



**365MediaGroup**

## **Press Release**

16 November 2006

### **Sport365 Unveiled as Single Portal for 365 Media Group**

The newly rebranded 365 Media Group has today launched a new sports content aggregation portal. Sport365.com is designed to bring together the best features and latest stories from its 13 sports websites, which include Football365, TEAMtalk, Planet-Rugby and sportinglife.com.

Sport365 is intended to showcase the main stories and columns from the multi-sports, multi-channel network owned by 365 Media Group, formerly known as TEAMtalk Media, which is the UK's leading independent provider of internet sports news and content. It will provide a gateway to individual sites, such as Cricket365 and Planet-F1, as well as the sportal.com broadband TV channel.

"This new site will be a simple point of access for the 365 Media network, providing a quick fix for those who want to know what's happening in sport," says Graham Shaw, editor-in-chief of 365 Media Group. "It will also direct users to some of the iconic sites in our network, which attract more than 9 million users every month."

[/...more](#)

The format of Sport365 has been designed to complement and work alongside existing sites on the 365 Media network. It will also provide a single front end for some of the major advertising campaigns that run across different sports sites, currently including Sony, Nike and NTL. Advertising and sponsorship opportunities will be handled by 365 Media's dedicated sales division, 365 Digital Media.

"We're very proud of our stable of brands, which each command widespread recognition and unrivalled loyalty among their fans," says Andy Roberts, head of marketing for 365 Media Group. "The new site will take all that is best about each site, be it serious or irreverent, creating the one stop shop for our great mix of sports news and views.

The group's popular Sportsmail email news digest will also be rebranded under the Sport365 name.

**ENDS**

**Issued on behalf of 365 Media Group plc by Forum Communicate**

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### **Notes to Editors**

365 Media Group is the leading operator of sports websites in the UK. Comprising [sportinglife.com](http://sportinglife.com), [TEAMtalk.com](http://TEAMtalk.com), [sportal.com](http://sportal.com), [Football365.com](http://Football365.com), [cricket365.com](http://cricket365.com), [golf365.com](http://golf365.com), [Rivals.net](http://Rivals.net), [planet-f1.com](http://planet-f1.com) and [planet-rugby.com](http://planet-rugby.com) among others, the network delivers high-quality interactive content to an audience of 9 million loyal, sports fans; consisting mainly of affluent ABC1 males. The group provides advertising and sponsorship opportunities across the network for a wide range of leading brand names from all sectors. In addition to consumer-facing activities, the group also syndicates content on a B2B basis through web, audio, video, iTV and mobile telephony channels to an array of well-known clients.