and competitions, live coverage, an amazing Play Sports app with live statistics and top entertainment on- and off-screen ensure a total experience for their love of the sport.



Sports enthusiasts spoilt for choice by the best selection of sports

Telenet's main focus was on football, while Play Sports offers a wide range of sports for all sports fans. Special attention will be given to Belgian sportsmen and sportswomen who do well at home and abroad. Besides the best of the Belgian and international football leagues, Play Sports will increase the number of ball sports significantly with the best Belgian and international volleyball, basketball and hockey competitions.

Every car and motorcycle fan will find something they fancy in the motocross and the Formula 1 and Formula E races. Golf can be watched day and night on the Play Sports Golf channel. Cyclocross fans will also find something to their taste with the Hansgrohe Superprestige and World Cup races. This will be in cooperation with the VRT. The public broadcasting corporation will televise a number of cyclocross races in both categories (which can be viewed in simulcast on Play Sports). VRT will assist Play Sports with the production and it will be able to avail itself of the services of their top



commentators and co-commentators of the VRT. Luc Van Langenhove, manager VRT Sport: *“Sporza and the VRT are very happy with this forthcoming cooperation. VRT guarantees to show a relevant selection of cyclocross races. Not only live but also in its news bulletins, current affairs programmes, on the radio and also digitally. It will ensure that the VRT uses its expertise and many years of experience with cyclocross in the best possible way and shares it with other important players in the Flemish media landscape.”*

Play Sports will also televise a number of new, individual cyclocross races. The cyclocross races from the Hansgrohe Superprestige and the World Cup races that will not be televised by the VRT will be available on Playtime (standard on channel 11) for all Telenet TV subscribers.

Follow the sports heroes on and off the field

Our discreet camera positions and fascinating commentaries provide the live coverage with greater depth. Experts and well-known (sports) personalities welcome the viewer in a state-of-the-art contemporary studio with innovative virtual effects.

Play Sports offers a behind-the-screens look at sport through the programme ‘Hoogvliegers’. Telenet will also start to broadcast a brand-new programme made by a group of young TV talents: Fanatico will enable sports fans to view the most recent sports items with the best Belgian top athletes and the most recent up-and-coming local talent.

Play Sports subscribers will not have to miss any match or programme because they will be able to watch them again up to 7 days after the event.

Plays Sports app: Watch sport in a new dimension

The innovative Play Sports app allows subscribers to watch Play Sports on their tablets and smart phones in any place where Telenet Wi-Fi is available. The app provides extra information through statistics (team line-ups, scoring opportunities, ball possession, etc.), which are updated as the match progresses. The viewer is free to choose the statistics he wishes to consult whenever he wants to. The Play Sports app allows supporters not only to watch the matches live or up to seven days after the event, but also to enjoy highlights, behind-the-scenes footage and the best from Fanatico or other programmes. The app also includes news, an interactive TV guide and a smart goal alert function, which is handy when you are not in a position to watch live.

#samenstraffer

Play Sports intends to bring supporters and sportsmen and sportswomen closer together and will therefore not be limited to TV, computer, tablet or smart phone. With surprising actions on and off the pitch, Play Sports offers a new experience for both sports enthusiasts and occasional fans. For example, a group of supporters will have a channel on which it can provide its own commentary of a top clash in the Jupiler Pro League. In cyclocross, Play Sports offers the Telenet Trophy, whereby fans will have a chance to ride the circuit the day before a cross, either by themselves or ahead of their favourite rider.



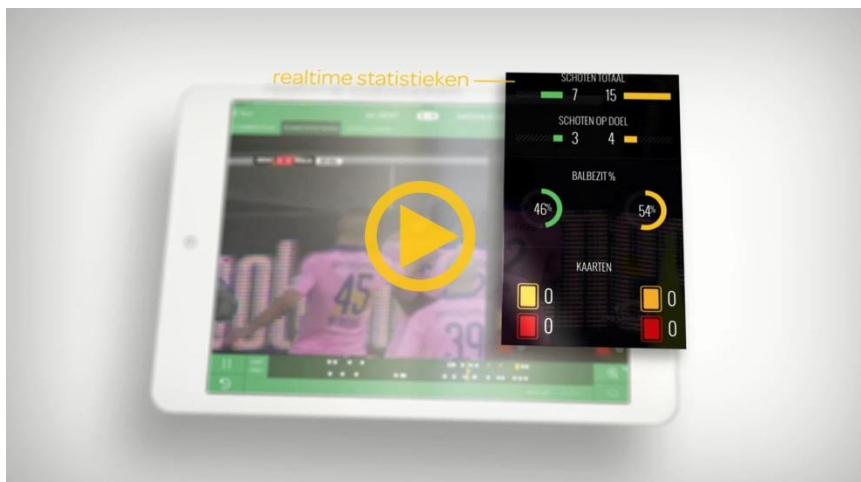
More for the same price

Play Sports offers Sports fans more sports fun at the same price as Sporting Telenet. Play Sports costs € 16.45 a month for triple-play customers. A day card is available for € 9.95. Sporting Telenet subscribers will automatically become Play Sports subscribers.

John Porter, CEO Telenet: *“We are big into sports. From the little boy who scores his first goal, to the stadium packed with supporters when the decisive goal is scored. We all love our sports heroes, and when we see them play, we cheer them on with pride and support. It is exactly for that reason that we at Telenet take the best from the available technology and combine it with a more extensive range of sports and top entertainment on the screen and on the pitch. Play Sports is not a sports channel, it is a sports experience.”*

ANNEX:

Trailer Play Sports-app (<https://watch.zentrick.com/BYOFGX/>)



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About Telenet

Telenet is a leading provider of media and telecommunication services. The company's main task is the provision of cable television, high-speed Internet and fixed and mobile telephony to mainly residential customers in Flanders and Brussels. Telenet also provides services to companies in Belgium and Luxemburg. Telenet is listed on Euronext Brussels under ticker symbol TNET. For more information, please go to www.telenet.be



ANNEX: Play Sports products in detail

Football

- Belgium: All matches of the Jupiler Pro League and highlights of the Belgian Cup matches.
- England: Premier League
- Germany: Bundesliga
- Netherlands: Eredivisie
- Europa League
- Qualifying matches for Euro 2016.

Basketball

- 2 Belgian First Division matches per match day
- EC with the Belgian Lions
- Euroleague: 1 match per match day & the complete Final 4

Volleyball

- 1 match per match day from the Belgian competition

Hockey

- At least one match per match day from the Belgian competition
- EC: all matches of the Belgian team, four semi-finals and two finals

Cyclocross

- UCI World Cup (for all Telenet customers on channel 11)
- Hansgrohe Superprestige (for all Telenet customers on channel 11)
- Races in Erpe-Mere, Kruikebeke, Boom, Otegem, Zonnebeke and Oostmalle

Motor racing

- Formula 1 & E
 - Live: all Formula 1 GPs including qualifications
 - 5 extra Play Sports channels from different camera positions. From camera on the front of the car to bird's eye view.
 - All Formula E races
- Motocross
 - All MXGP races (starting with the Belgium GP on 02/08)
 - Motocross des Nations

Golf

- All tournaments on the European and American Tour
- The 4 Majors
- The Ryder Cup



Play Sports programming

MONDAY: PREMIER LEAGUE DAY

On Mondays, the focus will be on the Premier League. Every Monday evening, a match from the Premier league will be televised (about 25 matches per season).

Before and after this match, the highlights of the Premier League matches of the weekend will be shown in Premier League Review and a 'classic game' from the rich Premier League history will be broadcast.

TUESDAY: HOOGVLIEGERS and GOLDEN MOMENTS

Hoogvliegers is a two-weekly programme hosted by Geert De Vlieger, in which he interviews well-known people from the world of sport. He also takes a look 'behind the scenes', into the private world of sportsmen and sportswomen and policymakers, and is able to open doors that remain closed for other interviewers/journalists.

A regular feature on Tuesdays will be a 'golden moment' from our rich archive: a legendary Anderlecht - Club Brugge match, a top match from the NBA, etc. Our viewers have their say about which legendary sporting moment they want us to show.

WEDNESDAY: PITSTOP

Wednesdays are completely devoted to the world of car and motorcycle racing. In Pitstop, Peter Baert gives a weekly overview of the main stories in the world of car and motorcycle racing.

Midweek football league matches and cup matches both in Belgium and abroad will of course also be shown on Wednesdays.

THURSDAY: FANATICO and EUROPA LEAGUE

Every Thursday, we have a regular appointment with Fanatico, our brand-new programme, centring on sports in all its splendour. A group of young, talented TV makers provides the most original, interesting, funny or sad stories from the world of sport.

Other features include regular live Euroleague basketball as well as Thursday's Europa League ties. We will show four live matches per match day, with the focus on Belgian teams, thanks to a more extensive package of matches.

FRIDAY: KICK-OFF

In Kick-Off, our presenters, analysts and guests look ahead to the week's upcoming sports events.

Our viewers will subsequently be able to enjoy live football from Belgium or abroad, and/or a match from the Euroleague basketball.

WEEKEND: STUDIO LIVE, SATURDAY and WEEKEND ROUND-UP

Studio Live comes from our brand-new state-of-the-art studio, from where we take the viewers from the afternoon to the late evening from one top match to another, with in-depth analyses by our experts and guests.

During our 'Time Outs', flash presenters keep the viewers informed of developments and events on the other sports fields.

At the end of the day, all sporting highlights of the day will be discussed during our Round-Up.

Every Sunday, you will be able to watch Playtime (standard on channel 11), a choice of Play Sports programmes, including a selection from different sports, the cyclocross races of the Superprestige as well as the brand-new sports programme 'Fanatico'!