

## **Fantasy Sports Network Announces Content Partnership with Bloomberg Sports**

### **“Stats Insights” Show Will Deliver Data-Driven Analysis, Tips and the First-Ever Daily “Stock Report” On All Fantasy Sports**

Toronto – The world’s first-ever 24/7 Fantasy Sports Television Network (FNTSY) announced today a new partnership with Bloomberg Sports which will include a daily 30-minute show on fantasy and sports analytics, “Bloomberg Sports Stats Insights.” Hosted by BSports’ Shannon Sommerville, the show will take a daily look at the numbers behind all fantasy sports, with features, guests and daily news for both daily and season-long fantasy players and sports fans. The show will officially launch later this quarter.

“Our business continues to expand into new partnerships, from broadcasters to brands, and this new partnership will be a great platform to provide fantasy players with insights and recommendations – all driven by our data analysis and mathematical models – that they cannot get elsewhere,” said Bill Squadron, president of Bloomberg Sports. “We think that our partners at Fantasy Sports Network are building a brand that will engage with a fast-growing audience interested in content well beyond the field, and we are very pleased to be working with them on this new, innovative content play.”

“Analytics and statistics are critical components of fantasy sports culture,” said Chad Midgley, VP of Content at FNTSY Sports Network. “We are thrilled about our collaboration with the world’s leading data technology company. Our viewers will have access to the most accurate data-driven projections in the sports world, giving them a clear edge whether they play in daily or season-long fantasy sports leagues.”

The daily show will focus on predictive analytical content, covering the day’s performances, injuries, transactions and other information critical to fantasy players. In addition to insights into all levels of fantasy sports news, ranging from football, baseball, basketball, hockey, soccer, NASCAR and golf, “Stats Insights” will talk to guests from throughout the sports industry, getting their takes on the latest use of analytics for both player evaluation and performance, specifically tied to the growing fantasy sports world. Utilizing Bloomberg Sports’ advanced analytics, the show will reveal fantasy projections and forecasts, including a “Stock Report” each day on players trending upwards or downwards.

“We are very much looking forward to having a venerable brand such as Bloomberg Sports as part of our programming lineup on the Fantasy Sports Network,” said Louis M. Maione, Chief Strategy Officer of Anthem Media. “Yet the addition of such a major player in the fantasy sports industry is just the beginning for us as we move to become the premier destination for fantasy sports players of all levels of enthusiasm and experience. Strategic partnerships will continue to be a key element as we build a comprehensive and versatile suite of programs for the fantasy sports community.”

This will be a new assignment for Sommerville, who joined BSports earlier this year after serving as Sports Director and Anchor at WIVT-TV in Binghamton, New York. She has also handled reporter and producing work at WPLG in Miami and for Time-Warner Sports. Shannon is a graduate of the University of Georgia with a Masters Degree from the University of Miami.

“Bloomberg Sports Stats Insights” is the latest addition to FNTSY Sports Network’s daily programming lineup, which includes a live three-hour simulcast of the “RotoExperts” Sirius/XM Fantasy Sports Radio morning show with Scott Engel and Adam Ronis weekdays at 6 a.m. ET, and live studio presentations of “Game Time Decisions” with Gabriel Morency at 3 p.m. ET and “FNTSY Sports Today” with Laura Diakun and fantasy experts such as Pat Mayo and Corey Erdman at 4 p.m. ET.

Fantasy Sports Network is the first television network specifically targeted towards the estimated 40 million people who play fantasy sports for full seasons and on a daily basis. It includes live studio programming, call-in shows, panels, celebrity and expert drafts, reality programming and on-site commentary from sports venues, as well as short-form programming from the experts around the country. The companion website at [www.fantasysportsnetwork.com](http://www.fantasysportsnetwork.com) offers additional content and the mobile app is now available in the iTunes store, with additional launches of the channel and app releases for other devices to be rolled out over the summer months.

About Anthem Media Group Inc.

Anthem Media Group Inc. is a media company with offices and studios in New York, Toronto and Los Angeles, operating niche television channels on linear, digital and mobile platforms globally. In addition to Fantasy Sports Network, Anthem’s portfolio includes RotoExperts.com, a leader in fantasy sports content, Fight Network, the world’s premier combat sports channel now broadcasting in the U.S., Canada and over 30 other countries, as well as significant investment in Pursuit Channel, one of the top outdoor channels in the U.S. Anthem also owns SportsGrid.com, a leader in sports entertainment commentary.

## About Bloomberg Sports

Launched in 2010, Bloomberg Sports takes the technology developed by Bloomberg, the leading global provider in data and analytics, and applies it to the vast data analysis opportunities in sports. Bloomberg Sports' professional products for teams, broadcasters and athletes include a comprehensive baseball scouting, data and video system now used by almost all Major League Baseball clubs. The company also has introduced a consumer soccer product for European football, "Match Analysis," a powerful predictive and analytic tool forecasting game results, as well as "Stats Insights," a comprehensive blog that contains original content and analysis for the five major European football leagues as well as the NFL, NHL, MLB, and NBA. Bloomberg Sports has been named by SportPro Magazine as one of "Fifty Brands Shaping Global Sport in 2014," by Mashable as one of its "Five Most Innovative Sports Brands for 2012," by The Sports Business Journal as a Finalist for "Best In Sports Technology" in 2012 and by Fast Company Magazine as one of the "Most Innovative Companies in Sports" in 2011. For more information, please go to [BSports.com](http://BSports.com).

### **For More Information Contact:**

Anthem Media Group Inc. Chad Midgley

[chad@anthemmediagroupinc.com](mailto:chad@anthemmediagroupinc.com)

For Bloomberg Sports: Joe Favorito

[Fatherknickerbocker1@yahoo.com](mailto:Fatherknickerbocker1@yahoo.com)/917-566-8345