



Introducing eir Sport: a new name in Irish Broadcasting

New six channel eir Sport Pack free to all eir broadband customers

eir Sport Secures rights to 2019 Rugby World Cup and 2017 Women's Rugby World Cup

#SettingSportFree

(Tuesday, 5 July 2016) eir, Ireland's largest telecommunications company, has launched **eir Sport** and the **eir Sport Pack**, offering six channels of the best live sporting content from Ireland and around the world. This follows the acquisition of Setanta Sports Channel Ireland Ltd.

The channels that make up the eir Sport Pack are **eir Sport 1** and **eir Sport 2**; **BT Sport 1**, **BT Sport 2**, **BT Sport Europe** and **BT Sport ESPN**.

In a separate move to reward customers, the **eir Sport Pack** is now free to all existing and new eir broadband customers. Customers can access this content via their TV platform or the device of their choice. This equates to €300 of value free to every eir broadband customer.

Unveiling **eir Sport** at the launch today, Managing Director of eir's consumer division, Jon Florsheim, said, "**eir Sport** is the new name in Irish broadcasting. Last year we introduced a fresh and modern identity to signal our ambition and evolution. Today is the most tangible proof point yet of our transformation as we become a broadcaster, supplying an amazing range of live sport to customers throughout Ireland.

We continue to offer our customers great value. Now we are giving premium sports content to all 370,000 of our broadband customers. Not only does this provide customers with quality content, we are also letting customers choose how they want to watch that content either at home on the TV or on the go via the eir Sport app. "

Continues...



eir Sport Secures Additional Rights

eir is delighted to announce that it has secured a range of additional Irish broadcasting rights to various sporting events and competitions.

Commenting on the announcement, eir Sport CEO Mickey O'Rourke, said "We are delighted to have secured all the Republic of Ireland rights to the 2019 Rugby World Cup in Japan. We broadcast all 48 games live in 2007 and 2011 and it's great to know we will be doing the same again in 2019. We are very thankful to World Rugby for entrusting us with these rights along with the U-20's Championship, the Women's World Cup and Sevens rights. It's a fantastic way to launch the new *eir Sport* brand."

Rugby

A suite of rugby rights have been negotiated with World Rugby.

- The 2019 Men's Rugby World Cup, hosted in Japan;
- The 2017 Women's Rugby World Cup, hosted in Ireland
- The annual U-20's Championship from 2017 through 2019
- The Rugby Sevens World Cup in 2018 (men's and women's)

Motorsports

eir Sport has also extended its existing agreement with Formula One World Championship Ltd, to show every Formula 1 race live plus practice and qualifying sessions through 2018.

2016 Rio Paralympic Games

eir Sport will show more live TV Paralympics coverage than any other Irish broadcaster at the Rio Olympics.

For more information see www.eir.ie

ENDS



Notes to Editor:

eir is the principal provider of fixed-line and mobile telecommunications services in Ireland with more than 836,000 direct and indirect broadband connections, and more than 1,000,000 mobile customers through the eir and Meteor brands. eir has the most extensive network across the country both in terms of capacity and geographic reach.

In December 2015, eir acquired Setanta Sports Channel Ireland Ltd and the Irish rights to BT Sport for an undisclosed sum. It is Ireland's leading premium sports broadcaster.

eir has spent €1.3 billion on capital investment over the past four years to enhance fixed and mobile network infrastructure, the largest investment programme of any provider in the country. It will deliver better quality broadband and data services for consumers and businesses of all sizes right across the country. Fibre broadband has been built to 1.6m homes and businesses today, using both fibre to the cabinet (FTTC) and fibre to the home (FTTH) technologies. Rollout will reach 1.9 million by 2020.

The eir Sport pack comprises six channels of great sporting content including Barclays Premier League Football, FA Cup, Champions League, Europa League, top flight European football from Germany, Italy and France, League of Ireland, European Rugby Champions Cup, Aviva Premiership Rugby, UFC, Formula One, Allianz Leagues GAA and much more.

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