

Players TV

Players TV is the first ever athlete owned media network and content provider dedicated to showcasing sports lifestyle and entertainment. With over one hundred athlete creators, investors, and partners, PlayersTV offers a robust variety of content including comedy, reality shows, documentaries, podcasts, movies, and more, all featuring your favorite sports stars.

Primary Target: Aspiring young BIPOC athletes and fans

Creators & Platforms:

- Players TV: 500+ TV networks and OTT/CTV channels that reach 275+ million homes across the US, Canada, and the UK
- Players Studio: Production house that can create custom content across multiple genres & styles
- Players Social Network: Over 300MM aggregated social media followers from its athletic influencers, including Kyrie Irving and AJ Andrews.
- General categories of interest include lifestyle, social causes, fashion/athletic wear and sports
- Athletes On-Demand: A new DTC hub that will generate over 4K hours of content from over 100 content partners, including original shows across a streaming and mobile app, launching later in 2022.

Content:

- *Front Office* - a series focused on the behind-the-scenes business strategy and wealth management in the sports world.
- *Cooking Clean* - featuring DeAndre Jordan, the series highlights the NBA veteran cooking delicious recipes alongside a professional chef—providing viewers insight into how to best prepare vegan dishes and discussing the nutritional benefits of those dishes.
- *Watch with Me* - a Google TV show that featured Chris Paul, the Phoenix Suns point guard
- *Basketball and Other Things* - an athletes-first new show that will launch on Athletes On-Demand

Opportunities for Teams & Brands:

- Cross-platform branded campaigns & endorsements
- Original content/projects
- Content partnerships