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FOOTBALL LEAGUE AND PREMIUM TV AGREE NEW DEAL FOR WEB JOINT VENTURE

The Football League and Premium TV, Europe's largest broadband sports publisher, have renegotiated the terms of their 'FLPTV' joint venture.

FLPTV was set up in 2000 and has developed into a successful partnership hosting 65 Football League club sites, seven Premier League club sites and four Football Conference club sites.

The Football League has now acquired Premium TV's stake in FLPTV and agreed a three-year deal that sees Premium TV become a service provider.

Premium TV will continue to provide all 76 clubs with the same cutting-edge websites that deliver fans live audio match commentary, video news bulletins, player interviews, exclusive online goal highlights direct from the clubs, as well as subscriber generation and management for its "World" broadband subscription product, which is used across all 76 official club sites, plus mobile, betting and e-commerce services.

Richard Masters, Commercial Director of The Football League, said: "This is a sensible way forward for everyone involved. The League and its clubs will have greater commercial flexibility and the deal secures the long term future of the hugely popular club websites and the revenue potential they bring for our member clubs."

Rod Henwood, Premium TV chief executive, said: "This agreement represents a new deal for fans, a secure future for official club websites, and guaranteed revenue for clubs. It further reinforces the Football League's commitment to the internet, and highlights the thriving relationship between football and Premium TV. It's a win-win for both parties."

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Editor's Notes:

About The Football League

Formed in 1888 by twelve founder members, The Football League is the world's original league football competition and is the template for leagues the world over. Today, it has 72 member clubs and is the largest single body of professional clubs in European football. The Football League is the best-attended sporting competition in Europe. This season more than 16m people watched games in the regular season and end of season play-offs, the League's best set of attendance figures for 40 years. This season's play-offs recorded their highest aggregate attendance ever.

About Premium TV

Premium TV is Europe's biggest exploiter of online sports rights. Its 'World' product (eg Wolves World, Newcastle World etc) gives fans unrivalled access and insight to club news, views, and highlights through four interactive and live channels. Each channel provides exclusive insider information through daily video news, video features and interviews, radio bulletins, a video library, video goal highlights, live audio match commentary for every League and League Cup game. Premium TV has signed up 1.5 million registered football fans and more than 130,000 paying subscribers.