

Play Magnus AS (PMG-ME) - Eurosport to broadcast the Champions Chess Tour

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(Oslo, 6 November 2020) - Play Magnus Group has entered into an agreement with Eurosport for the pan-European and Asian broadcasting rights to the 2021 season of the Champions Chess Tour, the first professional online chess tour. The game will take its place alongside other premium sporting events on Eurosport's platforms for viewers in more than 60 markets across Europe and Asia. The rights do not apply in Norway.

Play Magnus Group CEO Andreas Thome said: "We are happy and proud for this important collaboration. By partnering with a leading sports network like Eurosport, we are able to bring chess entertainment to a whole new audience and extend our reach globally. Instead of exploring a traditional sale of rights, we have decided to focus on working closely together with Eurosport to develop the sport of chess. At this stage, securing wide distribution is critical for attracting commercial partners for the Champions Chess Tour and building the value of chess broadcast rights over time."

Trojan Paillot, VP Rights Acquisitions and Distribution at Eurosport, said: "Chess has a great potential to attract a dedicated, global audience and Eurosport has a proven track record in its ability to increase awareness of a sport and establish a solid platform for rights holders to grow their fanbase and attraction towards new territories. Play Magnus Group is known for innovating and modernising a game played by over 650 million people globally. Eurosport will facilitate and fasten the development of the game thanks to a combined linear and digital approach, bringing Chess to the widest number of people through our broadcast and distribution operations."

The rights for Eurosport do not apply in Norway. Play Magnus Group announced on 15 October 2020 that NRK and TV 2 jointly have purchased the broadcasting rights for The Champions Chess Tour in Norway.

The Champions Chess Tour was started as a response to the Covid-19 outbreak in the spring of 2020, when all physical chess tournaments were cancelled. The first season, which went by the name Magnus Carlsen Chess Tour, was the first professional online chess tour and became a great success with over 17 million unique viewers. The tour included 5 tournaments, and 25 of the world's best players participated.

In the 2021 season of the Champions Chess Tour, which runs from November 2020 to September 2021, Magnus Carlsen and the world's top players will compete over ten tournaments for a total prize fund of USD 1.5 million. The tour features fast-paced, exciting rapid-format chess with all games played on www.chess24.com. Beginning on November 22, fans will experience coverage from the world's best commentators, opportunities to interact with the players, and a modern broadcast production that highlights the excitement and emotions of chess.

What viewers can expect:

- Live coverage of the knock out section of each tournament broadcasted in English, German, French and Spanish with distribution on Eurosport Player (Europe), D Play (Finland) and Discovery Plus (India)
- Highlights of every tournament broadcasted on Eurosport 1, Eurosport Asia and Eurosport India in prime time and with replay the following day
- Editorial coverage by Eurosport on Social Media, including key moments from each tournament and segments focusing on the competition format of the Champions Chess Tour as well as the rules and specifications, giving their audience the keys to understand the Tour.

Disclosure regulation

This information is subject to the disclosure requirements pursuant to section 5-12 of the Norwegian Securities Trading Act.

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About Play Magnus AS

About the 2021 Champions Chess Tour

The 2021 Champions Chess Tour will, for the first time in history, determine the world's best chess player over a full competitive season of online chess. Beginning in November 2020, the Champions Chess Tour will feature monthly tournaments culminating in a final tournament in September 2021. The best chess players in the world will compete in a total of ten tournaments of rapid chess. All games will take place online on www.chess24.com with players competing for a total prize pool of USD 1.5 million.

About Play Magnus Group

The Play Magnus Group is a global leader in the chess industry focused on providing premier digital experiences for millions of chess players and students. The company offers e-learning and entertainment services via its market leading brands: chess24, Chessable, CoChess, the Play Magnus App Suite, and the Champions Chess Tour. The Group's mission is to grow chess to make the world a smarter place by encouraging more people to play, watch, study, and earn a living from chess.

Attachments

- [Download announcement as PDF.pdf](#)