

Press Release

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MySports launches innovative app for ice hockey fans

With the MySports app, hockey fans throughout Switzerland will now have access to all MySports broadcasts and live games, as well as a number of statistics and match highlights. The app is designed to display news and information about each fan's favorite National League club. This means that fans reliably receive the information that's most relevant to them so that they can always keep up with their team. The MySports app is available for download on all the popular platforms.

More reach on more channels

Following the successful start of the current ice hockey season with the new Free TV partners, MySports is now taking the next step by launching the MySports app. The aim is to continue to build the National League's visibility and make the sport accessible to everyone. With the new MySports app, all National League games are available live and via Replay, along with numerous statistics and analysis of the individual games and players, highlights and much more. André Krause, Sunrise CEO: «With MySports, Sunrise is striving to bring the entire world of ice hockey to the Swiss public in a professional and entertaining way. Through the MySports app, we're now also bringing an innovative digital presentation to the top Swiss ice hockey league and its clubs and players. I'm delighted that MySports is able to expand its offering further, thanks to the strength in digital innovation of Sunrise and the close strategic collaboration with the National League.»

The focus is on your favorite club

The great added value for users lies in the design of the app. Fans can choose their favorite club and then regularly get all the important information, news and (live) statistics related to it. Matthias Krieb, Head of MySports: «We've managed to put together a digital offer that not only focuses on the National League as a whole, including all its facets, but also brings the fan's favorite club right onto their screen digitally. A unique approach in Swiss sports coverage and beyond.»

With the MySports app, you always have the National League at your fingertips. In addition, users can follow more than 150 NHL games live every season, watch a large number of games from the German and Swedish hockey leagues (DEL and SHL) live and enjoy the documentaries produced by MySports about the world of Swiss ice hockey.

The app is available on the following platforms: iOS Mobile, Android, Apple TV, Android TV and the web, and costs CHF 25.– per month including all features and options or CHF 9.– per day (day pass). Over the course of the coming year, existing MySports customers should be able to log into the app using their TV provider's login details. Until then, customers can check out statistics and highlights in the free version of the app. The app is currently available in German and French.

Sunrise

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